

EMAIL CIRCULAR	
To: All Tourism Related Companies	From: Ibrahim Shiuree, CEO & Managing Director
Date: 29th October 2025	Reference No: VMC-ADMIN/CIR/2025/157
VMC Membership Renewal for 2026	Attachments: 1. Membership Guidelines 2. Membership Registration Guides

Dear Industry Colleagues and Partners,

Warm Greetings from Visit Maldives!

Thank you for your continued membership with Visit Maldives Corporation (VMC), 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 VMC for 2026. For those who are not yet members, we invite you to join us in our collaborative efforts under a unified brand umbrella.

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

BECOMING A MEMBER

By becoming a member of VMC, 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. **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.

2. MEMBERSHIP PROCESS

To become a member or renew your membership, please log in to our membership portal (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 and cash/cheque/ deposits will ONLY be deemed received once the full membership amount is realized to our bank account, and a copy of the Transfer, cash /cheque deposit receipt is uploaded to VMC members' portal. Additionally, all bank charges, including both local and foreign fees, must be borne by the member.

For payment transfers, the following Bank account should be used

Bank Name: Bank of Maldives PLC
Bank Address: BML Building 11/ Boduthakurufaanu Magu, 20094 Male', Maldives
Beneficiary Name: Visit Maldives Corporation Limited
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: 31st December 2026 - 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)

Membership Compliance Requirements

- Membership is limited to paid members only.
- NGOs and councils are not permitted to represent any affiliated individuals at fairs, roadshows, or in any other promotional activities.
- Members should represent only the Maldives at their designated counters.
- Any participation without payment will be invoiced accordingly.

3. MEMBERSHIP FEES

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

DESTINATION MARKETING HIGHLIGHTS 2025

In 2025, the Maldives achieved record-breaking tourism growth, surpassing 1.5 million visitors before mid-year and registering double-digit increases during the low season, driven by extensive global marketing efforts by Visit Maldives Corporation (VMC). The corporation showcased the destination at major international events, including FITUR and OTM in January, Visit Maldives Week in Russia, Berlinale Film Festival, ITB Berlin, KITF Kazakhstan, ATM Dubai, and multiple roadshows across Europe and Asia.

Collaborations extended to leading airlines such as Singapore Airlines and Edelweiss, as well as key partnerships with AMEX China, WeChat Pay, UnionPay, and BML. VMC hosted a 1,000-person corporate event from India and launched the Maldives' largest-ever holiday giveaway, a U.S. media press trip, and the Maldives Book of Records and Events Calendar.

The most notable achievement was the three-year global partnership (2025-2028) with Liverpool Football Club, designating Maldives as LFC's Official Tourist Destination Partner. The collaboration reached 400 million people within 24 hours, drove a 400% web traffic increase, and featured branding across London and Dubai transport networks and Anfield's LED boards during 19 home matches. The upcoming "Penalty to Paradise" campaign will offer fans luxury trips to the Maldives. Four international ambassadors—Fabrizio Romano, Taz Skylar, Katrina Kaif, and Fly Navarro—along with local talents Natea, Ifhaam, and ZofUS, further strengthened global visibility, solidifying the Maldives' position as a leading luxury travel destination.

The Maldives is globally recognized as a top-tier tourism destination, having been awarded World's Leading Destination at the World Travel Awards for five consecutive years (2020-2024) and has also won Indian Ocean's Best Culinary Destination 2025

Marketing Objectives:

1. Improve overall arrival numbers to all segments and deliver a yielding economic impact.
2. Improve arrivals in traditional low seasons and decrease seasonality gap - May to September 2025.
3. Become data savvy - arrival personas created, pre arrival data, post arrival product distribution details known and readily available and Strengthen Membership nationwide with wider range of marketing opportunities and products across all Member products.
4. Position the Maldives as a global leader in ocean conservation by adopting the "Ocean Nation" theme across all 2026 campaigns, driving pledges, awareness events, and collaborations with local and international environmental NGOs, and integrating sustainability narratives into all marketing and media initiatives

Marketing Outlook for 2026:

VMC 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.

4. 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
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

5. ACTIVITIES FOR 2026:

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 - (FITUR Madrid, OTM Mumbai, ITB Berlin, ATM Dubai, WTM London, ILTM Cannes) 2026.
- Roadshows in key cities - France (Paris, Nice, Lyon), Italy (Rome, Milan), Australia (Melbourne, Sydney, Perth), Japan (Tokyo, Osaka, Nagoya), Russia & CIS (Moscow, St.Petersburg, Almaty), CEE (Warsaw, Budapest, Bucharest), South Africa and Latin America (Johannesburg, Sao Paolo), China (Shanghai, Chengdu, Shenzhen, Guangzhou), Arabia (Dubai, Abu Dhabi, Jeddah, Muscat, Doha)
- Virtual events - To be announced
- Media and familiarization stays - To be announced
- PR representation in key markets - (Newsletter rollouts, active small exhibitions and events)
- 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 Manager, Aminath Lamsa, at lamsha@visitmaldives.com, and kindly CC our Administrative Executive, Aminath Faihaa Waheed at faihaa@visitmaldives.com.

The benefits mentioned above are just a few of the advantages you are entitled to as a member of VMC. 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*