

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION (MMPRC)**

# **ANNUAL REPORT 2021**

# CONTENTS

<b>ABOUT THE COMPANY</b>	3
<b>MESSAGE BY THE CEO &amp; MANAGING DIRECTOR</b>	4
DEPUTY MANAGING DIRECTOR	6
<b>BOARD OF DIRECTORS</b>	7
<b>CORPORATE GOVERNANCE REPORT</b>	11
BOARD COMPOSITION	11
BOARD OF DIRECTORS IN 2021	11
RESPONSIBILITIES OF THE BOARD	11
BOARD MEETINGS	11
RESPONSIBILITY OF THE CEO & MANAGING DIRECTOR	13
COMPANY SECRETARY	14
DECLARATION BY THE BOARD OF DIRECTORS	14
<b>AUDIT COMMITTEE REPORT</b>	15
<b>EXECUTIVE TEAM</b>	16
<b>2021 REVIEW</b>	17
MARKET HIGHLIGHTS	17
ADVERTISING AND PROMOTION	17
MAJOR ACHIEVEMENTS	17
MARKETING CAMPAIGNS	19
FAIRS	39
VIRTUAL EVENTS	47
ROADSHOWS	54
FAM TRIPS	57
OTHERS	68
PR MEDIA COVERAGE	75
DIGITAL MARKETING PLATFORMS OF VISITMALDIVES	101
<b>INDEPENDENT AUDITOR'S REPORT</b>	104
<b>FINANCIAL STATEMENTS</b>	105

## 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 fairs 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

Be the most desired holiday destination in the world exemplifying timeless appeal.

### MISSION

Build and sustain a highly identifiable and recognizable Maldives brand that connects with today's traveler mindset.

## MESSAGE BY THE CEO & MANAGING DIRECTOR



Warm Greetings from the Sunny Side of Life,

As we conclude this year and step into 2022, we reflect upon the past and look forward to the future with optimism, and conviction. The economic downturn experienced in the Maldives, and throughout the world, as a result of the global pandemic in 2020 had led to uncertainty in the global travel trade. The future of our largest and most powerful industry was rife with ambiguity. Yet, as I look at our tourism industry today, I am filled with pride, hope, and gratitude.

The Maldives welcomed over 1.3 million visitors in 2021. In a time of travel restrictions, disruptions, and border closures, this was an amazing milestone. Our traditional source markets are strong, and markets that were previously hit are now clearly recovering. The Maldives' tourism industry's capacity, in terms of

accommodation and facilities, continue to increase regularly, with an operational bed capacity of over 50,000. We are also more connected to the world with over 27 airlines operating to the Maldives. With the success of our vaccination campaign, over 95% of Maldives resort workers are now fully vaccinated. The pandemic tested our strength, and I am proud to say that we took on the challenge and came out stronger, with a great determination for growth and success. If 2021 was the year the world turned the tide against the pandemic, the need to adjust to new realities will dominate 2022, both in areas reshaped by the crisis and as deeper trends reassert themselves.

Extensive market research and studies were conducted to understand the best ways to augment our travel trade according to the boundaries set by evolving new normal. It was with optimism, earnestness, and confidence that we took our first steps into "Redefining MICE" tourism in the Maldives last year. The MICE segment is a trillion-dollar industry and one of the most profitable in the industry right now. The Maldives is in a perfect position to redefine the way we sell meetings, incentives, conferences, and events by seamlessly merging business with leisure in a way that only the Maldives can do. I am confident that we will be successful in this venture.

On the subject of success, I want to highlight that the success of the Maldivian travel trade is a clear affirmation of the hard work put in by every single person and stakeholder in this industry. We at

MMPRC have remained active in marketing efforts to position the Maldives as a top-of-mind destination across the entire globe, even in the markets that were closed for leisure travel. It was a great pleasure to see government agencies, industry partners, and individual stakeholders take the situation in stride. The only way we could have achieved the success that we did in 2021 was through the concentrated dedication of the entire Maldives travel trade, and I am proud to say we all rose to the challenge magnificently.

MMPRC is in touch with the major source markets through its network of PR agencies in over 14 countries. We take part in all the world's leading fairs with our industry partners. Our aim is to; create a platform for our industry partners to showcase the products and experiences that make the Maldives so unique; to give them a platform to connect with leading industry stakeholders; and establish the Maldives as a truly connected destination. Our activities through the past year included hosting events and roadshows, conducting familiarization trips, innovative marketing campaigns, training webinars for travel agents, social media campaigns, and more. During the pandemic, we learned the importance of maintaining digital presence, and advertising in traditional and digital media platforms equally. We conducted 126 promotional marketing campaigns in 22 global markets and records reveal that our digital media campaigns have reached more than 61,995,090,549 with a media value of over USD 239,190,730.

The Maldives attained the 'World's Leading Destination Award' by the World Travel Awards for the second year in a row in 2021- the most prestigious award in the travel industry. This award reminds us that during the pandemic, we set a precedent, and that we continue to endeavor to hold this position and break new ground. Our achievements are a testament to the work undertaken by the talented team at MMPRC, the government of the Maldives, our industry stakeholders, and of course, every single individual working in the tourism industry.

The past year has been a clear indication to the global travel trade that the line between the physical space and the digital scene is blurred - and I believe the industry will continue to adapt to this shift at an incredible speed.

*The future of the Maldivian tourism is bright.*

*The future of Maldivian tourism is sustainable.*

*With determination, strength, and hope, we step into a new year.*



Thoyyib Mohamed  
CEO & Managing Director



## Ms. Aishath Neesha Mohamed Shahid

### DEPUTY MANAGING DIRECTOR

Ms. Neesha Shahid is the Deputy Managing Director of Maldives Marketing and Public Relations Corporation since 25th March 2019. As the head of the Corporate Department, Ms. Neesha oversees HR & Admin, Procurement and IT Section functions of the organization and also contributes her expertise to the Finance Department. During the past years, she has played an instrumental role in MMPRC's mission to promote the Maldives across the globe and revive the Maldives' tourism industry after the pandemic.

Ms. Neesha graduated from the University of Central Lancashire, UK, with an Honours Degree in Combined Studies in Accounting with Management and a Master's Degree in Business Management. With over a decade of experience, Ms. Neesha is extremely skilled in the fields of management, finance, and administration and has worked extensively in policy development and improving the efficiency of managerial functions. She has previously filled senior positions at various corporations. This includes her roles as the Principal Officer, Enforced Collection Unit, and Return Processing Unit of Maldives Inland Revenue Authority; Manager, Administrative Department and Manager, Finance and Accounts of Thilafushi Corporation Limited; as well as Manager, Planning and Development of Villa College.

Ms. Neesha is an accomplished manager with excellent strategic leadership skills and well-versed in tactical problem-solving, as displayed during her tenure at MMPRC. Her attention-to-detail and knowledge of corporate guidelines is noteworthy, along with her professionalism, guidance, and motivation to drive maximum efficacy and nurture an efficient and positive work environment.

## BOARD OF DIRECTORS

### **MR. THOYYIB MOHAMED**

#### CEO & MANAGING DIRECTOR

Mr. Thoyyib 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. Thoyyib 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. Thoyyib 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.

### **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 also a current Executive Board Member of the association. In the past years, Mr. Afrah has held key roles within the association including fulfilling the President role for the term 2019 to 2021. 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 Corporation'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.

## BOARD OF DIRECTORS IN 2021

DIRECTORS	APPOINTED DATE	TERMINATED / RESIGNED DATE
Thoyyib Mohamed	27th November 2018	-
Abdulla Suood	18th February 2019	-
Abdulla Rasheed	18th February 2019	-
Abdulla Nashiz Mohamed	11th March 2019	-
Ahmed Afrah	20 <sup>th</sup> July 2020	-

## RESPONSIBILITIES OF THE BOARD

Key duties of the board includes;

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 19 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 2021, The board executed a total of 145 board resolutions and 41 Circular Board Resolutions.

DIRECTORS	MEETINGS TO ATTEND	MEETINGS ATTENDED
Thoyyib Mohamed	19	19
Abdulla Suood	19	19
Abdulla Rasheed	19	18
Abdulla Nashiz Mohamed	19	19
Ahmed Afrah	19	19

## BOARD PROCEEDINGS AND KEY DECISIONS

A total of 19 board meetings were held in the year 2021, in order to examine whether the business of the Corporation is being carried on as stipulated in the Memorandum and Articles of Association of the Corporation and to consult, plan and develop the business of the Corporation.

## SOME OF THE KEY DECISIONS OF THE BOARD

- Endorsement of Board Operating Procedures
- Endorsement of organization structure review
- Endorsement of Code of Conduct
- Endorsement of Board Member's Induction Programme
- Endorsement of Guideline for maintaining confidentiality and non-disclosure agreement
- Endorsement of Board Member's Performance Review form
- Endorsement of Annual Report 2020
- Endorsement of Procurement Policy
- Endorsement of amendments to HR Policy
- Endorsement of amendments to Membership Policy
- Endorsement of amendments to Travel Policy
- Endorsement of Quarterly Reports
- Endorsement of Estimated budget for 2022
- Hold Board Performance Evaluation
- Approval of Fair/ event participation
- Approval for Single Source Procurement of marketing activities

## REMUNERATION OF BOARD OF DIRECTORS

The Non-Executive Director's remuneration are as follows;

Board Allowance: MVR8,300.

Board sitting allowance: MVR 500 for every board meeting they attend. Board sitting allowance is capped at MVR 1,500 per month.

## RESPONSIBILITY OF THE CEO & MANAGING DIRECTOR

As per Section 40 of the Articles of association of the Corporation, The Managing Director shall be responsible for executing the decisions of the Board and for the running of the Corporation 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 Corporation's Articles of Association, the Board is obliged to ensure that Director's personal and business interests do not conflict with interests of the Corporation and if a Director's principal business activity rival that of the core activities of the Corporation, 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 EVALUATION

Board evaluation of 2021 was done in the 1/2022 Board Meeting held on 11th January 2022.

## TRAINING AND DEVELOPMENT OF DIRECTORS

NAME	NAME OF THE TRAINING	INSTITUTE / COUNTRY	DATE OF COMPLETION
Thoyyib Mohamed	Director's Training Programme	Institute of Corporate Directors and Secretaries (ICDS) / Maldives	17- 25 February 2021
Ahmed Nashiz Mohamed	Director's Training Programme	Institute of Corporate Directors and Secretaries (ICDS) / Maldives	17- 25 February 2021
Abdulla Rasheed	Director's Training Programme	Institute of Corporate Directors and Secretaries (ICDS) / Maldives	17- 25 February 2021
Ahmed Afrah	Director's Training Programme	Institute of Corporate Directors and Secretaries (ICDS) / Maldives	17- 25 February 2021

## INTERNAL CONTROL

The Board has the responsibility for Corporation's internal control system. Hence, MMPRC has established measures like; annual budget to be approved the board; large capital expenditures and single source procurements to be approved and monitored closely by the board; to strengthen the internal control system. More, all important decisions about the business of the Corporation made by the Managing Director have to be made with the approval of the Board and the Managing Director is answerable for any query 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

Uz. Khadheeja Rasha was appointed as the company secretary from April 2021. She is responsible for arranging the board meetings, preparing the agendas and relevant documents and act as a mediator between the Board and the Management

## ANNUAL GENERAL MEETING

Due to the delay in the Audit Reports, no Annual General Meetings were held in the year 2021.

## SHAREHOLDERS

MMPRC is a 100% state-owned company. To ensure transparency and to provide information about the Corporation to the government, quarterly reports and quarterly budget reviews are shared with the Ministry of Finance / Privatization and Corporatization Board.

## INTERNAL AUDIT

An outsourced firm for the purpose of Internal Audit was hired from 25th November 2021. Corporation's Internal Audits for the year 2021 were carried out by FJS Associates LLP.

## EXTERNAL AUDIT

Corporation's External Audit was 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 Corporation have made all the efforts to comply in accordance with the Companies Act, Code of Governance, the Articles of Association and relevant laws and regulations and also ensured that the Corporation is governed and managed in a fair and transparent manner.

## 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 4 Board of Directors;

#	NAME	DESIGNATION
1	Abdulla Nashiz Mohamed	Chairperson
2	Abdulla Rasheed	Member
3	Abdulla Suood	Member
4	Ahmed Afrah	Member

### KEY DUTIES

1. Monitor the integrity of the financial statements of the company and any announcements of the company's financial performance.
2. Review significant financial reporting judgments contained in the financial statements and announcements.
3. Review and recommend for Board and shareholder's approval quarterly and annual statements.
4. Review company's internal control, internal audit, compliance and risk management systems.
5. Oversee activities of the internal auditors.
6. Receive and discuss the external auditor- Auditor General's report including any issues or recommendations raised by the external auditor or internal control weaknesses.
7. Provide the board with independent, objective advice on the adequacy of management's arrangements.

### MAJOR ACTIVITIES

Review Internal Audit 2020 work updates

## 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
Hawwa Haseena	Executive Director	Human Resources & Administration
Hassan Shaheel	Executive Director	Procurement
Saaly Rameez	Director	Finance
Khadheeja Rasha	Legal Counsel	Legal
Ammaru Ahmed Hussain	System Analyst	Information Technology



# 2021 REVIEW

## MARKET HIGHLIGHTS

## ADVERTISING AND PROMOTION

To promote Maldives as a tourist destination, 107 promotional marketing campaigns, 37 Fairs, 11 Roadshows, 37 Virtual Events, 35 FAM Trips and 30 Other events were executed in 2021.

## MAJOR ACHIEVEMENTS

#	AWARD TITLE	AWARDED BY	DATE
01	Best Island Destination Asia Pacific	Travel Weekly Asia	22nd Jan 2021
02	Best Island Presentation	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
03	Bright Exhibiting Award	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
04	Seven Star Awards	Moscow International Travel and Tourism Exhibition (MITT)	27th May 2021
05	Best Luxury Destination of year 2021	Connoisseur Hospitality Awards	29th May 2021
06	Best Decoration Award	Travel & Travel Fair (TTF)	01st October 2021
07	Best Island Destination in the event	Ukraine International Travel Market	06th October 2021
08	Best Island destination 2021 - Russia	GQ Travel Awards	12th October 2021
09	Indian Ocean's Best Spa Destination 2021	World Spa Awards	20th October 2021
10	Indian Ocean's Leading Beach Destination	World Travel Awards	21st October 2021
11	Indian Ocean's Leading Destination 2021	World Travel Awards	21st October 2021
12	Indian Ocean's Leading Dive Destination 2021	World Travel Awards	21st October 2021
13	Indian Ocean's Leading Tourist Board 2021	World Travel Awards	21st October 2021
14	Best Honeymoon Destination	Travel + Leisure India	6th December 2021
15	Best Island Destination - Asia	Travel Weekly Asia	8th December

Pacific			2021
16	Favorite Overseas Destination	Condé Nast Traveler India	8th December 2021
17	Indian Ocean's Best Cruise Destination 2021	World Cruise Awards	09th December 2021
18	World's Leading Destination 2021	World Travel Awards	16th December 2021

## MARKETING CAMPAIGNS

#	CAMPAIGN NAME	DURATION	DETAILS
01	Asian Paradise Magazine - Asia	August 2020 - August 2021	Established in 1996, the magazine is the highest circulation publication in the Asian region. Maldives rediscover advertisement was featured in the 2020/2021 Issue of this comprehensive annual guide that encompassed luxury experience, must-see destination. The magazine has over 22,000 unique user visits per month to site and over 44,000 copies of the magazine circulated.
02	Braut.de bridal digital advertisements - Germany	15th August 2020 - 31st August 2021	Braut.de is part of AVR, the only publisher in the wedding segment to cover the World of Wedding Media family in all channels, stations and touch points along the customer journey around the most beautiful day in life. To Increase the awareness of the Romantic experiences of the destination, an advertorial and banners are placed in the honeymoon section of the braut.de website.
03	Campaign with Profi + Travel - Russia	September 2020 - January 2021	To encourage tour operators in Russia and CIS Region to further increase bookings to the Maldives, Profi + Travel was tailored to explain all details about the Maldives and assist tour operators to choose the best travel option for their customers. More than 2000 tour operators from Russia and CIS Countries were trained in this platform for a duration of 5 months. This campaign started in February 2020 and was put on hold due to Covid-19. At the end of the course, participants who successfully proved their knowledge were awarded a certificate. They were also part of a loyalty programme in which the tour operators with the highest number of bookings were awarded holidays sponsored by Furaveri Maldives, Paradise Island Resort, and Grand Park Kodhipparu Maldives.
04	Campaign with WeddingSutra - India	01st October 2020 - 31st March 2021	Campaign with India's number one wedding network, WeddingSutra.com. The aim of this campaign was to leverage Indian honeymooners and create awareness about the intimate celebrations in Maldives among discerning to-be-weds and couples.
05	Global campaign with Skyscanner	26th October 2020 - 26th January 2021	Skyscanner is the leading global travel marketplace and to promote Maldives as one of the most preferred and safest destinations in the world for tourists a three-month long campaign was carried out targeting Italy, UK and Russia. The campaign generated an estimated

			impression of 50 million. Under this campaign, a page was dedicated to Visit Maldives on Skyscanner platforms showcasing different experiences. Destination promotion ads were displayed in various placements throughout Skyscanner's platforms. This was included in Skyscanner's homepage and the most prominent positions on flight search results views. The ads also displayed messaging in Italian, English and Russian languages for easy accessibility.
06	WeChat Travel Trade Information Portal - China	30th November 2020 - 30th November 2021	Visit Maldives launched the China Travel Trade information portal on WeChat. This portal is a mini program available on WeChat. Through this portal, direct communication with the Chinese travel trade will be maintained and up to date information regarding travel to Maldives is provided.
07	Digital Campaign with Qatar Airways - UK	01st December 2020 - 30th January 2021	To promote Maldives as a preferred long-haul destination for UK travellers through their database, a dedicated landing page for Maldives was created under this campaign. The campaign was focused on promoting Maldives as one of the safest holiday destinations due to the unique geographical formation of the islands. Furthermore, products and experiences unique to Maldives were highlighted on the landing page and through their social media handles.
08	Digital Campaign with Travel + Leisure - Southeast Asia	01st December 2020 - 30th April 2021	Travel+Leisure Southeast Asia is the guide to luxury travel. The four-month campaign included digital articles as well as colorful images on the main website's leaderboard and parallax banner. Further to this, social media content was also boosted accordingly throughout the campaign.
09	Kurier - Germany, Switzerland and Austria (Under Global Media Campaign)	28th December 2020 - 15th January 2021	Kurier is a German language daily newspaper based in Vienna, Austria. Component included content ads for 3 weeks. Messaging: Safety standards, for your comfort, here in the Maldives
10	WeChat & Weibo Campaign - China PR	01st January- 31st December 2021	Campaign with (Chinese PR) Travel Link Marketing Ltd to carry out social media promotions of Maldives on WeChat and Weibo focuses on various segments of Maldives. The main objective is to boost the presence of Maldives to a wider audience and create destination awareness.

11	Global campaign with Expedia	20th January - 20th June 2021	To promote Maldives as a safe destination and increase the conversion to booking, this campaign will highlight the safety and serenity of the destination. Market: Russia, Middle East, China & India
12	JMP with Thomas Cook - India	25th January - 25th April 2021	Thomas Cook is India's leading integrated travel services company. This campaign includes promoting Maldives through online ads on google, Facebook & Instagram, Email marketing, customer base of Thomas Cook, placing Maldives banner on Thomascook.in, pop up banners on the website, Maldives Banner Ad on Thomas Cook mobile app and posting social media posts on Thomas Cook Social Facebook + Instagram + Twitter in order to increase demand and bookings.
12	Trade training event with Beachcombers - UK	27th January - 15th February 2021	Beachcomber Tours is a UK based tour operator, specializing in luxury beach holidays. It is expanding its offering to other destinations, including the Maldives. Destination presentation was given on behalf of Visit Maldives by a UK PR representative in order to educate over 200 trade agents and beachcombers staff.
13	JMP with MakeMyTrip - India	28th January - 28th April 2021	MakeMyTrip is India's largest online travel agency. The one-stop-shop travel platform offers hotel and airline deals to its 42+million customer-base. This campaign includes a static Banner on the MMT website promoting Maldives, email communication to a targeted base that has searched for Maldives for holiday, push Communication to a targeted base that has searched for international flight in last 10 month, targeting SMS communication to the audience based on their search history and paid promotions on FB and Instagram to promote stay at Maldives.
14	Global campaign with TripAdvisor - USA, Europe & APAC	29th January - 30th September 2021	To promote Maldives as a safe destination and provide authentic & relevant recommendations on where to stay in Maldives, amplification (Ads targeting USA, Europe & APAC), promotion on TA social media, 6 articles and 2 trip guides. Market: USA, Europe & APAC
15	Combined Marketing activity with Travelata, Sletat and Squizz	January 2021	To maintain destination presence and promote Maldives as a safe haven for travelers, Visit Maldives concluded a combined marketing campaign with Travelata, Sietat Russia, Squizz. This campaign concluded with outstanding success as the initiative updated over 300 travel agents with the latest destination news regarding the Maldives over a course of 3 webinars. Travelata created a special landing page with information regarding the Maldives and sent newsletters to over 412,329 users. Travelta's

			<p>success is evidenced by the total of 6,133 packages sold through the platform during September and November 2020.</p> <p>Squizz Online Test was the last component of the combined marketing campaign for agents organized by Travelata and Sletat.Ru. The platform tested questions on new safety rules, destination overview, experiences and activities in the Maldives.</p>
16	WeChat & Weibo Campaign - China PR	01st January- 31st December 2021	<p>Campaign with (Chinese PR) Travel Link Marketing Ltd to carry out social media promotions of Maldives on WeChat and Weibo focuses on various segments of Maldives. The main objective was to boost the presence of Maldives to a wider audience and create destination awareness.</p>
17	Global campaign with Expedia	20th January - 20th June 2021	<p>To promote Maldives as a safe destination and increase the conversion to booking, this campaign will highlight the safety and serenity of the destination.</p> <p>Market: Russia, Middle East, China &amp; India</p>
18	Joint Marketing Promotion with Thomas Cook - India	25th January - 25th April 2021	<p>Thomas Cook is India's leading integrated travel services company. This campaign includes promoting Maldives through online ads on google, Facebook &amp; Instagram, Email marketing, customer base of Thomas Cook, placing Maldives banner on Thomascook.in, pop up banners on the website, Maldives Banner Ad on Thomas Cook mobile app and posting social media posts on Thomas Cook Social Facebook + Instagram + Twitter in order to increase demand and bookings.</p>
19	Joint Marketing Promotion with MakeMyTrip - India	28th January - 28th March 2021	<p>MakeMyTrip is India's largest online travel agency. The one-stop-shop travel platform offers hotel and airline deals to its 42+million customer-base. This campaign includes a static Banner on the MMT website promoting Maldives, email communication to a targeted base that has searched for Maldives for holiday, push Communication to a targeted base that has searched for international flight in last 10 month, targeting SMS communication to the audience based on their search history and paid promotions on FB and Instagram to promote stay at Maldives.</p>
20	Campaign with Association of Russian Tour Operators (ATOR) - Russia	04th March - June 2021	<p>Visit Maldives commenced a campaign with Association of Russian Tour Operators (ATOR) to educate Russian travel trade about the destination and promote Maldives as a 'safe haven' for Russian travelers. This campaign with ATOR consisted of a total of three online training program sessions to share updates about the destination and the four tourism products of Maldives:</p>

			resorts, guesthouses, liveaboards, and hotels. A destination review and social media contest, and editorial features regarding Maldives were also published in ATOR news Bulletin under this campaign.
21	Campaign with Wego	10th March - 19th June 2021	From 10th March 2021 until 19th June 2021, Visit Maldives collaborated marketing campaigns with the acclaimed travel marketplace Wego. WeGo is one of the largest travel marketplaces throughout the Middle East, North Africa, India and Southeast Asia. The activity focused on web and application marketing, retargeting on Wego platforms, Electronic Direct Mails, Articles, Push notifications, social media posting and Search Engine Marketing.
22	Moya Planeta TV shoot - Russia	11th March - 31st May 2021	Visit Maldives collaborated with Moya Planeta, one of Russia's largest TV channels to shoot an episode focused on the Maldives. The aim of this TV show is to reach end-consumers who are constantly on the lookout for new destinations to travel to exhibit various experiences and activities that tourists can enjoy while holidaying in the Maldives. Kandima Maldives and Saii Lagoon Maldives hosted the crew in the Maldives from 11th March to 31st May.
23	National Geographic Photoshoot - Russia	18th - 29th March 2021	Visit Maldives invited a renowned photographer representing National Geographic Russia to showcase the destination through a physical photo exhibition to be held in Moscow and St. Petersburg, Russia during the summer. Diamonds Athuruga Beach and Water Villas, W Maldives, Plumeria Maldives, White Lagoon Fehendhoo and the liveaboard Scuba Spa will host the photographer during their 2 week stay in the Maldives. The photographer captured 50 photos from several experiences offered in the Maldives such as sunset cruises in a traditional dhoani, swimming with dolphins, shipwreck visits, water sports activities, and etc
24	LSE brand presentations	26th March 2021	In order to further gain new perspectives and new ideas in marketing Maldives, Visit Maldives is collaborating with London School of Economics and Political Science. The students from London School of Economics and Political Science are given a chance to study about the Maldives brand and marketing strategy as part of their final year group project for their brand strategy course.
25	Native Digital Advertising Campaign - Germany	09th March - 8th May 2021	Digital native advertising campaign targeting the German market for 8 weeks. The Native Travel Ads are image-text ads which are natively integrated into the content and adapted to the layout of the respective website. These Native travel advertisements will be



			seen on over 50 travel websites and reach over 10 million unique users of leading tour operators such as FTI, Travelbook, Holiday check and Fluege.de to name a few.
27	Campaign with Welcome Travel - Italy	31st March - 30th April 2021	Visit Maldives commenced a campaign with 'Welcome Travel' to maintain destination presence and promote Maldives as one of the safest and most preferred choice of destination throughout the Italian market. Welcome Travel Group is part of the Alpitour Word and Costa Travel Agencies network, one of the most important Italian affiliated companies in the travel trade industry. Welcome Travel conducted several B2B and B2C activities. Maldives was showcased on a dedicated page in the company's website along with being highlighted on the daily newsletters.
28	Digital Promotion with Holiday Pirate - UK	29th March - 27th April 2021	The month-long campaign targeted potential British travelers with ongoing promotional offers and special deals, as well as several digital activities, to promote Maldives in the UK market as a safe haven by emphasizing on the natural geographically scattered islands and the stringent health and safety measures. The campaign aims to drive sales and increase traveler booking revenues and traveler interest in Maldives.
29	Digital Marketing Campaign - South Korea	1st April - 31st September 2021	This campaign was carried out to position the Maldives as the leading travel destination through digital platforms that are popular in the target market such as Naver, Kakao Talk, Facebook & Instagram.
30	Campaign with Passporter App - Spain	13th April - June 2021	Passporter App is a widely used platform which connects destinations with travelers. As part of the campaign, top influencers from Spain arrived to showcase the destination on the Passporter App. Four itineraries will be created to be featured on the Passporter App showcasing the unique experiences captured during their trip to the Maldives.
31	Campaign with Amazon India - India	14th April - 13th May 2021	Maldives was advertised on the Amazon app reaching a customer base of 35 million daily and 310 million monthly unique visitors. Amazon India featured Maldives on its three application most engaged pages: Mobile Below the Fold (MBTF), Amazon Pay page and the Thank You page.
32	Joint Campaign with Air Astana - Kazakhstan	1st April - 31st October 2021	This campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements



			to maintain the momentum of the arrivals from the market.
33	IFTM Top Resa-Indian Ocean Round Tables - France	9th April 2021	IFTM Top Resa Indian Ocean RoundTable included a TV interview that was broadcasted on French e-platforms and social media. The topics discussed during this round table were the current health situation in the Maldives, the recovery of tourism in the Maldives now and after the pandemic & also marketing efforts made by the Maldives to protect the islands from global warming.
34	Campaign with Sky News Arabia - Middle East	03rd April 2021- Aug 2021	Sky News Arabia is the no. 1 International TV Channel for Arabs reaching more than 35 million viewers across platforms – TV, Radio, Digital, Airlines and Hotels. This joint campaign includes 2 video editorials that will be on Sky news channels, radio spots on primetime, and digital promotion through their website and video on their social media.
35	Joint Marketing Promotion with Emirates - Middle East	12th April - 25th April 2021, July 2021	Emirates is one of the largest airlines and the flag carrier for the UAE. The campaign kicked off with a B2B trade event where the PR representatives gave the destination presentation and shared updated information about the destination. The campaign included radio promotion, digital promotion through all EK social media platforms and print ads with several media partners. This campaign had a reach of 1.6m through EK channels and 153k through paid channels. At the end of the campaign in April, an excess budget was still remaining from the campaign which was not utilized. Therefore this budget was utilized again from 13th July for two weeks to run display banner ads on Kayak and Skyscanner to attract travelers during the holiday season.
36	Maldives features in Travel Dine Relax	25th April 2021	Travel Dine Relax is a newly launched digital publication focused on leisure travel. In this campaign a Maldives dedicated feature, press release of vaccination campaign and interview of Managing Director of Visit Maldives was published.
37	"I'm Vaccinated" Campaign - Local	28th April 2021	in order to share a positive message regarding the vaccination of staff working in the tourism sector as well as promoting the initiatives undertaken to ensure the Maldives remains one of the safest destinations in the world for travelers, the campaign was launched during a special press event held on 28th April 2021 organized by Visit Maldives and the Ministry of Tourism. The event was joined by the Minister of Tourism, Minister of State of the Ministry of Health,

			Secretary General of Guesthouse Association of Maldives and Vice Chairman of Maldives Association of Tourism Industry.
38	Joint Marketing Campaign with “Let’s Go Tours” - Swiss	30th April - Nov 2021	To promote Maldives as one of the safest and preferred destinations throughout the Swiss market, the campaign included marketing activities on both online and offline platforms targeting Swiss travel enthusiasts and travel trade.
39	Campaign with Connoisseur Circle - Germany	30th April 2021 - 30th April 2022	The campaign used a multitude of platforms in both the online and offline channels of the publication in order to promote the Maldives as a safe haven and uplift the destination presence for the luxury market. The components of the campaign were distributed throughout the year including advertorials in the print magazine, editorial stories in e-magazines, posts and promotional clips on social media, website banner display and features in newsletters.
40	Multi Media Campaign with ABTA Magazine	07th May - 07th June 2021	ABTA Magazine is the leading publication for people who work in the travel industry. ABTA has been a trusted travel brand for more than 70 years. The campaign with ABTA Magazine will help to maintain the destination presence among industry pioneers and key leaders. Aligned with UK market strategy, this campaign was focused on advertising and promoting individual products and experiences.
41	Campaign with Halal Have - South East Asia	21st May 2021	The campaign was carried out aligned with Visit Maldives’ aim of creating greater appeal to muslims travelers and strengthening the Maldives brand in the Southeast asian region by showcasing the destination as a unique holiday destination that caters for everyone in all walks of life.
42	OOH Campaign - South Korea	May - September 2021	Throughout this 6-month long campaign, alluring images and videos of Maldives were showcased in Subway screen doors of four major stations and in COEX digital media tunnel. Coinciding with the outdoor campaign, a social media campaign was also carried out to increase the opportunity to connect offline advertisements with online channels to maximize destination exposure. The purpose of this campaign was to maintain the brand presence and promote Maldives as a safe destination.
43	Joint Marketing Campaign with Turquoise Holidays	3rd May - 3rd June 2021	To put forward with a key tour operator partner for the Maldives in the UK, Turquoise Holidays, incorporating a destination-focused campaign. A 15-page bespoke Maldives Travel guide - a go-to turquoise guide

			highlighting everything you need to know about travel to the Maldives.
44	Joint Marketing Campaign with Al Rais - Middle East	27 May - 27 June 2021	Al Rais Travel & Shipping Agencies is one of the largest independent travel agencies in the UAE and has grown since its commencement of operations in 1977. In order to promote Maldives as the ideal destination and to boost arrivals from the UAE market, this campaign includes online promotion through Al Rais social media platforms, creation and promotion of holiday packages, competition and additional promotion through the Al Rais website.
45	National Geographic Photo Exhibition - Russia	June - August 2021	Photographer Ivan Dementievsky visited the Maldives in March to capture images for a physical photo exhibition in Moscow and St. Petersburg, Russia. The Moscow event will take place from June 16 – 30 on 2/1 Malaya Nikitskaya St. Bldg. 1. The event in St. Petersburg will take place in August at Kirov Central Park
46	Joint Campaign with Itaka, Poland		<p>The joint campaign with ITAKA to maintain destination presence and promote Maldives as a safe haven in Poland. Commenced in June 2021, the campaign carried out digital marketing activities and outdoor ambient campaigns to promote the renowned products and uniquely Maldivian experiences offered in the destination as well as highlighted the safety provided by the natural socially distanced geography of the Maldivian islands.</p> <p>The campaign included a combination of digital and outdoor advertisements to increase and drive bookings to Maldives. Under the digital campaign, Maldives was advertised on AdWords with beautiful scenery and accompanying informative text. The destination was promoted on various travel and lifestyle Polish websites through animated display ads and push messages. The destination was also featured on Instagram.</p> <p>Maldives was showcased on TVs in over 150 of ITAKA's offices around Poland. In addition, ads featuring the destination were shown on LED TV in front of Hard Rock Cafe' Złote Tarasy Al. Jerozolimskie and a large print banner was showcased in a popular area in Warsaw called Koszyki with a monthly traffic of over 1.4 million visitors.</p>
47	Campaign with Imagine Magazine- Switzerland	June - December 2021	A 6pg editorial was featured in the June issue promoting the destination as a safe haven with a focus on the products, culture and sustainability practices and advertorials were placed in the September and

			December issue. Additionally, a website banner was displayed for 6 months. 42 500 Copies are distributed and there is a unique monthly user figure of 75,047 as the reach and 130,557 monthly views in its digital edition.
48	Social media campaign - Japan	June 2021 - January 2022	Official Visit Maldives social media accounts (Facebook, Instagram, and Twitter) will be created specifically for the Japanese market as part of this 8-month long campaign and all content produced in these platforms will be in the Japanese language. During the campaign Visit Maldives aimed to reach 6 million people and promote the destination.
49	National Geographic Traveller Photo Exhibition - Moscow	16 - 30th June 2021	In order to promote Maldives as a top of the mind safe haven destination in the Russian market, Visit Maldives collaborates with National Geographic Traveller Russia for a physical photo exhibition in two major cities of Russia. As the exhibits were held during summer, it was estimated to attract a total of 3-5 million people. The exhibition featured photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.
50	Digital media & marketing campaign - South Korea	17th June 2021	To position the Maldives as the leading travel destination through Naver, Kakao Talk, Facebook & Instagram - digital platforms that are increasingly popular in the South Korean market.
51	Outdoor marketing campaign - South Korea	17 June 2021	During a six-month long outdoor campaign to increase brand visibility, alluring images and videos of Maldives will be showcased in prominent locations in the capital of South Korea.
52	FVW e-learning programme - Germany	23 June - 22 November 2021	An e-learning programme with FVW Akademie targeting the travel trade of the German speaking markets commenced from 23 June - 22 November 2021. FVW is one of the leading media channels for the travel industry in this region. It educated the participants by showcasing the Maldives as a safe destination, information on the products, travel guidelines and the latest updates of the current situation. Additionally, to enhance the visibility of the destination, Maldives were also featured in two monthly newsletters of FVW with a raffle draw sponsored by Nakai Dhiggiri Resort at the end of the programme to incentivise participation.
53	Campaign with Bentley Magazine- Germany	June 2021 & September 2021	Bentley Owners Club Magazine is an exclusive publication dedicated to Bentley car owners in the German market. It was first established in 2012 and promotes high-end brands within the luxury segment of

			the German market. The lifestyle magazine featured Maldives as a safe haven for luxury travelers in the upcoming issue in June 2021. Fairmont Maldives Sirru Fen Fushi and Mövenpick Resort Kuredhivaru Maldives was also featured alongside the destination. Furthermore, advertisements on the destination and the properties were also published in the September 2021 issue. The publication had reached an estimated 27,000-35,000 high-net worth readers in the German market.
54	Españoles en el mundo   MALDIVAS, EL PARAISO DEL INDICO TV program, Spain	April 2021	50 minutes program based on Maldives on night time slot with around 1.000.000 viewers. the program is aired on the International Chanel (TVE). <a href="http://www.rtve.es/television/espanoles-en-el-mundo/">http://www.rtve.es/television/espanoles-en-el-mundo/</a>
55	Joint Campaign with TripZilla - SEA	21st July - 21st December 2021	The 5 month-long branding campaign, started from July till December, made use of a variety of digital marketing components to promote Maldives as one of the most preferred safe haven destinations in the world. Under the campaign, articles on the sought-after tourism products and the unique experiences of Maldives were published on Tripzilla's main website reaching audiences in the Southeast Asian market.
56	Joint Campaign with Leverate Media - Indonesia	18 July - 18 August 2021	Leverate Media is an independent full-service agency, specialized in developing creative brand communication and media buying for both digital and conventional channels with data-driven optimization. During the one-month long campaign Maldives was promoted utilizing Google and YouTube advertising.
57	Joint campaign with Palm Tour - South Korea	July - August 2021	As part of the online promotional activities, Maldives was featured in the Palm Tour website's promotion main banner with redirects towards Visit Maldives South Korean social media accounts as well. Palm Tours also utilized keyword ads across all content, sent out press releases and newsletters promoting Maldives as the most romantic destination for honeymoons.
58	Thasveeru - Maldives Through Art Competition	15th July - 15th August 2021	The main aim of the competition is to promote the natural beauty of the Maldives by showcasing local and international talent through art. It also hopes to inspire not only the international art community, but discerning travelers across the world to discover the unique beauty of the destination. The competition invites local and international artists to paint and interpret the Maldives under the theme, "Celebration

			of Nature: Beautiful Ecosystems", in collaboration with the Maldivian Artist Community (MAC).
59	Like & Share Competition	15th July - 15th August 2021	During the campaign period, the artworks of local artists, art murals in local islands and artworks in various resorts of the destination were promoted on the official social media handles of Visit Maldives. This was to provide further exposure to the artistic interpretations of the destination. A "like-and-share" contest was also held on the Instagram page within the period and random winners will win a Maldives goodie bag.
60	Joint Campaign with Luxury Australian Travel Trade E-News (LATTE) - Australia	July 2021	Maldives was featured in the LATTE destination of the month for July 2021. As part of the campaign, a total of 4 articles were published and posted on the LATTE website on every Friday during the month. In addition, the articles were sent to a subscriber base of over 2000 luxury travel agents in the Australian market.
61	Global marketing campaign with InsideFlyer - German speaking markets	12th July - 19th July 2021	The campaign featured 7 luxury properties on each day of the week on the InsideFlyer websites for each market, social media and newsletter. The campaign with InsideFlyer provided a fantastic opportunity for Visit Maldives to cast a spotlight on the industry partners and increase their visibility in the global market. The content published during this campaign was expected to have a combined reach of over 1.3 million potential travelers spread across the markets.
62	Social Media Campaign on RED APP	11th July 2021- 11th July 2022	RED (Xiaohongshu) is China's largest lifestyle sharing community Chinese social media & e-commerce hybrid platform founded by Miranda Qu & Charlwin Mao in June 2013. Platform combines shopping with UGC & reviews. Aside from getting their shopping fix, the app allows users to interact with like-minded people and navigate through the hottest trends. Through this campaign we are able to reach consumers who are interested in traveling and share the latest updates of Maldives with them.
63	Times Internet Digital campaign - India	15th July - 15th Sep 2021	The objective of this campaign was to advertise Maldives on some of their most viewed and engaging Digital Platforms to create widespread visibility of Maldives in India, and to showcase it as the most preferred and safe destination for Indians across all affluence segments and profiles.
64	Campaign with Cosmopolitan, Cosmo Clubhouse	August 2021	Cosmopolitan UAE sent 6 top influencers from the region to explore and share their experience of Maldives through their platforms and reach over 6.2million viewers combined. Through this campaign,



	Goes to Maldives		the influencers shared daily posts through their social media platforms, as well as through the Cosmo platforms. This campaign also included a digital feature on the Cosmopolitan Middle East autumn issue about the destination.
65	National Geographic Photo Exhibition - St. Petersburg	28th August - 10th September 2021	In order to promote Maldives as a top of the mind safe haven destination in the Russian market, Visit Maldives collaborated with National Geographic Traveller Russia for a physical photo exhibition in two major cities of Russia. As the exhibits were held during summer, it was estimated to attract a total of 3-5 million people. The exhibition featured photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.
66	Digital and Social Media Advertising with Odigeo	13 Aug - 13 Sep	This one month digital and social media advertising with Odigeo, increases destination visibility with an international audience to push the destination in low season periods. Odigeo has a worldwide audience of 1.6 million unique visitors on the Opodo website per month.
67	Joint Campaign with MakeMyTrip UAE	Sept-Oct 2021	A joint marketing campaign was conducted with MakeMyTrip UAE to target the locals and expats in UAE. MMT is one of the largest one-stop travel trade partners with an increasing audience in both India and UAE. Through this campaign, website promotion, push notification, app promotion, retargeting, emailer communication, search engine marketing and social media promotion were conducted.
68	JMP with Qatar Airways (Markets: Americas, Europe & ME)	July 2021 - June 2022	This year-long joint marketing campaign will focus on strengthening the brand visibility and promote Maldives as a safe haven for all travelers targeting the global market. The campaign will consist of a combination of both digital and offline activities.
69	JMP with Iberia Airlines - Spanish market	July - August 2021	A combination of onboard, online, social media and external actions were conducted as part of this exciting campaign during July and August 2021. The joint marketing campaign helped boost arrivals from the Spanish market and strengthen destination presence across Europe and Latin America. In addition, the campaign aimed to encourage and inspire travelers to book Maldives for their upcoming summer holidays which ultimately helped to rebuild and recover the Spanish market after the pandemic-imposed travel restrictions.

70	JMP with TEZ Tour - Russian Market	August - September 2021	During the campaign, dedicated advertising and promotional activities will be held on social media, TV, Radio, blogs and via webinars. This includes advertising on Euronews and other regional TV stations and radio channels. The campaign activities are estimated to reach 15 million people from the target audience.
71	JMP with Manta Reisen - Switzerland	22nd Aug - 30th Nov 2021	The campaign combines business-oriented and consumer-oriented components in line with the strategies for the Swiss market. During the campaign, online advertisements regarding the campaign and destination will be published on the website of Travel News. Manta Reisen has arranged two 45-minute webinars for the travel agents conducted in German and French.
72	Digital media campaign with Tour Operators Amplitudes - France	06 Sep 2021- 06 October 2021	The aim of this campaign is to market the destination as a safe haven for travelers and to increase the interest in Maldives among the travelers. In this regard, Amplitudes offers a large choice of luxury hotel chains with a wide variety of travel types and themes to inspire travelers and build visibility to the destination in the French market.
73	JMP with Easy Market - Italy	Sep - Oct 2021	The campaign consisted of both B2B and B2C segments through Easy Market's websites dedicated to consumers and business respectively. For the duration of this campaign these websites will feature a dedicated landing page. In addition to this, Easy Market will be carrying out email and social media marketing activities.
74	Media events to boost visibility - Switzerland and Austria	13th Sep - 15th Sep 2021	The events were held in line with Visit Maldives' strategies for the Swiss and Austrian markets and are based on utilizing ambient brand advertising to strengthen destination branding and focused advertising and promotion of products and experiences.
75	JMP with Tatler Malaysia - SEA	Sep - Oct 2021	The campaign aims to position Maldives as one of the most preferred destinations to travel to, once the borders reopen for leisure travel in Malaysia. Tatler Malaysia is a leading lifestyle magazine for affluent travellers in Malaysia. With 8 editions across Asia, a monthly readership of roughly 60,000 and a circulation of 10,000 copies, the magazine will reach over 678,858 potential luxury travellers.
76	Campaign with Travel Weekly Asia - SEA	20th September	Travel Weekly Asia is by Northstar Travel Group which is the largest B2B marketing solutions and information provider serving all segments of the travel industry,



		2021 - 20th January 2022	which has a combined 1.8 million Travel, Meeting, and Incentive Professionals. The campaign involves deliverables such as a digital native content package, a video billboard and a full page add on their e-magazine.
77	Joint Campaign with Turkish Airlines - Turkey	August 2021 - November 2021	As part of the efforts to position Maldives as top of the mind destination in the Turkish market, a compelling & unskippable, 30 second promo video will be played, showcasing the alluring scenery & the tourism products. The campaign targets consumers to increase Maldives brand awareness and destination presence in the Turkish market.
78	Visibility campaign at Dubai Mall (Coinciding with Expo 2020)	01st Oct 2021 - 21st March 2022	Maldives was promoted on 384 screens in Dubai Mall, as part of a visibility campaign. The purpose of the visibility campaign was to attract visitors to the Maldives' stand at the Expo 2020. It also aimed to promote the destination as a safe haven and experiences unique to the Maldives to potential travelers. This campaign supported our strategies for the Middle Eastern and global markets.
79	Digital Marketing Campaign with Invibes - France	October 2021	The campaign was expected to reach a highly targeted and engaged travel audience of honeymooners, couples, and families. Ultimately, the campaign aimed to increase the arrival figure from the French market. As Invibes specialized in highly targeted in-feed advertising, the company utilized a variety of high-definition pictures and a video campaign to promote and showcase the beautifully scattered islands of Maldives. Resorts, guesthouses, liveaboards, and hotels, as well as uniquely Maldivian experiences were advertised through this campaign.
80	Redefining MICE Global Campaign	October - November 2021	The purpose of this campaign is to promote the Maldives as an emerging top destination to conduct meetings, incentives, conferences, and exhibitions (MICE) events. Our aim is to redefine the business environment, which is often thought to be somber, serious and limited to boardrooms and conference halls. Through this campaign Maldives will be promoted as a destination that is perfect to seamlessly merge business with leisure by promoting different experiences.
81	JMP with Madame Figaro - France	14th October - 14th November 2021	Madame Figaro, a French high-end lifestyle magazine produced an editorial piece on the Maldives as a safe haven destination. The unique geography and the safety provided by the scattered islands of Maldives will be highlighted in the article as well as the sought-after

			products and unique experiences of Maldives, to promote the Maldives as a leading safe haven destination targeting the high-end market in France.
82	JMP with Condor - German markets	October 2021 - April 2022	The six-month long campaign with one of Germany's largest leisure airlines, Condor, reached an impressive number of travel enthusiasts and travel trade from the German market, by utilizing paid searches, retargeting ads, YouTube, webinars, newsletter and through social media handles of Condor airlines. Over 2.5 million impressions were estimated to be generated through this campaign per month.
83	JMP with Worth Magazine - USA	1 November 2021 - February 2022	Worth is an American financial, wealth management and lifestyle magazine founded in 1986 and relaunched in 2009. During this campaign Maldives will be featured in the Worthy 100 issue in October 2021. Digital articles of the destination were circulated to its viewers throughout the duration of the month-long campaign. The purpose of this campaign was to maintain destination momentum and increase arrivals by reaching an influential group of lifestyle-oriented travelers.
84	Campaign with Goway	15 November 2021 - May 2022	Goway is a travel company with 51 years of experience in the travel industry, who has also been selling the Maldives for over 17 years. They have a client base of 101 countries and are based in 3 continents. The six-month long campaign includes B2B and B2C components aimed to increase the destination visibility for the US market through one of the biggest tour operators in the market.
85	JMP with ID Travel Group	November 2021 - March 2022	ID Travel Group is a globally renowned, elite luxury sales and marketing organization with over 37 years of experience and sells exclusively to travel advisors. They are preferred with major consortia networks. This activity is in line with our strategies to have Greater B2B contact with tour-operators and increase exposure for the destination.
86	JMP with TUI - Australia	November 2021 - January 2022	TUI Group is a German multinational travel and tourism company headquartered in Hanover, Germany. It is the largest leisure, travel and tourism company in the world, and it owns travel agencies, hotels, airlines, cruise ships and retail shops. The group owns five European airlines — the largest holiday fleet in Europe — and several tour operators based in Europe.
87	Lead Generation Campaign with	October 2021 - April 2022	Signature Media is Australia's leading independent publisher of travel content. The brand has four platforms, including Holiday with Kids (HWK), Vacation

	Signature Media - Australia		and Travel (V&T), Signature Luxury Travel (SIG) and Luxury Travel & Style (LTS), through which print and online tourism related content is circulated to over hundreds of thousands of readers/viewers.
88	JMP with Bluvacanze and Vivere & Viaggiare - Italy	November 2021 - March 2022	Vivere & Viaggiare with Bluvacanze is the brand that represents the largest number of travel agencies in Italy. The brand has over 320 travel agencies and over 600 points of sale across the country. This Italian tourism distribution brand has been in the market for over 40 years and offers a complete range of services and solutions in collaboration with the best tour operator partners. Under the campaign with Visit Maldives and Bluvacanze will hold several B2B and B2C promotional activities using email marketing, digital communication, social media posts, and webinar for the Italian travel trade and tourists.
89	JMP with Alpitour - Italy	November 2021- January 2022	Alpitour World is the most important integrated Italian tourism Group. In 2018 it earned 2.4 billion euros' aggregate turnover. At present it stands as the epitome of professional standards, innovation and discovery, amongst Italian travel trade. The campaign deliverables include B2B and B2C components such as display advertising, newsletter, webinar and landing page.
90	JMP with Anex Tour - Russia	October - November 2021	ANEX TOUR is one of the top 5 tour operators in Russia and CIS region. They have their own airlines, AZUR AIR, which is planning to operate charter flights to the Maldives. The campaign by Visit Maldives and Anex Tour will focus on B2B and B2C components, which are equally important when it comes to generating destination awareness and interest prompting arrivals from target markets.
91	Joint Campaign with TUI Austria - Austria	02nd November 2021 - 31st January 2022	TUI is the Germans leading Multinational Tour Operator with more than 40 years of experience. The campaign by Visit Maldives and TUI Austria will focus on B2B and B2C components, which are equally important when it comes to generating destination awareness and interest prompting arrivals from the Austrian market.
92	JMP with Yatra - India	08th November 2021 - 08th February 2022	This campaign was aligned with the India market strategy and would help to further boost arrivals from the Indian market and reach pre-pandemic targets. The campaign aims at creating buzz and destination awareness for potential travelers from India to Maldives. This campaign is estimated to make 5,891,750 impressions through the ads.

93	Naver Live Campaign with Singapore Air	17th November 2021	The purpose of this event was to create brand and connectivity awareness among South Korean travelers, to build optimism, and keep the Maldives a top-of-mind destination for the upcoming holiday season
94	Campaign with Travel Impressions (American Express) - Germany	26th November 2021	Travel Impressions operate the vacations collection brand for American Express. They are exclusively contracted for the American Express to reach premium Card Members, receiving top-tier benefits. An exclusive print brochure by post mail will target the affluent travelers of Germany and Austria with a reach of about 4500 centurion cardholders.
98	Outdoor Advertising with London Taxi Advertising	26th November - 26th December 2021	London Taxi Advertising (LTA) is the UK's premier taxi advertising agency and has been driving brands to success for ten years. Seen by tens of millions each week, black cab advertising offers brand exposure like no other format, targeting those on the streets of some of the UK's busiest cities and urban areas whilst also reaching commuters, tourists and residents who take a ride in the taxi through internal advertising.
99	Joint Campaign with TUI Deutschland - Germany	29th November - 3rd April 2022	TUI is the Germans leading Multinational Tour Operator with more than 40 years of experience. The campaign by Visit Maldives and TUI Germany will focus on B2B and B2C components, which are equally important when it comes to generating destination awareness and interest prompting arrivals from the German markets
100	Global Campaign with CNN	December 2021 - March 2022	This campaign was a four month long campaign carried out to increase the brand visibility and destination presence globally through one of the most trusted international news brands, CNN. Founded in 1980, CNN International news network can be seen in more than 150 million television households and hotel rooms in more than 200 countries and territories worldwide, reaching more than 692 million viewers monthly. The main objective of this campaign was to position the Maldives as the ideal travel destination that can meet the needs and wants of travellers in the era of the new normal by demonstrating Maldives position as a travel destination that can provide an experience like no other, by creating affinity with the target audience through rebuilding faith and trust in travel amidst the pandemic and by increasing excitement and awareness of the diverse leisure travel offerings of Maldives.
101	Global Campaign with BBC	September 2021 - January 2022	This campaign was a four-month long campaign from December 2021 till April 2022 carried out in collaboration with the British Broadcasting Corporation

			(BBC), to showcase the Maldives as a safe, prepared, welcoming & luxury destination through the voices of the people of the Maldives targeting general travellers, affluent millennials, and adventure seekers from APAC, Europe, and South Asian markets. Aligned with the global marketing strategy, this campaign focused on maintaining tourism sustainability by showcasing Maldives as a safe destination to travel amidst the pandemic by using the authentic stories of locals. The campaign allowed Maldives to be promoted to a global audience ensuring them that safety is paramount, offering peace and serenity.
102	Outdoor Advertising Campaign - Balkan Region	1-30 November 2021	During the one-month long outdoor campaign to increase brand visibility, alluring images of Maldives were showcased in prominent locations in Budapest, Hungary.
103	Shopping Mall Campaign - Balkan Region	1 December 2021 - March 2022	The campaign took place in an exclusive shopping mall in Budapest, Hungary, targeting high-end consumers as part of our efforts to promote the Maldives in this region.
104	DOOH Campaign with Mediamond - Italy	December 2021- January 2022	Mediamond is Italy's leading editorial content digital sales house thanks to the joint strength of Mediaset - the first Italian media group, and Mondadori - the leading magazines publishing house. In order to increase destination awareness in the Italian market as travel corridor was established in October 2021, this campaign was carried out in Milan with, 8 screens in 6 Strategic Areas in Milan. 320 rotations each day for 10 seconds in each of the faces from 7 AM to 11 PM 6 screens with 8 faces
105	JMP With Lonely Planet Italy	December 2021- January 2022	For over 28 years EDT published the Lonely Planet guides in the Italian market and nowadays its catalogue boasts more than 270 publications. Components for campaign include newsletter, email marketing, microsite and native articles.
106	JTB look tours (TLM)	20-25 October 2021	JTB is the biggest tour operator in Japan and also one of the key players for Japanese travelers to the Maldives. <ul style="list-style-type: none"> <li>• To promote Maldives as a safe destination to travel post pandemic towards JTB's customers</li> <li>• Increase publicity and awareness of Maldives by utilizing JTB's communication channels</li> <li>• Increase number of followers on Japanese SNS channels of Visit Maldives</li> </ul>

107	Travel vision - F-ness campaign	January 14th 2022	Travel vision is one of the biggest operators in Japan. For this campaign there will be 1 EDM & 1 interview article for CEO & MD. This campaign was aimed at the Japan market as their borders opened to give out the latest information, highlighting the safe & stringent safety measures in Maldives.
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## FAIRS

#	FAIR NAME	DURATION	DETAILS
01	Moscow International Travel Trade Show (MITT) - Russia	16th - 18th March 2021	<p>MITT 2021 was the first physical fair Visit Maldives participated in since reopening of Maldives border with the industry partners to promote the destination. Held in Moscow, Russia MITT is the place where destinations and travel trade professionals from all over the world meet travel agents and tour operators from Russia and CIS.</p> <p>23 industry participants from 12 companies took part in the fair along with the Visit Maldives team. The purpose for taking part in this three-day fair is to maintain and strengthen the destination presence in the Russian market and establish Maldives as the top of the mind destination for Russian travelers. Russian market has been one of the top performing markets since the reopening of Maldives border to international travelers.</p>
02	South Asia's Travel & Tourism Exchange - SATTE 2021	24th - 26th March 2021	<p>SATTE 2021 is the first physical fair visit Maldives participated in India since reopening of Maldives border. This fair was conducted with 13 industry partners to promote the destination. Held in Delhi, SATTE offers a comprehensive platform to domestic and international buyers and professionals from across the travel, tourism, and hospitality industry along with National and State Tourism Boards. 22 participants took part in the fair along with the tourism minister, Managing Director of MMPRC, High commissioner of India and the visit Maldives team. India being the top source market to Maldives, the main purpose for taking part in this three-day fair is to maintain and strengthen the destination presence in the India market and establish Maldives as the top of the mind destination for India travelers.</p>
03	WTM Africa Virtual - South Africa	07-09 April 2021	<p>WTM Africa is the leading and only business (B2B) exhibition for both the inbound and outbound African travel and tourism markets. The fair was held completely virtually this year due to the current global situation. During the 3-day fair meetings with top travel trade were conducted to provide latest updates and promote the major 4 products</p>



04	Moscow Dive Show - Russia	08th April - 11th April 2021	Visit Maldives together with Maldives Holiday Collections, Ocean Sapphire and Eco Divers represented the Maldives in a 40 square meter booth, showcasing the natural beauty of Maldives along with the underwater beauty at Moscow Dive Show, the largest exhibition for water-based activities in Russia.
05	Antavaya Virtual Travel Fair- Talk Show - Malaysia	20-23 April 2021	This event was targeted to the B2B and B2C market as it was opened to the public. For the b2b market, Antavaya has sent the invitation to their corporate clients to join the event. During MMPRC's talk show, the highest viewers that we got for the first day was 34 views and the second day was 39 views.
06	Luxury Travel Mart 2021 (LTM) - Russia	22nd April - 23rd April 2021	To maintain and strengthen the destination presence in the Russian market and establish Maldives as the top of the mind luxury destination among Russian travelers, Visit Maldives will be meeting with key luxury trade professionals to deliver the latest destination information and the experiences provided in Maldives with an emphasis on the higher-end segment, leisure and luxury.
07	BIT Digital Edition	9th May 2021 - 14th May 2021	The virtual fair presents the opportunity to network with stakeholders from the Italian market and all over the world, manage appointments on the platform with participants, as well as establish new business connections through B2B and B2C meetings.
08	Arabian Travel Market (ATM)	16th May 2021 - 19th May 2021	<p>Together with Visit Maldives, 69 partners representing 37 tourism establishments from across the various sectors of Maldives Tourism industry are showcased under the Maldives.</p> <p>The Maldives is represented by an attractive stand displaying the tourism products and unique experiences in a 420 Sqm stand designed specially to represent the beauty and wonders of Maldives through colourful imagery, videography and state of the art 360 degree touchless experiences for the visitors.</p> <p>During ATM, a press conference was also held to meet with the major media from the UAE region and to give them up to date information about the destination and share news about the latest</p>



			campaigns and tourism industry success since reopening borders.
09	FITUR 2021	19th May 2021 - 23rd May 2021	<p>FITUR is the global meeting point for tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. Visit Maldives took part in FITUR 2021 along with 5 industry establishments to create destination awareness and increase the arrival numbers to Maldives.</p> <p>Maldives was represented at an attractive 72 sqm stand designed specially to represent the beauty and wonder of Maldives through colorful imagery and videos. The unique geographical formation of Maldives and the safety provided by the scattered islands of Maldives will be emphasized and highlighted at the stand through eye-catching promotional videos on an LED TV screen.</p> <p>One-on-one meetings were taken with top travel trade in Spain and other markets to present the latest destination updates.</p>
10	ATM Virtual 2021	24 - 26 May 2021	<p>ATM virtual was a 3 days virtual event which took place after the atm live event. During the 3-day event, 11 meetings were scheduled with trade and media from the region. Out of the 11 meetings, 7 meetings were conducted, and 4 meetings were a no show. During these meetings, updated travel information, unique experiences, and the stringent safety measures were shared with the partners. The destination presentation was also presented with some to give more details about the destination and the one island one resort concept.</p>
11	Luxury Travel Advisors ULTRA Summit 2021	25th - 27th July 2021	<p>This is the first physical fair that Visit Maldives has taken part in for this year targeting the US market. The fair is in line with the Visit Maldives' strategies for the US market, to increase the market exposure further, by participating in major fairs to expand B2B contact with tour agents and to extend connections with the diving market in the US region.</p>
12	WTM LATAM 2021	10-12 August 2021	<p>Held from 10th August until 12th August 2021, the virtual edition of WTM Latin America (LATAM) 2021 provided the opportunity for Visit Maldives and industry partners to strengthen brand presence and promote Maldives as a safe haven.</p>

			WTM LATAM is one of the leading travel and tourism events targeting the Latin American market. With over 600 exhibitors representing 50 countries, the fair brings together the top experts and professionals in the tourism industry and offers excellent networking opportunities and access to qualified and relevant travel buyers, influencers, and market professionals.
13	Honeymoon Fair - Palm Tour	21-22 August 2021	As part of the online joint marketing campaign, Maldives took part in the Palm Tour offline honeymoon fair promoting Maldives as the most romantic destination for honeymoons.
14	The Big Ocean Show, Moscow	2nd - 5th September 2021	The Big Ocean Show is a large-scale international marketing and PR event, covering all facets of Water Sports/Recreation and travel related businesses. The event was geared towards creating a platform for participants to connect with a massive, targeted audience of future and current Water Sports/Recreation enthusiasts and professionals.
15	Deluxe Travel Market - Oriental Edition	16th September 2021	The one day event held on 16th September 2021 at UAE's Medinat Jumeirah, was aimed at promoting Maldives as a top of the mind destination to travel trade agents involved in promoting destinations to luxury travelers from Russia and CIS region (Kazakhstan, Azerbaijan and Uzbekistan). During this event, Visit Maldives provided the agents with the latest information about the destination, including the stringent measures in place at our products (Resorts, Hotels, Guesthouses and Liveaboards). Emphasis was given to highlight the safety provided by the geographically scattered islands for luxury travelers from Russian and CIS market. The destination was also promoted as a haven for travelers from this market, looking for privacy, safety and experiences unique to Maldives.
17	National Wedding Show - UK	18th - 19th September 2021	The UK's biggest and most-established wedding show, the National Wedding Show, has been running for the past 25 years. This is the UK's leading consumer wedding show with eight exhibitions taking place per year in three cities nationwide – London, Birmingham and Manchester. The shows are delivering 100,000 visitors and attracting over 2,000 exhibitors per annum.
18	ILTM North America	20-23rd September 2021	The event was held in Riviera Maya, Mexico from 20th-23rd September 2021. ILTM North America is an invitation-only annual event, where top

			<p>producing agents and advisors from USA, Canada and Mexico meet the world's most exclusive travel experiences. 60 worldwide exhibitors and North American buyers from over 153 cities will take part in the event.</p> <p>Exhibiting at ILTM North America brings in the unique opportunity to magnify Visit Maldives presence in the region by providing unique access to new contacts as much as fortifying the relationship with existing ones. During the fair, Visit Maldives aims to achieve major growth in arrivals with the momentum that has been achieved during the last years and strengthen Maldivian brand presence in the North American market.</p>
19	Deluxe Travel Market - Russia & CIS	16th September 2021	<p>The one-day event held at UAE's Medinat Jumeirah, was aimed at promoting Maldives as a top of the mind destination to travel trade agents involved in promoting destinations to luxury travelers from Russia and CIS region (Kazakhstan, Azerbaijan and Uzbekistan). Exhibitors at this event included 5-star hotels, hotel chains and resorts, DMCs, tourism offices from the Middle East and Indian Ocean.</p>
20	Satte GenX - India	20 & 21st September 2021	<p>SATTE GenX offered the opportunity to conduct business and connect with the target audience with the opportunity of our MD participating in a panel discussion. This Virtual Expo is a part of the industry's broader plan to gradually reopen the travel, tourism and hospitality sector. It promises to provide as close as possible all the business networking opportunities.</p>
21	Monaco Yacht Show - Monaco	22nd - 25th September 2021	<p>Maldives was promoted as a preferred destination for yacht owners from France and beyond. The destination was promoted as a hotspot for the yacht tourism segment through printed brochures and TV advertisements at the venue of the event, and promoted Maldives as a safe haven for tourists, with targeted visibility advertising efforts conducted at the venue of the show.</p>
22	Travel & Tourism fair - India	29th Sep - 01st Oct 2021	<p>Travel &amp; Tourism Fair (TTF) is India's biggest travel trade show network. Since 1989, TTF has been providing an annual marketing platform and an opportunity to network with the travel trade in major cities of India.</p> <p>The purpose of the roadshow is to promote Maldives as one of the safest destinations, maintain the momentum of arrivals from the Indian market,</p>

			strengthen brand presence and to promote the destination among tour operators and travel agents in India.
23	Expo 2020 - Dubai	1st October 2021 - 31st March 2022	<p>The event saw exhibitors from over 192 countries. An estimated 25 million visitors were expected to visit the Expo during its duration. Maldives pavilion showcased the unique beauty of the destination, enhanced brand visibility, and shared investment opportunities available in the Maldives.</p> <p>Throughout the duration of the six months of the expo, Visit Maldives also gave away exciting raffles to lucky winners every week. These raffles were conducted under the title “Win 100 days of Free Holidays in the Maldives”. The raffles provided 100 lucky winners free holidays in the Maldives.</p>
24	Ukraine International Travel Market (UITM) - Ukraine	5th - 6th October 2021	<p>Along with 4 industry partners, Visit Maldives conducted several meetings and speed networking sessions with key members of the travel trade community. Through this event Visit Maldives provided travel trade professionals with the latest information about the destination, including the stringent measures in place at our products (Resorts, Hotels, Guesthouses and Liveaboards).</p>
25	IFTM Top Resa 2021 - France	5th - 6th October 2021	<p>IFTM Top Resa 2021 brings together 1700 exhibitors and is expected to get over 34,000 visitors during the four days of the event. Along with 12 industry partners, Visit Maldives conducted several meetings and networking sessions with key members of the travel trade attendees during the four days of the fair.</p>
26	MICE India and Luxury Travel Congress, (MILT Congress)	5th - 6th October 2021	<p>Maldives was exhibited at the MILT Congress in a uniquely designed swing chair (traditional joali) and table setting. Through our participation in this event we aimed to maintain destination presence among highly active MICE agents and launched a global campaign to promote Maldives as an emerging MICE destination. This also provided a platform for industry stakeholders to promote their properties and to inform potential customers of the MICE opportunities available at their establishments.</p>
27	TTG Travel Experience 2021	13th-15th October 2021	<p>TTG Travel Experience is Italy’s key B2B show for global tourism promotion. Over three days, the event brings together international operators and key players in the industry. Eight industry partners took part in this event alongside Visit Maldives as part of the effort to maintain destination</p>

			momentum and market Maldives as a safe haven for Italian tourists.
28	ITB Asia	25th - 29th October 2021	ITB Asia 2021 Virtual, alongside MICE Show Asia 2021 Virtual and Travel Tech Asia 2021 Virtual, provided five days of back-to-back business appointments for co-exhibitors to maximize their networking opportunities via the enhanced virtual meeting platform. Co-exhibitors were provided with an interactive networking profile and five complimentary virtual trade visitor tickets to the event. The event also featured a comprehensive supplier directory, knowledge library and on-demand videos.
29	International Maldives Travel Market, IMTM 2021.	26th - 28th October 2021	IMTM 2021 is a B2B travel and trade fair that brings together international buyers such as Tour Operators, Travel Agents, Destination Management Companies, and PR Companies from around the world to liaise with the local accommodation providers including Resorts, Hotels, Guesthouses, Liveaboards, Dive Centers, Local Tour Operators, and Travel Agents of the Maldives.
30	WTM London 2021	01st - 03rd November 2021	A total of 102 representatives from 58 companies participated in the event along with Visit Maldives. The purpose of participating in this event was to connect and network with industry stakeholders, travel trade partners from the UK market and around the globe. Industry partners were expected to meet up to 150 industry stakeholders during the event.
31	DEMA Show 2021 -USA	16th - 19th November 2021	DEMA is the largest trade only event in the world for companies doing business in the scuba diving, oceanwater sports and adventure/dive travel industries. It attracts hundreds of exhibitors and thousands of dives and travel industry professionals from around the world each year. Apart from exhibiting underwater activities this is also an ideal opportunity for industry partners to announce their latest plans and collaboration with new partners and strengthen old ties in the USA Market.
32	Qatar Travel Mart 2021 (QTM)	16th - 18th November 2021	At QTM 2021, Maldives is represented at an attractively designed stand showcasing the beauty and wonder of Maldives through colorful imagery and videos. The unique geographical formation of Maldives and the safety provided by the scattered islands of Maldives will be emphasized and

			highlighted at the stand through eye-catching promotional videos on an LED TV screen.
33	Travel Trade Maldives 2021 (TTM)	28th - 30th November 2021	The TTM Travel Summit conducted under TTM Maldives 2021 was held on 28th November at Meerumaa Events Conference Facility. It brought together leaders, industry shapers, and senior decision-makers who are professionally engaged with tourism in the Maldives. This year's summit focused on "Future opportunities, new normal procedures and what is next to come in the hospitality industry of the Maldives."
34	Malaysia International Dive Expo (MIDE)	3rd - 5th December 2021	MIDE is one of the largest expos which bring together dive enthusiasts and marine conservationists from around the world. This is the first time Visit Maldives is taking part in this event in the ongoing effort to promote the Maldives as the most preferred destination among Southeast Asian, especially Malaysian travelers. MIDE provides the opportunity to interact with consumers as well as industry professionals and top travel trade partners.
35	ILTM Cannes 2021 - France	06th - 09th December 2021	ILTM Cannes France is a trade show with pre-scheduled appointments, educational sessions, networking and entertainment. Along with 14 industry partners this travel and tourism event in France provided the perfect business opportunities and access to qualified and relevant travel buyers, influencers, and market professionals
36	Malaysia International Dive Expo 2021(MIDE) - Malaysia	03rd - 05th December 2021	MIDE is one of the largest expos which bring together dive enthusiasts and marine conservationists from around the world. This is the first time Visit Maldives took part in this event in the ongoing effort to promote the Maldives as the most preferred destination among Southeast Asian, especially Malaysian travelers. MIDE provided the opportunity to interact with consumers as well as industry professionals and top travel trade partners.
37	USTOA Annual Conference & Marketplace - USA	7-10 December 2021	(USTOA) Annual Conference & Marketplace, a member-only travel industry event that brings together leading North American travel companies with tourism suppliers and destinations from around the globe. The event allowed Visit Maldives to interface with top executives from worldwide tour operators on a one-to-one, buy and sell basis and bring to light Maldives' distinct and unmatched travel offerings.

## VIRTUAL EVENTS

#	EVENT NAME	DURATION	DETAILS
01	Aviareps Virtual Event - Germany, Switzerland & Austria	09-10 February 2021	The Maldives was represented in a virtual event organized by Aviareps for the travel trade and media of Germany, Switzerland, and Austria. During the 2-day fair the destination was promoted as a safe haven with the latest updates provided to the trade and media of the German speaking markets.
02	Propel: FORWARD virtual conference - UK	23rd - 24th February 2021	Visit Maldives participated at propel forward virtual conference 2021 to connect with travel industry, travel content creators and media to promote Maldives as one of the safest destinations to travel due to its unique geographical formation and the one island-one resort concept. With participation as sponsor of this event, Visit Maldives was afforded the opportunity to be featured in the limelight. The added advantage of being in the center of attention included the opportunity to promote Maldives a 'safe haven' for British travelers and to promote the products and experiences in a virtual setting.
03	Travel Turkey Izmir Digital Fair 2021 - Turkey	25th-27th February 2021	Visit Maldives participated at the 14th Travel Turkey Izmir Digital Fair (TTI), first virtual exhibition of the tourism industry in Turkey aiming to boost arrivals to Maldives from the market. Held from 25th - 27th of February, this enabled the opportunity to connect and develop relationships with attendees with branded networking tables, panel discussions, dedicated conference sessions in a virtual setting.
04	Virtual Press Conference at ITB Berlin - Germany	10th March 2021	Visit Maldives hosted a press conference of ITB Berlin, one of the leading travel trade shows in the world and this presented the opportunity to strategically promote the Maldives to an international audience as one of the most ideal destinations to travel to during these trying times. The panel consisted of Dr. Abdulla Mausoom, the Minister of Tourism and Mr. Thoyyib Mohamed, the Managing Director of Visit Maldives. During the press conference, an insight was given into the impact of covid-19 and the efforts to promote Maldives as a safe destination along with notable accolades of the destination. The vaccination program in the country was also shared with aims to become one of the first countries to have a 100% vaccinated tourism sector and population.



05	Joint webinar with Emirates - Norway	11th March 2021	Visit Maldives conducted a joint webinar with Emirates airline for the Norwegian market on 11th March 2021. This was the first activity carried out this year for the Nordic region in line with the strategy for ambient brand advertising to boost the destination presence in this market. A total of 30 participants joined the webinar including travel agents, tour operators and other industry professionals from Norway.
06	ITB Berlin Virtual - Germany & global	9-12 March 2021	The virtual edition of one of the leading travel trade shows in the world provided a platform for industry partners to connect with global media and trade. A press conference also took place, highlighting the safety aspects and vaccination efforts of the destination. It reached 10,000 subscribers, 2,000,000-page impressions, 100,000+ social media followers and 65,700 online platform users.
07	Joint webinar with Qatar Airways (FOC) - Germany	25th March 2021	Visit Maldives concluded a joint webinar with Qatar Airways. The webinar educated travel trade on the destination and provided the latest information regarding resumption of Qatar Airways flight routes to Maldives via Germany, Switzerland, and Austria. 407 top travel agents and tour operators from the markets attended the webinar. The information provided to the travel trade highlighted that the Maldives is one of the safest destinations to travel. A raffle draw was conducted among the participants of the webinar. The prize, sponsored by Baglioni Resort Maldives.
08	Joint webinar with Qatar Airways- Germany, Switzerland & Austria	25 March 2021	A joint webinar was carried out with qatar airways showcasing the latest destination information and flight routes from the german speaking countries. A raffle draw was also held which was sponsored by baglioni maldives. The event was attended by 407 agents.
09	Training Webinar series with French Travel Trade- Session 1	01st April	Conducted in French language, the aim of the webinar series was to educate the French Travel Trade about the Maldives with the latest information to help agents acquire all the updates to sell the Maldives in time when leisure travel resumes from France.
10	Webinar for Trade Partners - South Korea	14th April 2021	The trade webinar was conducted to educate the South Korean travel trade on the latest information regarding Maldives, establish strong relationships with travel trade, and promote Maldives as one of the safest and most preferred destinations in the



			world. The unique products and experiences of Maldivian tourism was highlighted as well as the safety provided by the natural socially-distanced geography of Maldives and the one-island-one resort concept.
11	Connect with Maldives; Your Safe Haven' Virtual event - South Korea	14th April - 15th April 2021	As part of the greater strategy of Visit Maldives to educate travel trade on the latest information regarding Maldives, establish strong relationships with travel trade, and promote Maldives as one of the safest and most preferred destinations in the world a webinar and a virtual roadshow was conducted.
12	Joint webinar with Expedia for the Travel Agent Affiliate Program (TAAP) - US	21st May 2021	The B2B (business-to-business) webinar provides the latest destination updates, information on products and experiences, and promotes Maldives as a 'safe haven' for the travelers. The ultimate objective was to deliver the latest destination information to the travel trade and to maintain the momentum of arrivals from the US market and achieve pre-pandemic arrival figures. It was attended by 197 travel agents.
13	PATA France Webinar	03rd June 2021	Visit Maldives participated in the PATA France webinar session. The webinar focused on the countries where French travelers will be able to travel this summer and for the rest of the year 2021. Maldives was promoted as one of the safest and most preferred destinations in the world, highlighting the safety measures in place, requirements for French travelers and vaccination situation.
14	Training Webinar series with French Travel Trade- Session 2	8th June 2021	The hour-long session focused on unique activities that can be experienced in Maldives for couples and honeymooners. From private yoga sessions, sunset cruise, dining & movie under the stars, and lazy afternoon lounging by the pool, the session will cover a unique variety of experiences in Maldives. In addition, unique experiences to Maldives such as bubble tents on a beach, private water-villa and flying above the islands in a seaplane was highlighted.
15	Travel Meet Asia - MICE & Corporate Virtual Event	9th to 10th June 2021	During the event, Visit Maldives and exhibitors conducted exclusive networking sessions with members of MICE and Corporate to promote Maldives as an emerging top destination to conduct meetings, incentives, conferences and exhibitions. In addition, Visit Maldives will provide the latest

			destination information and travel guidelines as well as promote Maldives as a safe haven due to the naturally social-distanced geography and the stringent safety measures in place.
16	Joint webinar with ASTA	15th June 2021	Conducted a joint webinar with the American Society of Travel Advisors (ASTA) Network. The 60-minute webinar, which was presented under the theme of “Maldives: a Safe Haven for Travelers,” educated North American travel advisors on what makes the Maldives one of the safest and most desirable destinations to visit during the ongoing coronavirus pandemic. 398 travel agents attended this session.
17	Joint webinar with Qatar Airways Switzerland	17th June 2021	A joint webinar was carried out with Qatar Airways Switzerland showcasing the latest destination information and flight routes. A raffle draw was also held which was sponsored by Cora Cora Maldives. 33 agents from the premium end attended this event.
18	Japan Embassy Forum	22nd June 2021	Visit Maldives aimed to increase brand awareness, destination visibility as well as reassure Japanese travelers that Maldives will remain as one of the safest destinations to travel when the border reopens for international leisure travel in the Japan Market.
19	Elearning Program by Turismo & Attualità - Italy	02nd July 2021 - 02nd July 2022	The platform will be used to educate the Italian travel trade on different aspects of tourism in the Maldives such as romantic getaways, underwater adventures, sustainable tourism, and family holidays. This will be covered over 10 sessions which will be live on the platform. Information of latest updates on travel guidelines, Covid-19 situation and accommodation options will also be provided.
20	Destination Maldives Webinar with The High Commission of Maldives in Singapore & NATAS	30th June 2021	The one hour interactive session will share the latest information on the current travel protocols to the Singapore travel trade members. The webinar connected with over 30 travel trade members in the Singapore market and provided the chance to identify future opportunities and collaborations with NATAS.
21	‘Connect with Maldives Your Safe Haven’ Middle East and GCC Webinar	13th July 2021	A one-hour webinar was conducted on the Visit Maldives virtual platform targeting the Middle East and GCC travel trade. This event was participated by the Managing Director of Visit Maldives, Maldives Ambassador to UAE, together with 3 industry stakeholders that shared updated information about their products and services.

22	'Connect with Maldives Your Safe Haven' Thailand Travel Trade Webinar	3rd August 2021	This one-hour webinar session is a B2B virtual meeting event targeted for the Thailand market with the aim of promoting Maldives as a safe haven for travelers and to highlight the variety of available products in order to educate travel agents and operators in Thailand.
23	Webinar series 01 - Nordic	15th September 2021	The purpose of this webinar series is to update the Nordic travel trade with the latest information and travel guidelines from the destination. The webinar series will also inspire the Nordic travel trade to broaden and extend their Maldives product portfolio. The first session under this series was held today under the title "Connect with Maldives, Your Safe Haven". During this session Visit Maldives gave an overview of the destination, how to get to Maldives, and things they must know to sell the "Maldives".
24	Connect with Maldives - Your Safe Haven" webinar for Italian Travel Trade partners	27th September 2021	Visit Maldives and industry partners shared the latest information and travel guidelines from the destination with travel trade partners from this market. It also gave the opportunity for industry partners to showcase their products (Resorts, Hotels, Guesthouses and Liveaboards) to the Italian travel trade.
25	"Connect with Maldives - Your Safe Haven" webinar targeting travel trade professionals from South Korea	30th September 2021	The main purpose of the webinar was to promote Maldives as a safe haven for travelers and update the South Korean travel trade with the latest information and travel guidelines from the destination. It also provided opportunities for our industry partners to showcase their products (resorts, hotels, guesthouses and liveaboards). It also promoted the experiences unique to Maldives.
26	Training Webinar series with French Travel Trade- Session 3	28th October 2021	Industry partners Reethi Beach, Dhigali, Grand Park Kodhipparu & LUX* South Ari joined Visit Maldives during this 60-minute webinar to inform the travel agents from France about the sustainability efforts of the Maldivian tourism sector, particularly the efforts put in place by these individual properties. Over 70 travel agents from France participated in this session during which a Q & A session was also conducted. The theme of the webinar was "Sustainability in the Maldives"
27	JATA Online mart	16-17 November, 25-26 November	The event served as a platform for exchange of the latest information on border openings, travel restrictions, travel safety protocols and destination attractions. The presentations should be prepared

			and made by national tourist boards and embassies in Japan. We had 20 b2b meetings with Japanese Travel agents & tourism related companies.
28	Virtual Press Conferences in Balkan Region	6th - 9th December 2021	<p>A series of press conferences were held on the below dates, to update the travel trade in the market with the latest destination news.</p> <p>2021, December 06th Serbian and Croatian markets</p> <p>2021, December 07th Hungarian market</p> <p>2021, December 08th Slovak market</p> <p>2021, December 09th Romanian market</p>
29	Joint webinar with Condor - German speaking markets	14th December 2021	The webinar was conducted on Condor's platform with the purpose of promoting Maldives as a safe haven for travelers and to update the German travel trade with the latest information and travel guidelines from the destination. It also provided an opportunity for one of our industry partners, The Westin Maldives Miriandhoo Resort to showcase their products (resorts, hotels, guesthouses and liveaboards). It also promoted the experiences unique to Maldives
30	Destination Maldives - Webinar hosted by High Commission of Maldives in Malaysia	22nd November 2021	The webinar was hosted by the High Commission of Maldives in Malaysia, in collaboration with tourism stakeholders, to inform the travel trade community from Malaysia of the latest information about the destination, strict measures in place in tourist facilities and travel guidelines. Keynote speakers of this event included Chief Executive Officer and Managing Director of Visit Maldives Thoyyib Mohamed, High Commissioner of Maldives Visam Ali, President of Malaysian Association of Tour and Travel Agents (MATTA) Datuk Tan Kok Liang, Managing Director of Fun Holiday Tours & Travel Sdn Bhd, Malaysia, Connie Chong.
31	AirAsia & Visit Maldives - Online Seminar	9th December 2021	In celebration of the resumption of flights between Maldives and Thailand, the webinar was hosted by AirAsia Thailand, in collaboration with tourism stakeholders, to inform the travel trade community from Thailand of the latest information about the destination, strict measures in place in tourist facilities and travel guidelines.
32	Thai Travel Agents Association (TTAA) Webinar	1st December 2021	This webinar was to inform the travel trade community from Thailand of the latest information about the destination, strict measures in place in tourist facilities and travel guidelines in Maldives.

33	Destination Maldives - Webinar hosted by High Commission of Maldives in Pakistan	22nd November 2021	This interaction will particularly focus on new ventures that offer more than the traditional holiday escape to the Maldives. The event is going to be organized by the High Commission of Maldives in collaboration with the Honorary Consul of Maldives in Lahore and the Maldives Marketing and Public Relations Office.
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## ROADSHOWS

#	ROADSHOW NAME	DURATION	DETAILS
01	Maldives Online Roadshow in China	30 November 2020 - 22 February 2021	From this roadshow Visit Maldives was able to effectively reach out to the travel trade from China and created a much-required platform for industry participants to reach travel trade in China. As well as reassured the participating travel agents that Maldives is a relatively safe destination and a safe haven for travelers during the current pandemic.
02	Travel Meet Asia - South East Asia Virtual Roadshow	24th - 25th February 2021	Together with industry partners, Visit Maldives participated in the Travel Meet Asia series. This event was a four-part virtual travel roadshow organized by ITB Asia, focusing on different parts of Asia. This included South Asia, Southeast Asia, Mice & Corporate, and lastly Northeast Asia.
03	Maldives Roadshow in Russia (Moscow, Kazan, Kazan, Saint Petersburg & Yekaterinburg)	19th - 26th March 2021	With 20 industry partners, Visit Maldives conducted a roadshow in Russia which took place from 19th to 26th March 2021 in Moscow, Kazan, Saint Petersburg & Yekaterinburg. The roadshow took place right after MITT 2021, which concluded on 18th March 2021. To maintain the destination presence through such events and engage the travel trade of the market, 12 resorts, 2 guesthouses, 6 travel agents with over 33 participants joined Visit Maldives to showcase their properties and highlight the experiences available on each of the respective properties.
04	Maldives Roadshow In India	22nd March 2021	With 11 industry partners, Visit Maldives conducted a roadshow in India which took place on 22nd March 2021 in Delhi. The roadshow took place before SATTE 2021, which started on 24th March 2021. To maintain the destination presence through such events and engage the travel trade of the market, 8 resort, 2 travel agents and 1 airline with over 17 participants joined Visit Maldives to showcase their properties and highlight the experience available on each of the respective properties. Also, the roadshow was joined by the Minister of Tourism, Managing Director of MMPRC and the high commissioner of India.
05	Connect with Maldives; Your Safe Haven' Virtual	14th April - 15th April 2021	As part of the greater strategy of Visit Maldives to educate travel trade on the latest information regarding Maldives, establish strong relationships with

	roadshow South Korea		travel trade, and promote Maldives as one of the safest and most preferred destinations in the world.
06	Maldives Roadshow in UAE - Dubai, Middle East	17th April 2021	Visit Maldives conducted a Roadshow in Dubai to meet with the top travel trade and media, to provide the opportunity for industry partners to conduct one-on-one meetings to establish new connections in the growing market. For this roadshow, 11 companies participated together with MMPRC to share information about their products and services. This was a great platform to showcase the destination and promote Maldives as a safe haven.
07	Virtual Roadshow with trade partners - South Korea	15th April 2021	The webinar targeting the key trade partners was conducted in Korean language. The latest updates, guidelines, health and safety measures regarding the pandemic were highlighted with an emphasis on the natural socially distanced islands of Maldives and the stringent measures. Furthermore, information on the four products of Maldives: resorts, guesthouses, liveaboards and hotels was shared along with various unique experiences available.
08	IMM Asia Virtual - South East Asia	16- 17th June 2021	Key publications such as CNN Travel, Robb Report, Tatler Asia, Condé Nast Traveller, South China Morning Post, will be taking part during this event. This provides the opportunity to promote the Maldives by introducing initiatives such as the Rediscover Maldives campaign and the upcoming Maldives Border Mile program.
09	Ahmedabad Roadshow - India	27th September 2021	The B2B event provided an excellent opportunity to the tourism stakeholders to promote individual products to the India trade market. By promoting Maldives as one of the safest destinations, maintaining the momentum of arrivals from the Indian market, strengthening brand presence and to promote the destination among tour operators and travel agents in India.
10	MICE Roadshow in UK	03rd November 2021	This is the first such roadshow organized by Visit Maldives dedicated to individually promote the MICE opportunities available in the destination. The event is held as part of our global Redefining MICE campaign. The purpose of the global campaign is to promote the Maldives as an emerging top destination to conduct meetings, incentives, conferences, and exhibitions (MICE) events. Our aim is to redefine the business

			environment, which is often thought to be somber, serious and limited to boardrooms and conference halls. Through this campaign Maldives will be promoted as a destination that is perfect to seamlessly merge business with leisure by promoting different experiences.
11	Maldives Roadshow in Doha	16th November 2021	Along with 10 industry partners, Visit Maldives presented a video highlighting the products, experiences, and the latest travel information for the Maldives. In addition, the safety and the unique geography of the Maldives was highlighted. A raffle was also drawn during the roadshow, sponsored by Movenpick Resort Kuredhivaru.



## FAM TRIPS

#	NAME	DURATION	DETAILS
01	Media FAM Trip - Middle East	25th - 30th January 2021	To Promote the Maldives with a focus on family, safety and affordability. The traveling team of 5 journalists was hosted by Grand Park Kodhipparu and Sheraton Maldives Full Moon Resort & Spa.
02	Media Trip - - Kazakhstan	05th- 12th February 2021	<p>A total of 4 journalists representing Forbes, Esquire, Cosmopolitan, Harper's Bazaar and one representative from Air Astana joined the media FAM Trip.</p> <p>They were hosted in Sheraton Maldives Full Moon Resort &amp; Spa and Robinson Club Noonu.</p>
03	Media Press Trip - Russia	10 <sup>th</sup> – 16 <sup>th</sup> February 2021	<p>A total of 3 media representing Ria.ru, Ru.hellomagazine.com and KP.ru visited the destination along with a PR representative.</p> <p>The theme of this FAM trip was to promote Maldives as a 'Safe Haven'. They were hosted in Sheraton Maldives Full Moon Resort &amp; Spa and Kuramathi</p>
04	Celebrity FAM trip - Croatia	23rd February - 03rd March 2021	<p>Croatian celebrity cellist Stjepan Hauser visited Maldives upon an invitation by Visit Maldives to promote the destination to the Croatian market through his social media channels. Hauser was a member of 2CELLOS and has been trained in classical music and is well known for his classical take on various popular songs. Hosted by Fushifaru Maldives from 23rd February to 3rd March, he posted stories on his social media which has a combined reach of over 10 million people, showcasing the safety and serenity offered in the resort and the destination.</p> <p>The main objective of this trip is to promote Maldives as a safe haven for travelers and to emphasize on the unique geographical formation and the one-island-one-resort concept, and to remind about the beauty of the Maldives.</p>

05	Individual FAM Trip - UK	01st - 19th February 2021	<p>Lisa is a freelance journalist contributing to high profile travel and lifestyle publications such as Sleeper, Tatler, West London Living, Citizen Femme and Robb Report, targeting an affluent audience in the UK. During her two-week long trip to the Maldives, she was hosted by Kuramathi Island Resort, The Nautilus Maldives, Four Seasons Landaa Giraavaru, Hurawalhi Maldives, Kagi Maldives Spa Island and Six Senses Laamu,</p> <p>The theme for this Familiarization trip was relaxation, luxury accommodation and unique experiences properties are offering along with the focus on portraying Maldives as one of the safest destinations to travel</p>
06	Individual FAM Trip - UK	16th February - 02nd March 2021	<p>Luxuriate Life Magazine, a UK-based online and print magazine that places heavy emphasis on the connection between luxury, fun and excitement. The purpose of this FAM trip is to promote the Maldives islands as one of the safest destinations for British travelers to travel to and showcase the variety of unique experiences available in Maldives, with a specific focus on safety, luxury, and eco-initiatives. The FAM trip was hosted by Grand Park Kodhipparu, Hurawalhi Island Resort &amp; Kuramathi Island Resort.</p>
07	Media FAM Trip - India	21st - 26th February 2021	<p>Visit Maldives hosted 04 key journalists from the Indian market to promote Maldives as a safe haven for travelers and to showcase the unique experiences that are available in the Maldives to the Indian audience. This is the first media familiarization trip from the Indian market this year. The top media team consists of editors and senior correspondents from The Pioneer, Sunday Guardian, ET Travel World, TMM Magazine and Sputnik News which has a huge readership and circulation base in the Indian market.</p> <p>The team was hosted by Kagi Maldives and Emerald Maldives.</p>

08	Travel Agents FAM Trip - India	01st - 07th March 2021	<p>Visit Maldives hosted 05 top travel agents from the Indian market. The purpose of this familiarization (FAM) trip is to create destination awareness and achieve better arrival numbers by bringing travel agents from Indian market. The aim of this trip is to promote the destination through their respective platforms and educate the travel agents about the destination which will help them to make curated packages for the Indian audience. The team consists of partners from Aplus Travel, Carnation Travel, TravelBullz, Kesari Tours and Thomas Cook. The team was hosted by Heritance Aarah, Grand Park Kodhipparu Maldives and Emerald Maldives.</p>
09	Individual Media FAM Trip - Germany	07th - 13th March 2021	<p>Visit Maldives hosts Jurgen Wenzel, a journalist from the German market from 7th to 13th March 2021. This is the first familiarization trip carried out for this market in 2021 and the purpose is to promote the destination as a safe haven for travelers, highlighting the unique geographical formation of Maldives and the stringent safety measures in place. This serves to entice travelers to visit the destination and circulate updated travel information to a wide audience.</p> <p>The stay for the trip was arranged at Fairmont Maldives Sirru Fenfushi and Seaside Finolhu, with both properties adhering to the themes of safe haven, lifestyle, culinary and wellness.</p>
10	Celebrity FAM trip - India	28th March - 2nd April	<p>Visit Maldives welcomed Indian movie star Janani Iyer to the Maldives on a familiarization trip, aiming to showcase the nation as the most-preferred holiday destination for Indian travelers. Janani Iyer – alongside her family – stayed in the Maldives from 28th March to 2nd April 2021 and explored the different types of activities available, providing coverage through her social media platforms.</p> <p>In this familiarization trip, Janani and family were hosted by The Residence Maldives Dhigurah, and experienced their signature cuisines, health &amp; wellness offerings.</p>

			snorkeling, water-sports activities and sunset cruises alongside the many other unique experiences.
11	Married At First Sight TV show shooting - UK	18th April - 23rd April 2021	<p>To promote Maldives as one of the most preferred honeymoon destinations showcasing the safety measures put in place, a TV shooting was conducted for the honeymoon segment of the show of one of the United Kingdom's most watched reality shows. The episode shot in Maldives will be broadcasted in Autumn 2021.</p> <p>The host property of the FAM trip was You &amp; Me by Cocoon and the trip was joined by two hosts and two crew members.</p>
12	Joint Campaign with Air Astana, Kazakhstan - Agents FAM Trip #1	21st April - 26th April 2021	<p>1 Air Astana airline representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination. The agents who visited the destination on this trip are El Tour, LTD Travel Center, Sanat, LLP Tamerlan Tour and Kaztour.</p> <p>The team stayed at Kanuhura Maldives and Six Senses Laamu.</p>
13	Joint Campaign with Air Astana, Kazakhstan - Agents FAM Trip #2	26th April - 1st May 2021	<p>1 Air Astana airline representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination. The agents who visited the destination on this trip are Travel Club Kazakhstan Ltd, LLP Oasis, Destinations Kz and Kaz Tour</p> <p>The team of travel agents were hosted by Adaaran Select Meedhupparu, Dhigali Maldives and Velassaru Maldives</p>
14	Joint Campaign with Air Astana, Kazakhstan - Media FAM Trip	12th May - 17th May 2021	<p>This joint campaign includes components targeting both B2B and B2C segments including familiarization trips, webinars targeting travel agencies and consumer advertising campaigns such as digital campaigns, ambient outdoor campaigns and radio advertisements to maintain the momentum of the arrivals from the</p>

			<p>market.</p> <p>As such 1 Air Astana representative along with 5 top media in the Kazakh market visited the destination to get updated on the latest offers of the destination and to experience the serenity and seclusion offered in the destination for travelers.</p> <p>The 5 journalists who attended this FAM trip represented Forbes.kz, Nur.kz, Aikyn.kz, Holanews.kz &amp; Tengrinews.kz. They were hosted by Diamonds Athuruga &amp; Seaside Finolhu.</p>
15	Russia Media FAM Trip	12th May - 18th May 2021	<p>A group of 4 journalists and one PR representative from Russia visited Maldives to write about the various offerings of the destination. As such the group experienced staying at a liveaboard, safari and at a guesthouse.</p> <p>The group was hosted by Hard Rock Hotel Maldives, Marselia Star (Liveaboard) &amp; Kihaa Beach (Guesthouse). Journalists representing Interfax Tourism, Good Housekeeping, Izvestiya Online and TravelVesti.ru joined this FAM Trip.</p>
16	USA Media FAM Trip	9th to 16th June 2021	<p>This is the first familiarization trip conducted for the market this year and the purpose is to promote the destination as a safe haven for the travelers, highlighting the unique geographical formation of the Maldives as well as the safety measures in place. A group of 5 journalists and 1 PR representative visited the Maldives during this trip. Their coverage for this trip include video, photo and articles published for Forbes, Travel Pulse, TripSavvy.com, Destination I Do, Insider Travel Report, TravelAge West and LA Style. The reach of these media are above millions, with their target audience covering high-end to budget travelers. The stay for the trip is arranged at Robinson Club Noonu, LUX* North Male' Atoll and Kuramathi Maldives, with the 3 properties focusing on the theme of luxury and "Maldives as a safe haven".</p>

17	South Africa Media FAM trip	14th-20th June 2021	Targeting affluent readers in the South African market, the purpose of this FAM trip was to promote the destination as a safe haven for the travelers, highlighting the unique geographical formation of the Maldives as well as the safety measures in place. The media team of 5 journalists was hosted by Finolhu Maldives, Dusit Thani Maldives and Hurawalhi Island Resort
18	Influencer FAM Trip 01 - Brazil	10th July 2021	The 3 influencers participating in this trip will be hosted by Kandima Maldives, Conrad Maldives Rangali Island and Movenpick Kuredhivaru. During this trip, the influencer can experience various amenities available at these properties, including spa and wellness treatments, snorkeling, water sports, and other exclusive experiences unique to the properties. Furthermore, they will get to experience cuisines available at the world class restaurants at the properties.
19	Turkey Media FAM Trip	16th - 22nd August 2021	The 5 person media team consisting of travel writers, journalists, and art directors will explore the wellness facilities at Joali Maldives, Mirihi Island Resort and Finolhu Maldives. They represent Oksijen, Saturday, Baha Akinci, Sabah, Daily Sabah, InStyle & Marie Claire. During their stay, the team will indulge in unique experiences such as snorkeling with marine biologists, serene spa and wellness facilities, watersports, and movie nights under the equatorial night sky. In addition, the team will embark on a gastronomic journey and discover haute gourmet cuisines unique to each property.
20	Sweden Media FAM Trip	26th August to 3rd September	Editor Per J. Andersson and Photographer Pernilla Sjöholm, two members from Vagabond travel magazine, arrive in Maldives for a familiarization trip targeting the Swedish market. The team from Vagabond will do coverage with focused articles of the host properties, including a broad picture of the range of hotels in Maldives and share various experiences of the destination. Confirmed coverage of the trip includes 10 pages in the printed magazine in which

			they will include details of host properties and the destination. They will also publish corresponding digital publications on the Vagabond website.
21	Influencer FAM Trip - Middle East Cosmo Clubhouse	7th Sep - 14th Sep 2021	Six influencers, including the Face of Cosmo Brand in the Middle East, are visiting Maldives for 7 days starting from 7th September onwards. The influencers from Cosmo Clubhouse are Marwa Al Hash, Layla Akil, Nadine Hossam, Mony Helall, Sara Al Humiri, and Twinkle Stanly. The purpose of this trip is to promote the Maldives as a top of the mind destination and to increase engagement with tourists in the Middle East. It also aims to promote the destination as a safe haven, providing information on the geographical formation of the scattered islands which gives it a natural social distance.
22	Influencer FAM Trip 02 - Brazil	08th Sep 2021	The influencer participating in this trip will be hosted by Huvaafen Fushi, Velassaru and Taj Hotels. During this trip, the influencer can experience various amenities available at these properties, including spa and wellness treatments, snorkeling, water sports, and other exclusive experiences unique to the properties. Furthermore, they will get to experience cuisines available at the world class restaurants at the properties.
23	Media FAM Trip - Ukraine	19th to 25th Sep 2021	The media team from Ukraine were hosted in two properties, Kandima Maldives and LUX* South Ari Atoll. During their stay, they got to enjoy the world-renowned Maldivian hospitality and indulge in eccentric, luxurious and adventurous experiences. The teams tried out spa and wellness treatments, discovered cuisines from across the globe, got adventurous with exciting varieties of watersports activities, dive and snorkel to witness first hand, the rich marine life of the Maldives. 4 journalists representing Harper's Bazaar, Total

			Escape, Wedding Magazine & Marie Claire Ukraine joined this FAM trip.
24	Influencer FAM trip - India	19th -22nd Sep 2021	The influencer brother duo, Sidharth Nigam and Abhishekk Nigam, took part in this Fam trip, arriving in the Maldives on 19th September 2021. The FAM trip was organized as part of Visit Maldives strategy to promote and market the destination as a safe haven and a family-oriented destination. The influencer duo was hosted by Fushifaru Maldives.
25	Spanish Media Fam trip	24th -29th Sep 2021	06 journalists from well renowned Spanish publications targeting a highly affluent audience visit Maldives from 24- 29 September 2021. The familiarization trip generated huge coverage highlighting the unique geographical advantage of having our islands spread out across the Indian Ocean and having the concept of one island, one resort, making Maldives one of the safest holiday destinations in the world. Additionally, the FAM trip was focused on promoting Maldives as a 'Safe & Secure' travel destination during this trip. The publications include Vanity Fair, El Periódico Destinos, El Viajero El Pais, Cinco Días, Conde' Nast Traveler, Viajes National Geographic and Harper's Bazaar. Their stay was arranged at Six Senses Laamu, Maafushivaru & Huvafenfushi.



26	Media FAM Trip- South Africa	25th September- 02nd October 2021	4 journalists from 3 major South African publications visited the Maldives on a familiarization trip from September to October, generating coverage over 15 million. These publications included, The Independent Media, The Sunday Times and Getaway Magazine. Their stay was arranged at Hideaway Beach Resort and Spa, Fushifaru Maldives and The Westin Maldives
27	Travel Agents FAM Trip - Nordic	09th - 15th October 2021	04 travel agents and 1 PR representative from the Nordic market visited the Maldives in October. This team included agents from leading tour operators DANExplore, Aventura Tour Operator Ltd, Hannibal Travel, Victors Farmor, These agencies are highly popular among affluent travelers in the Nordic market. Their stay was arranged in Conrad Maldives Rangali Island, Reethi Beach and Pullman Maldives Maamutaa Resort.
27	France Media FAM Trip	22nd - 27th November 2021	The media FAM trip included 05 journalists and 1 PR from the France market. The publications were from Magicmaman, Easy Voyage, Paris Match & Le Provence. 09 articles in the top publications in the market highlighting the destination news and offers by partners were published. The purpose of this FAM trip is to promote the Maldives islands as one of the safest destinations for French travelers to travel to and showcase the variety of unique experiences available in Maldives, with a specific focus on safety, luxury, and eco-initiatives. Their stay was arranged at Emerald Resort & Spa, Velassaru Maldives & Kuramathi Maldives.

28	Belgium Media FAM Trip	11th - 18th October 2021	<p>The media FAM trip included 05 journalists and 1 PR from the Belgian market. The publications were Plus Magazine, ELLE Belgium, Metro Belgium, Feeling, GAEL, and Sudpresse, with the aim of increasing engagement within the market, offering the latest information of the destination and the stringent safety measures in place</p> <p>The theme of this FAM trip was to promote Maldives as a 'Safe Haven'. They were hosted in Plumeria Maldives, Kandima Maldives &amp; Movenpick Resort Kuredhivaru Maldives</p>
29	Middle East Media FAM Trip	15th to 20th October 2021	<p>The team consisted of 4 journalists from Travel &amp; Tourism News – TTN, Al Press, Al Bayan and Travel Trendz International. These diverse outlets target all key segments of the Middle East audience from high-end affluent segments to budget travelers. They are published on print, online and social media on a frequent basis. The media team from the Middle East is expected to cover 2-3 articles per publication, regarding the destination and host properties, on either print/online or both mediums over a span of 4 months after the FAM trip.</p>
30	Media FAM Trip - USA	03rd - 10th November 2021	<p>The team consists of 5 freelance writers and travel journalists from the United States and 1 PR representative. Their coverage for this trip will include video, photo and articles published for USA Today, Travel + Leisure, Conde Nast Traveler, Lonely Planet, Newsmax, Bleu Magazine and Matador Network's "Creators". The reach of these media are above millions, with their target audience covering high-end to budget travelers. The team was hosted in Coco Bodu Hithi, Yacht Maldives and Reethi Beach Resort.</p>

31	Influencer FAM Trip 3 - Brazil	07th - 13th November 2021	2 influencers from Brazil visited the Maldives, and were hosted at 3 properties, Fiyavalhu Maldives, Dhigali Maldives and Emerald Maldives. During this trip, the influencer experienced various amenities available at these properties, including spa and wellness treatments, snorkeling, water sports, and other exclusive experiences unique to the properties.
32	Influencer FAM Trip - India	21st - 26th November 2021	The two influencers will share their experiences in Maldives through their social media accounts, contributing to the goal of strengthening our market presence in India. Their experiences will highlight family friendly activities available in the Maldives. The FAM trip is expected to reach millions of followers on different social media platforms of the influencers. The two influencers and their family were hosted by Paradise Island Resort & Spa.
33	Media Group FAM Trip - German markets	03rd - 07th December 2021	The media FAM trip included 05 journalists and 1 PR from the German market. The media team consisted of writers from publications and magazines which are highly popular among affluent audiences in the German market with a reach of over millions of readers such as Ruhr Nachrichten, Urlaubsguru.de, Fuldaer Zeitung, Falstaff TRAVEL, Front Row Society. This familiarization trip will generate huge coverage highlighting Maldives as one of the most colorful and the safest holiday destinations in the world, alongside the diversified Maldivian experiences. The seven-day trip was hosted by SAii Lagoon Maldives & Conrad Maldives Rangali Island
34	Trade FAM Trip - India	27th November - 03rd December 2021	The team consisted of 04 members from award winning tour operators and travel agencies from India, including Veena World, Travel Tours, Tibro and Flamingo Transworld. The seven-day trip was hosted by Emerald Maldives, Kuramathi Island Resort & Plumeria Maldives. This was an ideal opportunity to promote Maldives as an affordable destination and promote island tourism for the India market.

## OTHERS

#	CAMPAIGN NAME	DURATION	DETAILS
01	First Visitor Event - 2021	1st Jan 2021	First visitor of the 2021 event was held at Velana International Airport. The first visitor, a German national, Jochen Paul Karch, arrived on Qatar Airways. He was greeted by officials of the Ministry of Tourism, Maldives Marketing and Public Relations Corporation (MMPRC), Maldives Immigration and Maldives Airports Company Limited (MACL). A holiday voucher was given by Sun Island Resort & Spa and gifts from MoT & MACL.
02	Travel Trade Journal (TTJ) - Interview opportunity - India	01st - 31st January 2021	FOC interview opportunity of Managing Director provided by Travel Trade Journal (TTJ). Established in 2010, TTJ is a monthly updated publication devoted to strategic and policy issues in the travel and tourism sector covering all news and views related to agents, national and international tourism boards, hotel industry, transportation, government policies and civil aviation sector in the country with a circulation of 40,000 and readership of 180,000.
03	France TV Ad (FOC)	04th January 2021	This is a FOC opportunity. A 4-minute video named "Maldives: Back to paradise" was showcased on France national TV. The video reached an audience of 5.5 million viewers. This video showcased the beauty of the atolls of the Maldives archipelago and promoted Maldives as a safe haven for travelers.
04	Interview opportunity with The Financial Times (FOC) - UK	26th January 2021	FOC interview opportunity of Managing Director provided by The Financial Times. Founded in 1888, The Financial Times newspaper is a daily published newspaper focusing on providing extensive finance and business news, commentaries and analysis. Financial Times is the only UK paper that provides a daily overview of the London Stock Exchange and world markets with a reach of 3,349,397.
05	VeryChic IG posts (FOC) - France	31st January 2021	VeryChic is a leader in e-travel in the France Market, with a strong brand and exceptional growth. In order to promote Maldives in one of the top high-end sales operators with a strong presence on social media, 6

			FOC IG posts were posted on VeryChic IG and Visit Maldives IG in January 2021. This was a component of the December campaign in 2020.
06	James Magazine (FOC) - Italy	1st - 28th February 2021	This was an FOC opportunity to showcase the Maldives for the luxury segment in James Magazine, an Italian luxury and high-end lifestyle magazine.
07	Greeting Video with Tuniu (FOC)- China	10th Feb 2021	A greeting message of MD giving Chinese market a positive message about the destination and travel was circulated Tuniu's marketing channels. This was under a festival video blessing promotion project arranged by Tuiniu.
08	MD interview opportunity with The Telegraph Newspaper	18th February 2021	FOC interview opportunity of Managing Director provided by The Telegraph Newspaper. The Telegraph Newspaper is a daily published newspaper in London by Telegraph Media Group and distributed across the United Kingdom and internationally. The interview opportunity was focused on Maldives tourism success story in the year 2020. The Telegraph Newspaper has over 24,886,000 monthly unique users.
09	New year greeting message by MD for Sohu (FOC) - China	Feb 2021	Sohu is a leading media network in China. It provides mainstream Chinese consumers with high quality content and services of seamless integration of Internet, mobile-end and video.
10	Media opportunity from World Tourism China (FOC) - MD	Feb 2021	World Tourism China is a Chinese magazine that focuses on providing and recommending novel, unique and mysterious attractions and routes for readers and tourists. An article regarding the local culture along with a greeting message of MD was circulated in the magazine.
11	Webinar with Emirates (FOC)	11	A joint webinar was carried out with Emirates showcasing the latest destination information and flight routes from Norway.
12	Imagine Magazine - Switzerland	March 2021	Imagine Magazine offered a wealth of ideas on travel and lifestyle targeted to the Swiss market. An FOC opportunity was received to publish a full 1-page print advertisement in the March issue of the magazine. It had a circulation of 42,500 copies.

13	MD interview with Moji Maldives - Balkan	8th March 2021	An interview was carried out with Moji Maldivi, a PR firm based in Ljubljana, Slovenia, providing services in travel and recruitment to the South East Europe region, to give an update on the destination marketing efforts.
14	Media Meet in India (Press Conference)	23rd March 2021	This press conference is one of the very first offline events in India after the reopening of Maldives border. The Press Conference titled 'Maldives: Media Meet' held on 23rd March 2021 was addressed by high level speakers from Maldives, Hon. Dr. Abdulla Mausoom, Minister of Tourism; Mr. Thoyyib Mohamed, Managing Director of Visit Maldives and Dr. Hussain Niyaz, High Commissioner of Maldives to India. Latest updates from the Maldives and the tourism industry were shared at the press conference attended by key travel trade and mainstream media of India and Delhi region.
15	Launch of Virtual Event Management Platform	1st April 2021	The very first virtual event management platform, named, "My Virtual Maldives" was launched that amplifies audience engagement and networking by connecting attendees from across the globe through hosted online events ranging from virtual exhibitions, roadshows, webinars to trainings and live marketing events targeting the travel trade and consumers alike.
16	ITB India Virtual -Speech	7th April – 7th May 2021	Opening Video speech by Mr. Thoyyib Mohamed
17	CNN - Quest's World of Wonder (FOC)	24th April 2021	Quest's World of Wonder is a monthly half hour travel show where Richard Quest travels to a new country and showcases the different aspects of the country. Richard Quest visited Maldives and interviewed Former President Mohamed Nasheed, Mohamed Umar Maniku and Hussain Rasheed. He also visited Kurumba Beach Resort, Reethi Beach Resort, Soneva Fushi and Dhigufaru Island Resort.
18	MD interview with Sustainable Magazine -	06th May	Sustainable Business Magazine is the only industry publication focusing solely on sustainable business development. A telephone interview of MD was

	South Africa (FOC)		conducted regarding Maldives sustainable tourism initiative.
19	Maldives Media Meet in Dubai (Press Conference coinciding with ATM)	17th May 2021	<p>A press conference was held to meet with the major media from the UAE region and to give them up to date information about the destination and share news about the latest campaigns and tourism industry success since reopening borders. The speakers at the event were Mr. Thoyyib Mohamed, Managing Director of Visit Maldives, Ms. Aminath Shabeena, the Maldives Ambassador to the UAE and Ms. Fathimath Afra, the Chief Marketing Officer of Visit Maldives.</p> <p>While Mr. Thoyyib Mohamed and Ms. Fathimath Afra shared updated on the current market situation, tourism recovery process, Middle East market performance to Maldives and the activities being conducted in the market since the situation, Ms. Aminath Shabeena shared updated on the foreign policy for travel and the new travel corridor between Maldives and UAE.</p>
20	International Media Marketplace Virtual Asia 2021	6th until 17th June 2021	Addressed Opening Press Conference by M. Thoyyib Mohamed
21	Social Media Campaign with Meituan Dianping (FOC)	18	Meituan has significantly increased its attention to overseas travel based on platform users. Hence, in this campaign they will join hands with 40+ popular overseas destination tourism boards to create a topic named "I want to see you, the world" on the Meituan platform. The user's will write and share their related contents, image, videos and other forms of destination travel note in the platform, to enrich the destination and stimulate their interests. Maldives will be participating in this campaign and give away promotional materials to the participants.
22	Destination Review Vietnam - Interview with MD	16th September 2021	Destination Review is a specialized platform covering analyses and insightful comments on tourism business, management, and development. The platform published a special story on the recovery and success of Maldives tourism, featuring MD.

23	Maldives E-Learning Program - SEA	September 2021 - November 2022	Maldives E-learning Program is an innovative online course designed to give frontline travel sellers the latest and fresh knowledge needed to sell Maldives effectively to their customers post Covid-19. The E-learning program is designed by Pacific World Travel (PR appointed for SEA market) to familiarize tourism professionals with Maldives facts, unique selling points, tourism products and safe measurement guidelines.
24	Media & Influencers High Tea - India (Coinciding MILT Congress)	06th October 2021	Visit Maldives hosted a high tea for media and influencers from the Indian market, following the conclusion of the MILT Congress, held in Grand Hyatt Mumbai Hotel and Residences. The high tea was held as part of the effort to strengthen the relationship between Visit Maldives and the Indian media and influencers.
25	Award Ceremony for "Thasveeru: Maldives Through Art" Competition	13th October 2021	This is a unique initiative launched for the first time under the social media strategies of Visit Maldives in order to promote the destination as a top choice for travelers in the global market and increase engagement on the Visit Maldives social media platforms. The competition empowered the local artist community to depict the awe-inspiring beauty of the destination and its natural ecosystems.
26	1 millionth Tourist Event	29th October 2021	To mark the one millionth milestone figure of tourist arrivals to the Maldives, the event was organized this year on 29th October 2021. The event was a collaborative work by MMPRC, MACL, Immigration and the Ministry of Tourism. Among the attendees were key partners from the tourism industry and Maldives media. The one millionth tourist, Vincent Victor Corentin Pitau, received a grand welcome by a cultural procession and performances at the event area where he was presented with special gifts and holiday voucher for becoming the milestone target for Maldives.
27	Tales of Maldives	20th October 2021	For the first time ever, Visit Maldives unveiled "Tales of Maldives" stories to a global audience through a special Facebook Live Event. A total of 9 short films



			exploring the folklore and folktales of the Maldives were showcased during the 1-hour event.
28	Launch of Redefining MICE	05th October 2021	'Redefining MICE' global campaign was launched during MILT Congress on 05th October 2021. A Maldives dedicated luncheon was held to launch the campaign. The event was attended by key MICE agents from India. The campaign was launched by the CEO & Managing Director of MMPRC, Mr. Thoyyib Mohamed.
29	HEP visit to WTM London 2021	03rd November 2021	During the visit President Solih was accompanied by a high-level delegation. The President's delegation was welcomed at the fair entrance by CEO and Managing Director of Visit Maldives Thoyyib Mohamed. The President was then escorted to the Visit Maldives stand and given an official tour. Following the tour, the President was presented with an appreciation note delivered in a Tanu, on behalf of Visit Maldives.
30	Maldives Media Meet at WTM London	02nd November 2021	A press conference was also held to meet with the major media from the UK and to give them up to date information about the destination and share news about the latest campaigns and tourism industry success since reopening borders. The speakers at the event were Dr. Abdulla Mausoom, Minister of Tourism, Mr. Thoyyib Mohamed, Managing Director of Visit Maldives, Ms. Zuley Manik, Executive Director at Sun Siyam Resorts. While Mr. Thoyyib Mohamed shared updates on the current market situation, tourism recovery process, and marketing activities carried out to promote the destination. Furthermore, the newly launched campaign, "redefining mice" was also highlighted during the press conference.
31	TTM Travel Summit 2021	28th November 2021	Inaugurated by the Indian High Commissioner to the Maldives, his Excellency H.E. Munu Mahawar, the event was followed by the speech of CEO & MD of MMPRC, along with a presentation on the marketing and promotion of Maldives as a destination brand.

32	Thasveeru: Maldives Through Art Exhibition	02nd December 2021	The exhibition was held in Hulhumale' Central Park with a special ceremony followed by a children's evening. The event was attended by Chief Operating Officer and Managing Director of MMPRC (Visit Maldives) Thoyyib Mohamed, Managing Director of Housing Development Corporation, HDC Suhail Ahmed and officials from MMPRC and HDC as well as the media.
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## PR MEDIA COVERAGE

#	MARKET	DETAILS
01	China	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>• 15 posts on Wechat (Reach: 2,478)</li> <li>• 5 posts on weibo (Reach: 27,411)</li> <li>• 135,079,193 people reached through online and print generated coverage worth USD 180,324</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>• 04 posts on Wechat (Reach: 1,153)</li> <li>• 17 posts on weibo (Reach: 6,591,093)</li> <li>• 116,200,696,6 people reached through online and print generated coverage worth USD 253,846</li> </ul> <p><b><u>March</u></b></p> <ul style="list-style-type: none"> <li>• 4 posts on Wechat (Reach: 2,976)</li> <li>• 15 posts on weibo (Reach: 28,144)</li> <li>• 142,249,504 people reached through online and print generated coverage worth USD 232,308</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• 15 posts on Weibo (Reach: 89,560)</li> <li>• 4 posts on Wechat (Reach: 1,104)</li> <li>• 145,299,625 people reached through online and print generated coverage worth USD 180,000</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• 15 posts on Weibo (Reach: 7,124,407)</li> <li>• 4 posts on Wechat (Reach: 1,248)</li> <li>• 121,164,398 people reached through online and print generated coverage worth USD 167,692</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• 15 posts on Weibo (Reach: 8,401,078)</li> <li>• 4 posts on Wechat (Reach: 7,180)</li> <li>• 56,813,893 people reached through online and print generated coverage worth USD 155,385</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• 17 posts on Weibo (Reach: 186,165)</li> <li>• 3 posts on Wechat (Reach: 1,665)</li> <li>• 78,635,957 people reached through online and print generated coverage worth USD 157,500</li> </ul>

**Aug**

- 17 posts on Weibo (Reach: 186,065)
- 3 posts on Wechat (Reach: 1,665)
- 263,851,584 people reached through online and print generated coverage worth USD 1,140,820

**Sep**

- 16 posts on Weibo (Reach: 117,592)
- 4 posts on Wechat (Reach: 1,294)
- 149,453,839 people reached through online and print generated coverage worth USD 547,500

**Oct**

- 16 posts on Weibo (Reach: 87,835)
- 5 posts on Wechat (Reach: 1,161)
- 4 posts on RED (Reach: 1630)
- 226,386,400 people reached through online and print generated coverage worth USD 647,500

**Nov**

- 15 posts on Weibo (Reach: 117,309)
- 4 posts on Wechat (Reach: 1,715)
- 2 posts on RED (Reach: 1,256)
- 88,588,229 people reached through online and print generated coverage worth USD 51,462

**Dec**

- 4 trade contacts liased
- 4 media contacts liased
- 3 social media campaigns
- 2 highlight activities
- 91,885,562 people reached through online and print generated coverage worth USD 35,481

02 India

**Jan**

- Total reach: 32,192,587,380
- Media value coverage: USD 445,084
- 1 Press release which had 12 articles & 1 Article

**Feb**

- Total reach: 683,280
- Media value coverage: USD 179,045
- 1 Press release which generated 06 articles

- PR generated media interview circulation - 25,000  
Readership - 100,000 FOC

### **March**

- Total reach: 477,778,110
- Media value coverage: USD 504,318
- 1 Press release which generated 18 articles

### **April**

- Media Reach 6,630 747
- Media Value: USD 491,027
- Total number of press releases issued in April 2021: 3
- Number of articles via press release: 13

### **May**

- Media Reach: 462,510
- Media Value: USD 1,759,154
- Total number of press releases issued in May 2021: 1
- Number of articles via press release: 45

### **June**

- Media Reach: 666,590
- Media Value: USD 3,999,525
- Total number of press releases issued in June 2021: 1
- Number of articles via press release: 46

### **July**

- Media Reach: 906,347,310
- Media Value: USD 4,191,952
- Total number of press releases issued in July 2021: 1
- Total number of articles: 122

### **Aug**

- Media Value: USD 3,251,146
- Total number of press releases issued in Aug 2021: 1
- Total number of articles: 84

### **Sep**

- Media Value: USD 1,607,568
- Total number of press releases issued in Sep 2021: 1

- Total number of articles: 69

#### **Oct**

- Media Value: USD 1,681,866
- Total number of press releases issued in Oct 2021: 1
- Total number of articles: 70

#### **Nov**

- Media Value: USD 1,817,188
- Total number of press releases issued in Nov 2021: 02
- Total number of articles: 68

#### **Dec**

- Media Value: USD 1,799,675
- Total number of press releases issued in Dec 2021: 01
- Total number of articles: 70

03

UK

#### **Jan**

- Total reach: 31,204,757
- Media value coverage: USD 177,360
- 10 pieces of print and online coverage, 2 press release distributed

#### **Feb**

- Total reach: 290,143,274
- Media value coverage: USD 199,290.03
- 13 pieces of print and online coverage, 01 press release and 01 newsletter distributed

#### **Mar**

- Total reach: 13,463,692
- Media value coverage: USD 55,8331.59
- 13 pieces of print and online coverage, 02 press releases and 01 newsletter distributed

#### **April**

- Total reach: 51,705,030
- Media value coverage: USD 36,3579.34

- 21 pieces of print and online coverage
- 2 press releases
- May
- Total reach: 66,128,824
- Media value coverage: USD 19,0812.78
- 14 pieces of print and online coverage
- 1 press releases 1 E-newsletter

#### **June**

- Total reach: 25,143,760
- Media value coverage: £50,6217.18
- 9 pieces of print and online coverage
- 1 press releases 1 E-newsletter

#### **July**

- Total reach:5,156,294
- Media value coverage: £53,278.92
- 19 pieces of print and online coverage
- 2 press releases 1 E-newsletter

#### **Aug**

- Total reach:314,661,206
- Media value coverage: £130,985
- 25 pieces of print and online coverage
- 2 press releases

#### **Sep**

- Total reach: 226,032,000
- Media value coverage: £103,974
- 20 pieces of print and online coverage
- 2 press releases 5 media contacts liaised 7 contacts liaised

#### **Oct**

- Total reach: 154,708,833
- Media value coverage: £71,168
- 23 pieces of print and online coverage
- 2 press releases 5 media contacts liaised 7 contacts liaised

**Nov**

- Total reach: 100,260,601
- Media value coverage: £8,021
- 17 pieces of print and online coverage
- 2 press releases 7 media contacts liaised

**Dec**

- Total reach: 181,081,000
- Media value coverage: £83,688
- 13 pieces of print and online coverage
- 3 press releases 7 media contacts liaised

04 Germany, Austria Jan  
& Switzerland

- Total reach: 28,473,600
- Media value coverage: USD 1,203,380.
- 28 print and online media coverage

**Feb**

- Total reach: 7,128,637
- Media value coverage: USD 642,029
- 39 print and online media coverage

**Mar**

- Total reach: 33,839,937
- Media value coverage: USD 3,027,591
- 14 print and online media coverage

**April**

- Total reach: 8,040,937
- Media value coverage: USD 1,441,075
- 49 print and online media coverage

**May**

- Total reach: 79,104,433
- Media value coverage: USD 4,232,907
- 32 print and online media coverage

**June**

- Total reach: 15,140,319
- Media value coverage: USD 2,039,493
- 23 print and online media coverage



#### July

- Total reach:15,913,045
- Media value coverage: USD 1,268,649
- 35 print and online media coverage

#### Aug

- Total reach: 34,523,692
- Media value coverage: USD 3,219,706
- 26 print and online media coverage

#### Oct

- Total reach: 18,606,987
- Media value coverage: USD 4,984,167
- 38 print and online media coverage

#### Nov

- Total reach: 46,751,222
- Media value coverage: USD 4,239,484
- 30 print and online media coverage

#### Dec

- Total reach: 4,229,914
- Media value coverage: USD 1,477,075
- 26 print and online media coverage

05

Russia

#### Jan

- Total reach: 314,499,195
- Media value coverage: USD 314,499,195
- 51 pieces of TV, radio, print, and online coverage generated, 1 press release is distributed, 1 newsletter sent out

#### Feb

- Total reach: 228,386,870
- Media value coverage: USD 461,695
- 99 pieces of TV, radio, print, and online coverage generated, 02 press release and 01 newsletter distributed

#### Mar

- Total reach: 1,665,502,008

- Total AVE: \$678,450
- 142 pieces of TV, radio, print, and online coverage generated
- 4 press releases about the events in regional cities are distributed
- 1 newsletter and 4 invitations sent out

#### **April**

- Total reach: 2,422,615,594
- Total PR value: USD 980,600
- Number of articles: 177

#### **May**

- Total reach:1,783,770,152
- Total PR Value: USD 684 360
- Number of articles: 147

#### **June**

- Total reach: 1,665,393,662
- Total PR Value: USD 1,937,375
- Number of articles: 140

#### **July**

- Total reach: 2,462,390
- Total PR value: USD 690,000
- Number of articles: 92

#### **Aug**

- Total reach:2,211,294,391
- Total PR value: USD 1,948,665
- Number of articles: 128

#### **Sep**

- Total reach: 2,524,408
- Total PR value: USD 1,110,174
- Number of articles: 224

#### **Oct**

- Total reach: 76,266,174
- Total PR value: USD 1 467 220
- Number of articles: 266

**Nov**

- Total reach: 22 159 051
- Total PR value: USD 1 316 080
- Number of articles: 216

**Dec**

- Total reach: 70,000
- Total PR value: USD 850
- 9 trade contacts liaise, 3 pieces of online generated coverage, 8 media contacts liaised

06 South Korea

**Jan**

- Total reach: 7,135,000 contacts
- Media value coverage: USD \$32,742
- 18 print and online articles generated, 1 press release, 1 NL

**Feb**

- Total reach: 6,860,000 contacts
- Media value coverage: USD \$27,893
- 21 print and online articles generated, 1 press release, 1 NL

**Mar**

- Total reach: 18,910,000
- Media value coverage: USD 80,400.00
- 22 print and online articles generated
- 1press release & 1 NL

**April**

- Total reach: 33,790,000 contacts
- Media value coverage: US\$ 136,309
- 56 coverages generated, 2 press release, 1 NL

**May**

- Total reach: 12,310,000 contacts
- Media value coverage: US\$ 53,836
- 24 coverages generated

**June**

- Total reach: 17,990,0,000 contacts
- Media value coverage: US\$ 93,504
- 27 coverages generated

**July**

- Total reach: 9,780,000 contacts
- Media value coverage: \$204,000
- 27 coverages generated

**Aug**

- Total reach: 15,720,000 contacts
- Media value coverage: \$215,000
- 24 coverages generated

**Sep**

- Total reach: 1,310,000 contacts
- Media value coverage: \$82,500
- 11 coverages generated

**Oct**

- Total reach: 10,490,000 contacts
- Media value coverage: \$221,000
- 26 coverages generated

**Nov**

- Total reach: 10,490,000 contacts
- Media value coverage: \$221,000
- 26 coverages generated

**Dec**

- No. of people reached through Print and Online: 11,440,000  
Media Value: \$203,500
- 26 coverage generated

07 Middle East

**Jan**

- Total reach: 7,907,000
- Media value coverage: USD 1,200,000
- 17 articles, 1 NL, 1 Press release, 12 tele-calls

**Feb**

- Total reach: 13,492,000
- Media value coverage: USD 1,647,050
- 26 articles, 01 newsletter, 01 Press release, 09 tele-calls

### **Mar**

- Total reach: 25,167,000
- Media value coverage: USD 2,082,484
- 28 articles, 1 newsletter, 1 Press release, 14 tele-calls

### **April**

- Total Media value: USD 1,290,000
- Total reach: 3,199,000
- No. of articles: 19 articles

### **May**

- Total Media value: USD 2,070,000
- Total reach: 2,181,000
- No. of articles: 25 articles

### **June**

- Total Media value: USD 29,40,000
- Total reach: 21,238,000
- No. of articles: 35 articles

### **July**

- Total Media value: USD 59,60,000
- Total reach: 3,154,000
- No. of articles: 33 articles

### **Aug**

- Total Media value: USD 2,490,000
- Total reach: 3,180,000
- No. of articles: 24 articles

### **Sep**

- Total Media value: USD 2,790,000
- Total reach: 2,999,000
- No. of articles: 27 articles

### **Oct**

- Total Media value: USD 221,000
- Total reach: 10,490,000
- No. of articles: 26 articles

**Nov**

- Total Media value: USD 221,000
- Total reach: 10,490,000
- No. of articles: 28 articles

**Dec**

- Total Media value: USD 1,950,000
- Total reach: 2,814,000

08

Australia

**Jan**

- Total reach: 94,000
- Media value coverage: USD 10,120
- 2 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development

**Feb**

- Total reach: 136,000
- Media value coverage: USD 2696.68
- 1 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development

**March**

- Total reach: 3,334,805
- Media value coverage: USD 50,0209.92
- 1 media release & 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development

**April**

- Total reach: 69,496,845
- Media value coverage: USD 28,5284.12
- 123 clippings

**May**

- Total reach: 76,386,387
- Media value coverage: USD 93,341.43
- 94 clippings

**July**

- Total reach:175,000

- Media value coverage: \$ 26,000

#### Aug

- Total reach: 900,000
- Media value coverage: \$ 72,000

#### Sep

- Total reach: 840,203
- Media value coverage: \$ 126,030.45

#### Oct

- Total reach: 192000
- Media value coverage: \$ 28000

#### Nov

- Total reach: 3400000
- Media value coverage: \$540,000

#### Dec

- Total reach: 9,692,391
- Media value coverage: \$1,455,694.39

09 Malaysia

#### Jan

- Total reach: 200,000
- Media value coverage: USD 11,593
- 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter

#### Feb

- Total reach: 1,400,00
- Media value coverage: USD 7843
- 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter
- 3 media contacts liaised, 5 trade contacts liaised, 7 pieces of online and social media coverage generated, 2 press releases disseminated, 1 newsletter disseminated

#### Mar

- Total reach: 2,000,000
- Media Value coverage: USD 22,250

- 5 pieces of online and social media coverage generated, 2 media contacts liaised with regarding marketing proposals, 11 trade contacts liaised with regarding social media campaign, 1 press releases disseminated, 1 newsletter disseminated

#### **April**

- Total reach: 9,000,000,000
- Media Value coverage: USD 28,500
- 2 media contacts liaised, 6 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release

#### **May**

- Total reach: 9,000,000,000
- Media Value coverage: USD 13,050
- 3 media contacts liaised, 25 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release

#### **June**

- Total reach: 10,000,000
- Media Value coverage: USD 27,150
- 9 pieces of print, online and social media coverage generated, 1 newsletter and 2 press releases

#### **July**

- Total reach: 2,000,000
- Media Value coverage: USD 14,175
- 8 pieces of print, online and social media coverage generated, 4 press releases and 1 newsletter

#### **Aug**

- Total reach: 2,000,000
- Media Value coverage: USD 14,250
- 6 pieces of online and social media coverage generated
- 1 media contact liaised with regarding MICE marketing campaign
- 1 press releases and 1 newsletter

#### **Sep**

- Total reach: 2,000,000
- Media Value coverage: USD 32,985



- 9 pieces of online and social media coverage generated
- 1 trade contact liaised with regarding physical travel fair
- 2 press releases and 1 newsletter

### **Oct**

- Total reach: 14,000,000
- Media Value coverage: USD 40,304.25
- 10 pieces of online and social media coverage generated
- 1 travel expo discussed and confirmed participation
- 2 press releases and 1 newsletter

### **Nov**

- Total reach: 2000000
- Media Value coverage: USD 71,625
- 10 pieces of online and social media coverage generated
- 1 webinar jointly organized for trade and media partners
- 1 press release and 1 newsletter

### **Dec**

- Total reach: 2,000,000
- Media Value coverage: USD 13,552
- 9 pieces of online and social media coverage generated
- 2 press releases and 1 newsletter
- 1 travel fair participated

10

South East Asia

**Jan**

- Total reach: 200,000
- Media value coverage: USD 11,593
- 3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter

**Feb**

- Total reach: 430,000,000
- Media value coverage: USD 99,000
- 10 pieces of online and social media coverage generated, 2 virtual meeting with media & trade on latest market insights, 5 press releases disseminated, 1 newsletter disseminated

**March**

- Total reach: 9,000,000
- Media Value coverage: USD 30,250
- 7 pieces of online and social media coverage generated, 2 virtual meetings with media & trade on latest market insights, 3 press releases disseminated, 1 newsletter disseminated

**April**

- Total reach: 1,800,000,000
- Media Value coverage: USD 179,000
- 31 pieces of online and social media coverage generated, 3 virtual meetings with media & trade on latest market insights, 6 press releases, 2 newsletters

**May**

- Total reach:1,952,100,000
- Media Value coverage: USD 65,500
- 29 pieces of online and social media coverage generated, 15 virtual meetings with media & trade on latest market insights, 9 press releases, 1 newsletter

**June**

- Total Reach: 1,43,150,000
- Media Value coverage: USD 65,350
- 16 pieces of online and social media coverage generated,4 virtual meetings, 7 press releases disseminated, 1 newsletter disseminated

**July**

- Total Reach: 950,000,000
- Media value coverage: USD 97,000
- 21 pieces of online and social media coverage generated, 3 virtual meetings, 5 press releases disseminated, 1 newsletter disseminated

#### **Aug**

- Total Reach: 625,000,000
- Media value coverage: USD 60,000
- 12 pieces of online and social media coverage generated, 10 virtual meetings, 9 press releases disseminated, 1 newsletter disseminated

#### **Sep**

- Total Reach: 1,150,000
- Media value coverage: USD 43,500
- 11 pieces of online and social media coverage generated, 5 virtual meetings, 4 press releases disseminated, 1 newsletter disseminated

#### **Oct**

- Total Reach: 500,000,000
- Media value coverage: USD 51,000
- 14 pieces of online and social media coverage generated, 6 virtual meetings, 4 press releases disseminated, 1 newsletter disseminated

#### **Nov**

- Total Reach: 1,000,000,000
- Media value coverage: USD 67,500
- 15 pieces of online and social media coverage generated, 4 virtual meetings, 3 press releases disseminated, 1 newsletter disseminated

#### **Dec**

- Total Reach: 1,200,000,000
- Media value coverage: USD 59,500
- 14 pieces of online and social media coverage generated
- 5 virtual meeting with media & trade on latest market insights
- 4 press releases disseminated
- 1 newsletter disseminated

10 Italy

**Jan**

- Total reach: 145,150,208
- Media value coverage: USD 87,805
- 30 print and online media coverage worth USD 87,805, 1 press release and 1 newsletter

**Feb**

- Total reach: 80,666,310
- Media value coverage: USD 109,345
- 33 print and online media coverage worth USD 109,345, 1 press release distributed

**Mar**

- Total reach: 223,437,680
- Media value coverage: USD 269,963
- 34 print and online media coverage worth USD 269,963, 2 press release distributed

**April**

- Total reach: 357,888,600
- Media value coverage: USD 119,992
- 39 print and online media coverage worth USD 119,992, 1 press release distributed

**May**

- Total reach: 241,224,031
- Media value coverage: USD 285,318
- 45 print and online media coverage worth USD 285,318, 1 press release distributed

**June**

- Total reach: 370,327,195
- Media value coverage: USD 135,668
- 43 print and online media coverage worth USD 135,668, 2 press release distributed

**July**

- Total reach: 132,435,353
- Media value coverage: USD 69,430
- 35 print and online media coverage worth USD 69,430, 1 press release distributed

**Aug**

- Total reach: 261,348,965
- Media value coverage: USD 84,385

- 35 print and online media coverage worth USD 84,385, 1 press release distributed

#### Sep

- Total reach: 531,543,872
- Media value coverage: USD 162,712
- 33 print and online media coverage worth USD 162,712, 1 press release distributed

#### Oct

- Total reach: 1,044,590,426
- Media value coverage: \$258,484
- 74 print and online media coverage worth USD 258,484, 2 press release distributed and 33 sales calls

#### Nov

- Total reach: 667,150,213
- Media value coverage: USD 178,363
- 49 print and online media coverage worth USD 178,363, 1 press release distributed and 17 sales calls

#### Dec

- Total reach: 376,163,362
- Media value coverage: USD 185,142
- 58 print and online media coverage worth USD 185,142, 2 media campaigns, 3 marketing campaigns and 17 sales calls

11 USA

#### Jan

- Total reach: 923,616,654
- Media value coverage: USD 134,119
- 5 pieces of print and online coverage generated, 8 media contacts ,1 monthly newsletter

#### April

- 767,488,017 people reached through print and online
- \$7,031,739 worth of media value
- 22 media contacts liaised with regarding editorial and marketing requests
- 1 press release drafted and distributed
- 1 newsletter drafted

#### May

- 322,638,683 people reached through print and online
- \$2,984,408 worth of media value

- 20 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch drafted and distributed
- 1 newsletter distributed

#### **June**

- 1,057,353,317 people reached through print and online
- \$9,780,518 worth of media value
- 20 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch drafted and distributed
- 1 newsletter distributed

#### **July**

- 452,414,829 people reached through print and online
- \$4,184,837 worth of media value
- 15 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch drafted and distributed
- 1 newsletter distributed

#### **Aug**

- 355,641,200 people reached through print and online
- \$3,289,681 worth of media value
- 15 media contacts liaised with regarding editorial and marketing requests
- 1 press release distributed
- 1 newsletter distributed

#### **Sep**

- 833,480,666 people reached through print and online
- \$7,709,696 worth of media value
- 22 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch drafted and distributed
- 1 newsletter distributed

#### **Oct**

- 170,885,285 people reached through print and online

- \$1,580,689 worth of media value
- 24 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch drafted and distributed
- 1 newsletter distributed

#### **Nov**

- 281,885,692 people reached through print and online
- \$2,607,442.65 worth of media value
- 25 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch distributed
- 1 newsletter distributed

#### **Dec**

- 222,603,632 people reached through print and online
- \$2,059,083.60 worth of media value
- 15 media contacts liaised with regarding editorial and marketing requests
- 1 thematic media pitch distributed
- 1 newsletter distributed

12 France

#### **Jan**

- Total reach: 82,146,000
- Media value coverage: USD 1,991,702
- 7 pieces of print/online generated coverage, 12 articles, 07 key media contacts

#### **Feb**

- Total reach: 66,887,000
- Media value coverage: USD 1,132,926
- 19 pieces of print, online and TV coverage generated, 12 articles, 5 key media contacts

#### **Mar**

- Total reach: 1,537,000
- Media value coverage: USD 88,948
- 4 pieces of TV and online generated coverage generated, 6 articles, 5 key media contacts

#### **April**

- Total reach: 89,433,000
- Media value coverage: USD 1075,731
- 4 pieces of TV generated coverage, 19 articles, 0 key media contacts

#### **May**

- Total reach: 89,433,000
- Media value coverage: USD 1075,731
- 4 pieces of TV generated coverage, 19 articles, 0 key media contacts

#### **June**

- Total reach: 19,721,820
- Media value coverage: USD 145,344
- 3 pieces of TV generated coverage, 6 articles, 5 key media contacts

#### **July**

- Total reach: 28 260 500
- Media value coverage: USD 611 803
- 4 pieces of TV generated coverage, 6 articles, 6 key media contacts, 1 media partnership initiated

#### **Aug**

- Total reach: 5 656 000
- Media value coverage: USD 134 131
- 10 pieces of print/online coverage generates, 5 key media contacts

#### **Sep**

- Total reach: 44 340 100
- Media value coverage: USD 504 072
- 9 pieces of generated coverage, 1 press trip in pipes, 1 media partnership initiated

#### **Sep**

- Total reach: 33 990 400
- Media value coverage: USD 307 655
- 5 pieces of generated coverage, 1 media partnership initiated

#### **Oct**

- Total reach: 33 990 400
- Media value coverage: USD 307 655



- 5 pieces of generated coverage, 1 media partnership initiated

#### **Nov**

- Total reach: 32 980 420
- Media value coverage: USD 306 655
- 4 pieces of generated coverage, 4 key media contacts
- 1 media partnership completed, 1 group fam trip

#### **Dec**

- 32 980 420 people reached through online media coverage
- 306 655 of media value for 6 articles
- 4 pieces of generated coverage
- 4 key media contacts
- 1 media partnership completed
- 1 group press trip completed

13 Japan

#### **Jan**

- Total reach: 6,230,000
- Media value coverage: USD 6,250
- 5 trade/relations contacts liaised with regarding coop opportunity and promotional activity.
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

#### **Feb**

- Total reach: 256,077,600
- Media value coverage: USD 22,214
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity.
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

#### **March**

- Total reach: 345,100,000
- Media value coverage: USD 77,532
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity.
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

#### **April**

- Total reach: 224,156,198
- Media value coverage: USD 70,269

- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **May**

- Total reach: 13,110,000
- Media value coverage: USD 97,091
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 8 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **June**

- Total reach: 519,600,000
- Media value coverage: USD 52,749
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **July**

- Total reach: 99,640,000
- Media value coverage: USD 66,505
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **Aug**

- Total reach: 1,160,857,600
- Media value coverage: USD 56,147
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **Sep**

- Total reach: 747,823,500
- Media value coverage: USD 51,300
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity

- 4 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **Oct**

- Total reach: 87,958,400
- Media value coverage: USD 56,363
- 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity
- 5 media contacts liaised with regarding future contents coop and non-paid promotional activity

### **Nov**

- Total reach: 338,357,600
- Media value coverage: USD 50,800
- 20 trade/relations contacts
- 4 media contacts liaised
- Submit Weekly reports 3
- Webinar hosted
- 1on1 meetings (20 meetings) (JATA online mart)
- Destination guide proof check 1

### **Dec**

- Total reach: 407,487,600
- Media value coverage: USD 50,652
- 4 trade/relations contacts liaised
- 4 media contacts liaised
- Submit Weekly reports 4
- 2 Press releases
- Bi-monthly PR Review meeting on 22 December

14. Nordic

**March**

- Total reach: 162,469
- Media value: USD 8,150

**April**

- Total reach: 3,995
- Media value: USD 236,447

**May**

- Total reach: 1,869,334
- Media Value: USD 214,164
- 1 Bimonthly Newsletter, 1 Press release, 7 Media Liaisons

**June**

- Total reach: 2,115,600
- Media Value: USD 25,940

**July**

- Total reach: 2,685,704
- Media Value: USD 98,563.94

**Aug**

- Total reach: 2,769,396
- Media Value: USD 120,549

**Sep**

- Total reach: 4,440,244
- Media Value: USD 336,643

**Oct**

- Total reach: 162,469
- Media Value: USD 8,150

**Nov**

- Total reach: 2,730,502
- Media Value: USD 150,291

**Dec**

- Total reach: 31,131,250
- Media Value: USD 208,209

## DIGITAL MARKETING PLATFORMS OF VISITMALDIVES

#	SOCIAL MEDIA PLATFORMS	DETAILS
01	Facebook	<p>A total of 187 posts were published on Visit Maldives Facebook account during this period. We gained 26,530 followers, increasing our total number of followers to 878,191. During this period, we gained 178,445,067 impressions and 1,389,403 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 18-24. 64% of all our engagements are from men and 36% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> <li>1. Tourism Day Campaign</li> <li>2. Saff Championship promotion video campaign</li> <li>3. Redefining MICE campaign</li> <li>4. Tales of Maldives Launching</li> <li>5. World Travel Awards Campaign</li> </ol>
02	Instagram	<p>A total of 371 posts were published on Visit Maldives Instagram account during this period. We gained 23,907 followers, increasing our total number of followers to 390,630. During this period, we gained 157,416,101 impressions and 193,412 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 42% of all our engagements are from men, 59% are from women and 9% are from non-binary.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> <li>1. Tourism Day Campaign</li> <li>2. Saff Championship promotion video campaign</li> <li>3. Redefining MICE campaign</li> <li>4. Tales of Maldives Launching</li> <li>5. World Travel Awards Campaign</li> <li>6. IG Giveaway campaign</li> </ol>

03	Twitter	<p>A total of 206 posts were published on Visit Maldives twitter account during this period. We gained 2,480 followers, increasing our total number of followers to 62,655. During this period, we gained 768,306 impressions and 39,323 engagements.</p> <p>The age group that contributes the most engagements are from the age group of 25-34. 66% of all our engagements are from men and 34% are from women.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> <li>1. Tourism Day Campaign</li> <li>2. Saff Championship promotion video campaign</li> <li>3. Redefining MICE campaign</li> <li>4. Tales of Maldives Launching</li> <li>5. World Travel Awards Campaign</li> </ol>
04	Linkedin	<p>A total of 184 posts were published on Visit Maldives linkedin account during this period. We gained 910 followers, increasing our total number of followers to 8,394. During this period, we gained 177,480 impressions and 16,430 engagements.</p> <p>Social Media Campaigns carried out during this period:</p> <ol style="list-style-type: none"> <li>1. Tourism Day Campaign</li> <li>2. Saff Championship promotion video campaign</li> <li>3. Redefining MICE campaign</li> <li>4. Tales of Maldives Launching</li> <li>5. World Travel Awards Campaign</li> </ol>
05	Tik Tok	<p>A total of 111 posts were published on Visit Maldives Tik Tok account during this period. We have a total of 5014 followers for our Tik Tok account. During this period, we gained 2,196,050 impressions and 100,027 engagements.</p> <p>Social Media Campaigns carried out during this period:</p>

		<ol style="list-style-type: none"> <li>1. Saff Championship promotion video campaign</li> <li>2. Tales of Maldives launching</li> </ol>
06	Website	<ul style="list-style-type: none"> <li>• 106 articles were published within this period</li> <li>• Recorded 486,479 user sessions in total during this period</li> <li>• Recorded 389,2182 new users on the website</li> <li>• Recorded 927,951 page views</li> <li>• Users spent an average of 1 minute 02 seconds</li> </ul> <p>Top locations that visited the website during this period are India, United States, United Kingdom, Maldives, Indonesia</p>
07	Newsletter	<ul style="list-style-type: none"> <li>• 7 newsletter was sent out within this period.</li> <li>• Each newsletter is sent out newsletter subscribers and industry members.</li> <li>• The newsletter covers MMPRC press releases, industry news, and other news on the travel trade industry and campaigns in Maldivian tourism</li> <li>• The newsletter was sent out to an audience of 1,203 industry members and 5,105 newsletter subscribers. The number continues to grow with each day.</li> </ul>

## INDEPENDENT AUDITOR'S REPORT



# **ANNEX 1**

## **FINANCIAL STATEMENTS**

**MALDIVES MARKETING AND PUBLIC RELATIONS CORPORATION LIMITED**  
**FINANCIAL STATEMENTS FOR THE YEAR ENDED AT**  
**31 DECEMBER 2021**

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME**  
Year ended 31 December 2021

	<b>Note</b>	<b>2021 MVR</b>	<b>2020 MVR</b>
Revenue	<b>6</b>	15,687,579	3,922,841
Government grant	<b>7</b>	154,200,000	87,876,695
Direct costs		(131,865,283)	(68,700,204)
Other income		8,174	-
Administrative expenses		(22,876,255)	(16,068,315)
Selling and distribution expenses		(174,034,414)	(2,069,606)
<b>Profit before interest and tax</b>	<b>8</b>	<b>(158,880,199)</b>	<b>4,961,411</b>
Finance cost	<b>9</b>	(4,554,685)	(4,747,296)
<b>Profit before tax from operation</b>		<b>(163,434,884)</b>	<b>214,115</b>
Income tax credit / (expense)	<b>10</b>	21,243,499	120,718
<b>Profit for the year</b>		<b>(142,191,385)</b>	<b>334,833</b>

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF FINANCIAL POSITION**  
**As at 31 December 2021**

<b>Asset</b>	<b>Note</b>	<b>2021 MVR</b>	<b>2020 MVR</b>
<b>Non-current assets</b>			
Property, plant and equipment	11	3,411,843	2,046,529
Intangible assets	12	516,305	560,000
Deferred tax asset	10.3	22,741,269	281,818
Right-of-use assets	13.1	8,742,817	6,966,353
		<b>35,412,234</b>	<b>9,854,700</b>
<b>Current assets</b>			
Trade and other receivables	14	1,363,923,477	1,536,359,067
Cash and cash equivalents	16	102,124,701	96,525,710
		<b>1,466,048,178</b>	<b>1,632,884,777</b>
<b>Total assets</b>		<b>1,501,460,412</b>	<b>1,642,739,477</b>
<b>Equity and liabilities</b>			
<b>Share capital and reserves</b>			
Issued share capital	17	10,000,000	10,000,000
Call in arrears	17	(10,000,000)	(10,000,000)
Retained earnings		(135,154,806)	7,036,578
<b>Total equity</b>		<b>(135,154,806)</b>	<b>7,036,578</b>
<b>Non-current liabilities</b>			
Lease liability	13.2	6,808,079	5,384,919
Interest bearing borrowing	19.2	72,452,376	76,876,475
		<b>79,260,455</b>	<b>82,261,394</b>
<b>Current liabilities</b>			
Trade and other payables	18	1,546,281,538	1,538,631,978
Lease liability	13.2	2,856,290	2,106,134
Interest bearing borrowing	19.2	4,424,099	10,126,509
Deferred government grant	7	-	-
Income tax payable	15	3,792,835	2,576,883
		<b>1,557,354,762</b>	<b>1,553,441,504</b>
<b>Total equity and liabilities</b>		<b>1,501,460,412</b>	<b>1,642,739,477</b>

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

**Name of the Director**

**Signature**

MR. THOYXIB MOHAMED

MR. ABDULLA SUOOD

22 June 2022

Male'

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF CHANGES IN EQUITY**  
Year ended 31 December 2021

	Share capital	Call in arrears	Retained earnings
	MVR	MVR	MVR
Balance as at 01 January 2019 as previously stated	10,000,000	(10,000,000)	(15,613,912)
Adjustment on correction of errors (Note 25)	-	-	(1,335,915)
Balance as at 1 January 2019- as restated	10,000,000	(10,000,000)	(16,949,827)
Profit for the year	-	-	23,651,573
Balance as at 31 December 2019	10,000,000	(10,000,000)	6,701,746
Profit for the year	-	-	334,833
Balance as at 31 December 2020	10,000,000	(10,000,000)	7,036,578
Profit for the year			(142,191,385)
Balance as at 31 December 2021	10,000,000	(10,000,000)	(135,154,806)

**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF CASH FLOW**  
**Year ended 31 December 2021**

	Note	2021 MVR	2020 MVR
<b>Operating activities</b>			
Profit before tax		(163,434,884)	214,115
<b>Adjustment to reconcile profit to net cash flows</b>			
Depreciation and Amortisation	11	3,326,936	2,873,797
Finance cost	9	4,554,685	4,747,296
<b>Cash generated before working capital changes</b>		<b>(155,553,263)</b>	<b>7,835,208</b>
<b>Working capital changes</b>			
Decrease / (Increase) in trade and other receivables	14	172,435,590	4,606,537
Decrease in trade and other payable	18	7,649,560	(96,175,498)
Deferred government grant	7	-	(49,326,695)
<b>Cash generated (used in) / from operations</b>		<b>24,531,887</b>	<b>(133,060,448)</b>
Lease interest paid		(912,342)	(915,334)
Interest paid		(3,642,343)	(957,991)
<b>Net cash flow used in operating activities</b>		<b>19,977,202</b>	<b>(134,933,772)</b>
<b>Investing activities</b>			
Acquisition of property, plant and equipment	11	(1,845,610)	(179,042)
Acquisition of intangible asset	12.1	(166,305)	(700,000)
<b>Net cash flow used in investing activities</b>		<b>(2,011,915)</b>	<b>(879,042)</b>
<b>Financing activities</b>			
Settlement of principle portion of lease liabilities	13.2	(2,239,788)	(1,754,106)
Loan repaid during the year	19.1	(7,252,537)	(1,008,988)
Loan obtained during the year	19.1	-	85,137,999
Paid accrued interest	19.1	(2,873,972)	-
<b>Net cash flow generated from financing activities</b>		<b>(12,366,297)</b>	<b>82,374,905</b>
<b>Net (decrease) / increase in cash and cash equivalents</b>		<b>5,598,990</b>	<b>(53,437,909)</b>
Cash and cash equivalents at 1 January		96,525,710	149,963,619
<b>Cash and cash equivalents at 31 December</b>	16	<b>102,124,701</b>	<b>96,525,710</b>

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2021

		<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
<b>6</b>	<b>Revenue</b>		
	Advertising	-	316,514
	Membership fee	3,473,355	2,088,099
	Fair participation fee	12,214,224	1,518,228
		<b>15,687,579</b>	<b>3,922,841</b>
<b>6.1</b>	<b>Other income</b>		
	Other income	8,174	
<b>7</b>	<b>Government grants</b>		
	Government grant carried forward	-	49,326,695
	Government grant for the year	154,200,000	38,550,000
	Cost reimbursed during the year	(154,200,000)	(87,876,695)
	<b>Deferred government grants</b>	<b>-</b>	<b>-</b>
<p>During the year, the Corporation received government grant amounting MVR 38mn (2019-MVR 154mn). The grant received in excess of the expenses incurred is shown as deferred government grants.</p>			
<b>8</b>	<b>Profit before tax stated after charging,</b>		
	Salary and wages	9,423,675	7,701,469
	Board member's fee	440,560	434,500
	Rent	201,218	152,000
	Telephone and internet	381,365	359,122
<b>9</b>	<b>Finance cost</b>		
	Lease interest expenses	912,342	915,334
	Loan interest	3,642,343	3,831,962
		<b>4,554,685</b>	<b>4,747,296</b>
<b>10</b>	<b>Income tax expense</b>		
	Tax on business income (10.1)	1,215,952	161,100
	Income tax underprovision in previous years	-	-
	Deferred tax on temporary differences (10.3)	(22,459,452)	(281,818)
	<b>Income tax expense reported in the income statement</b>	<b>(21,243,499)</b>	<b>(120,718)</b>

**10.1 Tax on business income**

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 2021

**10 Income tax expense (continued)**

**10.2 Reconciliation between accounting profit and taxable income :**

	<b>2021 MVR</b>	<b>2020 MVR</b>
Profit before tax	(163,434,884)	214,115
<b>Add:</b> Depreciation and amortisation charge for the year	690,296	472,368
Other disallowable expenses	176,283,198	5,964,888
<b>Less:</b> Capital allowances	(690,296)	(472,368)
Other allowable expenses	(4,241,966)	(4,605,002)
<b>Taxable Income for the Year</b>	<b>8,606,348</b>	<b>1,574,001</b>
Less: Tax free allowance	(500,000)	(500,000)
	<b>8,106,348</b>	<b>1,074,001</b>
<b>Income tax on taxable profit @ 15%</b>	<b>1,215,952</b>	<b>161,100</b>

**10.3 Deferred tax**

**a) Deferred tax on temporary differences**

	<b>2021 MVR</b>	<b>2020 MVR</b>
On property, plant and equipment	-	-
Provision on doubtful debts	22,459,452	281,818
<b>Total tax asset as at 31 December</b>	<b>22,459,452</b>	<b>281,818</b>

The provision on deferred tax is made on temporary differences between the carrying value and tax base of property, plant and equipment, accumulated tax losses, voluntary retirement provision and debtors general provision. The Corporation's management expects to earn future taxable profits and therefore deferred tax assets are recognised.

**b) Movement in deferred tax**

	<b>2021 MVR</b>	<b>2020 MVR</b>
<b>As at 01 January</b>	281,818	-
Provision reversed during the year	22,459,452	281,818
<b>As at 31 December</b>	<b>22,741,269</b>	<b>281,818</b>



**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2021

**11 Property, plant and equipment**

	<b>As at 01.01.2021 MVR</b>	<b>Addition during the year MVR</b>	<b>As at 31.12.2021 MVR</b>
<b>11.1 Gross carrying amounts</b>			
<b>At cost</b>			
Furniture and fittings	1,799,822	898,634	2,698,456
Office equipment	2,396,845	941,858	3,338,703
Communication Tools	136,017	5,118	141,135
	<b>4,332,684</b>	<b>1,845,610</b>	<b>6,178,294</b>
<b>11.2 Depreciation</b>			
	<b>As at 01.01.2021 MVR</b>	<b>Charge for the year MVR</b>	<b>As at 31.12.2021 MVR</b>
Furniture and fittings	399,783	182,625	582,408
Office equipment	1,842,620	270,041	2,112,661
Communication Tools	43,752	27,630	71,382
	<b>2,286,155</b>	<b>480,296</b>	<b>2,766,451</b>
<b>Net book value</b>	<b>2,046,529</b>		<b>3,411,843</b>

**12 Intangible assets**

	<b>As at 01.01.2021 MVR</b>	<b>Addition during the year MVR</b>	<b>As at 31.12.2021 MVR</b>
<b>12.1 Gross carrying amounts</b>			
<b>At cost</b>			
Computer software	16,962	166,305	183,267
Website	700,000	-	700,000
	<b>716,962</b>	<b>166,305</b>	<b>883,267</b>
<b>12.2 Amortisation</b>			
	<b>As at 01.01.2021 MVR</b>	<b>Charge for the year MVR</b>	<b>As at 31.12.2021 MVR</b>
Computer software	16,962	-	16,962
Website	140,000	210,000	350,000
	<b>156,962</b>	<b>210,000</b>	<b>366,962</b>
<b>Net book value</b>	<b>560,000</b>		<b>516,305</b>

**13 Lease**

The Corporation has a contracts for the use of buildings in its operations. Lease of Building for head office generally have lease term of 5 years. And the godowns are with lease periods between 2-5 years. The Corporation's obligations under its leases are secured by the lessors' title to the leased assets.

Set out below are the carrying amounts of right-of-use assets recognised and the movements during the period:

	<b>Office building MVR</b>	<b>Godowns MVR</b>	<b>Total MVR</b>
<b>13.1 Right of use assets</b>			
<b>As at 01 January</b>	-	-	-
Additions	8,484,455	-	8,484,455
Depreciation expense	(1,086,029)	-	(1,086,029)
<b>As at 31 December 2019</b>	<b>7,398,426</b>	<b>-</b>	<b>7,398,426</b>
Additions	-	2,308,596	2,308,596
Adjustment	(339,240)	-	(339,240)
Depreciation expense	(1,855,203)	(546,226)	(2,401,429)
<b>As at 31 December 2020</b>	<b>5,203,983</b>	<b>1,762,370</b>	<b>6,966,353</b>
Additions	4,413,104	-	4,413,104
Depreciation expense	(1,928,954)	(707,686)	(2,636,640)
<b>As at 31 December 2021</b>	<b>7,688,133</b>	<b>1,054,684</b>	<b>8,742,817</b>

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
Year ended 31 December 2021

**13 Lease (Continued)**

			<b>2021</b>	<b>2020</b>
			<b>MVR</b>	<b>MVR</b>
<b>13.2 Lease Liabilities</b>				
<b>As at 1 January</b>			7,491,054	6,936,564
Additions during the year			4,413,104	2,308,596
Accretion of interest			912,342	915,334
Payments during the year			(3,152,130)	(2,669,440)
<b>As at 31 December</b>			<b>9,664,370</b>	<b>7,491,054</b>
<b>Classification</b>	<b>Interest rate</b>	<b>Maturity</b>	<b>2021</b>	<b>2020</b>
<b>Current</b>	12%	2022	2,856,290	2,106,134
<b>Non - current</b>	12%	2023-2024	6,808,079	5,384,919
<b>Total</b>			<b>9,664,369</b>	<b>7,491,053</b>

**13.3** The following are the amounts recognised in profit or loss:

	<b>2021</b>	<b>2020</b>
	<b>MVR</b>	<b>MVR</b>
Depreciation expense of right-of-use assets	2,636,640	2,401,429
Interest expense on lease liabilities	912,342	915,334
	<b>3,548,982</b>	<b>3,316,763</b>

**14 Trade and other receivables**

		<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
Accounts receivables		5,116,557	5,269,727
Provision for impairment		(5,001,371)	(1,878,786)
		115,186	3,390,941
Prepayments and deposits		8,304,817	9,435,032
Receivable from lease acquisitions	(Note 14.1)	1,354,801,755	1,354,801,755
Fixed term cash lend	(Note 14.2)	157,253,546	157,253,546
Provision for impairment Fixed term cash lend	(Note 14.2)	(157,253,546)	-
Amounts due from related parties	(Note 14.3)	-	10,924,634
Other receivable		701,719	553,159
		<b>1,363,923,477</b>	<b>1,536,359,067</b>

**14.1 Receivable from lease acquisitions**

These balances were recognised by the Corporation on account of leasing of tourist resort islands on behalf of the Government during the period 2013-2015. These balances as at the reporting date are receivable from various parties amounting to MVR 1,354,801,755/- and the corresponding liability to repay the same to the Ministry of Tourism amounting to MVR 1,512,856,200/- (including MVR 158,054,445/- already collected) (refer note 18.1). However, legal proceedings and investigations are ongoing in relation to these balances (refer note 20.2).

**14.2 Fixed term cash lend**

Fixed term cash lent MVR 157,253,546/- (2019:MVR 157,253,546/-) is receivable from SOF Private Limited. The verdict issued by the Courts on 17 September 2017 is in favour of the Corporation. However, these balances have not been settled by SOF Private Limited. There for 100% provision made.

<b>14.3 Amounts due from related parties</b>	<b>Relationship</b>	<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
Maldives Tourism, Arts and Culture	Affiliate through government	-	10,924,634

The balance represent the pending receivables from Ministry of Tourism with reference to claims made by the Corporation in relation to Budget Allocation up to the year 2017.

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 December 2021**

<b>15</b>	<b>Income tax payable</b>		
	Opening balance	2,576,883	2,415,783
	Business income tax expense for the year	1,215,952	161,100
	Payment made during the year	-	-
	Business profit tax underprovision	-	-
		<b>3,792,835</b>	<b>2,576,883</b>
<b>16</b>	<b>Cash and cash equivalents</b>	<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
	Cash in hand	232,036	211,613
	Cash at bank	101,892,665	96,314,097
		<b>102,124,701</b>	<b>96,525,710</b>
<b>17</b>	<b>Share capital</b>	<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
	<b>Authorised share capital</b>		
	10,000,000 Ordinary shares of Rf 100/- each	<b>1,000,000,000</b>	<b>1,000,000,000</b>
	<b>Issued share capital</b>		
	100,000 Ordinary shares of Rf 100/- each	<b>10,000,000</b>	<b>10,000,000</b>
	<b>Share capital advance</b>		
	100,000 Ordinary shares of Rf 100/- each	<b>10,000,000</b>	<b>10,000,000</b>
<b>18</b>	<b>Trade and other payables</b>		
	Trade payables	19,906,893	7,422,093
	Withholding Tax payables	3,300	
	Advance from customer	4,257,245	10,530,337
	Accrued expenses	3,256,125	1,821,573
	Amount due to related parties (note 18.1)	1,518,857,975	1,518,857,975
		<b>1,546,281,538</b>	<b>1,538,631,978</b>
<b>18.1</b>	<b>Amount due to related parties</b>	<b>Relationship</b>	
	Ministry of Tourism, Arts and Culture	Affiliate through government	1,518,857,975
	Maldives Ports Limited	Affiliate through government	-
			<b>1,518,857,975</b>
			<b>1,518,857,975</b>
	The payable to Ministry of Tourism includes MVR 1,512,856,200/- recognized by the Corporation on account of resort islands on behalf of Government during the period 2013 to 2015.		
	Please refer note 14.1		
<b>19</b>	<b>Long term loan</b>	<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
<b>19.1</b>	<b>Loan from Maldives Ports Limited</b>		
	Balance as at 01 January	87,002,983	85,137,999
	Repayment during the year	(7,252,537)	(1,008,988)
	Unpaid accrued interest	(2,873,972)	2,873,972
	<b>Balance as at 31 December</b>	<b>76,876,475</b>	<b>87,002,983</b>
<b>19.2</b>	<b>Current and Non-current presentation</b>	<b>2021</b>	<b>2020</b>
		<b>MVR</b>	<b>MVR</b>
	Payable within one year	4,424,099	10,126,509
	Payable after one year	72,452,376	76,876,475
		<b>76,876,475</b>	<b>87,002,984</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. The loan is repayable from 2020 to 2035 in yearly instalments subject to an annual interest rate of 4.60%.

**Maldives Marketing and Public Relations Corporation Limited**  
**DETAIL STATEMENT OF EXPENDITURE**  
**Year ended 31 December 2021**

	<b>2021</b>	<b>2020</b>
	<b>MVR</b>	<b>MVR</b>
<b>I Direct costs</b>		
Events	7,095,606	4,500,923
Fairs	54,925,204	19,013,643
Advertising	46,428,563	29,807,214
Promotional material	4,172,305	4,295,873
Road shows	5,180,438	1,116,010
PR & Fam trips	14,063,167	9,966,541
	<b>131,865,283</b>	<b>68,700,204</b>
<b>II Administrative expenses</b>		
Salary and wages	9,423,675	7,701,469
Directors remuneration	440,560	434,500
Pension contributions	351,135	302,791
Staff training	147,483	62,493
Meals and entertainment	159,063	35,749
Repairs and maintenance	130,694	162,380
Depreciation	3,116,936	2,733,797
Amortisation	210,000	140,000
Rent	201,218	152,000
Telephone and internet	381,365	359,122
Registration and permit fees	-	-
Professional fees	1,936,184	1,744,000
Annual fee	2,000	34,305
Printing and stationaries	173,679	86,991
Water	12,395	10,313
Subscription fee	2,020,054	815,234
Bank charges	882,357	591,547
Miscellaneous expenses	504,313	271,837
Other expense	9,395	7,118
Exchange loss	389,333	232,035
Website maintenace fee	33,000	-
GST expenses	-	46,646
NWT expenses	2,204,933	-
Electricity charge	146,483	143,988
	<b>22,876,255</b>	<b>16,068,315</b>
<b>III Selling and distribution</b>		
Sponsorships cost	2,733,650	941,755
Provision for impairment	160,376,130	1,127,851
Bad Debts write off	10,924,634	-
	<b>174,034,414</b>	<b>2,069,606</b>



**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 December 2021**

**20 Capital commitment and contingent liabilities**

**20.1 Capital commitment**

The Corporation had no significant capital commitments or contingent liabilities as at 31 December 2021.

**20.2 Contingent liabilities**

On December 9, 2015, the Ministry of Tourism (MOT) informed the Corporation (MMPRC) through its letter number 88-B/MMPRC/2015/70 stating that the Government of Maldives has decided to withdraw the mandate given to the Corporation to lease Islands, lagoons and plots for tourism purposes. In the same letter to the MOT stated that they will be dealing with all the issues in connection with the leases made through the Corporation.

Some parties have filed cases against the Corporation to the Civil Court claiming to complete leasing process as they have received the offer letter from the Corporation. The Civil Court has dismissed those claims stating that the Corporation has no legal mandate to complete such process.

There are some ongoing litigations against both the Corporation and Ministry of Tourism jointly. In one of the Cases, the Civil Court held both the Corporation and Ministry of Tourism liable and to refund the acquisition cost paid by the claimant to the Corporation to acquire the lease of an island.

However, as mentioned in the MOT's letter, it is Ministry of Tourism who are dealing with the recovery and the liability in connection with all the leases made through MMPRC in 2014 and 2015.

No provisions have been made in these financial statements in connection with the above other than to the payable balance to Ministry of Tourism recognised in these financial statements amounting to MVR 1,512,856,200/- (refer note 18.1) as the Management believes that any benefits or additional liabilities that could arise from resolution of recovery actions shall not be transferred to the Corporation by Ministry of Tourism.

**21 Financial risk management objectives and policies**

The Corporation's principle financial liabilities comprise trade and other payables. The main purpose of these financial liabilities is to raise finance for Corporation's operations and to provide guarantees to support its operations. The Corporation has financial assets such as trade and other receivables and cash and balances with banks, which arise directly from its operations. The Corporation is exposed to market risk, credit risk and foreign currency risk. The Corporation'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.

**21.1 Foreign currency risk**

The Corporation 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.

**21.2 Liquidity risk**

The Corporation's objective is to maintain a balance between continuity of funding and flexibility through the use of internally generated funds and government budget every year. As part of its overall liquidity management, the Corporation maintains sufficient level of cash or cash convertible investments to meet its working capital requirement. Due to the Covid-19 outbreak the Corporation may experience liquidity constraints in the short term. The Corporation is in the process of adjusting the ways to manage liquidity to respond to the current market turmoil by way of alternative funding through working capital, negotiating supplier payments, etc.

**21.3 Credit risk**

The Corporation 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.

**Maldives Marketing and Public Relations Corporation Limited**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**Year ended 31 December 2021**

**22 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.

**23 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.

**24 Emoluments to the key management personnel**

Board of Directors of the Corporation are the members of the key management personnel:

The Corporation has paid remuneration as follows:

	<b>2021</b>	<b>2020</b>
	<b>MVR</b>	<b>MVR</b>
Short-term benefits	440,560	434,500

The amounts disclosed above are the amounts recognised as an expense during the reporting period related to key management personnel.