Subject: Tailor your offerings for travelers from emerging markets

Header: Insights from Yango Ads' 2025 Tourism Industry Guide

As a proud member of the Maldives Association of Tourism Industry, we at Yango Ads are excited to share our fresh 2025 Tourism Industry Guide, offering exclusive insights into the travel behaviors of visitors from fast-growing economies like Russia, Kazakhstan, Belarus, and Georgia.

- There's a rising demand for Maldives vacations — 7.4% of the travelers we researched visited the republic in 2024.
- Almost half of the travelers spend as much as $2,000 on each trip. With 67.5% choosing high-end accommodations, comfort tops their list of priorities.
- Targeted ads (48.3%), search engines (41.7%), and Telegram ads (21%) play a crucial role in their travel decisions.
- Most travelers begin planning their trips two to three months ahead, so well-timed marketing campaigns are important to drive bookings.

What does this mean for your business?

- Prioritize premium accommodations, tailored luxury experiences, and flexible booking policies.
- Capitalize on seasonal trends — many affluent tourists prefer traveling during off-peak months, opening opportunities for year-round engagement.
- Use Yango Ads' targeting capabilities and vast expertise in the region to connect to high-intent travelers.

Discover the full guide and get ahead of the competition!

Best,

Yango Ads team