



E-MAIL CIRCULAR

To:
All tourism related companies

From:
Thoyyib Mohamed, Managing Director

Date: 31 December 2020

Reference Number: MMPRC-HR/CIR/2020/98

**Extension for MMPRC Membership 2021
Application deadline**

Attachments:

1. Membership Guideline
2. Membership Application Form

Dear Industry Partners,

We are very pleased to inform that the Management of MMPRC has decided to extend the deadline for the application for MMPRC Membership 2021. To continue receiving the benefits of being a member of MMPRC through 2021, we wish to remind you to renew your membership subscriptions **before 1500 hours on Sunday, 31st January 2021.**

At the same time, we would like to thank you for your membership with MMPRC and contributing to the promotion of the Maldives as a tourist destination!

Kindly submit the completed membership form **WITH PAYMENT** and a copy of the of the following documents to the Maldives Marketing and Public Relations Corporation Ltd. (2nd Floor H. Zonaria, Boduthakurufaanu Magu) before the deadline.

- Operating License in Maldives
- Company Registration Certificate
- GST Registration Certificate

***Note:**

- Members renewing their membership do not need to submit the above documents unless there have been any changes.
- If Operating License and GST Registration certificate is not available at the time of application for membership renewal, those documents should be submitted as soon as they are received without any further delay.

Please note that all transfer payments will **ONLY** be deemed received once the full membership amount is realized to our bank account and a copy of the TT (TT should clearly mention the name of the member company) is shared with MMPRC. Furthermore, all the bank charges (including foreign and local) should be borne by the member.

Invoice for the annual membership will be provided once the fully completed application form is received to MMPRC.

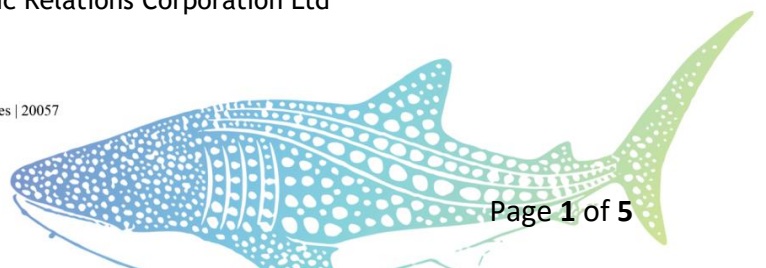
Overseas payments should be transferred to the following Bank account:

Bank Name: Bank of Maldives PLC

Bank Address: BML Building 11/ Boduthakurufaanu Magu, 20094 Male', Maldives

Beneficiary Name: Maldives Marketing and Public Relations Corporation Ltd

Account Number: 7701-700719-001





Account Currency: United States Dollar
Swift Code: MALBMVMV

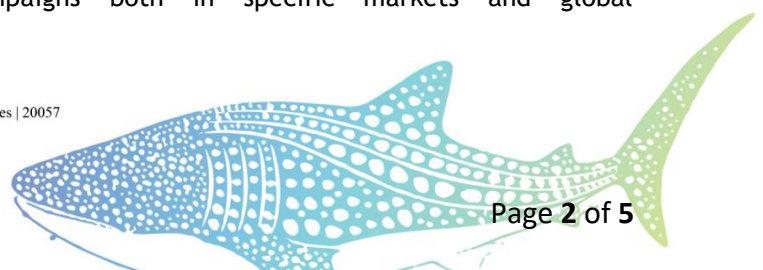
Participation and booking will be guaranteed upon successful completion of the payments.
Listings on MMPRC publications and receipt of information on registration for events of 2021 will not be guaranteed after the deadline.

Table 1.0: MMPRC Membership Fee Structure	
Type of Establishment	Nominal Fee (USD)
Resort/Hotels	750
Safari Vessels	250
Guest Houses	250
Travel Agents	500
Dive Operators	500
Transfer Companies	500
Picnic Islands	500
Others *	500
Foreign Tour Operators	5000
Foreign Travel Agents	5000
* Companies providing related consultancy services for hoteliers & travel agents or any other kind of companies connected to travel trade	
** GST of 6% will be applicable for all the Fees in addition	
*** MMPRC reserves the right to change the fee structure	

For your information, please find below;

1. Why should you become a member:

- The services that the MMPRC Members are entitled to include:
- Co-exhibition with MMPRC at Trade and Consumer Exhibitions and Fairs, subject to Terms and conditions of co-exhibition with MMPRC [Clause 5]
- Visit Maldives website listing - *The name and contacts along with a profile of the establishments will be listed on the website of Visit Maldives.*
- MMPRC Publications Listing - Listings on Annual *Destination Guide* and *Resort Hotel Guide*.
- FREE Participation in SELECTED marketing activities organized by MMPRC.
- FREE hyper link to Members Area from MMPRC (Visit) Maldives Website "www.visitmaldives.com"
- Use of "MMPRC Member" Logo in accordance with the terms and conditions of its usage.
- FREE Access to Resources Library at MMPRC.
- Distribution of members' news releases, subject to MMPRC editorial approval.
- Invitation to host media /trade familiarization groups from across the world.
- Invitation to get exposure for activities by MMPRC such as media, outdoor advertising and social media campaigns both in specific markets and global campaigns.





- Invitation to present, speak on webinars/conferences and workshops conducted by MMPRC.

2. Activities carried out in 2020

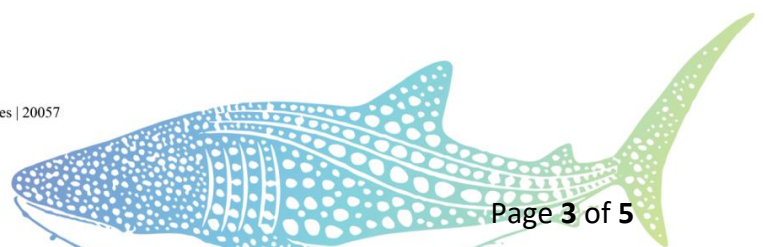
Through the vast number of marketing activities that were conducted and continued during the COVID-19 situation, the visibility of the Maldives as a destination continues to be prominent within the top markets.

During these unprecedented times of the Covid-19 pandemic MMPRC remained active in the marketing efforts to keep Maldives visible on the travel radar as a top of the mind destination as travel restrictions of the markets gradually ease. Over 356 different marketing activities were carried out by MMPRC in 2020 targeting B2B and B2C in 22 global markets. Out of this, 260 activities were conducted till date during this Covid-19 as part of the recovery marketing.



3. Highlights of key marketing objectives and strategies for 2021

- Raise arrival numbers to pre-pandemic levels by the end of the year.
- Re-orient the perception of Maldives solely as a honeymoon, luxury destination.
- Increasing the benefits of tourism to the community through greater emphasis on experiential tourism.
- Maintaining tourism sustainability: Increase yield by stimulating balanced incremental growth that delivers the greatest economic impact through programs/activities that focus on;
 - Sustaining growing visitor volume
 - Increasing spending (through design of wholesome tourist experiences)
 - Extending length of stay
 - Increasing visit frequency and visitor retention
 - Reducing the gap between seasonal highs and lows
 - Encouraging travel to various atolls/regions





4. Key strategies for 2021 include;

- Promote Maldives as a premier luxury destination with various affordable options.
- Promote Maldives as a safe destination due to its geography, one-island-one-resort, guesthouse islands, liveaboards with safety measures in place
- Promote diverse experiences, not just a honeymoon destination
- Top of the mind destination in target markets
- Development and expansion of effective social media platforms and programs for direct engagement, while maintaining effective offline presence.
- Strategic partnership with travel service providers.
- Maintaining a balance between B2C and B2B promotional campaigns and activities.

5. Target markets

Maldives will be promoted globally across 22 specific markets, out of which the following 14 markets will be the main target markets.

1. China
2. India
3. Germany & German speaking markets
4. United Kingdom
5. Italy
6. Russia & CIS
7. France
8. Switzerland
9. South Korea
10. Japan
11. South East Asia
12. USA
13. Australia
14. Middle East & GCC

6. Activities for 2021

In line with the strategies, marketing activities will be conducted throughout the year targeting B2B and B2C on online as well as offline platforms depending on the Covid-19 situation of the target countries.

Some of the activities will include;

- Participation in international fairs that Maldives has been representing over the years such as ITB, ATM and WTM. List of fairs will be released shortly.
- Major Joint Marketing Campaigns with Notable TOs and TAs in important markets.
- Organization of familiarization trips for media, celebrities & KOLs
- Roadshows both physical & virtual
- Global marketing campaigns on international platforms
- Visibility campaigns in key source markets by means of social media, digital and outdoor advertising





Should you have any inquiries or clarifications to be made, please do not hesitate to contact our Assistant Administrative Officer, [Maudhoodha Mohamed](#).

Kindly note that the above mentioned are only a handful of the benefits you are entitled to as a member of MMPRC. In the meantime, we hope that the prestigious award Maldives has received as the World's Leading Destination could be defended together with you all as partners in promoting and marketing Maldives as the most preferred tropical destination in the coming years.

Thank you for your generous contribution, support and assistance in promoting the Maldives...the sunny side of life.

With warm regards,

Thoyyib Mohamed,
Managing Director.
**Electronic Mail sent without signature*

