

EMAIL CIRCULAR

To: All Tourism Related Companies	From: Destination Marketing
Date: 1st June 2021	Ref: MMPRC-MKS/CIR/2021/69
Re: Vaccinated Campaign	

Total No. of pages including cover: 02

Dear Sir/Madam,

Warm Greetings from Visit Maldives!

With the successful launch of the vaccination campaign to promote vaccination within the tourism industry, Maldives will be promoted as a safe haven, making Maldives the destination with the first fully vaccinated tourism sector in the world.

The purpose of this campaign is to promote a positive message regarding the vaccination of staff working in the tourism sector as well as promoting the initiatives taken to make Maldives a safe destination for tourists. We believe that this campaign will not only uplift our destination's beautiful name in the global market, but it in fact reassures travelers that Maldives will further remain to be one of the safest destinations to travel to during this unprecedented time.

In support of this campaign, we would like to request the following;

1. Complete the attached form with the update on the number of vaccinated staff working at your property with their 1st dose and 2nd dose of vaccination, which we would be sharing through the microsite.
2. Inform by email when all staff working at the property have completed vaccination. Upon completion, we will be providing a certificate to all establishments that have vaccinated 100% of their staff to assure tourists that the staff are fully vaccinated that ensures a safe holiday destination.
3. Send group pictures of your staff with a message or press release for us to share on the campaign microsite.
4. Upload vaccinated staff images on social media platforms and hash tag #VisitMaldives to promote this campaign globally and to encourage other tourist establishments to vaccinate their staff.

We kindly seek your support by sending the completed form to Ms. Aishath Lafwa Ahmed on lafwa@visitmaldives.com before **12:00 hours on Thursday, 29th July 2021** followed by the other requests as it happens.

Thank you for all your support in making Maldives one of the safest destinations to travel to.

Kind regards,

Fathimath Afra
Deputy Chief Marketing Officer
(*Electronic Mail sent without signature)



VACCINATION UPDATE FORM

I'm Vaccinated Campaign

Please submit the completed form to the Maldives Marketing & Public Relations Corporation by email to (lafwa@visitmaldives.com) before **1200hrs on Thursday, 29th July 2021.**

Name of property:	
Accommodation type:	
Number of staff:	
1st Dose vaccinated number of staff:	
2nd Dose vaccinated number of staff:	
Estimated date for 100% staff vaccination	

Contact details:

Name of Company:

Contact person/Mobile No.

Signature

Date

Stamp



Maldives Marketing & Public Relations Corporation

Company Registration Number C-0509/2011

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visitmaldives.com

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