

E-MAIL CIRCULAR

To:
All tourism related companies

From:
Thoyyib Mohamed, CEO & Managing Director

Date: 6th November 2022

Reference Number: MMPRC-HR/CIR/2022/103

Re: MMPRC Membership Renewal for 2023 **Attachments:**

1. Membership Guideline
2. Membership Application Form

Dear Industry Colleagues and Partners,

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

We are wrapping up yet another challenging year for global tourism industry. Regardless of the obstacles caused by the pandemic, Maldives was able to attain the “World’s Leading Destination 2020 & 2021” title and other accolades due to the effective strategies and approaches to the global markets by maintaining the Maldives as the safest and luxury destination.

In order to further strengthen and continue our work to reach the common goal of maintaining destination momentum and brand presence, I welcome our industry partners to renew your membership subscription with MMPRC (Visit Maldives) for 2023. For those of you who are not a member yet, I would like to extend an invitation to become one and join us in our efforts to promote the Maldives under a unified brand umbrella.

BECOMING A MEMBER

By becoming a member of MMPRC, you will benefit from the opportunities provided by Visit Maldives to promote your own business under the unified Maldives brand umbrella.

1. Membership Benefits

- 1.1. Participation in in-person international events such as international travel trade and consumer fairs and exhibitions
- 1.2. Participation in dedicated Maldives Roadshows organized by MMPRC to connect with key travel trade in target source markets.
- 1.3. Participation in various virtual international events.

- 1.4. Co-exhibition with MMPRC at travel trade and consumer fairs and exhibitions (subject to terms and conditions).
- 1.5. Listing on Visit Maldives website - Company name, contacts, and profile along with images of the respective establishment(s)/property(ies) will be listed on VisitMaldives.com.
- 1.6. Listing on MMPRC Official Publications - Listing on annual official Destination Guide and Product Directory. FREE hyperlink to Members Area from MMPRC (Visit) Maldives Website "www.visitmaldives.com"
- 1.7. Use of "MMPRC Member" Logo in accordance with the usage terms and conditions.
- 1.8. Distribution of member news through MMPRC newsletters to travel trade and consumer database and global PR channels.
- 1.9. Opportunity for exposure through destination marketing activities such as media, outdoor advertising, and global social media campaigns and localized marketing communications in specific markets.
- 1.10. Opportunity to host media/influencer/celebrity familiarization groups from key markets across the globe.
- 1.11. Opportunity for exposure through destination marketing activities such as media, outdoor advertising, global social media campaigns and localized marketing communications in specific markets.
- 1.12. Invitation to present and speak at webinars/conferences and workshops conducted by MMPRC for various target markets.
- 1.13. Open opportunities for collaboration in joint activities for specific target markets.

2. Membership process

To become a member/renew membership, kindly submit the completed membership form along with PAYMENT and a copy of the of the following documents to the Maldives Marketing and Public Relations Corporation Ltd. (2nd Floor, H. Zonaria, Boduthakurufaanu Magu) before the deadline 15:00 hours on Thursday, 29th December 2022-

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

*Note:

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



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

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

Overseas payments should be transferred to the following Bank account:

Bank Name: Bank of Maldives PLC

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

Beneficiary Name: Maldives Marketing and Public Relations Corporation Ltd

Account Number: 7701-700719-001

Account Currency: United States Dollar

Swift Code: MALBMVMV

Registration will be guaranteed upon successful completion of the payment.



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3. Membership Fees

Table 1.0: MMPRC Membership Fee Structure	
Type of Establishment	Nominal Fee (USD)
Resort/Hotels	750.00
Safari Vessels	250.00
Guest Houses	250.00
Travel Agents	500.00
Dive Operators	500.00
Transfer Companies	500.00
Picnic Islands	500.00
NGOs & Associations	300.00
Atoll Councils	500.00
City Councils	350.00
Local Island Councils	300.00
Others * (Local)	500.00
Foreign Tour Operators	5,000.00
Foreign Travel Agents	5,000.00
Others* (Foreign)	5,500.00
<p>* Companies providing related consultancy services for hoteliers & travel agents, or any other kind of companies connected to travel trade</p> <p>** The above-mentioned fee is subject to 6% GST and any changes in GST during the year 2023 is applicable.</p> <p>*** MMPRC reserves the right to change the fee structure</p>	



4. Destination Marketing Highlights 2022

Despite the unprecedented challenges of 2022 including that of Covid-19, Maldives was vigilant in the marketing front to remain present and consistent in the minds of the consumers with the clear marketing message that Maldives is one of the safest destinations to travel during this time due to geographically isolated islands, the one-island-one-resort concept, guesthouse islands, liveaboards with stringent health and safety measures in place.

With a 360-degree marketing approach, focusing on reaching target audiences of travel trade and consumers tactically through traditional and non-traditional multiple platforms and channels across the globe.

Maldives achieved the World's Leading Destination title for two consecutive years from 2020 to 2021 along with other accolades at World Travel Awards. The destination has also been nominated for the title this year. In addition to the achievements of the destination, Maldives achieved the prestigious Indian Ocean's Leading Destination 2022 and 2021.

Marketing Activities 2022

Over 164 activities have been completed so far this year with a combined reach of 8,616,714,254. 36 Fairs in 16 markets; Middle East, Spain, Australia, Russia & CIS, India, Belgium, Serbia, Latin America, Malaysia & SEA, Italy, Africa, USA, Germany, France, Japan. These include;

- 4 Roadshows in 11 cities; Dubai, Jeddah, Kuwait, Riyadh, Bangalore, Chennai, Trivandrum, Los Angeles, New York, Canada, and Paris)
- 6 virtual events
- 16 Familiarization trips in 9 markets; Japan, Balkan, Middle East, Germany, Netherland, France, India, UK, and USA.
- PR representation in 15 key markets covering 24 global markets.
- 8 events (Live and virtual events)
- 17 marketing campaigns including
 - Digital and social media campaigns
 - Joint Marketing Campaigns with Airlines
 - Joint Marketing Campaigns with Tour Operators
 - Print media
- Visit Maldives social media promotions

Marketing Objectives

1. Raise arrival numbers to pre-pandemic levels
2. Reorient the perception of Maldives solely as a honeymoon, luxury destination.
3. Increasing the benefits of tourism to the community through greater emphasis on experiential tourism.
4. Maintaining tourism sustainability: Increase yield by stimulating balanced incremental growth that delivers the greatest economic impact

5. Marketing Outlook for 2023

With the changing consumer behavior and emerging new market trends, MMPRC will continue to adopt its marketing tactics to be on top of competition. As most countries have reopened their borders and are easing on international travel restrictions, strategies are in place to strengthen the existing top source markets and capture new and emerging markets focusing on identifying and targeting niche segments. Redefining MICE, sustainable tourism, Diving, Culture and Weddings would be some of niche segments of interest.

There will be strengthened destination presence in more physical events such as the World Travel Market (London), Arabian Travel Market (Dubai) and the International Tourism Exchange (ITB) Berlin and other niche events.

National Strategic Action Plan, market intelligence information and Industry consultations are the main framework considered for the formulation of our marketing directive. The Tourism Marketeers evening was crucial in collecting tourism industry stakeholder input for shaping our destination marketing goals for 2023.

6. Our target markets:

Maldives will continue to be promoted globally and the key target markets in the current situation are as follows.

1. India
2. United Kingdom
3. Russia & CIS
4. Germany
5. Italy
6. USA
7. France
8. Spain
9. Saudi Arabia, Middle East & GCC
10. Switzerland
11. South East Asia (Malaysia, Singapore, Thailand, Philippines, Indonesia)
12. Central & Eastern Europe (Bulgaria, Czech Republic, Hungary, Poland, Romania, Slovakia)
13. South Korea
14. Japan
15. Australasia
16. Nordic
17. LATAM
18. South Africa

7. Activities for 2023:

In line with the strategies, marketing activities will be conducted throughout the year targeting B2B and B2C in global markets on online as well as offline platforms. Tentative marketing activity calendar includes the following activities.

- Fairs in 19 markets; Spain, Nordic, Switzerland, India, Russia, Germany, South Africa, CIS, Middle East, South Korea, LATAM, Maldives, Japan, USA, Italy, SEA, UK, China, France).
- Roadshows in 29 cities; Chandigarh, Lucknow, Jaipur, Hamburg, Munich, Düsseldorf, Frankfurt, Beijing, Shanghai, Chengdu, Capetown, Durban, Johannesburg, Seoul, Busan, Tokyo, Osaka, Fukuoka, Yokohama, Bangkok, Hanoi, Jakarta, Prague, Budapest, Warsaw, Sydney, Melbourne, Brisbane, Perth)
- Virtual events
- Familiarization trips (in 23 markets; target markets for 2023)
- PR representation in 15 key markets covering 24 global markets.
- Live and virtual events
- Marketing campaigns including
- Digital and social media campaigns
- Joint Marketing Campaigns with Airlines
- Joint Marketing Campaigns with Tour Operators



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- Print media campaigns
- Visit Maldives social media promotions
- Outdoor Visibility campaigns
- Events

Should you have any inquiries or clarifications to be made, please do not hesitate to contact our Administrative Officer, Maudhoodha Mohamed (maudhoodha@visitmaldives.com) and CC to our Administrative Officer, Fathimath Manha (fathimath.manha@visitmaldives.com).

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

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

With warm regards,

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



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