

## E-MAIL CIRCULAR

**To:**  
All tourism related companies

**From:**  
Thoyyib Mohamed, CEO & Managing Director

**Date:** 17<sup>th</sup> November 2021

**Reference Number:** MMPRC-HR/CIR/2021/161

**Re: MMPRC Membership Renewal for 2022 Attachments:**

1. Membership Guideline
2. Membership Application Form

Dear Industry Colleagues and Partners,

Thank you for your membership with MMPRC contributing to the promotion of the Maldives as a tourist destination.

We are wrapping up yet another challenging year for global tourism industry. In 2021 most destinations experienced a moderate rebound in international arrivals compared to 2019, while few destinations recorded favorable arrival figures nearing or even exceeding pre-pandemic figures. Nonetheless, for the upcoming years, some industry experts fear a slow recovery due to travel bans imposed by governments to curb new variants, and lack of travel confidence amongst tourists due to uneven vaccination rates. However, Maldives is lucky to be looking ahead with daily arrivals exceeding 2019 levels. This is achieved due to the joint effort of the government, the relevant ministries, and all the stakeholders. Regardless of the obstacles caused by the pandemic, Maldives was able to attain the "World's Leading Destination" title and other accolades due to the effective strategies and strict safety measures in place in our destination.

In order to further strengthen and continue our work to reach the common goal of maintaining destination momentum and brand presence, I welcome our industry partners to renew your membership subscription with MMPRC (Visit Maldives) for 2022. For those of you who are not a member yet, I would like to extend an invitation to become one and join us in our efforts to promote the Maldives under a unified brand umbrella.

## **BECOMING A MEMBER**

By becoming a member, you will be supporting and collaborating with MMPRC's effort of promoting the destination across the globe. It also comes with marketing and promotional benefits and perks for the members.



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**Maldives Marketing & Public Relations Corporation**

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Company Reg No. C-0509/2011

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## 1. Membership Benefits

- 1.1. Participation in in-person international events such as International Travel Trade and Consumer Fairs and Exhibitions as well as Maldives dedicated Roadshows organized by MMPRC.
- 1.2. Participation in virtual international events International Travel Trade and Consumer Fairs and Exhibitions as well as Maldives dedicated Roadshows organized by MMPRC.
- 1.3. Co-exhibition with MMPRC at Trade and Consumer Exhibitions and Fairs (subject to Terms and conditions of co-exhibition with MMPRC) [Clause 5]
- 1.4. Listing on Visit Maldives website - Company name, contacts, and profile along with images of the respective establishment(s)/property(ies) will be listed on VisitMaldives.com.
- 1.5. Listing on MMPRC Official Publications - Listing on Annual Official Destination Guide and Product Directory.
- 1.6. FREE opportunities to participate at SELECTED marketing activities organized by MMPRC.
- 1.7. FREE hyperlink to Members Area from MMPRC (Visit) Maldives Website “[www.visitmaldives.com](http://www.visitmaldives.com)”
- 1.8. Use of “MMPRC Member” Logo in accordance with the usage terms and conditions.
- 1.9. Distribution of members’ news releases through global PR channels (subject to MMPRC editorial approval).
- 1.10. Invitation to host media /trade familiarization groups from key markets across the globe.
- 1.11. Opportunity for exposure through destination marketing activities such as media, outdoor advertising, and global social media campaigns and localized marketing communications in specific markets.
- 1.12. Invitation to present, speak at webinars/conferences and workshops conducted by MMPRC for various target markets.
- 1.13. Open opportunity for collaboration in joint activities for specific target markets.

## 2. Destination Marketing 2021

Regardless of the unprecedented situation in the past two years, one of the key focuses of our strategies was to maintain brand visibility in the global markets. Our participation in international events and activities were focused to ensure that the Maldives remained as a top of the mind destination amongst travel trade and tourists from different markets.

Apart from promoting Maldives as a premier luxury destination with various affordable options and diverse experiences, the safety message was clearly communicated to build confidence in the destination. Maldives was promoted as one of the safest destinations to travel during this time due to its natural setting of geographically isolated islands, the one-island-one-resort concept, guesthouse



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islands, liveaboards with stringent health and safety measures in place, together with the vaccination drive.

MMPRC continued to remain active in the destination marketing efforts. Over 200 activities were conducted in 22 global markets targeting travel trade and consumers alike from January to October 2021, with a reach of over 61,189,042,090. Some of the major marketing channels include, Joint marketing campaigns with stakeholders such as Tour Operators and Airlines, Global Campaigns on broadcast and online media, out of home brand visibility campaigns, PR, Digital Marketing (social media online marketing, live events, webinars), Fam Trips for Media, Travel Trade, Celebrities and Influencers as well as in-person events such as Travel Trade Shows and Maldives dedicated Roadshows. Several new initiatives were launched such as My Virtual Maldives Platform for virtual events, Re-defining MICE campaign as well as the Tales of Maldives (The Story of Maldives).

More exciting initiatives are also in the pipeline.

### 3. Marketing Outlook for 2022

Based on the success and knowledge we gained during these past two years, marketing efforts for 2022 will be conducted more assertively, focusing on top, new and emerging markets, as borders of more countries open for international travels. Aligned with our marketing objectives and strategies, in 2022, we will create opportunities and platforms for our members to participate in various activities to market the destination, unique experiences available in the Maldives and individual products (resorts, hotels, guesthouses, liveaboards).

As travel restrictions ease across the globe, more in-person events are being scheduled for 2022. We will be participating in major international travel fairs such as ITB Berlin, ATM Dubai and WTM London along with many other events. The list of Fairs, Events and Roadshows are attached herewith. Having said that, it is part of our strategy to further invest on the online platforms and strengthen the destination's presence further in this front.

### 4. Membership process

To become a member/renew membership, kindly submit the completed membership form along WITH PAYMENT and a copy of the of the following documents to the Maldives Marketing and Public Relations Corporation Ltd. (2<sup>nd</sup> Floor, H. Zonaria, Boduthakurufaanu Magu) before the deadline 15:00 hours on Thursday, 30<sup>th</sup> December 2021.



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- 4.1. Operating License / Construction Permit (*if resort is under construction*)
- 4.2. Company Registration Certificate
- 4.3. GST Registration Certificate
- 4.4. Official cover letter with stamp (*for councils*)

**\*Note:**

- Members renewing their membership do not need to submit the above documents unless there have been any changes.

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.



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## 5. Membership Fees

Table 1.0: MMPRC Membership Fee Structure	
Type of Establishment	Nominal Fee (USD)
Resort/Hotels	795
Safari Vessels	265
Guest Houses	265
Travel Agents	530
Dive Operators	530
Transfer Companies	530
Picnic Islands	530
Others *	530
Foreign Tour Operators	5300
Foreign Travel Agents	5300
NGOs & Associations	318
Atoll Councils	530
City Councils	371
Local Island Councils	318

\* Companies providing related consultancy services for hoteliers & travel agents, or any other kind of companies connected to travel trade

\*\* The above-mentioned fee includes GST 6%

\*\*\* MMPRC reserves the right to change the fee structure



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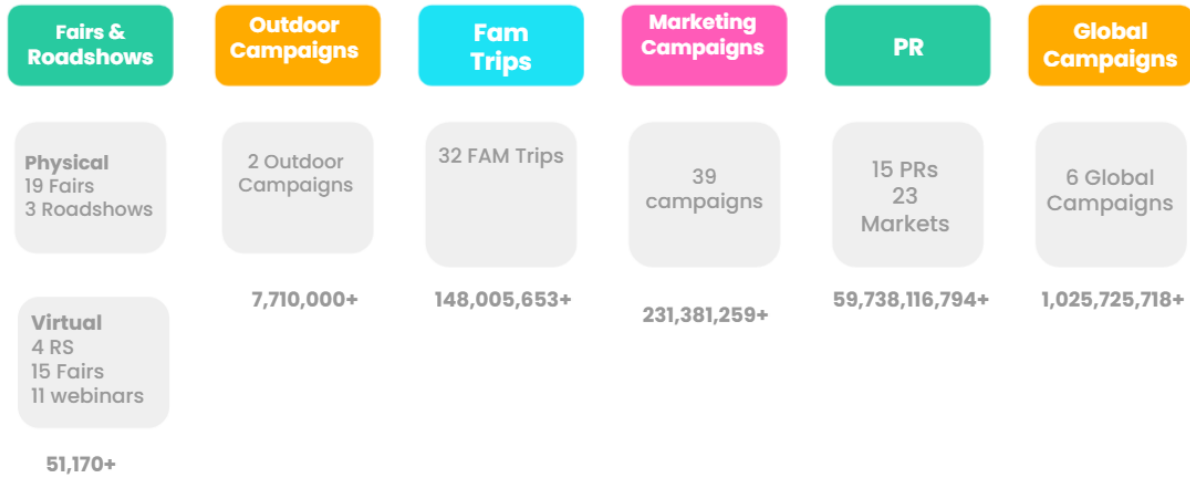
Company Reg No. C-0509/2011


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## 6. Highlights of key marketing objectives and strategies for 2022:

### 2021 – Completed Activities by key market segments



#### Our strategies and activities of 2021 were aimed to achieve:

- Pre-pandemic growth of the top source markets by the end of 2021
- Re-orient the perception of Maldives solely as a honeymoon, luxury destination by promoting other niche segments such as MICE and local island tourism
- 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/region



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## 7. Key strategies formulated for the year 2022 include:

Our strategies and activities for 2022 will be based on the success and experiences of 2021.

- Promote Maldives as a safe haven due to its unique geography, one-island-one-resort and stringent safety measures
- Promote Maldives as a premium luxury destination with various affordable options for varying types of travelers.
- Promote diverse experiences, such as local island tourism and experiences in different products (resorts, guesthouses, city hotels and liveaboards).
- Make Maldives a top of the mind destination in top, new and emerging markets.
- Market different segments of tourism available in the Maldives (the traditional and new segments such as MICE).
- 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

## 8. Our target markets:

Maldives will be promoted globally across 23 specific markets, out of which 15 will be the main target:

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. Southeast Asia
12. USA
13. Australasia
14. Middle East & GCC
15. Eastern Europe

### Other source markets:

16. Spain
17. Turkey
18. Belgium
19. Netherlands
20. Nordic
21. S. Africa
22. Balkan Region
23. SouthAmerica



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## 9. Activities for 2022:

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. Tentative list of fairs, events, and roadshows 2022 have been shared for industry comments.

- 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 Deputy Director, Aminath Lamsa ([lamsa@visitmaldives.com](mailto:lamsa@visitmaldives.com)) and CC to our Assistant Administrative Officer, Maudhoodha Mohamed ([maudhoodha@visitmaldives.com](mailto:maudhoodha@visitmaldives.com)).

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,  
CEO & Managing Director.  
*\*Electronic Mail sent without signature*



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