



A ^{18th Edition} **HOTEL**
ASIA  **Maldives**
EXHIBITION & INTERNATIONAL
CULINARY CHALLENGE
2024

**BIGGEST AND THE BEST FOOD &
HOSPITALITY EVENT IN
THE MALDIVES**

POST SHOW REPORT

Maldives

The World's Leading Destination



The Maldives is a nation of islands in the Indian Ocean, that spans across the equator. The country is comprised of 1192 islands that stretch along a length of 871 kilometers. While the country covers an area of approximately 90,000 square kilometers, only 298 square kilometers of that is dry land. The Maldives is the smallest country in Asia and the islands are grouped into a double chain of 26 atolls. It is one of the world's most geographically dispersed sovereign states.

The country's unique geography mesmerizes the visitors. Reefs that offer bands of color, tiny jewel-like islands rimmed with the whitest of soft sand surrounded by the clearest shallow waters that one can imagine. Only 200 of the islands are inhabited, and a select few on each of the atolls are resorts and some of the islands are used for industry and agriculture.

The beauty of the Maldives is not only above the water. The Maldives is home to about five percent of the planet's reefs that comes with an explosion of color contributed by soft and hard corals that form them. The reefs are home to a thousand species of fish. Lured by the rich nutrients that flow in with the currents, large pelagic fishes such as manta rays and whale sharks also make the Maldives their home.

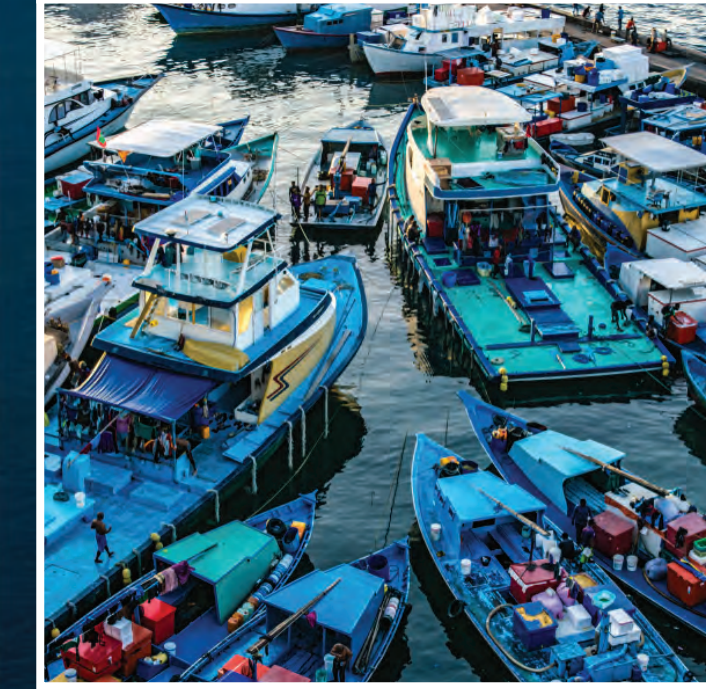
Having successfully met its 2023 tourist arrival goal of 1.8 million visitors in the final month of the preceding year, the Maldives has set an ambitious target of 2 million tourist arrivals for 2024.

Record-Breaking Aspirations

The Maldives has set an ambitious goal of welcoming 2 million tourists in 2024. This target is buoyed by the country's prestigious win of the 2023 World Travel Awards (WTA) for World's Leading Destination for the fourth consecutive year. This accolade underscores the Maldives' commitment to providing unparalleled travel experiences and maintaining its status as a premier global destination.

Looking Ahead

The future of Maldivian tourism looks promising. The government and tourism stakeholders are continuously working to enhance the visitor experience through sustainable practices, new attractions, and improved infrastructure. The Maldives' ability to attract a diverse range of tourists from various countries is a testament to its universal appeal and the robust efforts of its tourism industry.



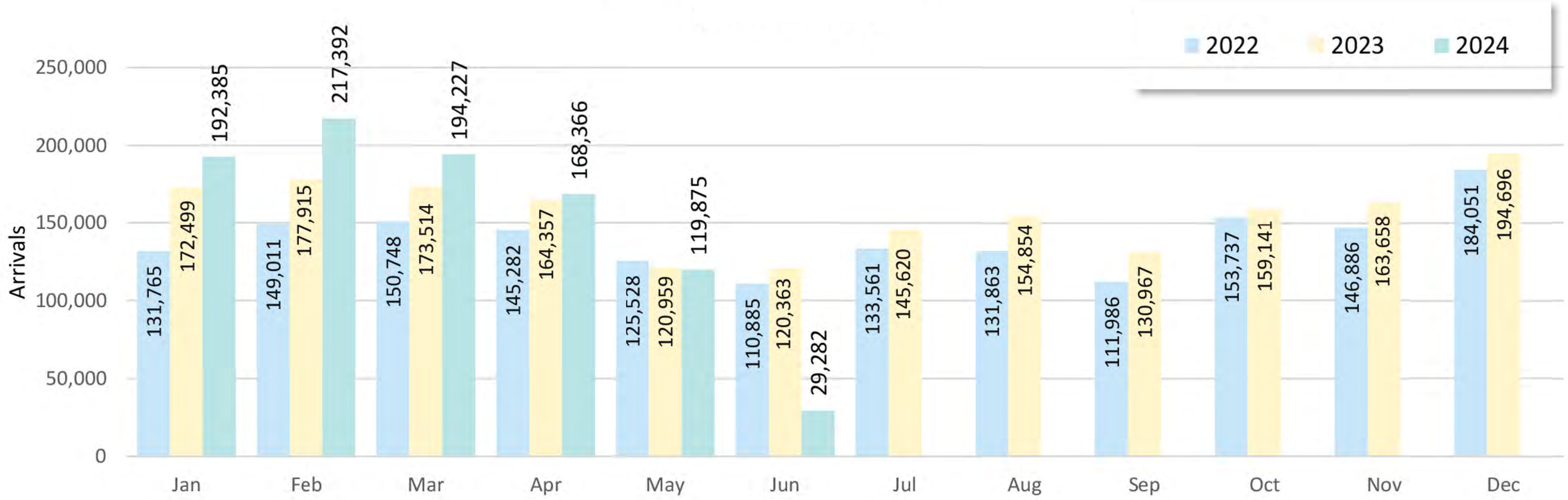


Statistics on Tourism in the Maldives as of 9th June 2024, according to the daily report of the Ministry of Tourism – Maldives website.

Tourist Accommodation - 2024

Type of Facilities	Total Capacity	
	Nos.	Beds
Resorts	182	44,277
Hotels	15	2,016
Guesthouses	856	14,419
Safari Vessels	149	2,916
Total	1,202	63,628

Arrivals by Month, 2022 - 2024





ABOUT HOTEL ASIA ...

The 18th edition of the Hotel Asia 2024 Exhibition & International Culinary Challenge, a premier assembly in the Maldives' hospitality sector, commenced with a notable inauguration. This significant event took place at the Dharubaaruge Exhibition Hall, Usfasgandu, and the Maldives National University in Malé from May 13th to 15th, 2024. The inauguration was graced by Hon. Ahmed Munaz, Minister of State for Youth Empowerment, Information, and Arts.



BUSINESS GATHERING & AWARDS CEREMONY

15th MAY 2024, CROSSROADS MALDIVES



BRIEF OF THE ORGANISER - MALDIVES EXHIBITION & CONFERENCE SERVICES (MECS)

Since 2000, Maldives Exhibition & Conference Services (MECS) has operated as a subsidiary of South Asia Exhibition & Conference Services Pvt Ltd. MECS has cultivated an extensive network of contacts across various sectors, including Business, Professional, Academic, and Hospitality communities, and maintains a comprehensive database of consumers within the Maldives.

The largest annual event in Malé, the Hotel Asia Exhibition & International Culinary Challenge, is organized and managed by MECS. Over the years, MECS has served clients from both the private and public sectors, positioning the company uniquely within the country's business landsc

MECS
MALDIVES EXHIBITION
& CONFERENCE SERVICES (PVT) LIMITED

This year's edition of Hotel Asia featured nearly 300 stalls across two different venues, with active participation from over 45 countries. This solidified the event as a hub for all hospitality industry-related products and services, including catering equipment, food and beverage, furniture and tableware, and health and leisure equipment, among others.



263+
EXHIBITORS

45+
COUNTRIES

4500+
VISITORS

654
CULINARY PARTICIPANTS

This year's main sponsor was Bestbuy Maldives (BBM), with SAFCO International as a co-sponsor. The event aimed to provide a platform for networking and interaction between hotel industry suppliers, service providers, and consumers.



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BRINGING the BEST to MALDIVES

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TRANSPORT



OUR ESTEEMED SPONSORS





"The Hotel Asia Exhibition has established itself as the premier destination for companies specializing in Hotel, Restaurant, and Café/Catering and Hotel Trade Equipment."



EXHIBITION HIGHLIGHTS - 2024

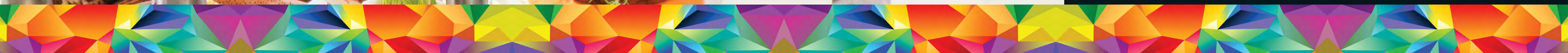


EXHIBITION HIGHLIGHTS - 2024





A major highlight of Hotel Asia 2024, often referred to as the "**Oscars of the Culinary World**," is the esteemed International Culinary Challenge. This year's challenge hosted 25 competitions and featured six main awards, including the Most Outstanding Chef and Best Culinary Establishment. The highly esteemed judging panel included 20 distinguished judges from WorldChefs and 10 rookie judges from the Chefs Guild of Maldives.



CULINARY HIGHLIGHTS - 2024



This culinary extravaganza was held at the Maldives National University in Malé, showcasing the finest culinary talents and innovations. The event further elevated the Maldives as a premier gastronomic destination.



AWARD HIGHLIGHTS - 2024



AWARD HIGHLIGHTS - 2024



Thank you for attending the Hotel Asia Exhibition & International Culinary Challenge
2024.

We sincerely appreciate your participation and support & look forward to
welcoming you back next year in 2025!

