

**E-MAIL CIRCULAR**

**To:**  
All tourism-related entities

**From:**  
Ibrahim Shiuree, CEO & Managing Director

**Date:** 19<sup>th</sup> November 2024

**Reference Number:** MMPRC-ADMIN/CIR/2024/130

**Re:** MMPRC Membership Renewal for 2025

**Attachments:**  
1. Membership Guidelines  
2. Membership Registration Guides

Dear Industry Colleagues and Partners,

Thank you for your continued membership with MMPRC, vital in promoting the Maldives as a premier tourist destination.

As we conclude another challenging year for the global tourism industry, we recognize that, despite the obstacles we have faced together, the Maldives has retained its status as one of the most sought-after holiday destinations worldwide. This achievement is attributed to the effective strategies, collaborative efforts, and unwavering support from you, our esteemed industry partners.

To further strengthen our initiatives and maintain momentum in promoting our destination, and brand presence, we kindly request our industry partners to renew your membership subscription with MMPRC (Visit Maldives) for 2025. For those who are not yet members, we invite you to join us in our collaborative efforts under a unified brand umbrella.

This year, we are excited to introduce enhanced benefits for our members, allowing you to maximize the advantages of your collaboration with us.

Thank you for your support and commitment to making the Maldives a leading travel destination.

## BECOMING A MEMBER

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

### 1. MEMBERSHIP BENEFITS

- 1. Access to tourism data, insights, and other metrics:** Members will be granted access to tourism data, consumer insights, and market research reports at a discounted rate to help guide your marketing strategies and target the right audience more efficiently. There will also be regular updates on industry trends, competitor activity, and key performance metrics.
- 2. Visit Maldives bi-weekly and special newsletters:** All the industry news that is published on the Visit Maldives website will be featured in our newsletters and disseminated to the Maldives travel and tourism industry professionals. Special newsletters are sent out based on different seasons such as Chinese New Year and Festive Season
- 3. Cost-effective advantages:** There will be reduced rates offered for sponsorship opportunities and exhibiting at major events hosted by Visit Maldives.
- 4. Publishing of promotional news articles on the website:** News updates, seasonal promotions, and other highlights of the individual member properties will be published on both Visit Maldives and corporate websites
- 5. Access to tourism-related events:** There will be discounted access to all tourism events hosted by Visit Maldives, offering greater opportunities to network and showcase your brand
- 6. Coverage on social media platforms:** Member properties will be featured on our social media platforms. We are also open to collaboration with member properties across all Visit Maldives handles and platforms
- 7. Inclusion in Official Publications:** Members will be listed in MMPRC's official publications, such as the Annual Official Destination Guide and Product Directory, providing visibility across our global network.

8. **Participation in In-Person International Events:** Members can engage in international travel trade and consumer fairs, exhibitions, Maldives-dedicated roadshows, and other tourism promotional events organized by MMPRC.
9. **Participation in Virtual International Events:** Members can have access to virtual events, including international travel trade and consumer fairs, exhibitions, as well as Maldives-dedicated roadshows organized by MMPRC.
10. **Co-exhibition Opportunities:** Members may co-exhibit with MMPRC at trade and consumer exhibitions and fairs, subject to specific terms and conditions of co-exhibition with MMPRC
11. **Listing on Visit Maldives Website:** Members will be featured on the Visit Maldives website ([www.visitmaldives.com](http://www.visitmaldives.com)), which includes their Company name, contact information, profile, and images of their respective establishments or properties.
12. **FREE Hyperlink to Members Area:** A hyperlink to the members area will be provided from the Visit Maldives website ([www.visitmaldives.com](http://www.visitmaldives.com)).
13. **Use of the MMPRC Members Logo:** Members are permitted to use the MMPRC members logo, adhering to specified usage terms and conditions.
14. **Distribution of News Releases:** Members' news releases can be distributed through global public relations channels, subject to MMPRC's editorial approval
15. **Invitation to Host Familiarization Groups:** Members will receive invitations to host media and trade familiarization groups from key markets across the globe.
16. **Exposure Through Destination Marketing Activities:** Opportunities for exposure will be available through various marketing activities, including media initiatives, outdoor advertising, global social media campaigns, and localized marketing communications in specific markets.
17. **Invitation to Present at Webinars and Conferences:** members will be invited to present and speak at webinars, conferences, and workshops conducted by MMPRC for various target markets.
18. **Collaboration Opportunities:** There will be open opportunities for collaboration in joint activities, targeting specific markets

## 2. MEMBERSHIP PROCESS

To become a member or renew your membership, please log in to our membership portal ([members.visitmaldives.com](http://members.visitmaldives.com)), fill out the online registration form, and submit it along with the required documents for registration. Once your documents are verified, you will be able to download the auto-generated payment order directly from the portal. Additionally, please note that the Membership Certificate can also be downloaded through the membership portal. Payments must be made within 15 calendar days from the date of the payment order and proof of payment must be uploaded by the specified deadline. For your convenience, a detailed guide on how to use the portal is attached to this circular.

Please note that all transfer payments will ONLY be deemed received once the full membership amount is realized to our bank account, and a copy of the Telegraphic Transfer (TT) receipt is provided to MMPRC. The TT should indicate the name of the member company. Additionally, all bank charges, including both local and foreign fees, must be borne by the member.

Overseas payments should be transferred to the following Bank account:

**Bank Name: Bank of Maldives PLC**

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

**Beneficiary Name: Maldives Marketing and Public Relations Corporation Ltd**

**Account Number: 7701-700719-001**

**Account Currency: United States Dollar**

**Swift Code: MALBMVMV**

Membership registration will be guaranteed upon successful completion of the payment.

**Application deadline:** 31<sup>st</sup> December 2025 – 15:00 hrs.

**Documents required for membership:**

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

**3. MEMBERSHIP FEES**

Establishment	Nominal Fee (USD)
Resorts/Hotels	2000
Safari Vessels	1000
Guesthouses	1000
Travel Agents	1000
Dive Operators	1000
Transfer Companies	1500
NGOs & Associations	1000
City/Atoll/Local Island Councils	1000
SOEs & Government Entities	1500
Others (Local)	1000

\*The above-mentioned fees are inclusive of 8% GST

\*MMPRC reserves the right to modify the fee structure as needed

**4. DESTINATION MARKETING HIGHLIGHTS 2024**

In 2024, our marketing efforts and the collective efforts of our industry partners have played a pivotal role in driving exposure and maintaining destination presence across various key markets. Our 360-degree marketing approach has effectively reached target audiences in the travel trade and among consumers through various global platforms.

Maldives, as the most preferred destination, was promoted by highlighting its geographically isolated islands, the one-island-one-resort concept, guesthouses, city hotels, and liveboards, along with the unique experiences offered by different islands and atolls.





In addition to these achievements, Maldives has been recognized as the prestigious Indian Ocean's Leading Destination of 2024.

### ***Marketing Objectives:***

1. Raise arrival numbers.
2. Decrease the seasonality gap.
3. Reorient the perception of the Maldives as solely a honeymoon and luxury destination.
4. Increase the benefits of tourism to the community through a greater emphasis on experiential tourism.
5. Maintain tourism sustainability by increasing yield and stimulating balanced incremental growth that delivers the greatest economic impact.

### ***Marketing Outlook for 2025:***

MMPRC will continue to adapt its marketing strategies to changing consumer behavior, emerging market trends, and global crises to remain competitive. Strategies are in place to strengthen existing top source markets and capture new and emerging markets by identifying and targeting niche segments. Key areas of focus include sustainable tourism, redefining MICE, culture, diving, experiential tourism, as well as film tourism, wellness tourism, and sports tourism.

We aim to enhance our destination presence at key market events by organizing segment-focused initiatives that showcase our diverse experiences. Our approach will be guided by the National Strategic Action Plan, Tourism Masterplan, market intelligence insights, and industry consultations, ensuring a solid framework for our marketing directives.

## **5. OUR TARGET MARKETS:**

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

1. China
2. India



  
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3. United Kingdom
4. Russia & CIS
5. Germany
6. Italy
7. France
8. Middle East & GCC
9. Switzerland
10. Austria
11. South Korea
12. Southeast Asia
13. Central and Eastern Europe
14. USA
15. Japan
16. Australasia
17. Spain
18. Nordic
19. South America
20. South Africa
21. Balkan Region
22. Turkey
23. Belgium
24. Netherlands
25. Canada
26. Bangladesh
27. South America

## 6. ACTIVITIES FOR 2025:

In line with the strategies, marketing activities will be conducted throughout the year targeting B2B and B2C in global markets on various platforms. The tentative marketing activity calendar includes the following activities.

- Fairs in key and potential markets
- Roadshows in key cities
- Virtual events
- Familiarization trips
- PR representation in key markets



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- Marketing campaigns including
  - Digital and social media campaigns
  - Joint Marketing Campaigns with Airlines
  - Joint Marketing Campaigns with Tour Operators
  - Print media campaigns
- Visit Maldives social media marketing
- Outdoor Visibility campaigns
- Other promotional events

Should you have any queries or require clarifications, please do not hesitate to contact our Senior Administrative Officer, Maudhoodha Mohamed, at [maudhoodha@visitmaldives.com](mailto:maudhoodha@visitmaldives.com), and kindly CC our Assistant Administrative Officer, Fathimath Noor Mohamed at [noor@visitmaldives.com](mailto:noor@visitmaldives.com).

The benefits mentioned above are just a few of the advantages you are entitled to as a member of MMPRC. We are thrilled about the Maldives receiving the prestigious title of **World's Leading Destination** at the World Travel Awards over the years. This accolade underscores our collective effort and dedication to promoting the Maldives as a premier tropical destination. As we move forward, we look forward to defending this title together with you as partners in our marketing and promotional initiatives. Thank you for your generous contribution and unwavering support in showcasing the Maldives – **'the sunny side of life'**.

With warm regards,



Ibrahim Shiuree,  
CEO & Managing Director.

*\*Electronic Mail sent without a signature*