



# Annual Report 2020



**MALDIVES MARKETING &  
PR CORPORATION**  
*State Owned Corporation*

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## ABOUT THE COMPANY

Maldives Marketing & Public Relations Corporation (MMPRC) is the government body mandated with the promotion of Maldives as a tourist destination. The functions of MMPRC encompasses the full spectrum of marketing and public relations activities including research, surveys, master plans, campaigns, advertising and exposure through traditional media, public relations firms in other countries and the evolving new media. The corporation has its presence all over the world with engagement based on studies of market potential. Every year, MMPRC promotes Maldives in multiple fares and roadshows, with targeted campaigns among multiple other activities abroad and home. MMPRC is committed to positioning and maintaining Maldives amongst the top travel destinations in the world.

### VISION

As the destination marketing organization for Maldives, our vision for the destination Maldives is to be;

- The best tropical island destination in the world
- The most exclusive destination in South Asia
- The top tourism earner in South Asia
- An example of sustainable tourism development in small island nations

### MISSION

The Maldives Marketing and Public Relations Corporation's mission is to promote quality and sustainable growth in the tourism industry of the Maldives to foster a well utilized and financially healthy private sector industry – in this way enabling the industry to deliver long term economic, social and cultural benefits to the people of Maldives, while at the same time contributing to enhancements in Maldives 'unspoiled marine environment to the benefit of the people and visitors of the Maldives.

## MESSAGE FROM THE MANAGING DIRECTOR

Greetings from the Sunny Side of Life!

We started 2020 with a successful year behind us, achieving a record- breaking amount of 1.7 million tourists for the first time in 2019. Our triumph continued this year as we had a 14% increase in tourist arrivals in the month of January. This laid the foundation for another victorious year which was disrupted by the arrival of COVID-19 pandemic. In March, it was down by 63% and by the end of the month, it resulted in a border closure and ceasing of flight operations.

As the lockdown began, our marketing plans came to a complete halt. Immediately, we began adopting to the new situation. We had to rethink, reinvent and reposition our marketing strategies, and they had to be shifted to digital platforms.

During the initial stages, everyone in the industry got together to brainstorm and project the course of the pandemic. Along with this, we planned for various scenarios which would come with the resumption of traveling. We estimated that a number of source markets would be temporarily shut down. We planned for a situation where only some markets would be open. We forecasted the possibility out right now, as we were able to adjust our marketing and operational efforts to evolving situations.

The way we conduct our marketing activities and our means of communication have completely changed. Over the course of the year, we have been able to develop a new culture in communications with our partners across the world as well as with out customers in source markets. We developed greater flexibility in terms of organizing marketing events, webinars and information sessions. In fact, we have been able to establish more effective discussion channels with our agents, partners and other stakeholders.

The advancing culture has aided us vastly in our day-to-day operations on marketing Maldives. The new flexibility and accessibility have helped us to develop new tools and adaptability to fit into the ever-changing circumstances in various markets in a short period of time. The world has constantly been made aware of the safety measures in place and how Maldives remained a safe haven to travel to, during this time.

Notable achievements were also highlighted in promotional activities to further build confidence amongst potential visitors. In September 2020, Maldives was awarded the Safe Travels Stamp by World Trade & Tourism Council (WTTC), recognizing the efforts in implementing enhanced health and safety measures, in line with the WTTC Global Safe Travels protocols, and creating a safe, gradual

plan and ensuring a coordinated approach in restarting the tourism industry. It is the world's first ever global safety and hygiene stamp, endorsed by the World Tourism Organization and more than 200 travel companies.

We have consistently tried our best to work together with the government, stakeholders and industry partners to ensure we maximize our potential and utilize our resources to achieve our goal. The team at Visit Maldives have worked tirelessly to warrant that Maldives remains on top of the most preferred tourist destination in the world. Gradually, our efforts seem to bear fruit.

Today, we are the worthy receiver of the World's Leading Destination award by World Travel Awards 2020. This distinguished award is of tremendous value to the destination, especially as it was achieved during such a challenging time, in competition with 22 other destinations. It would not have been possible without the generous support and countless contribution by the Visit Maldives team, the government and stakeholders, and of course, every single individual working in the travel and tourism industry.

For 2021, our goal is to utilize this to our advantage in this pivotal moment and gain more exposure and visibility to this beautiful nation of ours.



A handwritten signature in blue ink, appearing to read "Thoyyib Mohamed".

Thoyyib Mohamed  
Managing Director



## MR. THOYYIB MOHAMED

### MANAGING DIRECTOR

Mr. Thooyib was appointed by the President H.E. President Ibrahim Mohamed Solih as the Managing Director of Maldives Marketing and Public Relations Corporation (MMPRC), the national tourism promotion board of Maldives, on 27<sup>th</sup> November 2018.

Having graduated from Bournemouth University U.K. in Masters in Broadcast and Film Management, he began his professional career at Television Maldives, offering a wealth of practical knowledge to the industry. He worked his way up from a television producer to the Assistant Director General of state owned tv channel.

In 2006, he was appointed as the Chief Executive Officer of Villa Television (VTV), a leading private news network. His specific expertise in diverse media, managements and public relations roles earned him the position of Chairman of Maldives Marketing and Public Relations Corporation in 2009, while serving as the Minister of State for Tourism, Arts and Culture and Finance Executive under the tenure of President Mohamed Nasheed.

Other impressive feats of Mr. Thooyib include his service as the President of Asia-Pacific Institute for Broadcasting Development (AIDB). With his extensive set of knowledge and skills in management, Mr. Thooyib has been capable of bringing together all key stakeholders in the mission to promote Maldives as the ultimate holiday destination. Collectively with the help of stakeholders and industry partners, his work saw Maldives welcome over 1.5 million tourists in 2019, a groundbreaking record arrival for Maldives.

He continues leading the Visit Maldives team through the COVID-19 pandemic to upkeep visibility of the brand and keep Maldives on top of the travel radar as one of the most dreamed about destinations through the recovery process.



## MS. AISHATH NEESHA MOHAMED SHAHID

### DEPUTY MANAGING DIRECTOR

Ms. Neesha is the Deputy Managing Director of Maldives Marketing and PR Corporation since 25th March 2019. She graduated from University of Central Lancashire, UK with Master's Degree in Business Management.

Previously, Ms. Neesha has worked in senior positions at various corporations. This includes Principal Officer, Enforced Collection Unit of Maldives Inland Revenue Authority, Manager, Administrative Department and Manager, Finance and Accounts of Thilafushi Corporation Limited, Maldives, as well as Manager, Planning and Development of Villa College.

Ms. Neesha has over nine years of experience in the fields of management, finance and administration and has worked extensively in development of administrative policies and improving efficiency of managerial functions.



## BOARD OF DIRECTORS

**MR. THOYYIB MOHAMED**  
MANAGING DIRECTOR

**MR. ABDULLA RASHEED**  
DIRECTOR

Abdullah Rasheed (Aisee) was appointed as a Board of Director of Maldives Marketing and PR Corporation on 18th February 2019.

As a star student in the first batch of the national School of Hotel and Catering Services, Mr. Abdullah Rasheed joined the Tourism Industry in the year 1988, serving at executive levels; as manager of Fun Island and Ellaidhoo Tourist Resort. He is also a co- founder of the first local themed Restaurant in the Maldives, Haruge Café in Male’.

Having worked as one of the campaign managers for the pro-democracy parliamentary candidate Mohamed Nasheed in 1998, he is also popular as a key reformist and activist, who worked diligently organizing peaceful political activity, through the Maldivian Democratic Party. In 2010, Mr. Abdulla Rasheed was a key manager for a “One week Reunion” of RAFD servicemen and women who served in Gan when it was a British Stage Posting. He also had a role as a cultural consultant in Survivor South Africa reality TV series shot in Maldives in 2010.

Mr. Abdulla Rasheed’s involvement in the management, design and development of Dhoogas Hotel in Gan for the leaseholders, was a prideful landmark in his career. And during his tenure at Gan Island Retreat, he was a diligent manager of logistics accommodation and catering for delegates attending the SAARC summit held in Addu City in 2011.

Having done a series of over 56 radio programs and a few TV programs on differing aspects of guest-house tourism, Mr. Abdulla Rasheed is presently managing a model guest house, training Maldivians in Management and service provision, while providing consultancy and expertise in tourism. With over 30 years of experience in the Tourism Industry, Mr. Abdulla Rasheed has also published a “do-it-yourself” handbook covering all aspects of starting up and managing a guest house and a book titled “Guest House Viyafaari”.

**MR. ABDULLA SUOOD**  
**DIRECTOR**

Abdulla Suood was appointed as a Board of Director of Maldives Marketing and PR Corporation on 18th February 2019.

With over 25 years of experience in the Tourism Industry, Mr. Abdulla Suood currently works as a Managing Director in the Tour Operator, Sunny Escape Private Limited. He is also the President of Maldives Association of Travel Agents and Tour Operators since December 2018 and a Board Member of Trust Fund of Ministry of Tourism.

He has also served the Maldives Association of Travel Agents and Tour Operators as a Vice President and Treasure as well.

He started his career as a guest relation officer at Full Moon Beach Resort (now as Sheraton) in 1992, working his way up to a managing director during this period, having worked in various resorts and offices.

In his career, he worked as a Front Office Manager in Machchafushi Island Resort (now as Centara Grand); Reservation Manager at Sun Travels and Tours Private Limited; General Manager at Vilu Reef Beach & Spa Resort and Olhuveli Beach Resort; Director of Sales at Sunny Maldives Private Limited and Director Sales and Marketing at Tropical Collections Maldives Pvt Ltd.

He has had various Internship Trainings in the areas of front office and Sale & Revenue and have attended major exhibitions in Europe and Asia

Being involved in the design, construction and development stage of Olhuveli Beach & Spa and the bidding process, construction and development stage of Vilu Reef Beach & Spa, Mr. Abdulla Suood is known for his management and leadership skills.

**MR. ABDULLA NASHIZ MOHAMED**  
**DIRECTOR**

Abdulla Nashiz Mohamed was appointed as a Board of Director of Maldives Marketing and PR Corporation on 11th March 2019.

A London College of Contemporary Arts graduate, with Masters in International Tourism, Hospitality and Event Management, Mr Nashiz, currently works as the Chief Operating Officer at L.A Resorts Pvt Ltd, operating Alimatha Aquatic Resort, Dhiggiri Tourist Resort, Maayafushi Tourist Resorts and Aarahveli Lagoon Resorts.

He started his career in Human Resources in the year 1999, moving up the ladder General Manager in Alimatha Aquatic Resort. During this period, he worked as a Front office manager, Chief Cashier and a resort Assistant Manager. He has also served as a Front office manager in Dhonveli Beach & Spa.

With over 22 years of experience and extensive working life in the Hospitality and Tourism Industry, Mr. Nashiz brings with him a strong multinational culture and an excellent client facing and configuration skill. He is also known for his flexibility to work hard, and under pressure either as a part of a team or alone.

He is a capable, results oriented person with the experience of leading high-performance teams and of successfully increasing efficiency and productivity whilst reducing costs and inefficiencies. He is known for his ability to keep a level head at all times, nurtures and grown a business, evaluate opportunities and risks and also deliver innovative new solutions to challenges.

#### **MR. AHMED AFRAH** **DIRECTOR**

Ahmed Afrah was appointed as a Board of Director of Maldives Marketing and PR Corporation on 7th July 2020

He is a high caliber business graduate having over fourteen years of experience in a wide range of organizations, including a multinational firm, a start-up company, a non-profit organization and an international JV company. He has in depth knowledge of the Tourism Industry, especially the Liveaboard sector, of the Maldives.

Mr Afrah is an Executive Director of Canopus Maldives Pvt Ltd. The company owns and operates a liveaboard and has developed guesthouse and mixed-use commercial properties in Male, Hulhumale and Thulusdhoo. He is also the Managing Director of Canopus Retreats which is a company doing guesthouse business. In the past, Mr Afrah has also served as a Director in companies doing Dive Center Operating, Travel Agency Operation and Trading.

Mr. Afrah is one of the founding members of the National Boating Association of Maldives (NBAM) and the President of NBAM since December 2019. In the past years, Mr. Afrah has held key roles within the association, namely Executive Board Member and Treasurer. NBAM is a non-profit association representing the boating industry of Maldives. In addition to NBAM and MMPRC, Mr Afrah is a Board Member of National Federation of Maldivian Employers (NFME) and has also served on the board of Privatization and Corporatization Board in 2013.

Mr Afrah holds a Master's Degree in International Business from Monash University and a Bachelor's Degree in Business Management and Marketing from Edith Cowan University. He is also a winner of the President's National Award for Special Achievement.

# CORPORATE GOVERNANCE REPORT

## BOARD COMPOSITION

In accordance with the Company's Articles of Association (AOA), the Board of MMPRC comprises of 7 members, appointed by the President. However, the current Board consists of 5 members.

DIRECTORS	ID CARD NO	ADDRESS	APPOINTED DATE	TERMINATED / RESIGNED DATE
Thoyyib Mohamed	A041574	G. Fasmandhu	27th November 2018	-
Abdulla Suood	A001728	Ranhadhuvaruge / S. Hithadhoo	18th February 2019	-
Ahmed Karam	A152952	Nishaan / AA.Thoddoo	18th February 2019	10th January 2020
Abdulla Rasheed	A046836	Shabunameege / S. Feydhoo	18th February 2019	-
Abdulla Nashiz Mohamed	A039968	Thema / Lh. Hinnavaru	11th March 2019	-
Fathimath Visha Mahir	A049157	Ma. Raufathuge	11th March 2019	9th July 2020
Ahmed Afrah	A049886	G. Maavehi	20th July 2020	-

## RESPONSIBILITIES OF THE BOARD

Key duties of the board include;

1. To decide on all Company strategy to the benefit of the shareholders;
2. To approve all policies and procedures of the Company in order to manage the company efficiently and effectively;
3. To regularly review all operations of the Company to ensure that they are in accordance with the agreed strategy and policies and to the benefit of the holder;
4. To regularly review the financial position of the Company and to instruct the Managing Director to take such action as is required to ensure that the Company is financially secure;
5. To refer any claims or demands by or against the Company to arbitration or the Courts of Law;

6. To provide for the welfare of the employees of the Company by contributions of grants of money, pensions, allowances or other payments;
7. To provide bonuses for the employees of the Company as the Board shall see fit;

## BOARD MEETINGS

The board of Directors held 13 Board Meetings during the year. The Agenda of each of meeting is drafted by the Company Secretary with the consultation from the Managing Director. The Directors are given notice as per the Articles of Association and are authorized to suggest the inclusion of additional items to the agenda, if necessary. During the year 2020, The board executed a total of 49 board resolutions and 39 Circular Board Resolutions.

DIRECTORS	MEETINGS TO ATTEND	MEETINGS ATTENDED
Thoyyib Mohamed	13	12
Abdulla Suood	13	13
Ahmed Karam	1	1
Abdulla Rasheed	13	10
Abdulla Nashiz	13	13
Fathimath Visha Mahir	6	3
Ahmed Afrah	7	7

## BOARD PROCEEDS AND KEY DECISIONS

A total of 13 board meetings were held in the year 2020, in order to examine whether the business of the Company is being carried on as stipulated in the Memorandum and Articles of Association of the Company and to consult, plan and develop the business of the Company.

Some of the key decisions of the Board includes;

- Annual budget endorsement
- Endorsement of MMPRC's marketing plan 2020
- Endorsement of SOE Travel Policy
- Endorsement of the Minimum requirement of Chief Financial Officer
- Endorsement of Crisis Recovery Plan

- Endorsement of Annual Report 2019
- Endorsement of Audited Financials 2018
- Endorsement of amendments to procurement policy
- Approval for Single Source Procurement of marketing activities

## **REMUNERATION OF BOARD OF DIRECTORS**

The Board of Directors are given MVR 500 for every board meeting they attend. And the allowance is MVR 1,500 per month.

The Salary details of the Board of Directors for the year 2020 is attached in Annex 1 of this report.

## **RESPONSIBILITY OF THE MANAGING DIRECTOR**

As per Section 40 of the Articles of association of the company, The Managing Director shall be responsible for executing the decisions of the Board and for the running of the Company, and shall be the executive officer in charge. The Managing Director shall be a member of the Board. It is the responsibility of the Managing Director to:

- implement, enforce and apply the policies, programs, guidelines, procedures decisions, and rules and regulations issued or adopted by the Board;
- manage the day-to-day affairs of the Company; and
- perform any other duties as the Board may from time to time assign to the Managing Director.

## **CONFLICTS OF INTEREST**

According to section 38 (b) of the company's Articles of Association, the Board is obliged to ensure that Director's personal and business interests do not conflict with interests of the Company and if a Director's principal business activity rival that of the core activities of the Company, then he shall withdraw himself from such discussions and shall abstain from any voting on such issues. There was no conflict of interest with neither the Directors nor the management.

## **BOARD'S EVALUATION**

The policy for evaluating the directors is in the drafting process, hence the Board was not evaluated.

## **INTERNAL CONTROL**

The Board has the responsibility for company's internal control system. Hence, MMPRC has established measures like; annual budget to be approved by the board; large capital expenditures and different levels of approvals for single source procurements where larger amounts are to be approved by the board while the rest is approved by the Managing Director and informed to the Board of Directors and monitored closely by the board; to strengthen the internal control system. Moreover, all important decisions about the business of the Company made by the Managing Director have to be made with the approval of the Board and the Managing Director is answerable for any queries that arises regarding any discussion in a Board Meeting. Internal controls were further strengthened by revising and amending the internal policies and guidelines.

## **COMPANY SECRETARY**

In accordance with the Code of Corporate governance, a company secretary is appointed to support the Board as a whole. She is also responsible for arranging the board meetings, preparing the agenda and relevant documents and act as a mediator between the Board and the Management.

## **ANNUAL GENERAL MEETING**

Annual General Meeting of 2019 was held on 06th August 2019. Along with the board of directors, an official from the Ministry of Finance also took part in the meeting. In this meeting, Audited Financials of 2017 and Annual Report of 2019 was endorsed. Moreover, appointment of Ernst & Young as External Auditors (2019 & 2020) was also endorsed in the meeting.

## **SHAREHOLDERS**

In order to be transparent and to provide the information about the company to its shareholder, quarterly reports and quarterly budget reviews are is shared.

## **INTERNAL AUDIT**

Company's Internal Audit were conducted by M.H.P.A L.L.P; an independent Audit firm.

## **EXTERNAL AUDIT**

Company's Internal Audit were conducted by Ernst & Young.



## **DECLARATION BY THE BOARD OF DIRECTORS**

The Board of Directors declare that the best of our knowledge and belief, the information in this Annual Report is true and accurate and that there are no other facts, the omission of which would make any statement herein misleading or inaccurate.

The company have made all the efforts to comply in accordance with the Companies Act, Code of governance code, the Articles of Association and relevant laws and regulations and also ensured that the Company is governed and managed in a fair and transparent manner with the best interest of shareholders.

# AUDIT COMMITTEE REPORT

The Audit Committee plays an important role in providing oversight of the company's governance, risk management and internal control practices. This oversight mechanism also serves to provide confidence in the integrity of these practices. The audit committee performs its role by providing independent oversight to the Board, Privatization and Corporatization Board (PCB) and State Internal Audit Committee (SIAC).

## COMPOSITION

Audit committee consists of 3 directors;

- Abdulla Nashiz Mohamed (Chairperson)
- Abdulla Rasheed
- Abdulla Suood

## KEY DUTIES

- (a) Monitor the integrity of the financial statements of the company and any announcements of the company's financial performance.
- (b) Review significant financial reporting judgments contained in the financial statements and announcements.
- (c) Review and recommend for Board and shareholder's approval quarterly and annual statements.
- (d) Review company's internal control, internal audit, compliance and risk management systems.
- (e) Oversee activities of the internal auditors.
- (f) Receive and discuss the external auditor- Auditor General's report including any issues or recommendations raised by the external auditor or internal control weaknesses.
- (g) Provide the board with independent, objective advice on the adequacy of management's arrangements.

## MAJOR ACTIVITIES

- Review of Procurement Audit Report.
- Update on compliance work by Management regarding recommendations from Audit 2017 & 2018
- Audit 2019 works

# MMPRC TEAM

## EXECUTIVE TEAM

NAME	DESIGNATION	DEPARTMENT/SECTION
Thoyyib Mohamed	Managing Director	
Aishath Neesha Mohamed Shahid	Deputy Managing director	
Fathimath Afra	Deputy Chief Marketing Officer	Destination Marketing
Ibrahim Asim	Director	Human Resources & Administration
Fathimath Raheel	Director	Procurement
Fathimath Leena Azim	Director	Finance

## STAFFS

Total No of staff (by the end of the year)	42
Total No of staff hired during the year	8
Total No of staff resigned/terminated	7

# BUDGET 2020

Revised Estimated Budget 2020				
Code No.	Account Details	Budget 2020		
		USD	MVR	%
101-00	REVENUE			
101.01	Revenue	2,766,708	42,662,633	100%
	Total	2,766,708	42,662,633	100%
200-00	Re-current Expenditures	6,108,624	94,194,982	100%
300-00	Capital Expnditures	26,293	405,440	0%
	Total	6,134,917	94,600,422	100%
200-00	Re-current Expenditures			
201-00	Sponsorship & Awards	97,601	1,505,000	2%
202-00	Social & Digital Media Marketing & Advertising	365,572	5,637,126	6%
203-00	Tourism Advertising	1,735,430	26,760,336	28%
204-00	FAM Tours	96,899	1,494,185	2%
205-00	Printing & Production of Promotional Materials	258,755	3,990,000	4%
206-00	Road Shows	107,047	1,650,664	2%
207-00	Tourism PR Fees	565,860	8,725,561	9%
208-00	Tourism Promotional Fairs	1,801,457	27,778,463	29%
209-00	Local Events	94,790	1,461,658	2%
211-00	Salaries and Wages	567,216	8,746,465	9%
212-00	Administrative Expenses	417,998	6,445,524	7%
	Total	6,108,624	94,194,982	100%
300-00	Capital Expnditures			
301-00	Fixed Assets	26,293	405,440	100%
	Total	26,293	405,440	100%

Revised Estimated Budget for the year 2020

6,134,917 94,600,422

## CORPORATION MEMBERS

Resorts/Hotels	120
Travel Agencies	51
Guest Houses	9
Safari Vessels	4
Transport Providers	4
Dive Centres	2
City Hotels	4
Others	17

### CORPORATION MEMBER'S PARTICIPATION IN FAIRS

#	NAME OF FAIR	COUNTRY	MEMBERS	
			COMPANY	NO. OF PAX
1	SATTE	India	19	28
2	MATKA	Finland	7	11
3	FITUR	Spain	25	43
4	FESPO	Switzerland	8	10
5	BLTM	India	6	9
6	Bride Dubai	Dubai	3	5
7	BIT	Italy	10	21
8	ATM Virtual Event	Dubai	13	14
9	Participation in PATA 'Dream to Travel' Festival	Asia Pacific	-	-
10	Virtual PATA Travel Mart 2020	Asia Pacific	-	-
11	International Media Marketplace (IMM 2020)	Germany	-	-
12	SATTE GenX	India	11	11
13	TTG Travel Experience 2020	Italy	2	2
14	ITB Asia Virtual 2020	South East Asia	17	17
15	International Media Marketplace - Asia (IMM Asia 2020)	Asia Pacific	-	-
16	WTM London Virtual 2020	United Kingdom	5	12

17	ILTM EMEA Week	Europe, the Middle East and Africa	2	2
18	ILTM World Tour	France	2	2
19	IMTM Virtual	Local	-	-
20	TTM Connect	Local	-	-

## CORPORATION MEMBER'S PARTICIPATION IN ROADSHOWS

#	NAME OF ROADSHOW	COUNTRY	MEMBERS COMPANY	NO. OF PAX
1	2020 Luxury Resort Virtual Roadshow for RunTour	China	-	-
2	Outbound travel roadshow (OTR)	India	5	5
3	Maldives Online Roadshow in China	China	11	17
4	Travel Meet Series - South Asia	South East Asia	7	7

## 2020 REVIEW

### MARKET HIGHLIGHTS

A TOTAL OF

# 412

## ACTIVITIES

QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
<b>46</b>	<b>46</b>	<b>50</b>	<b>125</b>
Promotional Activities	Promotional Activities	Promotional Activities	Promotional Activities
7 Fairs		2 Fairs	9 Virtual fairs
6 Fam Trips		1 Fam Trips	9 Fam trips
		1 Virtual Fair	4 Roadshows
Other activities	Other activities	Other activities	Other activities

To promote Maldives as a tourist destination, a total of 46 promotional activities were conducted during the 1<sup>st</sup> quarter of 2020, including 7 fairs, 6 familiarization trips and other campaigns.

A total of 46 promotional activities were conducted along with other campaigns during the 2nd quarter of 2020. Due to the covid-19 situation, no familiarization trips were conducted and moreover Fairs and exhibitions which are a main component of the initial plan were kept on schedule but most of them during the 1st and 2nd quarter were cancelled by the organisers. These include ITB, Berlin and MITT, Moscow as fairs cancelled by the organizers. Other fairs such as WTM Africa, Riyadh travel

fair, ATM Dubai were postponed while fairs such as ATM 2020 and PATA Dream Festival were conducted on virtual platforms. Russia and CIS Roadshow organized by MMPRC for March and the launching event of Maldives Year in Russia was also indefinitely postponed along with many other activities. Several free of charge (FOC) opportunities were utilized during this period to market the destination.

During the 3rd quarter, a total of 50 promotional activities including 2 fair were conducted. This includes one familiarization trip, and one virtual fair, and other activities. Along with the reopening of the borders on 15th July a virtual press conference took place, and “Rediscover Maldives...the sunny side of life” was used as the main campaign slogan for all activities for the remainder of the year.

During the 4th quarter, a total of 125 promotional activities were conducted. This includes 9 familiarization trips, and 9 virtual fairs, 4 roadshows and other activities.

PR Media Coverage is coverage done by PR representatives in their specific markets. There are a total of 13 PR representatives which generates coverages through either print, online or TV advertisements or articles.

Overall a total of 412 activities were concluded during 2020.



## MAJOR ACHIEVEMENTS

AWARD TITLE	AWARDED BY	DATE
Favourite Holiday Destination	Ultimate Luxury Travel Related Awards	27 Jan 2020
Best Stand Decoration	Business + Leisure Travel and MICE (BLTM) FairFest Media Ltd	01 Feb 2020
The Most Beautiful Stand	Bride Dubai 2020	01 Feb 2020
2nd Most Popular Destination Background 2020	Zoom	08 Feb 2020
Dream Dive Destination	Marine Dive Fair, Tokyo Japan	25 Aug 2020
Asia's Most Romantic Destination - Best of the Decade 2020	Smart Travel Asia	28 Sep 2020
Indian Ocean's Best Spa Destination 2020	World Spa Awards- Indian Ocean's category	28 Oct 2020
Indian Ocean's Leading Beach Destination 2020	World Travel Awards- Indian Ocean's category	10 Nov 2020
Indian Ocean's Leading Cruise Destination 2020	World Travel Awards- Indian Ocean's category	10 Nov 2020
Indian Ocean's Leading Dive Destination 2020	World Spa Awards- Indian Ocean's category	10 Nov 2020
Indian Ocean's Leading Destination 2020	World Spa Awards- Indian Ocean's category	10 Nov 2020
World's Leading Destination	World Travel Awards- World category	27 Nov 2020
Best Partner of 2020	Fliggy annual award function	18 Nov 2020
Golden Fliggy Award	Fliggy annual award function	18 Nov 2020
Best Honeymoon Destination	Travel+Leisure Awards 2020	24 Nov 2020
Best Island Destination	Asia Pacific Category, Travel Weekly Asia 2020 Readers' Choice Awards	11 Dec 2020
Leading Honeymoon Destination	South Asian Travel Awards (SATA) 2020	15 Dec 2020

## PR FIRMS

#	NAME OF THE COMPANY	COUNTRY
1	TMI Consultancy	Russia & CIS
2	Think Strawberries	India
3	GEC PR Travel & Lifestyle	United Kingdom
4	Kaus Media Services	Germany
5	Interface Tourism	France
6	Eastbound Tourism LLC	Middle East
7	Travel Link Marketing Co	China
8	AIGO srl	Italy
9	Anne Wild & Associates Ptd Ltd	Australia
10	Travel Link Marketing Co Ltd	Japan
11	Pacific World Travel	Malaysia,Thailand,Singapore& indonesia
12	Bullfrog & Baum	United Sates of America
13	S marketing and communications	South Korea

## MARKETING CAMPAIGNS

1	Joint Campaign with Singapore Airlines	-	May 2019 – Apr 2020
	Reach: 165,00+		
2	WeChat & Weibo Campaign with China PR	B2C	Aug 2019 - Sep 2021
	Reach: WeChat: 2,204 followers / Weibo: 26,992 Followers / 44,595 views		
3	Wrapping of two London tour buses		September 2019 – February 2020
	Reach:		
4	Joint Campaign with Thompsons Holidays	B2B   B2C	October 2019 - May 2020
	Reach: 900,000+ digital insights and 6000+ print circulations		
5	Advertising Campaign with Ink Global	B2C	November 2019 - January 2020
	Reach: Total Impression 29,583,226		
6	FVW Academy E-Learning	B2B	December 2019 - May 2020
	Reach: 767+ participants		
7	China Outdoor Advertising Campaign	B2C	December 2019 - February 2020
	Reach: 88,200,000+ passengers per day		
8	Italy Outdoor Advertising Campaign	B2C	December 2019 - April 2020
	Reach: Generated 70,000 impressions per day		
9	Sports + Travel Singapore Media Partnership	B2C	December 2019 – March 2020
	Reach: 390,000 per month		

10	Global Advertising with TripAdvisor	-	December 2019 – May 2020
	Reach: Total impressions served: 6,527,631		
11	Spain Outdoor Advertising Campaign	B2C	22 - 26 January 2020
	Reach: 11,040 exhibiting companies, 150,011 trade participants, 111,089 general public participation		
12	Middle-Eastern Outdoor Advertising Campaign	B2C	January 2020 - February 2020
	Reach: 14+ million passengers who take 8.5 million trips per month, and the mall branding reached 6.7 million visitors to the location		
13	Joint Campaign with Air Asia	B2C	January – March 2020
	Reach: 3+ million		
14	Vogue Arabia	B2C	1- 31 January 2020
	Reach: 200+ million globally with a social media reach of 760,000 and 550,000 unique visitors to the page		
15	SilverKris.com	B2C	January 2020
	Reach: 390,000 per month		
16	Silkwinds Magazine	B2C	January 2020
	Reach: 390,000 per month		
17	SMM Activities with Russia PR		January - December 2020
	Reach: -		
18	Singapore Airlines Agent Seminar in Busan, South Korea	B2B	14 January 2020
	Reach: 60+ agents participated		

19	Joint Campaign with TUI Spain	B2B	February 2020
	Reach:	-	
20	Joint Campaign with Profi + Travel		26 February - 17 March 2020
	Reach:		
21	Advertisements with FVW Medien GmbH	B2B	28 February & 04 - 11 March 2020
	Reach:	Approx. 620,00 digital impressions	
22	India Online Travel Training (OTT) Webinar	B2B	16 - 23 March 2020
	Reach:	52 agents	
23	Global Campaign with CNN	-	March 2020 - December 2020 (Dates have been revised due to COVID-19)
	Reach:	2.3 billion monthly page views worldwide   638 million total CNN monthly brand reach (TV + Digital)   122 million mobile apps download   485 million 24 hrs TV households and hotel rooms   329 million Passengers 57 airports / 2,400+ gates	
24	Advertising with TTG Magazine		04 - 06 March 2020
	Reach:		
25	Mafengwo 'Meet the World'	B2C	13 March 2020
	Reach:	Total participants: 2,469 Page Views: 34,566	
26	Voyage Magazine	B2C	16 March 2020
	Reach:	Circulation of 40,000	
27	Discussion forum with tourism industry marketers	-	09 April 2020
	Reach:	-	

28	TongCheng - Elong "destination wish list" online voting campaign	B2C	24 April 2020
	Reach: 127 million viewers		
29	Joint Campaign with Singapore Airlines - Australia component		27 April – 31 May 2020
	Reach:		
30	Webinar session to Maldives tourism industry in association with PATA and TripAdvisor		27 April 2020
	Reach:		
31	Travelscapes Magazine - Interview India		May 2020
	Reach:		
32	Africa Travel Week Connect	B2B	04 May 2020
	Reach: -		
33	Guida Viaggi Interview - Italy	B2B	03 May 2020
	Reach: Approximately 350,000 monthly users		
34	Webinar with Easy Market in Italy	B2B	06 May 2020
	Reach: 100 travel agents		
35	KSA Group Destination Training	B2B	12 May 2020
	Reach: 85 staff trained		
36	Campaign with Kayak (Indian Travel Agency)	B2B	14 May - 07 June 2020
	Reach: 1,86,800 impressions		

37	Webinars with Travel Trade in India		14 May 2020
	Reach:		
38	Webinar with Sporting Vacanze in Italy	B2B	15 May 2020
	Reach:	40 travel agents	
39	Webinar to educate Chinese travel trade	B2B	20 May 2020 - 16th Oct 2020
	Reach:	2370+ travel trade	
40	Sina Travel "do not spring" weibo joint campaign	B2C	21 May 2020
	Reach:	Circulation of 3.5 million / Engagement of 260,000	
41	Webinar with Welcome Travel Network in Italy	B2B	22 May 2020
	Reach:	40 travel agents	
42	Inside Flyer	B2C	25 May - 30 June 2020
	Reach:	194,000 monthly readers	
43	Travel Trade Journal Magazine ad	B2B	June 2020
	Reach:	Circulation of 40,000 with a 180,000 readership	
44	5 major Travel Trade Media- Interview South Korea	B2C	June 2020
	Reach:	Circulation of over 200,000 users	
45	Visit Maldives Soon Video	-	8 June 2020
	Reach:	-	

46	Webinar with SeTiPiacceViaggiare Travel Agency	B2B	08 June 2020
	Reach: 170 video views		
47	Webinar with NAAR Tour Operator in Italy	B2B	25 June 2020
	Reach: 80 travel agents		
48	RADIO Frankfurt	B2C	June - August 2020
	Reach: 2 million listeners		
49	Bernama TV - Interview Malaysia	B2C	25 June 2020
	Reach: 9.9 million viewers		
50	Travelmole - interview UK	B2C	25 June 2020
	Reach: Over 3 million page views each month		
51	Vanity Fair - Interview Italy	B2C	27 June 2020
	Reach: 6.3 million monthly users		
52	TTG Italia - Interview Italy	B2B	27 June 2020
	Reach: 35,000 monthly readers		
53	Radio ad in India	B2C	29 June 2020
	Reach: 10 million reached		
54	Breaking Travel News - interview UK	B2B	29 June 2020
	Reach: 202,042 impressions		



55	Travel Trade Journal Magazine	B2B	June 2020
	Reach: Circulation of 40,000 with a 180,000 readership		
56	Travelscapes Magazine - Interview India	B2B	June 2020
	Reach: Circulation of 36,000 and readership of 28,8000		
57	Travel Mail Magazine - Interview India	B2B	June 2020
	Reach: -		
58	Travel Trends Today (T3) Interview India	B2B	June 2020
	Reach: Circulation of 25,000 and readership of 100,000		
59	Travel Triangle survey - Interview India	B2B	June 2020
	Reach: 39.88 million reached		
60	FVW interview - Germany, Switzerland and Austria	B2B	30 June 2020
	Reach: Approx. 620,000 digital impressions		
61	Reisereporter.de - Interview Germany	B2C	1 July 2020
	Reach: 2.6 million unique users		
62	Travel Inside - Interview Switzerland	B2B	7 July 2020
	Reach: 128,000 monthly users		
63	Traveller.at - Interview Austria	B2B	9 July 2020
	Reach: 15,000 travel agents and an overall reach of 45,000		

64	Campaign with Travel Weekly UK	B2C	July - Oct
	Reach: 600,000+ visitors per week and an average of 1.5 million page views in a month		
65	The Telegraph Newspaper Interview - UK		16 July 2020
	Reach:		
66	Syyaha.com - Interview Middle East	B2B   B2C	20 July 2020
	Reach: -		
67	TTG Mena - Interview Middle East	B2B   B2C	20 July 2020
	Reach: -		
68	James Magazine in Italy	B2C	July 2020
	Reach: 350,000 readers		
69	Trade magazine 2 Interview Italy		20 July 2020
	Reach:		
70	McDonald's Restaurant in German speaking market	B2B	20 July 2020 to 20 August 2020
	Reach: Approx. 35 million consumers		
71	Asian Paradise Magazine	B2B	August 2020 - August 2021
	Reach: Over 22,000 unique user visits per month to site. Over 44,000 copies of magazine circulated		
72	360° TV Channel Ads - Russia	B2C	August - October 2020
	Reach: 3 million		

73	TTG Asia Issue	B2C	August - September 2020
	Reach: 40,000+ across Asia Pacific- Global context		
74	theSun Newspaper - Interview Malaysia	B2C	7 August 2020
	Reach: Distribution: 100,000 copies daily. Readers: 275,000		
75	FVW Travel Talk sponsored posts ( <i>under FVW Medien GmbH campaign</i> )	B2B	10 - 16 August 2020
	Reach: Approx. 59,997 display impressions		
76	Diving & Resort Travel (DRT) - Interview Philippines	B2C	14 August 2020
	Reach: 10,149 people follow in FB page		
77	Braut.de bridal digital advertisements	B2C	15 August 2020 - 31 August 2021
	Reach: 40,000+ page impressions till date		
78	Marco Polo + Lonely Planet	B2C	17 August - 17 November 2020
	Reach: 8,149,832 impressions		
79	Breaking travel news Interview - UK		24 August 2020
	Reach:		
80	Breaking travel news Interview -UK		26 August 2020
	Reach:		
81	Outdoor Advertising at Beijing Capital Airport	B2C	24 August - 7 September 2020
	Reach: Annual Passenger throughout of 100.98 million		

82	Re-discover Maldives Online Campaign through Keyword and Social ads in South Korea	B2C	1 September - 31 December 2020
	Reach: 180,000+ online users		
83	Re-discover Maldives Online Promotion with Honeymoon Special Agents in South Korea	B2B   B2C	15 September - 15 December 2020
	Reach: 20,000+ page visitors		
84	Campaign with Profi + Travel - Russia	B2B	September 2020 - January 2021
	Reach: Over 2000 professionals		
85	Coop with Ly.com- China	B2C	23 September 2020
	Reach: Circulation of 1,730,000 / Engagement of 260,000		
86	Interview with Sputnik (B2B)	B2B	26 September 2020
	Reach: Monthly page views (approx.) - 35,000,000		
87	Inaugural speech at MVT Mega Maldives Event 2020 (B2B)	B2B	28 September 2020
	Reach: 52 agents		
88	FVW sponsored posts (under FVW Medien GmbH campaign)		28 September - 4 October 2020
	Reach:		
89	FVW Travel Talk Print Ad (under FVW Medien GmbH campaign)	B2B	September 2020
	Reach: Approx. readership of 66,000		
90	Webinars with Sletat.ru (under Travelata, Sletat & Squizz)	B2B	28 September 14 October & 2 December 2020
	Reach: 150+ agents		

91	Campaign with Travelata (under Travelata, Sletat & Squizz)		21 September - 1 Nov 2020
	Reach:		
92	Travel Trends Today (T3) - Advertisement	B2B	September 2020
	Reach:	Circulation of 25,000 and readership of 100,000	
93	Diplomatic Magazine	B2C	October 2020
	Reach:	Circulation of 20,000 hard copies	
94	FVW Travel Talk Print Ad (under FVW Medien GmbH campaign)		October 2020
	Reach:		
95	Profi Travel, Online Travel Market - Russia		October - Nov 2020
	Reach:		
96	Eat & Travel Magazine	B2C	October 2020
	Reach:	Over 100,000 high-income readers worldwide	
97	Travelscapes Magazine Interview	B2B	October 2020
	Reach:	Circulation of 36,000 and readership of 28,8000	
98	Travel Trends Today (T3) - October Issue	B2B	October 2020
	Reach:	Circulation of 25,000 and readership of 100,000	
99	Launching of HTML Fishing Game on Weibo and WeChat	B2C	1 October - 30 Nov 2020
	Reach:	Total participants: 2,469   Page views: 34,566	

100	South Korea Outdoor Advertising Campaign	B2C	01 October 31 Dec 2020
	Reach: 150+ million people		
101	UK Outdoor Advertising Campaign	B2C	01 - 31 October 2020
	Reach: Over 1 million impressions in a month		
102	Wanderlust virtual campaign	B2C	03 October - 03 Nov 2020
	Reach: 300 attendees and 1.5 million impressions		
103	Radio Advertisement in India	B2C	05- 16 October 2020
	Reach: 39.88 million reached		
104	Deluxe Travel Market, Ukraine Edition	B2B	06 October 2020
	Reach: -		
105	Webinar: Impact of COVID-19 on tourism and revival strategies of South Asian Countries	B2B	09 October 2020
	Reach: Youtube views 54		
106	Campaign with WeddingSutra	B2C	10 October 2020 - 31 March 2021
	Reach: 350,000 visitors per month and over 2.5 million total followers on social media		
107	Joint Promotion with DNATA	B2B   B2C	11 October - Nov 2020
	Reach: Estimated 3 million online reach & 20,000 print reach		
108	Joint Promotion with Emirates Woman	B2C	11 October - 18 Nov 2020
	Reach: 5,000+ article views and 82,000 social media reach		

109	India Maldives Travel connect Webinar	B2B	13 October 2020
	Reach:	-	
110	Webinar with Foltour	B2B	13 October 2020
	Reach:	15 travel agencies	
111	Global campaign with Skyscanner	-	26 October 2020 - 26 January 2021
	Reach:	50 million unique views	
112	B2C Newsletter with TO VeryChic	B2C	19 October 2020
	Reach:	9 million urban members, 500,000 addresses on VeryChic's database	
113	China Travel Online - Interview China	B2C	22 October 2020
	Reach:	80% licensed outbound tour operators in China	
114	RepFest USA	B2B   B2C	29 October 2020
	Reach:	100,000 Travel Trade	
115	Feel Good Magazine	B2C	November 2020
	Reach:	Circulation of 80,000 copies	
116	Hochzeitsplaner Bridal Magazine	B2C	November 2020
	Reach:	Circulation of 40,000 copies	
117	Print Advertisement in Aeroflot Magazine, Russia		November & December 2020
	Reach:		

118	Global Media Campaign	-	November - December
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
119	The Telegraph - UK (Under Global Media Campaign)	B2C	28 November 2020
	Reach: 24,886,000 impressions		
120	TheSunday Times Newspaper - UK ( <i>Under Global Media Campaign</i> )	-	29 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
121	The Guardian - UK (Under Global Media Campaign)	-	5 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
122	TTG Luxury - UK (Under Global Media Campaign)	B2C	7 December 2020
	Reach: 60,000 monthly unique users		
123	CNBC - South Africa (Under Global Media Campaign)	-	3 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
124	Glamour - South Africa (Under Global Media Campaign)	-	23 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
125	Voyages Afriq- South Africa (Under Global Media Campaign)	-	1 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
126	Forbes - South Africa (Under Global Media Campaign)	-	30 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		



127	TTN - Middle East (Under Global Media Campaign)	B2B   B2C	1 December 2020
	Reach: Unique visitors of 14,412		
128	TravTalk - Middle East (Under Global Media Campaign)	B2B   B2C	1 December 2020
	22,000+ reach Reach:		
129	Conde Nast Traveller - Middle East ( <i>Under Global Media Campaign</i> )	-	1 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
130	Kul Al Usra - Middle East (Under Global Media Campaign)	-	1 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
131	Vogue France - France (Under Global Media Campaign)	-	27 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
132	Connoisseur Circle - Germany, Switzerland and Austria ( <i>Under Global Media Campaign</i> )	-	04 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
133	Travel Talk - Germany, Switzerland and Austria ( <i>Under Global Media Campaign</i> )	-	20 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
134	FVW - Germany, Switzerland and Austria ( <i>Under Global Media Campaign</i> )	-	15 December 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
135	Travel Inside - Germany, Switzerland and Austria ( <i>Under Global Media Campaign</i> )	-	30 November 2020
	Reach: Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		

136	Kurier - Germany, Switzerland and Austria ( <i>Under Global Media Campaign</i> )	-	28 December 2020 - 15 January 2021
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
137	Daily Sabah - Turkey ( <i>Under Global Media Campaign</i> )	-	7 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
138	TTG Italia - Italy ( <i>Under Global Media Campaign</i> )	-	25 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
139	Guida Viaggi - Italy ( <i>Under Global Media Campaign</i> )	-	03 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
140	Asia Family Traveler - Hong Kong & APAC ( <i>Under Global Media Campaign</i> )	-	10 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
141	Vogue - Russia ( <i>Under Global Media Campaign</i> )	-	1 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
142	National Geographic - Russia ( <i>Under Global Media Campaign</i> )	-	December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
143	SG Magazine - Singapore ( <i>Under Global Media Campaign</i> )	-	27 November - 7 December 2020
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
144	Travel Trade Journal - India ( <i>Under Global Media Campaign</i> )	-	15th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		

145	Travel & Hospitality - India ( <i>Under Global Media Campaign</i> )	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
146	Travel Span - India (Under Global Media Campaign)	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
147	Travel Scapes - India (Under Global Media Campaign)	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
148	Wonderlust - India (Under Global Media Campaign)	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
149	Travel Trade Insider - India (Under Global Media Campaign)	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
150	Business of Travel Trade - India ( <i>Under Global Media Campaign</i> )	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
151	Travel + Leisure - India (Under Global Media Campaign)	-	7th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
152	Cond Nast Traveller - India (Under Global Media Campaign)	-	15th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		
153	Outlook Traveller - India (Under Global Media Campaign)	-	10th December
Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms		

154	National Geographic Traveller & Nat Geo - India (Under Global Media Campaign)	-	7th December
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
155	Cosmopolitan - India (Under Global Media Campaign)	-	7th December
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
156	GQ - India (Under Global Media Campaign)	-	7th December
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
157	Vogue - India (Under Global Media Campaign)	-	7th December
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
158	Elle - India (Under Global Media Campaign)	-	7th December
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
159	TravMedia - Global (Under Global Media Campaign)	-	15 November - 15 December 2020
	Reach:	Circulation of 1,976,369+   Readership of 5,808,525+   22,822,144+ unique users or digital platforms	
160	Digital Campaign with AB-ROAD Magazine		01 November - 31 December 2020
	Reach:		
161	Digital Campaign with National Geographic Traveler Magazine		01 November - 31 December 2020
	Reach:		
162	Freakout Digital Advertising	B2C	01 November - 01 December 2020
	Reach:	Total impression: 5,068,532 and 27,564 clicks	

163	Campaign with VOOT	B2C	06 November - 03 December 2020
	Reach: 15 million monthly views		
164	Radio Promotion on Al Khaleejiya	B2C	08 November - 21 December 2020
	Reach: Channel has a weekly reach of 480,000+, their exclusive audience of 379,000 and the channel's weekend reach of 223,000 listeners		
165	Online training with Giramondo Viaggi	B2B	11 November 2020
	Reach: 25 travel agencies		
166	Social Media Mini Campaign - How Well Do You Know Maldives	-	18 November - 29 December 2020
	Reach: 1,955,871		
167	Digital Campaign with Travelzoo	B2C	25 November - 24 December 2020
	Reach: 1 million Travelzoo members in UK		
168	CNN International Segment – First Move with Richard Quest		26 November 2020
	Reach:		
169	Instagram conference with celebrity	B2C	27 November 2020
	Reach: 662,295		
170	Breaking Travel News Interview		27 November 2020
	Reach:		
171	Digital Campaign with Rossiyskaya Gazeta	B2C	30 November 2020
	Reach: 850,000 readers per day and 36 million unique visitors per month		

172	WeChat Travel Trade Information Portal	B2B	30 November 2020 - 30 November 2021
	Reach: 100,000 Travel Trade		
173	Digital Campaign with Qatar Airways	B2C	December 2020
	Reach: -		
174	Jetsetter Newsletter	B2C	December 2020
	Reach: 70,800+ Edm & newsletter subscribers		
175	Luxury Australian Travel Trade E-news (LATTE)	B2B	December 2020
	Reach: 11,000+ Luxury travel trade partners		
176	Postando Campaign	B2C	01 - 31 December 2020
	Reach: Approx. 2 million		
177	Digital Campaign with Travel + Leisure Southeast Asia	B2C	01 December 2020 - 31 March 2021
	Reach: Hero side and Parallax banner- 250,000 people per month, Online circulation- 100,000 people and Facebook boost- a minimum of 100,000 reach		
178	Campaign with Zomato	B2C	01 - 14 December 2020
	Reach: 500,00 Tomato users, 3,470,000 campaign impressions		
179	Reimagine: Halal in Asia	B2B   B2C	02 - 03 December 2020
	451 pax sign-up for this virtual event; EDMs sent out and reach +17K subscribers		
	Reach:		
180	Visit Maldives Webinar with AirAstana	B2B	04 December 2020
	Reach: 150+ agents		

181	Questex - Pivoting Back to Travel Phase 4 (USA)		16 December 2020
	Reach:		
182	JATA Webinar	B2B	16 December 2020
	Reach:		3,000 travel trade participants
183	Qatar Travel Mart webinar	B2B   B2C	20 December 2020
	Reach:		-
184	Interview with TTN Middle East	B2B   B2C	December 2020
	Reach:		Unique visitors of 14,412
185	Interview with TravTalk Middle East	B2B   B2C	20 December 2020
	Reach:		22,000+ reach
186	Business Standard Interview	B2C	December 2020
	Reach:		Circulation: 30,000 & readership: 200,000

## FAIRS

#	NAME OF THE FAIR	DURATION	TYPE OF FAIR	REACH
1	SATTE	08 - 10 January 2020	B2B	35,000+ visitors
2	MATKA	16 - 19 January 2020	B2B   B2C	60,000 consumers and almost 20,000 travel trade professionals
3	FITUR	22 - 26 January 2020	B2B   B2C	11,040 exhibiting companies, 150,011 trade participants, 111,089 general public participation
4	FESPO	30 January - 02 February 2020	B2B   B2C	Total attendance of 60,000
5	BLTM	31 January - 01 February 2020	B2B	Over 150+ sellers and buyers from 20+ countries
6	Bride Dubai	05 - 08 February 2020	B2B   B2C	1000+ exhibitors and 23,000+ visitors from all over UAE and GCC region
7	BIT	9 - 11 February 2020	B2B   B2C	More than 40,000 visitors
8	ATM Virtual Event	1 - 3 June 2020	B2B   B2C	19,000+ registrations from 152 countries, including 490 media
9	Participation in PATA 'Dream to Travel' Festival	22 June - 17 July 2020	B2B   B2C	Attracting 1,308 delegates from 70 countries
10	Virtual PATA Travel Mart 2020	23 - 27 September 2020	B2B	Attracting virtual PTM 2020 recorded 1,000 delegates from 60 global destinations
11	International Media Marketplace (IMM 2020)	29 - 30 September 2020	B2B	180,000+ online users
12	SATTE GenX	05 - 06 October 2020	B2B	150+ exhibitors



13	TTG Travel Experience 2020	14 - 16 October 2020	B2B   B2C	25,371 attendees and 900 buyers
14	ITB Asia Virtual 2020	21 - 23 October 2020	B2B	35,000+ travel professionals
15	International Media Marketplace - Asia (IMM Asia 2020)	27 - 28 October 2020	B2B   B2C	80+ media and PR industry representatives from 15 countries around the world
16	WTM London Virtual 2020	09 - 11 November 2020	B2B   B2C	Over 15 million social media impressions
17	ILTM EMEA Week	25 November 2020	B2B	31 VIP Media
18	ILTM World Tour	17 November - 03 Dec 2020	B2B	28 key media professionals and 2000+ travel trade
19	IMTM Virtual	16 - 17 November 2020	B2B	-
20	TTM Connect	25 - 26 November 2020	B2B	-

## ROADSHOWS

#	NAME OF THE ROADSHOW	DATE	TYPE	REACH
1	2020 Luxury Resort Virtual Roadshow for RunTour	16 October 2020	B2B	160+ travel trade
2	Outbound travel roadshow (OTR)	21 October - 23 November 2020	B2B	100+ exhibitors
3	Maldives Online Roadshow in China	30 November - 02 December 2020	B2B	100,000 travel trade
4	Travel Meet Series - South Asia	09 - 10 December 2020	B2B	Each exclusive event brings together over 300 attendees and more than 100 invited buyers

## FAM TRIPS

#	NAME	DATES & PLACE
1	Joint Promotion with AirAsia - Malaysia Video Shoot	07 - 10 January 2020
2	South Africa Media FAM Trip	02 - 07 February 2020
3	Spain Media FAM Trip	15 - 20 February 2020
4	France Media FAM Trip	17 - 22 February 2020
5	Joint Promotion with AirAsia - Thailand Video Shoot	18 - 21 February 2020
6	Middle Eastern Media FAM Trip	23 - 27 February 2020
7	The Telegraph UK journalist trip	18 - 22 August 2020
8	Culturocity Travel Show	17 - 28 October 2020
9	Middle Eastern Influencer FAM Trip	26 October - 01 November 2020
10	India Media Fam Trip	07 - 14 October 2020
11	Luxury Influencer Fam Trip - UK	01- 12 November 2020
12	Muz TV Crew Video Shoot	09 - 16 November 2020
13	Individual Media FAM Trip - USA	13 - 18 November 2020
14	Travel Agents Familiarization Trip - India	10 - 16 December 2020
15	Individual Press Trip - Russia	11 - 17 December 2020
16	Individual Media FAM Trip - UK	14 - 22 December 2020

## OTHERS

#	CAMPAIGN NAME	DATES/DURATION
1	First Visitor Event	01 January 2020
2	BBC Travel Show	February 2020
3	David Lau's Exhibition	17 - 19 February 2020
4	UNITE Indian Ocean & Middle East	02 March 2020
5	HaaToSeenu - cancelled	14 January - 23 June 2020
6	Stories of Maldives	January - ongoing
7	Diplomatisches Magazin	March 2020
8	Maldives: The Sun Will Shine Again' - FB Live Event	08 June 2020
9	Rediscover Maldives virtual press conference	15 July 2020
10	OneOrchestra ft Riley Sherrief - O Wazan	26 July 2020
11	Raffle on Independence Day - Ministry of Foreign Affairs	27 July 2020
12	Raffle on Independence Day - Embassy of the Republic of Maldives in Thailand	06 August 2020
13	Aether - Faizan feat Amadeus	12 August 2020
14	Raffle on Independence Day - High commission of the Republic of Maldives in Malaysia	13 August 2020
15	Raffle on Independence Day - Embassy of the Republic of the Maldives in China	26 August 2020
16	Rediscover Maldives Webinar Series	1, 8, 10 & 14 September 2020
17	The Asia & Indian Ocean Workshop	17 September 2020
18	Tourism promotional video by the Maldives Embassy in Berlin, Germany	24 September - 24 October 2020
19	World Tourism Day event	27 September 2020
20	Visit Maldives Now Ooredoo Campaign	28 September 2020
21	Welcoming 100,000th tourist since border reopening	12 December 2020
22	Welcoming 500,000th tourist of 2020	17 December 2020

## PR MEDIA COVERAGE

### 1. CHINA

Jan: 52 online clipping | 11 social media clipping | 240,898,525 Reach | 8 post on Weibo (total page view 77,791) | 3 post on WeChat (total page view 1,129)

Feb: 54 online clipping | 8 social media clipping | 1,054,189,000 Reach | 4 post on Weibo (total page view 22,906) | 1 post on WeChat (total page view 1,662)

Mar: 51 online clipping | 8 social media clipping | 569,011,767 Reach | 14 post on Weibo (total page view 86,148) | 15 post on WeChat (total page view 568)

Apr: 101 online clipping | 0 social media clipping | 3,156,295,860 Reach | 17 post on Weibo (total page view 91,781) | 3 post on WeChat (total page view 768)

May: 66 online clipping | 22 social media clipping | 3,042,000,100 Reach | 9 post on Weibo (total page view 111,200) | 3 post on WeChat (total page view 1,217)

Jun: 303 online clipping | 36 social media clipping | 10 print clipping | 3,042,000,100 Reach | 6 post on Weibo (total page view 79,249) | 2 post on WeChat (total page view 18,020)

July: 228 online clipping | 4 social media clipping | 10 print clipping | 1,120,319,956 Reach | 12 post on Weibo (total page view 116,640) | 5 post on WeChat (total page view 14,344)

Aug: 131 online clipping | 106 social media clipping | 25 print clipping | 226,667,443 Reach | 12 post on Weibo (total page view 1,284) | 4 post on WeChat (total page view 1,284)

Sep: 222 online clipping | 13 social media clipping | 2 print clipping | 334,258,462 Reach | 17 post on Weibo (total page view 57,264) | 4 post on WeChat (total page view 1,251)

Oct: 138 online clipping | 69 social media clipping | 245,661,263 Reach | 28 post on Weibo (total page view 556,554) | 4 post on WeChat (total page view 1,322)

Nov: 192 online clipping | 22 social media clipping | 281,853,804 Reach | 17 post on Weibo (total page view 786,862) | 1 post on WeChat (total page view 632)

### 2. INDIA

Jan: 19 pieces by PR coverage

Feb: 19 pieces by PR coverage

Mar: -

Apr: 6 pieces by PR coverage.

May: 52 pieces by PR coverage

Jun: 95 pieces by PR coverage  
 July: 102 pieces by PR coverage  
 Aug: 98 pieces by PR coverage  
 Sep: 49 Articles | Reach: 40,095,270  
 Oct: 120 Articles | Reach: 107,814,607  
 Nov: 327 Articles | Reach: 246,150

### 3. UK

Jan: 9 Print & Online Articles / 40,788,6045 People.  
 Feb: 18 Print & Online articles / 132,024,168 People.  
 Mar: 4 Print & Online Articles / 160,695,412 people.  
 Apr: 6 Print & Online Articles / 2,581,420 people.  
 May: 16 Print & Online Articles / 699,624 people.  
 Jun: 28 Print & Online articles / 206,331,582 people.  
 July: 17 Print & Online articles / 50,120,221 People.  
 Aug: 26 print & online articles / 116,009,435 people.  
 Sep: 10 print & online articles | 164,828 People  
 Oct: 8 print & online articles | 32,994,926 People  
 Nov: 23 print & online articles | 63,556,858 people

### 4. GERMANY, AUSTRIA & SWITZERLAND

Jan: 48 Print & 6 Online Articles / 2,840,098 People.  
 Feb: 26 Print & 11 Online Articles / 2,763,229 People.  
 Mar: 26 Print / 1,334,012 People  
 Apr: 29 Print and 11 Online / 3,526,894 People.  
 May: 20 Print and 9 Online / 3,600,000 people.  
 Jun: 19 Print and 3 Online / 3,951,342 People.  
 July: -  
 Aug: 2 Print, 18 Online and 1 TV / 38,514, 818 People.  
 Sep: 38 print & online articles | 15,113,895 People  
 Oct: 36 print & online articles | 7,175,408 People  
 Nov: 34 print & online articles | 61,760,156 People

## 5. RUSSIA

Jan: 1500 000 people reached through Print and Online

Feb: 12,874 people reached

Mar: 98,165,228 people reached

Apr: Print, Online | 190,000 people reached.

May: Print & Online Articles | 1,500,000 people.

Jun: Print & Online Articles | 52,000,000 people.

July: 54 pieces of print and online | 18,052,000 people reached.

Aug: 65 pieces of print and online | 630,952,444 people reached.

Sep: 70 pieces of TV, radio, print and online | 285 223 150 people reached.

Oct: 67 pieces of TV, radio, print and online | 42 163 080 people reached.

Nov: 70 pieces of TV, radio, print and online | 464 868 109 people reached.

## 6. KOREA

Jan: 4 pieces by PR coverage

Feb: 6 pieces by PR coverage

Mar: 3 pieces by PR coverage

Apr: 6 pieces by PR coverage

May: 6 pieces by PR coverage

Jun: 20 pieces by PR coverage

July: 13 pieces by PR coverage | 625,000 people reached

Aug: 7 pieces by PR coverage | 330,000 people reached

Sep: 9 pieces by PR coverage | 390,000 people reached

Oct: 13 pieces by PR coverage | 2,930,000 people reached

Nov: 16 pieces by PR coverage | 8,000,000 people reached

## 7. MIDDLE EAST

Jan: 9 media articles

Feb: 10 media articles

Mar: 6 media articles

Apr: 6 media articles

May: 8 media articles

Jun: 12 media articles  
July: 21 media articles  
Aug: 19 media articles  
Sep: 45 media articles  
Oct: 38 media articles  
Nov: 24 media articles

## 8. AUSTRALIA

Jan: 06 clipping | 4,022,073 reach  
Feb: 02 clipping | 525,114 reach  
Mar: 12 clipping | 3,803,029 reach  
Apr: 03 clipping | 334,000 reach  
May: 03 clipping | 130,000 reach  
Jun: 22 clipping | 16,183,120 reach  
July: 10 clipping | 27,230,000 reach  
Aug: 10 clipping | 9,770,000 reach  
Sep: 18 clipping | 14,523,529 reach  
Oct: 09 clipping | 15,884,000 reach  
Nov: 05 clipping | 13,070,000 reach

## 9. MALAYSIA

Jan: 3 Online media / 240,898,525 People Reached  
Feb: 12 Print and Online media / Over 10 million people reached  
Mar: 6 Articles / 10 million people.  
Apr: 7 Online Articles / Over 10 million people.  
May: 13 Articles / Over 10 million reach.  
Jun: 8 Articles/ Over 10 Million people  
July: 19 Articles / Over 10 million people.  
Aug: 3 print, online / Over 7 million people  
Sep: 9 pieces of print, online and social media coverage | 10 million people  
Oct: 7 pieces of print, online and social media coverage | 1.4 million people  
Nov: 5 pieces of print, online and social media coverage | 2 million people

## 10. ITALY

Jan: 44 Media clipping / 19,951,113 Circulation  
Feb: 29 Media clipping / 68,398,764 Circulation  
Mar: 19 Media clipping / 77,889,430 Circulation  
Apr: 34 Media clipping / 157,293,949 Circulation  
May: 27 Media clipping / 29,167,573 Circulation  
Jun: 43 Media clipping / 345,500,039 Circulation  
July: 47 Media clipping / 216373500 Circulation  
Aug: 18 Media clipping / 12,758,169 Circulation  
Sep: 33 Media clipping / 42,568,656 Circulation  
Oct: 36 Media clipping / 174,364,000 Circulation  
Nov: 47 Media clipping / 178,286,699 Circulation

## 11. USA

Jan: 27 Media Articles / 1,118,649,552 Circulation  
Feb: 19 Media Articles / 2,476,083,829 Circulation  
Mar: - 19 Media Articles / 4,949,937,090 Circulation  
Apr: 32 Media Articles / 10,341,348,485 Circulation  
May: 24 Media Articles / 1,663,244,343 Circulation  
Jun: No PR during this month. On the process of selecting new firm  
July: 20 pieces of print and online / 405,232,469 Circulation  
Aug: 8 pieces of print and online / 66,013,782 Circulation  
Sep: 1 pieces of print and online / 65,678 Circulation  
Oct: 10 pieces of print and online / 88,388,509 Circulation  
Nov: 8 pieces of print and online / 210,572,251 Circulation



## 12. FRANCE

Jan: 9 print & online articles / 38,345,000 Circulation combined

Feb: 6 print & 4 online article / 218,221,000 Circulation combined

Mar: -

Apr: 9 print & 9 online articles / 38,345,000 Circulation combined

May: 3 print & 3 online articles / 3,600,000 Circulation combined

Jun: 5 print & 5 online / 21,515,200 Circulation combined

July: 9 print & 9 online articles / 200,000 Circulation (P)1,364,553 Circulation(O)

Aug: 10 print & 10 online articles / 5,565,000 Circulation combined.

Sep: 6 pieces of print and online / 27 472 773 Circulation

Oct: 7 pieces of print and online / 17 177 565 Circulation

Nov: 7 pieces of print and online / 49 415 900 Circulation

## 13. JAPAN

Jan: -

Feb: online, print and TV / 1,256,250,000 people.

Mar: online, print and TV / 786,359,456 people.

Apr: online, print and TV / 713,310,000 people.

May: online, print and TV / 765,690,000 people.

Jun: online, print and TV / 553,926,500 people

July: online, print and TV / 283,277,080 people.

Aug: online, print and TV / 299,042,355 people.

Sep: online, print and TV / 503,750,000 people.

Oct: online, print and TV / 1,451,391 people.

Nov: online, print and TV / 644,927,600 people.

## DIGITAL MARKETING PLATFORMS OF VISITMALDIVES

### 1. FACEBOOK

The Facebook page of Visit Maldives received 10,466,838 impressions within the quarter, as of April 9, 2020. A total number of 131 posts were published on the page, with 231,742 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 4,715 within the period, of which over 86% is organic. With this, the total number of likes on the page has reached 659,599. One paid campaign was run which included 8 ads run over a time frame of 5 days. In addition to this, a paid partnership was run with Singapore Airlines via our ad accounts during the quarter.

The Facebook page of Visit Maldives received 5,918,912 impressions within the 2nd quarter of the year as of 30th June 2020. A total number of 118 posts were published, with 291,113 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 11,063 within the period, of which 98.44% was organic. With this, the total number of likes on the page has reached 667,906. Two paid campaigns were run during this period, which was 'Visit Maldives later 'and 'Maldives, The Sun Will Shine Again 'over a 2 weeks period.

The Facebook page of Visit Maldives received 16,513,704 impressions within the 3rd quarter of the year as of 29th September 2020. A total number of 103 posts were published, with 172,987 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 10,836 within the period, of which 3.03% was organic. With this, the total number of likes on the page has reached 677,178. Four paid campaigns were run during this period, which was 'Rediscover Maldives 'and 'Local Food Trivia ' & 'Experience Video ' each over a 2 weeks period.

The Facebook page of Visit Maldives received 77,776,663 impressions within the 4th quarter of the year as of 31st December 2020. A total number of 201 posts were published, with 1,102,548 engagements recorded, including likes, comments, shares, etc. The page has a net follower growth of 38,395 within the period, of which 54.34% was organic. With this, the total number of likes on the page has reached 714,432. Two paid campaigns were run during this period, which was 'How well do you know Maldives' and "Rare fishes of the Maldives".

### 2. TWITTER

The Twitter account of Visit Maldives received 1,023,893 impressions from January 1, 2020 to April 9, 2020. A total number of 126 posts were published on the page, with 64,863 impressions recorded.

This includes likes, retweets, replies, etc. The audience has a net follower growth of 2,576 within the period, which is entirely organic. The account has a total of 44,022 as of April 9, 2020.

The Twitter account of Visit Maldives received 954,762 impressions from 1st April 2020 to 30th June, 2020. A total number of 112 posts were published on the page. The audience has a net follower growth of 293 within the period, which is entirely organic. The account has a total of 46,632 followers up to the date.

The Twitter account of Visit Maldives received 1,003,960 impressions from 1st July 2020 to 29th September, 2020. A total number of 122 posts were published on the page. The audience has a net follower growth of 596 within the period, which is entirely organic. The account has a total of 48,331 followers up to the date.

The Twitter account of Visit Maldives received 1,569,340 impressions from 1st October 2020 to 31st December, 2020. A total number of 256 posts were published on the page. The audience has a net follower growth of 2,858 within the period. The account has a total of 51,217 followers up to the date.

### 3. INSTAGRAM

Being one of our most active audiences, the Instagram account of Visit Maldives has received 9,901,573 impressions within the data period. 77 posts were published and 265,706 engagements were recorded, which accounts for the likes and comments received on the posts. With an impressive net follower growth of 12,993 of which over 98% is organic, we now have a total follower count of 258,549. Although no paid campaigns were directly run on Instagram, it was one of the main placement channels for the paid campaign run on Facebook.

The Instagram account of Visit Maldives received 4,857,926 impressions within the quarter as of 30th June 2020. During this period a total number of 148 posts were published while 72,052 engagements were recorded including likes and comments. However, it is recorded that we gained 11,255 net followers which we have a total of 258,143 audiences. All the Facebook ads were placed directly on Instagram with the 'Visit Maldives later' campaign carried out directly on the platform.

The Instagram account of Visit Maldives received 17,138,728 impressions within the quarter as of 29th September 2020. During this period a total number of 170 posts were published while 60,754 engagements were recorded including likes and comments. However, it is recorded that we gained 259 net followers which we have a total of 258,402 audiences. All the Facebook ads were placed directly on Instagram accounts carried out directly on the platform during the period.

The Instagram account of Visit Maldives received 61,894,651 impressions within the quarter as of 31st December 2020. During this period a total number of 175 posts were published while 128,791 engagements were recorded including likes and comments. However, it is recorded that we gained 12,112 net followers which we have a total of 270,568 audiences. All the Facebook ads were placed directly on Instagram accounts carried out directly on the platform during the period.

#### 4. WEBSITE

During the first quarter, there was a total number of 246,513 users. The website focused on providing visitors with information about the destination and tourist establishments. In addition, downloadable virtual backgrounds for desktop, downloadable virtual backgrounds for phone wallpaper, downloadable virtual backgrounds for Zoom platform, 360 videos, and additional experiences were added to the website. An emphasis was also given on monitoring and improving the overall website. During the second and third quarter, there was a total number of 596,855 and 618,632 users respectively. The website focused on providing visitors with information about the destination and tourist establishments, as well as experiences available in Maldives. A tab was also added for COVID-19 updates, which was updated regularly. Sliders on the homepage were replaced according to ongoing campaigns, events, etc. News articles and press releases were published regularly, with most of it going forward to the weekly newsletter. The website picked up a little traction during this quarter.

During the fourth quarter, there was a total number of 1,126,338 users. The website continued to focus on providing visitors with information about the destination and tourist establishments, as well as experiences available in Maldives. A tab was also added for COVID-19 updates, which was updated regularly. Sliders on the homepage were replaced according to ongoing campaigns, events, etc. As of October 2020, a lot of importance was placed on daily posting of MMPRC news, industry updates and other experiences the Maldives has to offer. The news section was moved to the top of the homepage to place more emphasis on this segment. This showed a user growth from September to October, October to November and November to December. A banner was added to the bottom of the homepage which directed visitors to Allied Insurance website (Allied Inbound).

Total number of posts on Visit Maldives: 350

Total number of posts in October: 38

Total number of posts in November: 74

Total number of posts in December: 78

Total no. of users from 10th February 2020 to 31st December 2020: 2,588,338

Average time per user: 1 minute 23 seconds

Average session per user: 2.63

Top countries: United States, India, United Kingdom, Maldives, Malaysia

Growth from September to October: 26.51%

Growth from October to November: 63.60%

Growth from November to December: 8.83%

## 5. NEWSLETTER

The newsletter is published every Thursday. It is circulated among two groups which are Subscribers and Industry.

The main three segments focused on are MMPRC/Destination news, Industry news and Themes/Topics.

A lot of importance is placed on ensuring the coverage of all MMPRC members' latest news and press releases. There has been a gradual increase in demand for news to be published on the newsletter.

Total number of recipients in Subscribers group: 919

Total number of recipients in Industry group: 1,215

Total number of newsletters sent (2nd week of May to 5th week of December): 34

## **PROMOTIONAL MATERIALS**

Due to the Covid-19 pandemic, no promotional materials were not produced in the year 2020. The materials that were produced for 2020 were not utilized due to the lockdown in 2020 and these materials will be used in 2021.

# ANNEX

## ANNEX 1: BOARD MEMBER'S SALARY SHEET

### MALDIVES MARKETING & PR CORPORATION LIMITED DIRECTOR'S BOARD SALARY SHEET FOR THE YEAR 2020

#	Name	Designation	Board Allowance	Sitting Allowance	January	February	March	April	May	June	July	August	September	October	November	December	Total
1	Thoyyib Mohamed	Managing Director/ Board Member	7,500.00	1,500.00	51,516.99	51,516.99	45,528.39	46,296.59	45,912.59	20,912.22	34,912.22	33,912.22	33,912.22	33,912.22	43,079.22	42,079.22	483,491.09
2	Abdulla Suood	Board member	7,500.00	1,500.00	7,995.00	7,995.00	8,495.00	7,495.00	7,495.00	7,495.00	8,995.00	7,995.00	7,995.00	7,995.00	8,495.00	7,495.00	95,940.00
3	Ahmed Karam	Board member	7,500.00	1,500.00	7,995.00	-	-	-	-	-	-	-	-	-	-	-	7,995.00
4	Abdulla Nashiz	Board member	7,500.00	1,500.00	7,995.00	7,995.00	8,495.00	7,495.00	7,495.00	7,495.00	8,995.00	7,995.00	7,995.00	7,995.00	8,495.00	7,995.00	96,440.00
5	Abdulla Rasheed	Board member	7,500.00	1,500.00	7,495.00	7,495.00	7,995.00	7,495.00	7,495.00	7,495.00	8,995.00	7,995.00	7,995.00	7,995.00	8,495.00	7,995.00	94,940.00
6	Fathimath Visha Mahir	Board member	7,500.00	1,500.00	-	-	-	-	-	-	-	-	-	-	-	-	-
7	Ahmed Alfrah	Board member	7,500.00	1,500.00							4,341.15	7,995.00	7,995.00	7,995.00	8,495.00	7,495.00	44,316.15
8	Al-ha Ali Rasheed	Company Secretary	4,000.00	-	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	3,995.00	47,940.00
TOTAL																	871,062.24

## ANNEX 2: INDEPENDENT AUDITOR'S REPORT



## ANNEX 3: FINANCIAL STATEMENTS

MALDIVES MARKETING AND PUBLIC RELATIONS  
CORPORATION LIMITED  
FINANCIAL STATEMENTS FOR THE YEAR ENDED AT  
31 DECEMBER 2020

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF COMPREHENSIVE INCOME**  
Year ended 31 December 2020

	<b>Note</b>	<b>2020 MVR</b>	<b>2019 MVR</b>
Revenue	<b>4</b>	91,799,534	132,579,352
Direct costs		(68,700,204)	(89,036,565)
<b>Gross loss</b>		<b>23,099,330</b>	<b>43,542,787</b>
Other income	<b>5</b>	-	34,419
Administrative expenses		(15,869,451)	(12,906,070)
Selling and distribution expenses		(1,249,030)	(2,443,121)
<b>Loss before interest and tax</b>	<b>7</b>	<b>5,980,849</b>	<b>28,228,015</b>
Finance cost	<b>6</b>	(4,554,691)	(487,549)
<b>Loss before tax from operation</b>		<b>1,426,158</b>	<b>27,740,466</b>
Income tax expense		(162,745)	(4,086,070)
<b>Loss for the year</b>		<b>1,263,413</b>	<b>23,654,396</b>
Loss per share - basic	<b>9</b>	13	237

The accounting policies and notes on pages 8 through 23 form an integral part of the financial statements.

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF FINANCIAL POSITION**  
Year ended 31 December 2020

<b>Asset</b>	<b>Note</b>	<b>2020 MVR</b>	<b>2019 MVR</b>
<b>Non-current assets</b>			
Property, plant and equipment	10	2,046,529	2,199,855
Intangible assets	11	560,000	-
Deferred tax asset		-	2,821
Right-of-use assets	12.1	5,769,383	7,398,426
		<b>8,375,912</b>	<b>9,601,102</b>
<b>Current assets</b>			
Trade and other receivables	13	1,536,823,561	1,540,626,362
Business profit tax receivable	14	1,670,287	1,670,287
Cash and cash equivalents	15	96,525,710	149,963,619
		<b>1,635,019,558</b>	<b>1,692,260,268</b>
<b>Total assets</b>		<b>1,643,395,470</b>	<b>1,701,861,370</b>
<b>Equity and liabilities</b>			
<b>Share capital and reserves</b>			
Issued share capital	16	10,000,000	10,000,000
Call in arrears	16	(10,000,000)	(10,000,000)
Share capital advance	16		
Accumulated loss		9,303,897	8,040,484
<b>Total equity</b>		<b>9,303,897</b>	<b>8,040,484</b>
<b>Non-current liabilities</b>			
Lease liability	12.2	4,153,616	5,623,852
Interest bearing borrowing	18.2	76,876,475	-
		<b>81,030,091</b>	<b>5,623,852</b>
<b>Current liabilities</b>			
Trade and other payables	17	1,544,338,709	1,686,884,324
Lease liability	12.2	1,470,237	1,312,711
Interest bearing borrowing	18.2	7,252,537	-
		<b>1,553,061,483</b>	<b>1,688,197,035</b>
<b>Total equity and liabilities</b>		<b>1,643,395,471</b>	<b>1,701,861,371</b>

The Board of Directors is responsible for the preparation and presentation of these financial statements.  
Signed for and on behalf of the Board by,

**Name of the Director**

**Signature**

Thoyyib Mohamed

Abdulla Suood

The accounting policies and notes on pages 8 through 23 form an integral part of the financial statements.

19 August 2021  
Male'



**MALDIVES MARKETING &  
PR CORPORATION**  
State Owned Corporation  
C-0509/2011

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF CHANGES IN EQUITY**  
**Year ended 31 December 2020**

	Share capital	Share capital Advance	Accumulated Loss	Total
	MVR	MVR	MVR	MVR
<b>Balance as at 1 January 2019</b>	<b>10,000,000</b>	-	<b>(15,613,912)</b>	<b>(15,613,912)</b>
Share capital advance	-	-	-	-
Loss for the year	-	-	23,654,396	23,654,396
<b>Balance as at 31 December 2019</b>	<b>10,000,000</b>	-	<b>8,040,484</b>	<b>8,040,484</b>
Loss for the year	-	-	1,263,413	1,263,413
<b>Balance as at 31 December 2020</b>	<b>10,000,000</b>	-	<b>9,303,897</b>	<b>9,303,897</b>

The accounting policies and notes on pages 8 through 23 form an integral part of the financial statements.

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF CASH FLOW**  
**Year ended 31 December 2020**

	Note	2020 MVR	2019 MVR
<b>Operating activities</b>			
Loss before tax		1,426,158	27,740,466
<b>Adjustment to reconcile profit to net cash flows</b>			
Depreciation and Amortisation	10	2,101,411	1,512,667
Finance cost	12.2	4,554,691	487,549
<b>Cash generated used in before Working capital changes</b>		<b>8,082,260</b>	<b>29,740,682</b>
<b>Working capital changes</b>			
Decrease / (Increase) in trade and other receivables	13	3,802,801	(4,805,209)
(Decrease) / Increase in trade and other payable	17	(142,545,613)	51,959,192
<b>Cash generated used in operations</b>		<b>(130,660,552)</b>	<b>76,894,665</b>
Interest paid		(3,831,962)	-
<b>Net cash flows used in operating activities</b>		<b>(134,492,514)</b>	<b>72,808,595</b>
<b>Investing activities</b>			
Acquisition of property, plant and equipment	10	(179,042)	(2,219,116)
Acquisition of intangible asset		(700,000)	-
<b>Net cash flow used in investing activities</b>		<b>(879,042)</b>	<b>(2,219,116)</b>
<b>Financing activities</b>			
Issued share capital during the year	16	-	-
Settlement of lease liabilities	12.2	(2,035,440)	(1,696,200)
Loan repaid during the year	18.1	(1,008,988)	-
Loan obtained during the year	18.1	85,137,999	-
<b>Net cash used from financing activities</b>		<b>82,093,571</b>	<b>(1,696,200)</b>
<b>Net Increase in cash and cash equivalents</b>		<b>(53,277,985)</b>	<b>68,893,279</b>
Cash and cash equivalents at 1 January		149,963,620	81,070,341
<b>Cash and cash equivalents at 31 December</b>	15	<b>96,685,635</b>	<b>149,963,620</b>

The accounting policies and notes on pages 8 through 23 form an integral part of the financial statements.

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 December 2020**

	<b>2020</b>	<b>2019</b>
	<b>MVR</b>	<b>MVR</b>
<b>4 Revenue</b>		
Advertising	316,514	2,201,340
Membership fee	2,088,099	17,102,633
Fair participation fee	1,518,228	8,402,072
Net Government	87,876,693	104,873,307
	<b>91,799,534</b>	<b>132,579,352</b>
<b>5 Other income</b>		
Miscellaneous income	-	34,419
	<b>-</b>	<b>34,419</b>
<b>6 Finance cost</b>		
Lease interest expenses	722,729	487,549
Loan interest	3,831,962	-
	<b>4,554,691</b>	<b>487,549</b>
<b>7 Profit before tax stated after charging,</b>		
Salary and wages	7,701,469	5,827,101
Board member's fee	434,500	466,508
Rent	786,000	116,760
Telephone and internet	359,122	332,402
<b>8 Income tax expense</b>		
Tax on business profit (8.1)	159,924	4,086,070
Income tax underprovision in previous years		-
Deferred tax on temporary differences (8.4)	2,821	-
<b>Income tax expense reported in the income statement</b>	<b>162,745</b>	<b>4,086,070</b>

**8.1 Tax on business profit**

Income tax has been calculated at 15% on the taxable profit for the year ended in accordance with the income Tax Act No.25/2019. A reconciliation between tax expense and the product of accounting profit multiplied by Maldives's domestic tax rate for the year ended on 31 December are as follows.

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 December 2020**

<b>8.2</b>	<b>Reconciliation between accounting profit and taxable income :</b>	<b>2020</b>	<b>2019</b>
		<b>MVR</b>	<b>MVR</b>
	Profit before tax	1,426,158	27,740,466
	<b>Add:</b> Depreciation and amortisation charge for the year	2,101,411	1,512,667
	<b>Less:</b> Capital allowances	(1,961,411)	(1,512,667)
	Other allowable expenses	-	-
	<b>Taxable Income for the Year</b>	<b>1,566,158</b>	<b>27,740,466</b>
	Less: Tax free allowance	(500,000)	(500,000)
		<b>1,066,158</b>	<b>27,240,466</b>
	<b>Business income tax on taxable profit @ 15%</b>	<b>159,924</b>	<b>4,086,070</b>
<b>8.3</b>	<b>Deferred tax</b>	<b>2020</b>	<b>2019</b>
<b>a)</b>	<b>Movement in deferred tax</b>	<b>MVR</b>	<b>MVR</b>
	<b>As at 01 January</b>	2,821	2,821
	Provision reversed during the year	(2,821)	-
	<b>As at 31 December</b>	<b>-</b>	<b>2,821</b>

The provision on deferred tax is made on accumulated tax losses and temporary differences between the carrying value and tax base of property, plant and equipment. Deferred tax assets has not been recognised in respect of the above because it is not probable that future taxable profit will be available against which the company can utilise the benefits there from.

**9 Loss per share - basic**

Basic loss per share is calculated by dividing the loss for the year attributable to ordinary shareholders by the weighted average number of ordinary shares outstanding during the year. The following reflects the loss and share data used in the basic earnings per share computation.

	<b>2020</b>	<b>2019</b>
	<b>MVR</b>	<b>MVR</b>
<b>Amount used as the numerator:</b>		
Loss for the year	1,263,413	23,654,396
<b>Number of ordinary shares used as denominator:</b>		
Weighted average number of ordinary shares in issue	100,000	100,000
- applicable to basic earnings per share		



**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2020

**10 Property, plant and equipment**

	<b>As at 01.01.2020 MVR</b>	<b>Addition during the year MVR</b>	<b>As at 31.12.2020 MVR</b>
<b>10.1 Gross carrying amounts</b>			
<b>At cost</b>			
Furniture and fittings	1,783,778	16,044	1,799,822
Office equipment	2,233,847	162,998	2,396,845
Communication Tools	136,017	-	136,017
	<b>4,153,642</b>	<b>179,042</b>	<b>4,332,684</b>
<b>10.2 Depreciation</b>			
	<b>As at 01.01.2020 MVR</b>	<b>Charge for the year MVR</b>	<b>As at 31.12.2020 MVR</b>
Furniture and fittings	234,790	164,993	399,783
Office equipment	1,702,448	140,172	1,842,620
Communication Tools	16,549	27,203	43,752
	<b>1,953,787</b>	<b>332,368</b>	<b>2,286,155</b>
<b>Net book value</b>	<b>2,199,855</b>		<b>2,046,529</b>

**11 Intangible assets**

	<b>As at 01.01.2020 MVR</b>	<b>Addition during the year MVR</b>	<b>As at 31.12.2020 MVR</b>
<b>11.1 Gross carrying amounts</b>			
<b>At cost</b>			
Computer software	16,962	-	16,962
Website	-	700,000	700,000
	<b>16,962</b>	<b>700,000</b>	<b>716,962</b>
<b>11.2 Amortisation</b>			
	<b>As at 01.01.2020 MVR</b>	<b>Charge for the year MVR</b>	<b>As at 31.12.2020 MVR</b>
Computer software	16,962	-	16,962
Website	-	140,000	140,000
	<b>16,962</b>	<b>140,000</b>	<b>156,962</b>
<b>Net book value</b>	<b>-</b>		<b>560,000</b>

**12 Lease**

The Company has a contracts for the use of buildings in its operations. Lease of Building has lease term of 5 years. The Company's obligations under its leases are secured by the lessors' title to the leased assets.

<b>12.1 Right of use assets</b>	<b>2020 MVR</b>	<b>2019 MVR</b>
Value recognized as at 1 January 2020	8,484,455	-
Additions during the year	-	8,484,455
<b>Balance as at 31.12.2020</b>	<b>8,484,455</b>	<b>8,484,455</b>
<b>Accumulated depreciation</b>		
Amortisation for the year	1,086,029	-
Additions during the year	1,629,043	1,086,029
<b>Balance as at 31.12.2020</b>	<b>2,715,072</b>	<b>1,086,029</b>
<b>Net book value</b>	<b>5,769,383</b>	<b>7,398,426</b>



**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2020

**12 Lease (Continued)**

<b>12.2 Lease Liabilities</b>	<b>2020 MVR</b>	<b>2019 MVR</b>
<b>As at 1 January</b>	6,936,564	-
Additions during the year	-	8,145,215
Accretion of interest	722,729	487,549
Payments	(2,035,440)	(1,696,200)
<b>As at 31 December</b>	<b>5,623,853</b>	<b>6,936,564</b>

<b>Classification</b>	<b>Interest rate</b>	<b>2020</b>	<b>2019</b>
<b>Current</b>	12%	1,470,237	1,312,711
<b>Non - current</b>	12%	4,153,616	5,623,852
<b>Total</b>		<b>5,623,853</b>	<b>6,936,564</b>

<b>13 Trade and other receivables</b>	<b>2020 MVR</b>	<b>2019 MVR</b>
Accounts receivables	10,991,804	11,204,161
Provision for impairment	(1,058,210)	(750,935)
	9,933,594	10,453,226
Prepayments and deposits	9,095,792	12,585,848
Other receivable	1,355,338,074	1,355,131,187
Fixed term cash lend	157,253,546	157,253,546
Amounts due from related parties (note13.1)	5,202,555	5,202,555
	<b>1,536,823,561</b>	<b>1,540,626,362</b>

**13.1 Amounts due from related parties**

Maldives Tourism, Arts and Culture	<b>5,202,555</b>	<b>5,202,555</b>
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**14 Business profit tax receivable**

Current tax receivables	1,670,287	1,670,287
	<b>1,670,287</b>	<b>1,670,287</b>

**15 Cash and cash equivalents**

Cash in hand	211,613	344,785
Cash at bank	96,314,097	149,618,834
	<b>96,525,710</b>	<b>149,963,619</b>

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2020

	2020 MVR	2019 MVR
<b>16 Share capital</b>		
<b>Authorised share capital</b>		
10,000,000 Ordinary shares of Rf 100/= each	1,000,000,000	1,000,000,000
<b>Issued share capital</b>		
100,000 Ordinary shares of Rf 100/= each	10,000,000	10,000,000
<b>Call in arrears</b>		
100,000 Ordinary shares of Rf 100/= each	10,000,000	10,000,000
<b>Share capital advance</b>		
1,642,000/- Ordinary shares of Rf 100/+ each	154,200,000	154,200,000
<b>17 Trade and other payables</b>		
Trade payables	7,422,093	17,175,672
Advance from customer	8,894,396	59,107,459
Other payables	283,185	283,190
Accrued expenses	4,635,066	2,235,959
Amount due to related parties (note 17.1)	1,518,857,975	1,603,995,974
Income tax payable	4,245,994	4,086,070
	<b>1,544,338,709</b>	<b>1,686,884,324</b>
<b>17.1 Amount due to related parties</b>		
Ministry of Tourism, Arts and Culture	1,518,857,975	1,518,857,975
Maldives Ports Limited	-	85,137,999
	<b>1,518,857,975</b>	<b>1,603,995,974</b>
<b>18 Long term loan</b>		2020 MVR
<b>18.1 Loan from Maldives Ports Limited</b>		
Balance as at 01 January 2020		85,137,999
Repayment during the year		(1,008,988)
<b>Balance as at 31 December 2020</b>		<b>84,129,012</b>
<b>18.2 Current and Non-current presentation</b>		2020 MVR
Payable within one year		7,252,537
Payable after one year		76,876,475
		<b>84,129,012</b>

Fixed term cash lend and borrowing, an amount of MVR 85,137,999 due to Maldives Ports Limited, has been restructured to a term loan in the year 2020 to a loan payable from 2020 to 2025 in yearly instalments subject to an annual interest rate of 4.60%.

**18 Capital commitment and contingent liabilities**

The Company had no significant capital commitments or contingent liabilities as at 31 December 2020.

**19 Financial risk management objectives and policies**

The Company's principle financial liabilities comprise trade and other payables. The main purpose of these financial liabilities is to raise finance for company's operations and to provide guarantees to support its operations. The company has financial assets such as trade and other receivables and cash and balances with banks, which arise directly from its operations. The Company is exposed to market risk, credit risk and foreign currency risk. The Company's senior management oversees the management of these risks. The Board of Directors reviews and agrees policies for managing each of these risks which are summarised below.

**19.1 Foreign currency risk**

The Company incurs currency risk on services, purchases that are denominated in foreign currency. Foreign exchange risk arises from future commercial transactions and is recognised assets and liabilities.

**19.2 Liquidity risk**

The Company's objective is to maintain a balance between continuity of funding and flexibility through the use of internally generated funds and government budget providing on every year. As part of its overall liquidity management, the Company maintains sufficient level of cash or cash convertible investments to meet its working capital requirement.

**19.3 Credit risk**

The Company has no significant concentrations of credit risk. It has policies in place to ensure that sales of services are made to customers with an appropriate credit history.

**20 Fair value of financial assets and financial liabilities**

The fair value of short-term financial assets and liabilities approximate their carrying value because of their immediate or short-term maturity. Directors believe that the fair value of long-term financial assets would not differ significantly from their carrying amount recorded in the statement of financial position.

**21 Events occurring after the reporting date**

There have been no material events occurring after the reporting date that require adjustments to or disclosure in the financial statements.

**Maldives Marketing and Public Relations Corporation Limited**  
**DETAIL STATEMENT OF EXPENDITURE**  
**Year ended 31 December 2020**

	<b>2020 MVR</b>	<b>2019 MVR</b>
<b>I Direct costs</b>		
Events	4,500,923	5,953,999
Fairs	19,013,643	47,625,926
Advertising	29,807,214	15,952,341
Promotional material	4,295,873	4,200,046
Road shows	1,116,010	7,698,168
PR & Fam trips	9,966,541	7,606,085
	<b>68,700,204</b>	<b>89,036,565</b>
<b>II Administrative expenses</b>		
Salary and wages	7,701,469	5,827,101
Directors remuneration	434,500	466,508
Pension contributions	302,791	224,305
Staff training	62,493	360,529
Meals and entertainment	35,749	56,639
Repairs and maintenance	162,380	570,259
Depreciation	1,961,411	1,512,667
Amortisation	140,000	-
Rent	786,000	116,760
Telephone and internet	359,122	332,402
Registration and permit fees	-	11,650
Professional fees	1,683,522	728,605
Annual fee	34,305	2,000
Printing and stationaries	86,991	34,239
Water	10,313	8,023
Subscription fee	815,234	402,454
Bank charges	591,547	558,956
Miscellaneous expenses	271,837	366,925
Other expense	7,118	9,295
Exchange loss	232,035	186,857
Website maintenace fee	-	1,147
GST expenses	46,646	925,924
Electricity charge	143,988	202,825
	<b>15,869,451</b>	<b>12,906,070</b>
<b>III Selling and distribution</b>		
Sponsorships cost	941,755	1,692,186
Provision for impairment	307,275	750,935
	<b>1,249,030</b>	<b>2,443,121</b>



**MALDIVES MARKETING &  
PR CORPORATION**  
State Owned Corporation  
C-0509/2011



**Maldives Marketing & Public Relations Corporation**  
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