

VMC MEMBERSHIP GUIDELINES

1. INTRODUCTION

Visit Maldives Corporation (VMC), formerly known as Maldives Marketing and Public Relations Corporation (MMPRC), was established under Presidential Decree No. 2010/1 on March 4, 2010. The corporation was officially renamed Visit Maldives Corporation by Presidential Decree on July 13, 2025. The primary objective of establishing the corporation is to enhance and harmonize promotional efforts across all sectors of the government, enabling more cost-effective operations under a single umbrella.

2. VMC MEMBERSHIP

Membership is open to all entities, including companies registered locally, that are engaged in providing tourism-related facilities and services, whether directly or indirectly. The membership term spans **ONE** calendar year, from January to December. To apply for membership, interested parties must apply through the designated process established by VMC, along with the requisite payments. The following documents are required to accompany the membership application:

Membership will be processed upon application through the respective method established by the corporation along with the completion of the corresponding payments. The following documents should be submitted alongside the membership application.

- 1- Company Registration Certificate
- 2- GST Registration Certificate
- 3- Operating License or Construction Permit (if the resort is currently under construction)
- 4- Official cover letter with stamp (for Councils)

****** Any changes to the information provided regarding the membership application must be communicated clearly in writing. VMC will not assume responsibility for any issues arising from the failure to communicate such changes.

3. MEMBERSHIP FEE:

All establishments and entities wishing to become members are required to pay an **Annual Membership Fee** as outlined in Appendix 1.

Membership Number: Upon confirmation of membership, VMC will issue a Membership Number to each Member. Additionally, members can download their **membership certificate** through VMC's members portal.

Membership Logo: Members are entitled to use the VMC Member logo as a symbol of their affiliation with VMC.

4. MEMBERS' BENEFITS

The benefits that the VMC Members are entitled to include:

1. **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 VMC.
2. **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 VMC.
3. **Co-exhibition Opportunities:** Members may co-exhibit with VMC at trade and consumer exhibitions and fairs, subject to specific terms and conditions of co-exhibition with VMC [Clause 5]
4. **Basic Listing on Visit Maldives Website:** Members will be featured on the Visit Maldives website (www.visitmaldives.com), which includes their Company name, contact information, profile, and images of their respective establishments or properties.
5. **Inclusion in Official Publications:** Members will be listed in VMC's official publications, such as the Annual Official Destination Guide.
6. **FREE Hyperlink to Members Area:** A hyperlink to the members area will be provided from the Visit Maldives website (www.visitmaldives.com).
7. **Use of the VMC Members Logo:** Members are permitted to use the VMC members logo, adhering to specified usage terms and conditions.
8. **Publishing of promotional news articles on the website:** Each member property is entitled to have up to two (2) promotional news articles, including news updates, seasonal promotions, or other key highlights, featured with compliments per calendar year on the Visit Maldives and corporate websites. Additional articles may be published upon request on a chargeable basis.

9. **Distribution of News Releases:** Members' news releases may be distributed through global public relations channels, subject to VMC's editorial approval. Such distributions can be arranged upon request on a chargeable basis.
10. **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.
11. **Invitation to Host Familiarization Media and Tour Operator Groups:** Members will receive invitations to host media and trade familiarization groups from key markets across the globe.
12. **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.
13. **Invitation to Present at Webinars and Conferences:** members will be invited to present and speak at webinars, conferences, and workshops conducted by VMC for various target markets.
14. **Collaboration Opportunities:** There will be open opportunities for collaboration in joint activities, targeting specific markets.
15. **Cost-effective advantages:** There will be reduced rates offered for sponsorship opportunities and exhibiting at major events hosted by Visit Maldives.
16. **Access to tourism-related events:** There will be discounted access to all tourism events hosted by Visit Maldives.
17. **Access to tourism data, insights, and other metrics during Quarterly Industry Review Webinar:** Members will be granted access to tourism data, consumer insights, and market research reports to help guide your marketing strategy and target the right audience. There will also be regular updates on industry trends, competitor activity, and key performance metrics.

5. PAYMENT PLAN

- 5.1 Members are required to pay the annual membership fee in full at the time of the membership application process for each fiscal year.
- 5.2 If an organization joins membership at any point during the year, it is required to pay the **full membership fee**.

6. TERMS AND CONDITIONS OF CO-EXHIBITING WITH VMC

6.1 VMC's role as the Exhibitor:

VMC will enter a 'Participation Agreement' with the Exhibition organizer and will rent exhibition space, and reserve either a ready-made stand or custom-designed stand along with supplementary services for the event. The name and/or logo of VMC will be displayed on the fascia of the rented or set-up stand, and relevant information will be published in the event catalog. VMC is responsible for ensuring targeted and careful use of the rented exhibition space, fair equipment, and design elements. VMC must inform the event organizers in advance, in writing, about the co-exhibitors. The contact details of co-exhibitors will be published in the relevant catalogs accordingly.

6.2 Members as co-exhibitors:

The co-exhibitor is defined as an exhibitor who participates in the exhibition space rented by VMC. This includes Maldivian tourist organizations, including resorts, safari vessels, tour operators, travel agents, transport companies, hotels, other accommodations, publishers, associations of the aforementioned fields, and companies or firms offering consultancy, or services related to the travel trade or tourism can participate in the events.

6.3 Number of Representatives by a Member:

The standard number of representatives allowed for each member at an exhibition is **TWO**, **unless stated otherwise**. However, this number may vary based on exhibitor restrictions and any changes will be communicated in advance. If a member wishes to bring additional representatives beyond the standard number, an **additional fee** will apply. This fee is levied on a progressive basis for each extra representative.

6.4 Participation in the Exhibition:

VMC will circulate an invitation to all members, inviting them to participate in various fairs. Those interested in taking part must submit the circulated **Co-Exhibitor Registration Form** along with the relevant payment to VMC before the specified deadline. Co-exhibition applications will be accepted on a **first-come first-served basis**, as the exhibition spaces are limited. The number of allowable spaces will be communicated in the invitation for participation to ensure transparency.

To facilitate the registration process, all representatives from participating organizations must submit the following documents:

1. Completed Co-exhibitor Registration Form
2. Maldivian Representatives: Passport Copy (if this is the representative's first time participating in an exhibition)
3. Foreign Representatives: Passport Copy, along with a valid work permit
4. Applicable Fee (if any relevant fees are associated).

6.5 What is Included in the Exhibitors' Fee:

For each co-exhibitor, VMC will provide the following at no additional cost:

- Registration Fees for representatives participating in the exhibition
- Exhibitor Badges for the representatives
- Guidance and support to facilitate the smooth processing of visa applications.
- Use of the Exhibition Stand hired by VMC for meetings and to distribute promotional materials with sharing arrangements/space booked (whichever is applicable)
- Membership is restricted exclusively to paid members. If an NGO or Council obtains membership, they are not authorized to represent any of their individual members at exhibition; their representation must be limited solely to their own organization.
- Members are authorized to represent the Maldives exclusively at the designated counters during the exhibition.

6.6 What is Not Included in Exhibitors' Fee:

- International and domestic airfares
- Meals not specified in the promotional event program
- Transfers and Airport Tax
- Accommodation
- Personal expenses (e.g., telephone bills, laundry, etc.)
- Travel Insurance - Each attending delegate is responsible for obtaining their travel insurance
- Booth Extras: (e.g., spotlights, Audiovisual equipment, extra signage, visibility options etc.)

6.7 Exhibition Catalog Listing:

Duly registered co-exhibitors' contact details and company profiles will be published in the exhibition catalog according to the rules and regulations set forth by the event organizer. It is important to note that VMC cannot guarantee a listing for late entries.

6.8 Terms of Payments:

6.8.1 Payments can be made in US dollars or the equivalent amount in Maldivian Rufiyaa.

6.8.2 For payment transfers, the following Bank account should be used:

Bank: Bank of Maldives PLC

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

Beneficiary: Visit Maldives Corporation Limited

Account Number: 7701-700719-001

Account Currency: USD

Swift Code: MALBMVMV

6.8.3 All transfer payments will ONLY be deemed received once the full participation fee amount is realized in our bank account. All transfer payments will ONLY be accepted with applicable bank charges, and this should be included along with the participation fee.

6.8.4 Upon completion of the payment transfer, please upload the payment receipt to our members' portal (member.visitmaldives.com). Payment proof sent via email will not be accepted.

6.8.5 Upon confirmation of membership, a paid tax invoice can be downloaded from the members' portal (members.visitmaldives.com).

6.8.6 Confirmation of participation will only be given upon receipt of full payment.

6.9 Cancellation and Disqualification:

All cancellations must be confirmed in writing. In the case of cancellation, participation fees will not be reimbursed. If an applicant is disqualified, VMC will issue a document stating the reason(s) for disqualification.

If the cheque/s submitted to VMC is dishonored by the bank beyond reasonable grounds, the party will be automatically disqualified to represent in the Exhibition organized or facilitated by VMC.

6.10 Promotional Material/Collateral

- To maintain a consistent stand image, participants will not be permitted to erect or use any materials (posters, billboards) that might change the image of the stand. It is also not permissible to arrange raffle draws, surveys, or any other event by any means without obtaining prior written approval from VMC.
- To distribute the most useful leaflets/brochures, VMC encourages participants to take the relative language of leaflets/brochures for different fairs.
- VMC will not take responsibility for bringing back the materials left over after the exhibition. However, if the participants wish to take back the materials they may do so at their own expense.

6.11 Privacy: VMC considers the responsible use of personal information to be of vital importance and is committed to respecting your privacy. However, we do need information from you when you register for events. This information may include your name, home or business address, and e-mail address. Once this information is received it is stored in a secure environment. The information collected in your event application is solely for event registrations and event management. This data will only be shared with other organizations that have a similar purpose to that of VMC, such as other event participants and event contractors, to facilitate effective event management.

6.12 Privacy of other participants: VMC may provide co-exhibitors with information related to other event participants, which is considered confidential and intended solely for the event. The information provided by VMC may be copyrighted and cannot be shared with any third parties without obtaining prior consent from both VMC and any individuals whose information is included.

6.13 Security: No specific security services will be provided for the event beyond those arranged by the organizer. All participants are strongly advised to ensure that all valuables are not left unattended or unsecured at any time. VMC will accept no responsibility for any loss or damage suffered by participants or visitors during the event.

6.14 Indemnity: All participants must indemnify and keep indemnified VMC, along with its officers, employees, agents, and contractors against all liabilities arising from their participation in the event, including any liability for death or injury to persons, as well

as loss or damage to property. Participants are responsible for all actions, claims, demands, losses, damages, costs, and expenses that may arise in connection with their involvement in the event unless such liability is caused by the negligence of VMC.

*Getting listed on printed promotional material is subject to the timing of Membership and timely submission of relevant documentation.

Appendix 1:

Table 1.0: VMC Membership Fee Structure

Establishment	Nominal Fee (USD)
Resorts	2,000
Hotels	1,000
Liveaboards	750
Guesthouses (Less than 25 Rooms)	350
Guesthouses (25 Rooms and Above)	750
Travel Agents	750
SOE/Govt	1,500
NGOs, NPO, Councils	750
Industry Service Providers (Local)	750
Other (Local)	750

*The above-mentioned fees are subject to 8% GST

*VMC reserves the right to modify the fee structure as needed