

## Maldives Marketing & PR Corporation Quarterly Report (Oct-Dec 2021)

### 1. Financial Highlights

Details	Amount	Percentage
Revenue	49,081,512	-
Operating Profit	1,537,233	-
Earnings per Share	6.27	-
Net Profit/loss	626,647	-

### 2. Operational Highlights

#### ❖ Major achievement

Award Title	Awarded By	Date
Best Island Destination Asia Pacific	Travel Weekly Asia-2020 Reader's choice Awards	22nd Jan 2021
Best Island Presentation	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
Bright Exhibiting Award	Moscow International Travel and Tourism Exhibition (MITT)	18th March 2021
The Seven Star Destination	Seven Star Luxury Hospitality and Lifestyle Awards	31st May 2021
Best Luxury Destination of the Year	The Connoisseur Circle Hospitality Awards	29th June 2021
Best Decoration Award	Travel & Travel Fair (TTF)	01st October 2021
Best Island Destination in the event	Ukraine International Travel Market	06th October 2021

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**Maldives Marketing & Public Relations Corporation**

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Best Island destination 2021 - Russia	GQ Travel Awards	12th October 2021
Indian Ocean's Best Spa Destination 2021	World Spa Awards 2021	20th October 2021
Indian Ocean's Leading Beach Destination	World Travel Awards- Indian Ocean Category	21st October 2021
Indian Ocean's Leading Destination 2021	World Travel Awards- Indian Ocean Category	21st October 2021
Indian Ocean's Leading Dive Destination 2021	World Travel Awards- Indian Ocean Category	21st October 2021
Indian Ocean's Leading Tourist Board 2021	World Travel Awards- Indian Ocean Category	21st October 2021
Best Honeymoon Destination	Travel+Leisure India - India's Best Awards 2021	6th December 2021
Best Island Destination - Asia Pacific	Travel Weekly Asia 2021 Readers' Choice Awards	8th December 2021
Favourite Overseas Destination	Condé Nast Traveller India Readers' Travel Awards 2021	8th December 2021
Indian Ocean's Best Cruise Destination 2021	World Cruise Awards	09th December 2021
World's Leading Destination 2021	World Travel Awards- World Category	16th December 2021

❖ **Current Business position**

❖ **Business concepts**

- Promoting Maldives worldwide as the most preferred Tourist Destination
- Maintain Maldives' visibility in the markets greatly via digital platforms during the pandemic.

❖ **How well Business objectives and goals are achieved.**

- Through the vast number of marketing activities that were conducted and continued before and during the COVID-19 situation, the visibility of the Maldives as a destination continues to be prominent within the top markets.

### 3. Market Highlights

#### ❖ Launching of new products

- Maldives Halal Travel (MHT) and its platform of products including Maldives Halal Travel Magazine has been launched at Arabian Travel Market 2021 on the 16 th of May 2021 in Dubai. Maldives Halal Travel was launched by Thoyyib Mohamed, Managing Director of Maldives Marketing & Public Relations Corporation- Visit Maldives.
- As part of the 'I'm Vaccinated campaign, Visit Maldives launches a microsite giving the most up to date information about the vaccination process within the tourism industry. The website can be accessed at <https://vaccinated.visitmaldives.com/>
- As part of the international art competition 'Thasveeru' Maldives Through Art , a special microsite was created for the submission of the artworks by local and international artists. The website can be accessed at <https://thasveeru.visitmaldives.com>

#### ❖ Advertising and promotion

- To promote Maldives as a tourist destination, 126 promotional marketing campaigns, 38 Fairs, 11 Roadshows, 33 Virtual Events, 35 FAM Trips and 17 Other events were executed until the 4th Quarter of 2021.

Marketing Campaigns			
#	Campaign Name	Duration	Details
01	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.
02	Global campaign with Skyscanner	26th October 2020 - 26th January 2021	Skyscanner is the leading global travel marketplace, to promote Maldives as one of the most preferred and safest destinations in the world for tourists. This three-month campaign aimed to target Italy, UK and Russia markets, with an estimated impression of 50 million. Under this campaign, a page was dedicated to Visit Maldives on Skyscanner platforms showcasing different

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**PREVENT DOMESTIC VIOLENCE**



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			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.
03	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.
04	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.
05	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
06	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.
07	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.

08	France TV Ad (FOC)	04th January 2021	This is a FOC opportunity. A 4 minute video named “ Maldives: Back to paradise” was showcased on the 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
09	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
10	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.
11	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
12	Trade training event with Beachcombers - UK	27th January - 15th February 2021	Beachcomber Tours is a UK based tour operator, specialising 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 to USA, Europe & APAC), promotion on TA social media, 6 articles and 2 trip guides. Market : USA, Europe & APAC
15	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.
16	Combined Marketing activity with Travelata, Sletat and Squizz	Jan 2021	To maintain destination presence and promote Maldives as a safe haven for travelers, Visit Maldives concluded a combined marketing campaign with Travelata, Sletat 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. Travelata's success is evidenced by the total of 6,133 packages sold through the platform during September and November 2020.  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.
17	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.
18	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.
19	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.

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20	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.
21	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.
22	Campaign with Association of Russian Tour Operators (ATOR) - Russia	04th March - June 2021	Visit Maldives commences 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 travellers. This campaign with ATOR will consist of a total of three online training program sessions to share updates about the destination and the four tourism products of Maldives; resorts, guesthouses, liveaboards, and hotels. A destination review and social media contest, and editorial features regarding Maldives will be published in ATOR news Bulletin under this campaign.
23	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.
24	Campaign with Wego	10th March - 19th June 2021	From 10th March 2021 until 19th June 2021, Visit Maldives will collaborate marketing campaigns with the acclaimed travel marketplace Wego. WeGo is one of the largest travel marketplace throughout the Middle East, North Africa, India and Southeast Asia. The activity focuses on web and application marketing, retargeting on Wego platforms, Electronic Direct Mails, Articles, Push notifications, Social media posting and Search Engine Marketing.
25	Moya Planeta TV shoot - Russia	11th March - 31st May 2021	Visit Maldives collaborates 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.
26	National Geographic	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,

	Photoshoot Russia -		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
27	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.
28	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.
29	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 on Indian honeymooners and create awareness about the intimate celebrations in Maldives among discerning to-be-weds and couples.
30	Campaign with Welcome Travel - Italy	31st March - 30th April 2021	Visit Maldives commenced a campaign with 'Welcome Travel' from 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 will conduct several B2B and B2C activities. Maldives will be showcased on a dedicated page in the company's website Maldives will be highlighted on the daily newsletters.



31	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.
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35	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.
36	Joint Marketing Promotion 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.

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40	Imagine Magazine - Switzerland	March 2021	Imagine Magazine offers 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 has a circulation of 42,500 copies.
41	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.
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			Travel will conduct several B2B and B2C activities. Maldives will be showcased on a dedicated page in the company's website Maldives will be highlighted on the daily newsletters.
43	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.
44	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.
45	Digital Marketing Campaign - South Korea	1st April - 31st September 2021	This campaign is to be 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.
46	Launch of Virtual Event Management Platform	1st April 2021	Visit Maldives launches its very first virtual event management platform, named, "My Virtual Maldives" that will amplify 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.
47	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.
48	Campaign with Amazon India - India	14th April - 13th May 2021	Maldives will be advertised on the Amazon app reaching a customer base of 35 million daily and 310 million monthly unique visitors. Amazon India will feature Maldives on its three application most engaged pages: Mobile Below the Fold (MBTF), Amazon Pay page and the Thank You page.
49	Webinar with Emirates (FOC)	11 March 2021	A joint webinar was carried out with Emirates showcasing the latest destination information and flight routes from Norway.



50	Digital Promotion with Holiday Pirate - UK	29th March - 27th April 2021	The month-long campaign targeted potential British travellers 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 emphasising 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.
51	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.
52	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.
53	National Geographic Photo Exhibition - Russia	June - August 2021	<p>Photographer Ivan Dementievsky visited the Maldives in March to capture images for a physical photo exhibition in Moscow and St. Petersburg, Russia.</p> <p>The Moscow event will take place from June 16 - 30 on 2/1 Malaya Nikitskaya St. Bldg. 1.</p> <p>The event in St. Petersburg will take place in August at Kirov Central Park</p>
54	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.
55	Campaign with Sky News Arabia - Middle East	03rd April 2021- Aug	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.
56	Joint Marketing Promotion with Emirates - Middle East	12th April - 25th April 2021, July 2021	<p>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.</p> <p>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.</p>
57	MD interview with Sustainable Magazine - South Africa (FOC)	06th May	Sustainable Business Magazine is the only industry publication focusing solely on sustainable business development. A telephone interview of MD was conducted regarding Maldives sustainable tourism initiative.
58	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 promotionals through Al Rais social media platforms, creation and promotion of holiday packages, competition and additional promotion through the Al Rais website.
59	Maldives feature 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.
60	"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.
61	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 includes marketing activities on both online and offline platforms targeting Swiss travel enthusiasts and travel trade.
62	Campaign with Connoisseur Circle - Germany	30th April 2021 - 30th April 2022	The campaign will use 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 are distributed throughout the year which includes, advertorials in the print magazine, editorial stories in e-magazines, posts and promotional clips on social media, website banner display and features in newsletters.
63	Multimedia 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.
64	Campaign with Halal Have - Southeast Asia	21st May 2021	The campaign is 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.
65	OOH Campaign - South Korea	May - September 2021	Throughout this 6-month long campaign, alluring images and videos of Maldives will be showcased in Subway screen doors of four major stations and in COEX digital media tunnel. Coinciding with the outdoor campaign, a social media campaign will also be carried out to increase the opportunity to connect offline advertisements with online channels to maximize destination exposure. The purpose of this campaign is to maintain the brand presence and promote Maldives as a safe destination.
66	Joint Campaign with Itaka, Poland	June 2021	The joint campaign with ITAKA to maintain destination presence and promote Maldives as a safe haven in Poland. Commencing in June 2021, the campaign will carry out digital marketing activities and outdoor ambient campaigns to promote the renowned products and uniquely Maldivian experiences offered in the destination as well as highlight the safety provided by the natural socially-distanced



			<p>geography of the Maldivian islands.</p> <p>The campaign with ITAKA combines digital and outdoor advertisements to increase and drive bookings to Maldives. Under the digital campaign, Maldives will be advertised on AdWords with beautiful scenery and accompanying informative text. The destination will be promoted on various travel and lifestyle Polish websites through animated display ads and push messages. The destination will also be featured on instagram. The marketing materials will reach an estimated 25 million unique visitors.</p> <p>Maldives will be showcased on TVs in over 150 of ITAKA's offices around Poland. In addition, ads featuring the destination will be shown on LED TV in front of Hard Rock Cafe' Złote Tarasy Al. Jerozolimskie and a large print banner will be showcased in a popular area in Warsaw called Koszyki with a monthly traffic of over 1.4 million visitors.</p>
67	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.
68	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 aims to reach 6 million people and promote the destination.
69	National Geographic Traveller Photo Exhibition - Moscow	16 - 30th June	<p>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 are held during summer, it is estimated to attract a total of 3-5 million people.</p> <p>The exhibition will feature photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.</p>
70	Digital media & marketing	17th June	to position the Maldives as the leading travel destination through

	campaign - South Korea		Naver, Kakao Talk, Facebook & Instagram - digital platforms that are increasingly popular in the South Korean market.
71	Outdoor marketing campaign - South Korea	17 June	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.
72	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 will educate 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 will also be featured in two monthly newsletters of FVW with a raffle draw sponsored by Nakai Dhiggiri Resort at the end of the program to incentivize participation.
73	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 will feature 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 will also be featured alongside the destination. Furthermore, advertisements on the destination and the properties will also be published in the September 2021 issue. The publication will reach an estimated 27,000-35,000 high-networth readers in the German market.
74	Espanoles en el mundo   MALDIVAS, EL PARAISO DEL INDICO TV program, Spain	April 2021	50 minutes program based on Maldives on nighttime 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>
75	Joint Campaign with TripZilla - SEA	21st July - 21st December	The 5 month-long branding campaign, starting from July till December, will make use of a variety of digital marketing components to promote Maldives as one of the most preferred safe

		2021	haven destinations in the world. Under the campaign, articles on the sought-after tourism products and the unique experiences of Maldives will be published on Tripzilla's main website reaching audiences in the Southeast Asian market.
76	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 will promote Maldives utilizing Google and Youtube advertising.
77	Joint campaign with Palm Tour - South Korea	July - August 2021	As part of the online promotional activities, Maldives will be featured in the Palm Tour website's promotion main banner with redirects towards Visit Maldives South Korean social media accounts as well. Palm Tours will also utilize keyword ads across all content, send out press releases and newsletters promoting Maldives as the most romantic destination for honeymoons.
78	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).
79	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 are also promoted on the official social media handles of Visit Maldives. This is to provide further exposure to the artistic interpretations of the destination. A "like-and-share" contest will also be held on the Instagram page within the period and random winners will win a Maldives goodie bag.
80	Joint Campaign with Luxury Australian Travel Trade E-News (LATTE) -	July 2021	Maldives will be featured in the LATTE destination of the month for July 2021. As part of the campaign, a total of 4 articles will be published and posted on the LATTE website on every Friday this month. In addition, the articles will be sent to a subscriber base of



	Australia		over 2000 luxury travel agents in the Australian market.
81	Global marketing campaign with InsideFlyer - German speaking markets	12th July - 19th July 2021	The campaign will feature 7 luxury properties on each day of the week on the InsideFlyer websites for each market, social media and newsletter. The campaign with InsideFlyer provides 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 will have a combined reach of over 1.3 million potential travelers spread across the markets.
82	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 & Charwin 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 travelling and share the latest updates of Maldives with them.
83	Social Media Campaign with Meituan Dianping (FOC)	July 2021	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.
84	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.
85	Campaign with Cosmopolitan, Cosmo Clubhouse Goes to Maldives	August 2021	Cosmopolitan UAE will be sending 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, the influencers will share daily posts through their sm

			platforms, as well as through the Cosmo platforms. This campaign also includes a digital feature on the Cosmopolitan Middle East autumn issue about the destination.
86	National Geographic Photo Exhibition - St. Petersburg	28th August - 10th September 2021	<p>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 are held during summer, it is estimated to attract a total of 3-5 million people.</p> <p>The exhibition will feature photos showcasing the breathtaking natural scenery of Maldives and the local island lifestyle.</p>
87	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.
88	Joint Campaign with MakeMyTrip UAE	Sept-Oct 2021	A joint marketing campaign will be 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 will be conducted.
89	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.

90	JMP with Iberia Airlines - Spanish market	July - August 2021	A combination of onboard, online, social media and external actions will be conducted as part of this exciting campaign during July and August 2021. The joint marketing campaign will help boost arrivals from the Spanish market and strengthen destination presence across Europe and Latin America. In addition, the campaign aims to encourage and inspire travelers to book Maldives for their upcoming Summer holidays which will ultimately help to rebuild and recover the Spanish market after the pandemic-imposed travel restrictions.
91	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.
92	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.
93	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.
94	JMP with Easy Market - Italy	Sep - Oct 2021	The campaign consists 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.





95	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.
96	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.
97	Campaign with Travel Weekly Asia - SEA	20th September 2021 - 20th January 2022	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, 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.
98	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.
99	Global Campaign with CNN	September 2021 - January 2022	The campaign is aligned with relevant and engaging content on CNN platforms, including a Destination Maldives section on CNN Travel that captures the stories of the people, places and cultures that make the Maldives so wonderfully diverse and unique." During the three months CNN circulated dedicated content on digital and broadcast mediums. This will include articles, videos, commercials and social media campaigns which will have a mass global reach.



100	Visibility campaign at Dubai Mall (Coinciding with Expo 2020)	01st Oct 2021 - 21st March 2022	Maldives will be promoted on 384 screens in Dubai Mall, as part of a visibility campaign. The purpose of the visibility campaign is to attract visitors to the Maldives' stand at the Expo 2020. It also aims to promote the destination as a safe haven and experiences unique to the Maldives to potential travelers. This campaign supports our strategies for the Middle Eastern and global markets.
101	Digital Marketing Campaign with Invibes - France	October 2021	The campaign will reach a highly targeted and engaged travel audience of honeymooners, couples, and families. Ultimately, the campaign aims to increase the arrival figure from the French market. As Invibes specialized in highly targeted in-feed advertising, the company will utilize a variety of high definition pictures and a video campaign to promote and showcase the beautifully scattered islands of Maldives. Resorts, guesthouses, liveboards, and hotels, as well as uniquely Maldivian experiences will be advertised through this campaign.
102	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.
103	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.
104	JMP with Condor - German markets	October 2021 - April 2022	The six-month long campaign with one of Germany's largest leisure airlines, Condor, will reach 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 are estimated to be generated through this campaign per month.

105	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 will also be circulated to its viewers throughout the duration of the month-long campaign. The purpose of this campaign is to maintain destination momentum and increase arrivals by reaching an influential group of lifestyle-oriented travellers.
106	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.
107	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.
108	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.
109	Lead Generation Campaign with Signature Media - Australia	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 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.



110	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.
111	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.
112	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.
113	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.
114	JMP with Yatra - India	08th November 2021 - 08th February 2022	This campaign is 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.

115	Naver Campaign with Singapore Air	Live	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
116	Campaign with Travel Impressions (American Express) Germany	with -	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.
117	Outdoor Advertising with London Taxi Advertising	with Taxi	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.
118	Joint Campaign with TUI Deutschland Germany	TUI -	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
119	Global Campaign with CNN		December 2021 - March 2022	During the three months CNN will circulate dedicated content on digital and broadcast mediums. This will include articles, videos, commercials and social media campaigns which will have a mass global reach.
120	Global Campaign with BBC		September 2021 - January 2022	The campaign aims to further promote Maldives as the ideal travel destination that caters to the needs and wants of travelers in the era of the new normal. It will focus on marketing the destination as a safe haven, providing information of the stringent measures that are in place at our tourism products which includes resorts, hotels, guesthouses and liveaboards.
121	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.

122	Shopping Mall Campaign - Balkan Region	1 December 2021 - March 2022	The campaign will take 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.
123	DOOH Campaign with Mediamond	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
124	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.
125	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>
126	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 is aimed at the Japan market as their borders open to give out latest information, highlighting the safe & stringent safety measures in Maldives.



Fairs			
#	Fair Name	Duration	Details
01	Moscow International Travel Trade Show (MITT) - Russia	16th - 18th March 2021	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.  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.
02	South Asia's Travel & Tourism Exchange - SATTE 2021	24th - 26th March 2021	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.
03	WTM Africa Virtual - South Africa	07-09 April 2021	WTM Africa is the leading and only business to 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
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	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.
06	Maldives Virtual Tour Expo	July 2021	Maldives Virtual Tour Expo is a virtual consumer travel fair scheduled to be held in July 2021, which will be carried out at maldivesvirtualtour.com enabling visitors to experience Maldives virtually & enrol on to multiple lucky draws to win exciting Maldives holidays.
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	Together with Visit Maldives, 69 partners representing 37 tourism establishments from across the various sectors of Maldives Tourism industry are showcased under the Maldives.  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

			<p>through colorful 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 campaigns and tourism industry success since reopening borders.</p>
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	Antavaya Virtual Travel Fair- Talk Show - Malaysia	20-23 April 2021	<p>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.</p>
11	ATM Virtual 2021	24 - 26 May 2021	<p>ATM Virtual was a 3 day virtual event which took place after the ATM live event. During the 3-day event, 11 meetings were scheduled with trade 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>



	Training Webinar- Session 02- Honeymoon in the Maldives	08th June 2021	The webinar session would enable travel agents and product managers to be educated in Maldives, get the latest destination updates and information about the products of Maldives. This session was focused on the romantic side of Maldives.
12	Luxury Travel Advisors ULTRA Summit 2021	25th - 27th July 2021	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.
13	WTM LATAM 2021	10-12 August 2021	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.  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.
14	Honeymoon Fair - Palm Tour	21-22 August 2021	As part of the online joint marketing campaign, Maldives will be taking part in the Palm Tour offline honeymoon fair promoting Maldives as the most romantic destination for honeymoons.
15	Live Event with Tabi Muse - Japan	25th August 2021	The interactive 30-minute live session was broadcast on Tabi Muse on 25th August 2021. The main objective of this live event was to increase brand awareness and destination visibility amongst the Japanese market. Further, the campaign will reassure Japanese travelers that the Maldives remains as one of the safest destinations to travel when borders reopen for international leisure travel in the Japan market.



16	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 is geared towards creating a platform for participants to connect with a massive, targeted audience of future and current Water Sports/Recreation enthusiasts and professionals.
17	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.
18	The Big Ocean Show 2021 - Moscow	2-5 September 2021	The Big Ocean Show is a grand celebration of water sports, active leisure facilities and ocean conservation projects. Maldives, a leading destination in diving and watersports, will play a central role in the expansive program of conferences and round tables held at the prestigious event.



19	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.
20	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 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.  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.
21	Deluxe Travel Market - Russia & CIS	16th September 2021	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.





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, strengthen brand presence and to promote the destination among tour operators and travel agents in India.</p>
23	Satte GenX - India	20 & 21st September 2021	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.
24	Monaco Yacht Show - Monaco	22nd - 25th September 2021	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.
25	Expo 2020 - Dubai	1st October 2021 - 31st March 2022	<p>The event will see exhibitors from over 192 countries. An estimated 25 million visitors are expected to visit the Expo during its duration. Maldives pavilion will showcase the unique beauty of the destination, enhance brand visibility, and share investment opportunities available in the Maldives.</p> <p>Throughout the duration of the six months of the expo, Visit Maldives will also give away exciting raffles to lucky winners every week. These raffles are conducted under the title "Win 100 days of Free Holidays in the Maldives". The raffles provide 100 lucky winners free holidays in the Maldives.</p>



26	Ukraine International Travel Market (UITM) - Ukraine	5th - 6th October 2021	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).
27	IFTM Top Resa 2021 - France	5th - 6th October 2021	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.
28	MICE India and Luxury Travel Congress, (MILT Congress)	5th - 6th October 2021	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.
29	TTG Travel Experience 2021	13th-15th October 2021	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 momentum and market Maldives as a safe haven for Italian tourists.
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	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.

32	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.
33	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.
33	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 dive 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.
34	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.
35	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."



36	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
37	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.
38	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.

### 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,	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

	Saint Petersburg & Yekaterinburg)		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 places 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 roadshow 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.
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	To conduct a virtual B2C and B2B event to increase exposure of Maldives and make Maldives the preferred destination to travel to
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.

#### 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 organised 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 centre of attention included the opportunity to promote Maldives a 'safe haven' for British travellers 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 aforementioned 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	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.
11	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.
12	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 travellers and vaccination situation.

13	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.
14	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.
15	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.



16	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.
17	Webinar for Trade Partners - South Korea	14th April 2021	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.
18	Japan Embassy Forum	22nd June 2021	Visit Maldives aimed to increase brand awareness, destination visibility as well as reassure Japanese travellers 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	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

	Singapore & NATAS		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 Visitmaldives virtual platform targeting the Middle East and GCC travel trade. This event was participated by the Managing Director of Visitmaldives, 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		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	30th September 2021	The main purpose of the webinar was to promote Maldives as a safe haven for travellers 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.

	professionals from South Korea		
26	'Sustainability in the Maldives' webinar - France	28th october 2021	Industry partners Reethi Beach, Dhigali, Grand Park Kodhipparu & LUX* South Ari joined Visit Maldives during this 60 minutes 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.
27	JATA Online mart	16-17 nov, 25-26 Nov	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	A series of press conferences were held on the below dates, to update the travel trade in the market with the latest destination news. 2021, December 06th Serbian and Croatian markets 2021, December 07th Hungarian market 2021, December 08th Slovak market 2021, December 09th Romanian market
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.

#### 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 travelling team was hosted by Grand Park Kodhipparu and Sheraton Maldives Full Moon Resort & Spa.
02	Media Trip - Kazakhstan	05th- 12th February 2021	They were hosted in Sheraton Maldives Full Moon Resort & Spa and Robinson Club Noonu.
03	Media Press Trip - Russia	10th - 16th February 2021	The theme of this FAM trip was to promote Maldives as a 'Safe Haven'. They were hosted in Sheraton Maldives Full Moon Resort & Spa and Kuramathi
04	Celebrity FAM trip - Croatia	23rd February - 03rd March 2021	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.



**PREVENT DOMESTIC VIOLENCE**



**MALDIVES MARKETING & PR CORPORATION**  
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				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.
05	Individual Trip - UK	FAM	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 weeklong 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 destination to travel</p>
06	Individual Trip - UK	FAM	16th February - 02nd March 2021	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 travellers to travel to and showcase the variety of unique experiences available in Maldives, with a specific focus on safety, luxury, and eco-initiatives.
07	Media FAM Trip - India		21st - 26th February 2021	Visit Maldives hosts 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 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. The team was hosted by Kagi Maldives and Emerald Maldives.
08	Travel Agents FAM Trip - India		01st - 07th March 2021	Visit Maldives hosts 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.

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 Fenfush 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 travellers. 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, snorkeling, water-sports activities and sunset cruises, alongside the many other unique experiences.</p>
11	Married At First Sight TV show shooting - UK	18th April - 23rd April 2021	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.
12	Joint Campaign with Air Astana, Kazakhstan - Agents FAM Trip #1	21st April - 26th April 2021	<p>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.</p> <p>As such 1 Air Astana representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination.</p>
13	Joint Campaign with Air Astana, Kazakhstan -	26th April - 1st May 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



	Agents FAM Trip #2		maintain the momentum of the arrivals from the market. As such 1 Air Astana representative along with 5 top agents selling the destination visited Maldives to get updated on the latest offers of the destination.
14	Joint Campaign with Air Astana, Kazakhstan - Media FAM Trip	12th May - 17th May 2021	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 market.  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.
15	Russia Media FAM Trip	12th May - 18th May 2021	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.
16	USA Media FAM Trip	9th to 16th June 2021	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. 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".
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 was hosted by Finolhu Maldives, Dusit Thani Maldives and Hurawalhi Island Resort
18	Influencer FAM Trip 01 - Brazil	10th July 2021	This is notably the first FAM trip and the first activity by Visit Maldives specifically for the Brazilian market, this year. During their stay, different properties will host each set of influencers, providing them an opportunity to explore and showcase the exciting experiences offered by each property. Influencers will share their experiences through their social media accounts contributing to the goal of strengthening our market presence in Brazil. The

			combination of the FAM trips in this series is expected to reach an audience of over 3 million followers on different social media platforms.
19	Turkey Media FAM Trip	16th - 22nd August 2021	The media team consisting of travel writers, journalists, and art directors will explore the wellness facilities at Joali Maldives, Mirihi Island Resort and Finolhu Maldives. 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 will be hosted in two properties, Kandima Maldives and LUX* South Ari Atoll. During their stay, they will get to enjoy the world-renowned Maldivian hospitality and indulge in eccentric, luxurious and adventurous experiences. The teams will try out spa and wellness treatments, discover cuisines from across the globe, get adventurous with exciting varieties of watersports activities, dive and snorkel to witness firsthand, the rich marine life of the Maldives.
24	Influencer FAM trip - India	19th -22th 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.
25	Spanish Media Fam trip	24th -29th Sep 2021	The participants of this FAM trip include well renowned publications targeting a highly affluent audience in the market, this familiarisation trip will generate 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, we will focus on promoting Maldives as a 'Safe & Secure' travel destination during this trip. The attendees include Vanity Fair, El Periódico Destinos, El Viajero El Pais, Cinco Días, Conde Nast Traveler, Viajes National Geographic and Harper's Bazaar. They will be staying in 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	France Media FAM Trip	22nd - 27th November 2021	The media FAM trip included journalist 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
28	Belgium Media FAM Trip	11th - 18th October 2021	The media team included journalists from 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
29	Middle East Media FAM Trip	15th to 20th October 2021	The team consisted of writers, journalists, and editors from Travel & 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.
30	Media FAM Trip - USA	03rd - 10th November 2021	The team consists of freelance writers and travel journalists from the United States. 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.

31	Influencer FAM Trip - Brazil	07th - 13th November 2021	2 influencers from Brazil visited the Maldives, and were hosted at 3 properties, including 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.
33	Media Group FAM Trip - German markets	03rd - 07th December 2021	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. This is the second FAM trip organized by Visit Maldives this year for the German market. This trip is organized as part of MMPRC's marketing strategy for the German market. It aims to promote the destination as a safe haven, provide the latest information about the travel guidelines to the travel trade and potential travelers from Germany.
34	Trade FAM Trip - India	27th November - 03rd December 2021	The team consists of 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.
35	Japan FAM trip	January 11th- 17th 2022	5 Media personnel from 5 different publications will visit on this fam trip under the theme of "safe haven". They will focus on how Maldives made a miraculous recovery while covid was on going. The 5 magazines are Risvel, Tabazine, Tokyo headline, Oggi & Hanako. Our Japan PR will be joining as well.

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 also gifts from MoT & MACL.
02	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.
03	ITB India Virtual - Speech	7th April - 7th May 2021	Opening Videop speech by M.Thoyyib Mohamed
04	International Media Marketplace Virtual Asia 2021	6th until 17th June 2021	Addressed Opening Press Conference by M. Thoyyib Mohamed
05	Maldives Media Meet in Dubai (Press Conference coinciding with ATM)	17th May 2021	<p>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 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>



06	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.
07	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.
08	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.
09	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.
10	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.
11	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.

12	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.
13	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.
15	Maldives Media Meet at WTM London	02nd November 2021	<p>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.</p> <p>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.</p>
16	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.
17	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.

PR Media Coverage		
#	Market	Details
01	China	<p><b>Jan</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>Feb</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>March</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>April</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>May</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>June</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>July</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> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>17 posts on Weibo (Reach: 186,065)</li> <li>3 posts on Wechat (Reach: 1,665)</li> </ul>



		<ul style="list-style-type: none"> <li>263,851,584 people reached through online and print generated coverage worth USD 1,140,820</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>16 posts on Weibo (Reach: 117,592)</li> <li>4 posts on Wechat (Reach: 1,294)</li> <li>149,453,839 people reached through online and print generated coverage worth USD 547,500</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>16 posts on Weibo (Reach: 87,835)</li> <li>5 posts on Wechat (Reach: 1,161)</li> <li>4 posts on RED (Reach: 1630)</li> <li>226,386,400 people reached through online and print generated coverage worth USD 647,500</li> </ul> <p><b>Nov</b></p> <ul style="list-style-type: none"> <li>15 posts on Weibo (Reach: 117,309)</li> <li>4 posts on Wechat (Reach: 1,715)</li> <li>2 posts on RED (Reach: 1,256)</li> <li>88,588,229 people reached through online and print generated coverage worth USD 51,462</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>4 trade contacts liased</li> <li>4 media contacts liased</li> <li>3 social media campaigns</li> <li>2 highlight activities</li> <li>91,885,562 people reached through online and print generated coverage worth USD 35,481</li> </ul>
02	India	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>Total reach: 32,192,587,380</li> <li>Media value coverage: USD 445,084</li> <li>1 Press release which had 12 articles &amp; 1 Article</li> </ul> <p><b>Feb</b></p> <ul style="list-style-type: none"> <li>Total reach: 683,280</li> <li>Media value coverage: USD 179,045</li> <li>1 Press release which generated 06 articles</li> <li>PR generated media interview circulation - 25,000 Readership - 100,000 FOC</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>Total reach: 477,778,110</li> <li>Media value coverage: USD 504,318</li> <li>1 Press release which generated 18 articles</li> </ul>

		<p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>Media Reach 6,630 747</li> <li>Media Value : USD 491,027</li> <li>Total number of press releases issued in April 2021: 3</li> <li>Number of articles via press release: 13</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>Media Reach : 462,510</li> <li>Media Value : USD 1,759,154</li> <li>Total number of press releases issued in May 2021: 1</li> <li>Number of articles via press release: 45</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>Media Reach : 666,590</li> <li>Media Value : USD 3,999,525</li> <li>Total number of press releases issued in June 2021: 1</li> <li>Number of articles via press release: 46</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>Media Reach: 906,347,310</li> <li>Media Value: USD 4,191,952</li> <li>Total number of press releases issued in July 2021: 1</li> <li>Total number of articles: 122</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>Media Value: USD 3,251,146</li> <li>Total number of press releases issued in Aug 2021: 1</li> <li>Total number of articles: 84</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>Media Value: USD 1,607,568</li> <li>Total number of press releases issued in Sep 2021: 1</li> <li>Total number of articles: 69</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>Media Value: USD 1,681,866</li> <li>Total number of press releases issued in Oct 2021: 1</li> <li>Total number of articles: 70</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>Media Value: USD 1,817,188</li> </ul>
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		<ul style="list-style-type: none"> <li>• Total number of press releases issued in Nov 2021: 02</li> <li>• Total number of articles: 68</li> </ul> <p><u>Dec</u></p> <ul style="list-style-type: none"> <li>• Media Value: USD 1,799,675</li> <li>• Total number of press releases issued in Dec 2021: 01</li> <li>• Total number of articles: 70</li> </ul>
03	UK	<p><u>Jan</u></p> <ul style="list-style-type: none"> <li>• Total reach: 31,204,757</li> <li>• Media value coverage: USD 177,360</li> <li>• 10 piece of print and online coverage, 2 press release distributed</li> </ul> <p><u>Feb</u></p> <ul style="list-style-type: none"> <li>• Total reach: 290,143,274</li> <li>• Media value coverage: USD 199,290.03</li> <li>• 13 piece of print and online coverage, 01 press release and 01 newsletter distributed</li> </ul> <p><u>Mar</u></p> <ul style="list-style-type: none"> <li>• Total reach: 13,463,692</li> <li>• Media value coverage: USD 55,8331.59</li> <li>• 13 piece of print and online coverage, 02 press releases and 01 newsletter distributed</li> </ul> <p><u>April</u></p> <ul style="list-style-type: none"> <li>• Total reach: 51,705,030</li> <li>• Media value coverage: USD 36,3579.34</li> <li>• 21 piece of print and online coverage</li> <li>• 2 press releases</li> </ul> <p><u>May</u></p> <ul style="list-style-type: none"> <li>• Total reach: 66,128,824</li> <li>• Media value coverage: USD 19,0812.78</li> <li>• 14 piece of print and online coverage</li> <li>• 1 press releases 1 E-newsletter</li> </ul> <p><u>June</u></p> <ul style="list-style-type: none"> <li>• Total reach: 25,143,760</li> <li>• Media value coverage: £50,6217.18</li> <li>• 9 piece of print and online coverage</li> <li>• 1 press releases 1 E-newsletter</li> </ul> <p><u>July</u></p> <ul style="list-style-type: none"> <li>• Total reach: 5,156,294</li> </ul>



		<ul style="list-style-type: none"> <li>Media value coverage: £53,278.92</li> <li>19 piece of print and online coverage</li> <li>2 press releases 1 E-newsletter</li> </ul> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>Total reach: 314,661,206</li> <li>Media value coverage: £130,985</li> <li>25 piece of print and online coverage</li> <li>2 press releases</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>Total reach: 226,032,000</li> <li>Media value coverage: £103,974</li> <li>20 piece of print and online coverage</li> <li>2 press releases 5 media contacts liaised 7 contacts liaised</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>Total reach: 154,708,833</li> <li>Media value coverage: £71,168</li> <li>23 piece of print and online coverage</li> <li>2 press releases 5 media contacts liaised 7 contacts liaised</li> </ul> <p><b>Nov</b></p> <ul style="list-style-type: none"> <li>Total reach: 100,260,601</li> <li>Media value coverage: £8,021</li> <li>17 piece of print and online coverage</li> <li>2 press releases 7 media contacts liaised</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>Total reach: 181,081,000</li> <li>Media value coverage: £83,688</li> <li>13 piece of print and online coverage</li> <li>3 press releases 7 media contacts liaised</li> </ul>
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04	Germany, Austria & Switzerland	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 28,473,600</li> <li>• Media value coverage: USD 1,203,380.</li> <li>• 28 print and online media coverage</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 7,128,637</li> <li>• Media value coverage: USD 642,029</li> <li>• 39 print and online media coverage</li> </ul> <p><b><u>Mar</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 33,839,937</li> <li>• Media value coverage: USD 3,027,591</li> <li>• 14 print and online media coverage</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 8,040,937</li> <li>• Media value coverage: USD 1,441,075</li> <li>• 49 print and online media coverage</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 79,104,433</li> <li>• Media value coverage: USD 4,232,907</li> <li>• 32 print and online media coverage</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 15,140,319</li> <li>• Media value coverage: USD 2,039,493</li> <li>• 23 print and online media coverage</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 15,913,045</li> <li>• Media value coverage: USD 1,268,649</li> <li>• 35 print and online media coverage</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 34,523,692</li> <li>• Media value coverage: USD 3,219,706</li> <li>• 26 print and online media coverage</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 18,606,987</li> <li>• Media value coverage: USD 4,984,167</li> <li>• 38 print and online media coverage</li> </ul>
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		<p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 46,751,222</li> <li>• Media value coverage: USD 4,239,484</li> <li>• 30 print and online media coverage</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 4,229,914</li> <li>• Media value coverage: USD 1,477,075</li> <li>• 26 print and online media coverage</li> </ul>
05	Russia	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 314,499,195</li> <li>• Media value coverage: USD 314,499,195</li> <li>• 51 pieces of TV, radio, print and online coverage generated, 1 press release is distributed, 1 newsletter sent out</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 228,386,870</li> <li>• Media value coverage: USD 461,695</li> <li>• 99 pieces of TV, radio, print and online coverage generated, 02 press release and 01 newsletter distributed</li> </ul> <p><b><u>Mar</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,665,502,008</li> <li>• Total AVE: \$678,450</li> <li>• 142 pieces of TV, radio, print and online coverage generated</li> <li>• 4 press releases about the events in regional cities are distributed</li> <li>• 1 newsletter and 4 invitations sent out</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,422,615,594</li> <li>• Total PR value: USD 980,600</li> <li>• Number of articles: 177</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,783,770,152</li> <li>• Total PR Value: USD 684 360</li> <li>• Number of articles: 147</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,665,393,662</li> <li>• Total PR Value: USD 1,937,375</li> <li>• Number of articles: 140</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,462,390</li> </ul>



		<ul style="list-style-type: none"> <li>• Total PR value: USD 690,000</li> <li>• Number of articles: 92</li> </ul> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,211,294,391</li> <li>• Total PR value: USD 1,948,665</li> <li>• Number of articles: 128</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,524,408</li> <li>• Total PR value: USD 1,110,174</li> <li>• Number of articles: 224</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>• Total reach: 76,266,174</li> <li>• Total PR value: USD 1 467 220</li> <li>• Number of articles: 266</li> </ul> <p><b>Nov</b></p> <ul style="list-style-type: none"> <li>• Total reach: 22 159 051</li> <li>• Total PR value: USD 1 316 080</li> <li>• Number of articles: 216</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>• Total reach: 70,000</li> <li>• Total PR value: USD 850</li> <li>• 9 trade contacts liaise, 3 pieces of online generated coverage, 8 media contacts liaised</li> </ul>
06	South Korea	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>• Total reach: 7,135,000 contacts</li> <li>• Media value coverage: USD \$32,742</li> <li>• 18 print and online articles generated, 1 press release, 1 NL</li> </ul> <p><b>Feb</b></p> <ul style="list-style-type: none"> <li>• Total reach: 6,860,000 contacts</li> <li>• Media value coverage: USD \$27,893</li> <li>• 21 print and online articles generated, 1 press release, 1 NL</li> </ul> <p><b>Mar</b></p> <ul style="list-style-type: none"> <li>• Total reach: 18,910,000</li> <li>• Media value coverage: USD 80,400.00</li> <li>• 22 print and online articles generated</li> <li>• 1 press release &amp; 1 NL</li> </ul>

		<p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 33,790,000 contacts</li> <li>• Media value coverage: US\$ 136,309</li> <li>• 56 coverages generated, 2 press release, 1 NL</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 12,310,000 contacts</li> <li>• Media value coverage: US\$ 53,836</li> <li>• 24 coverages generated</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 17,990,000 contacts</li> <li>• Media value coverage: US\$ 93,504</li> <li>• 27 coverages generated</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 9,780,000 contacts</li> <li>• Media value coverage: \$204,000</li> <li>• 27 coverages generated</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 15,720,000 contacts</li> <li>• Media value coverage: \$215,000</li> <li>• 24 coverages generated</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,310,000 contacts</li> <li>• Media value coverage: \$82,500</li> <li>• 11 coverages generated</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 10,490,000 contacts</li> <li>• Media value coverage: \$221,000</li> <li>• 26 coverages generated</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 10,490,000 contacts</li> <li>• Media value coverage: \$221,000</li> <li>• 26 coverages generated</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• No. of people reached through Print and Online: 11,440,000</li> <li>• Media Value: \$203,500</li> <li>• 26 coverage generated</li> </ul>
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07	Middle East	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 7,907,000</li> <li>• Media value coverage: USD 1,200,000</li> <li>• 17 articles, 1 NL, 1 Press release, 12 tele-calls</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 13,492,000</li> <li>• Media value coverage: USD 1,647,050</li> <li>• 26 articles, 01 newsletter, 01 Press release, 09 tele-calls</li> </ul> <p><b><u>Mar</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 25,167,000</li> <li>• Media value coverage: USD 2,082,484</li> <li>• 28 articles, 1 newsletter, 1 Press release, 14 tele-calls</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 1,290,000</li> <li>• Total reach: 3,199,000</li> <li>• No. of articles: 19 articles</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 2,070,000</li> <li>• Total reach: 2,181,000</li> <li>• No. of articles: 25 articles</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 29,40,000</li> <li>• Total reach: 21,238,000</li> <li>• No. of articles: 35 articles</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 59,60,000</li> <li>• Total reach: 3,154,000</li> <li>• No. of articles: 33 articles</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 2,490,000</li> <li>• Total reach: 3,180,000</li> <li>• No. of articles: 24 articles</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 2,790,000</li> <li>• Total reach: 2,999,000</li> <li>• No. of articles: 27 articles</li> </ul>
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		<p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 221,000</li> <li>• Total reach: 10,490,000</li> <li>• No. of articles: 26 articles</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 221,000</li> <li>• Total reach: 10,490.000</li> <li>• No. of articles: 28 articles</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• Total Media value: USD 1,950,000</li> <li>• Total reach: 2,814,000</li> </ul>
08	Australia	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 94,000</li> <li>• Media value coverage: USD 10,120</li> <li>• 2 media release &amp; 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 136,000</li> <li>• Media value coverage: USD 2696.68</li> <li>• 1 media release &amp; 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development</li> </ul> <p><b><u>March</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 3,334,805</li> <li>• Media value coverage: USD 50,0209.92</li> <li>• 1 media release &amp; 1 newsletter distributed, maintained ongoing liaison with the client and media regarding PR activity including strategy and programme development</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 69,496,845</li> <li>• Media value coverage: USD 28,5284.12</li> <li>• 123 clippings</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 76,386,387</li> <li>• Media value coverage: USD 93,341.43</li> <li>• 94 clippings</li> </ul>

		<p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 175,000</li> <li>Media value coverage: \$ 26,000</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 900,000</li> <li>Media value coverage: \$ 72,000</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 840,203</li> <li>Media value coverage: \$ 126,030.45</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 192000</li> <li>Media value coverage: \$ 28000</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 3400000</li> <li>Media value coverage: \$540,000</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 9,692,391</li> <li>Media value coverage: \$1,455,694.39</li> </ul>
09	Malaysia	<p><b><u>Jan</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 200,000</li> <li>Media value coverage: USD 11,593</li> <li>3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter</li> </ul> <p><b><u>Feb</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 1,400,00</li> <li>Media value coverage: USD 7843</li> <li>3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter</li> <li>3 media contacts liaised, 5 trade contacts liaised, 7 pieces of online and social media coverage generated, 2 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b><u>Mar</u></b></p> <ul style="list-style-type: none"> <li>Total reach: 2,000,000</li> <li>Media Value coverage: USD 22,250</li> </ul>

		<ul style="list-style-type: none"> <li>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</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Total reach: 9,000,000,000</li> <li>Media Value coverage: USD 28,500</li> <li>2 media contacts liaised, 6 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Total reach: 9,000,000,000</li> <li>Media Value coverage: USD 13,050</li> <li>3 media contacts liaised, 25 pieces of print, online and social media coverage generated, 1 newsletter and 1 press release</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>Total reach: 10,000,000</li> <li>Media Value coverage: USD 27,150</li> <li>9 pieces of print, online and social media coverage generated, 1 newsletter and 2 press releases</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>Total reach: 2,000,000</li> <li>Media Value coverage: USD 14,175</li> <li>8 pieces of print, online and social media coverage generated, 4 press releases and 1 newsletter</li> </ul> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>Total reach: 2,000,000</li> <li>Media Value coverage: USD 14,250</li> <li>6 pieces of online and social media coverage generated</li> <li>1 media contact liaised with regarding MICE marketing campaign</li> <li>1 press releases and 1 newsletter</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>Total reach: 2,000,000</li> <li>Media Value coverage: USD 32,985</li> <li>9 pieces of online and social media coverage generated</li> <li>1 trade contact liaised with regarding physical travel fair</li> <li>2 press releases and 1 newsletter</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>Total reach: 14,000,000</li> </ul>
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		<ul style="list-style-type: none"> <li>• Media Value coverage: USD 40,304.25</li> <li>• 10 pieces of online and social media coverage generated</li> <li>• 1 travel expo discussed and confirmed participation</li> <li>• 2 press releases and 1 newsletter</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2000000</li> <li>• Media Value coverage: USD 71,625</li> <li>• 10 pieces of online and social media coverage generated</li> <li>• 1 webinar jointly organized for trade and media partners</li> <li>• 1 press release and 1 newsletter</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,000,000</li> <li>• Media Value coverage: USD 13,552</li> <li>• 9 pieces of online and social media coverage generated</li> <li>• 2 press releases and 1 newsletter</li> <li>• 1 travel fair participated</li> </ul>
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10	South East Asia	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>Total reach: 200,000</li> <li>Media value coverage: USD 11,593</li> <li>3 media contacts, 3 trade contacts, 4 pieces of print, online and social media coverage generated, 1 newsletter</li> </ul> <p><b>Feb</b></p> <ul style="list-style-type: none"> <li>Total reach: 430,000,000</li> <li>Media value coverage: USD 99,000</li> <li>10 pieces of online and social media coverage generated, 2 virtual meeting with media &amp; trade on latest market insights, 5 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>Total reach: 9,000,000</li> <li>Media Value coverage: USD 30,250</li> <li>7 pieces of online and social media coverage generated, 2 virtual meetings with media &amp; trade on latest market insights, 3 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Total reach: 1,800,000,000</li> <li>Media Value coverage: USD 179,000</li> <li>31 pieces of online and social media coverage generated , 3 virtual meetings with media &amp; trade on latest market insights, 6 press releases, 2 newsletters</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Total reach:1,952,100,000</li> <li>Media Value coverage: USD 65,500</li> <li>29 pieces of online and social media coverage generated , 15 virtual meetings with media &amp; trade on latest market insights, 9 press releases, 1 newsletters</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>Total Reach: 1,43,150,000</li> <li>Media Value coverage: USD 65,350</li> <li>16 pieces of online and social media coverage generated,4 virtual meetings, 7 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>Total Reach: 950,000,000</li> <li>Media value coverage: USD 97,000</li> <li>21 pieces of online and social media coverage generated, 3 virtual meetings, 5 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>Total Reach: 625,000,000</li> </ul>
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		<ul style="list-style-type: none"> <li>Media value coverage: USD 60,000</li> <li>12 pieces of online and social media coverage generated, 10 virtual meetings, 9 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>Total Reach: 1,150,000</li> <li>Media value coverage: USD 43,500</li> <li>11 pieces of online and social media coverage generated, 5 virtual meetings, 4 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>Total Reach: 500,000,000</li> <li>Media value coverage: USD 51,000</li> <li>14 pieces of online and social media coverage generated, 6 virtual meetings, 4 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>Nov</b></p> <ul style="list-style-type: none"> <li>Total Reach: 1,000,000,000</li> <li>Media value coverage: USD 67,500</li> <li>15 pieces of online and social media coverage generated, 4 virtual meetings, 3 press releases disseminated, 1 newsletter disseminated</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>Total Reach: 1,200,000,000</li> <li>Media value coverage: USD 59,500</li> <li>14 pieces of online and social media coverage generated</li> <li>5 virtual meeting with media &amp; trade on latest market insights</li> <li>4 press releases disseminated</li> <li>1 newsletter disseminated</li> </ul>
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10	Italy	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>Total reach: 145,150,208</li> <li>Media value coverage: USD 87,805</li> <li>30 print and online media coverage worth USD 87,805, 1 press release and 1 newsletter</li> </ul> <p><b>Feb</b></p> <ul style="list-style-type: none"> <li>Total reach: 80,666,310</li> <li>Media value coverage: USD 109,345</li> <li>33 print and online media coverage worth USD 109,345, 1 press release distributed</li> </ul> <p><b>Mar</b></p> <ul style="list-style-type: none"> <li>Total reach: 223,437,680</li> <li>Media value coverage: USD 269,963</li> <li>34 print and online media coverage worth USD 269,963, 2 press release distributed</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Total reach: 357,888,600</li> <li>Media value coverage: USD 119,992</li> <li>39 print and online media coverage worth USD 119,992, 1 press release distributed</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Total reach: 241,224,031</li> <li>Media value coverage: USD 285,318</li> <li>45 print and online media coverage worth USD 285,318, 1 press release distributed</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>Total reach: 370,327,195</li> <li>Media value coverage: USD 135,668</li> <li>43 print and online media coverage worth USD 135,668 , 2 press release distributed</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>Total reach: 132,435,353</li> <li>Media value coverage: USD 69,430</li> <li>35 print and online media coverage worth USD 69,430 , 1 press release distributed</li> </ul> <p><b>Aug</b></p> <ul style="list-style-type: none"> <li>Total reach: 261,348,965</li> <li>Media value coverage: USD 84,385</li> <li>35 print and online media coverage worth USD 84,385 , 1 press release distributed</li> </ul> <p><b>Sep</b></p> <ul style="list-style-type: none"> <li>Total reach: 531,543,872</li> </ul>
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		<ul style="list-style-type: none"> <li>Media value coverage: USD 162,712</li> <li>33 print and online media coverage worth USD 162,712 , 1 press release distributed</li> </ul> <p><b>Oct</b></p> <ul style="list-style-type: none"> <li>Total reach: 1,044,590,426</li> <li>Media value coverage: \$258,484</li> <li>74 print and online media coverage worth USD 258,484, 2 press release distributed and 33 sales calls</li> </ul> <p><b>Nov</b></p> <ul style="list-style-type: none"> <li>Total reach: 667,150,213</li> <li>Media value coverage: USD 178,363</li> <li>49 print and online media coverage worth USD 178,363, 1 press release distributed and 17 sales calls</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>Total reach: 376,163,362</li> <li>Media value coverage: USD 185,142</li> <li>58 print and online media coverage worth USD 185,142, 2 media campaigns, 3 marketing campaigns and 17 sales calls</li> </ul>
11	USA	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>Total reach: 923,616,654</li> <li>Media value coverage: USD 134,119</li> <li>5 pieces of print and online coverage generated, 8 media contacts , 1 monthly newsletter</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>767,488,017 people reached through print and online</li> <li>\$7,031,739 worth of media value</li> <li>22 media contacts liaised with regarding editorial and marketing requests</li> <li>1 press release drafted and distributed</li> <li>1 newsletter drafted</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>322,638,683 people reached through print and online</li> <li>\$2,984,408 worth of media value</li> <li>20 media contacts liaised with regarding editorial and marketing requests</li> <li>1 thematic media pitch drafted and distributed</li> <li>1 newsletter distributed</li> </ul>

		<p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• 1,057,353,317 people reached through print and online</li> <li>• \$9,780,518 worth of media value</li> <li>• 20 media contacts liaised with regarding editorial and marketing requests</li> <li>• 1 thematic media pitch drafted and distributed</li> <li>• 1 newsletter distributed</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• 452,414,829 people reached through print and online</li> <li>• \$4,184,837 worth of media value</li> <li>• 15 media contacts liaised with regarding editorial and marketing requests</li> <li>• 1 thematic media pitch drafted and distributed</li> <li>• 1 newsletter distributed</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• 355,641,200 people reached through print and online</li> <li>• \$3,289,681 worth of media value</li> <li>• 15 media contacts liaised with regarding editorial and marketing requests</li> <li>• 1 press release distributed</li> <li>• 1 newsletter distributed</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• 833,480,666 people reached through print and online</li> <li>• \$7,709,696 worth of media value</li> <li>• 22 media contacts liaised with regarding editorial and marketing requests</li> <li>• 1 thematic media pitch drafted and distributed</li> <li>• 1 newsletter distributed</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• 170,885,285 people reached through print and online</li> <li>• \$1,580,689 worth of media value</li> <li>• 24 media contacts liaised with regarding editorial and marketing requests</li> <li>• 1 thematic media pitch drafted and distributed</li> <li>• 1 newsletter distributed</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• 281,885,692 people reached through print and online</li> <li>• \$2,607,442.65 worth of media value</li> </ul>
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		<ul style="list-style-type: none"> <li>25 media contacts liaised with regarding editorial and marketing requests</li> <li>1 thematic media pitch distributed</li> <li>1 newsletter distributed</li> </ul> <p><b>Dec</b></p> <ul style="list-style-type: none"> <li>222,603,632 people reached through print and online</li> <li>\$2,059,083.60 worth of media value</li> <li>15 media contacts liaised with regarding editorial and marketing requests</li> <li>1 thematic media pitch distributed</li> <li>1 newsletter distributed</li> </ul>
12	France	<p><b>Jan</b></p> <ul style="list-style-type: none"> <li>Total reach: 82,146,000</li> <li>Media value coverage: USD 1,991,702</li> <li>7 pieces of print/online generated coverage, 12 articles, 07 key media contacts</li> </ul> <p><b>Feb</b></p> <ul style="list-style-type: none"> <li>Total reach: 66,887,000</li> <li>Media value coverage: USD 1,132,926</li> <li>19 pieces of print, online and TV coverage generated, 12 articles, 5 key media contacts</li> </ul> <p><b>Mar</b></p> <ul style="list-style-type: none"> <li>Total reach: 1,537,000</li> <li>Media value coverage: USD 88,948</li> <li>4 pieces of TV and online generated coverage generated, 6 articles, 5 key media contacts</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Total reach: 89,433,000</li> <li>Media value coverage: USD 1075,731</li> <li>4 pieces of TV generated coverage, 19 articles, 0 key media contacts</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Total reach: 89,433,000</li> <li>Media value coverage: USD 1075,731</li> <li>4 pieces of TV generated coverage, 19 articles, 0 key media contacts</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>Total reach: 19,721,820</li> <li>Media value coverage: USD 145,344</li> <li>3 pieces of TV generated coverage, 6 articles, 5 key media contacts</li> </ul>

		<p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 28 260 500</li> <li>• Media value coverage: USD 611 803</li> <li>• 4 pieces of TV generated coverage, 6 articles, 6 key media contacts, 1 media partnership initiated</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 5 656 000</li> <li>• Media value coverage: USD 134 131</li> <li>• 10 pieces of print/online coverage generates, 5 key media contacts</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 44 340 100</li> <li>• Media value coverage: USD 504 072</li> <li>• 9 pieces of generated coverage, 1 press trip in pipes, 1 media partnership initiated</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 33 990 400</li> <li>• Media value coverage: USD 307 655</li> <li>• 5 pieces of generated coverage, 1 media partnership initiated</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 33 990 400</li> <li>• Media value coverage: USD 307 655</li> <li>• 5 pieces of generated coverage, 1 media partnership initiated</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 32 980 420</li> <li>• Media value coverage: USD 306 655</li> <li>• 4 pieces of generated coverage, 4 key media contacts</li> <li>• 1 media partnership completed, 1 group fam trip</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• 32 980 420 people reached through online media coverage</li> <li>• 306 655 of media value for 6 articles</li> <li>• 4 pieces of generated coverage</li> <li>• 4 key media contacts</li> <li>• 1 media partnership completed</li> <li>• 1 group press trip completed</li> </ul>
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13	Japan	<p><u>Jan</u></p> <ul style="list-style-type: none"> <li>• Total reach: 6,230,000</li> <li>• Media value coverage: USD 6,250</li> <li>• 5 trade/relations contacts liaised with regarding coop opportunity and promotional activity.</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><u>Feb</u></p> <ul style="list-style-type: none"> <li>• Total reach: 256,077,600</li> <li>• Media value coverage: USD 22,214</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity.</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><u>March</u></p> <ul style="list-style-type: none"> <li>• Total reach: 345,100,000</li> <li>• Media value coverage: USD 77,532</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity.</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><u>April</u></p> <ul style="list-style-type: none"> <li>• Total reach: 224,156,198</li> <li>• Media value coverage: USD 70,269</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><u>May</u></p> <ul style="list-style-type: none"> <li>• Total reach: 13,110,000</li> <li>• Media value coverage: USD 97,091</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 8 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><u>June</u></p> <ul style="list-style-type: none"> <li>• Total reach: 519,600,000</li> <li>• Media value coverage: USD 52,749</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul>
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		<p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 99,640,000</li> <li>• Media value coverage: USD 66,505</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,160,857,600</li> <li>• Media value coverage: USD 56,147</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 747,823,500</li> <li>• Media value coverage: USD 51,300</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 4 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 87,958,400</li> <li>• Media value coverage: USD 56,363</li> <li>• 4 trade/relations contacts liaised with regarding coop opportunity and promotional activity</li> <li>• 5 media contacts liaised with regarding future contents coop and non-paid promotional activity</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 338,357,600</li> <li>• Media value coverage: USD 50,800</li> <li>• 20 trade/relations contacts</li> <li>• 4 media contacts liaised</li> <li>• Submit Weekly reports 3</li> <li>• Webinar hosted</li> <li>• 1on1 meetings (20 meetings) (JATA online mart)</li> <li>• Destination guide proof check 1</li> </ul> <p><b><u>Dec</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 407,487,600</li> <li>• Media value coverage: USD 50,652</li> </ul>
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		<ul style="list-style-type: none"> <li>• 4 trade/relations contacts liaised</li> <li>• 4 media contacts liaised</li> <li>• Submit Weekly reports 4</li> <li>• 2 Press releases</li> <li>• Bi-monthly PR Review meeting on 22 December</li> </ul>
14.	Nordic	<p><b><u>March</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 162,469</li> <li>• Media value: USD 8,150</li> </ul> <p><b><u>April</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 3,995</li> <li>• Media value: USD 236,447</li> </ul> <p><b><u>May</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 1,869,334</li> <li>• Media Value: USD 214,164</li> <li>• 1 Bimonthly Newsletter, 1 Press release, 7 Media Liaisons</li> </ul> <p><b><u>June</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,115,600</li> <li>• Media Value: USD 25,940</li> </ul> <p><b><u>July</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,685,704</li> <li>• Media Value: USD 98,563.94</li> </ul> <p><b><u>Aug</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,769,396</li> <li>• Media Value: USD 120,549</li> </ul> <p><b><u>Sep</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 4,440,244</li> <li>• Media Value: USD 336,643</li> </ul> <p><b><u>Oct</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 162,469</li> <li>• Media Value: USD 8,150</li> </ul> <p><b><u>Nov</u></b></p> <ul style="list-style-type: none"> <li>• Total reach: 2,730,502</li> <li>• Media Value: USD 150,291</li> </ul>

		<p><b>Dec</b></p> <ul style="list-style-type: none"> <li>Total reach: 31,131,250</li> <li>Media Value: USD 208,209</li> </ul>
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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	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>
06	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>

- ❖ Partnership with any other suppliers
- ❖ Diversification

#### 4. Board Activities (October - December)

Directors Name	Designation	Board meeting	Audit committee	Risk Committee	Remuneration Committee	Compliance Committee
Mr. Thoyyib Mohamed	Managing Director	6/6	-	-	-	-
Mr. Abdulla Rasheed	NED	5/6	-	-	-	-
Mr. Abdulla Suood	NED	6/6	-	-	-	-
Ms. Ahmed Afrah	NED	6/6	-	-	-	-
Mr. Abdulla Nashiz Mohamed	NED	6/6	-	-	-	-
<b>Note:</b> * MMPRC does not have a Risk Committee, Remuneration Committee or Compliance Committee.						
Meeting		Number of Meeting				
Board meeting		6				
Audit committee		-				
Risk Committee		-				
Remuneration Committee		-				
Compliance Committee		-				

## 5. Ongoing project details

#	Project Name	Project commencement date	Project completion date	Project value	Project completion %
1	Public Relations Firm: Malaysia	7th January 2020	6th January 2023	USD 2,800/ month	67%
2	Public Relations Firm: Japan	1st February 2020	31st January 2022	USD 4,000/ month	96%
3	Public Relations Firm: Italy	6th February 2021	4th March 2022	USD 4,250/ month	77%
4	Public Relations Firm: Australia	21st June 2021	20th June 2022	USD 3,450/ month	50%
5	Public Relations Firm: USA	06th April 2021	05th April 2022	USD 4,450/ month	75%
6	Public Relations Firm: UK	1-Aug-21	31st July 2022	USD 3500/ month	33%
7	Public Relations Firm: Germany	01st August 2021	31st July 2022	USD 3,190/ month	33%
8	Public Relations Firm: India	01st August 2021	31st July 2022	USD 750/ month	33%
9	Public Relations Firm: China	01st October 2021	30th September 2022	USD 3,000.00/month	25%
10	Public Relations Firm: South Korea	07th October 2021	06th October 2022	USD 2,500.00/month	25%
11	Public Relations Firm: South East Asia (SEA)	1st December 2021	30th November 2022	USD 5,000.00/month	8%
12	Public Relations Firm: Russia	16th December 2021	15th December 2022	USD 3,520/Month	92%
13	Public Relations Firm: Middle East	15th December 2019	14th April 2022	USD 3,000.00/month	89%
14	Public Relations Firm: France	28th December 2021	27th December 2022	USD 4,540/Month	8%
15	Public Relations Firm: Nordic	09th March 2021	08th March 2022	USD 4,166/Month	75%
16	Nordic FAM Trip	20th January 2020	Proposed period: 25th January to 30th January	USD 2,500.00	100%
17	Belgium Fam Trip	23rd February 2020	Proposed period: June 2020	USD 2,900.00	100%



18	Roadshow in Central and Eastern Europe	18-Apr-21	Jul-21	USD 32,791.00	Postponed to 2022
19	New Godown Renting	27th January 2020	26th January 2025	MVR 30,000.00 (for the first 2 years)	40%
20	Images and Video Shoot - Option 1 (Eid festivities in Maldives)	4th February 2020	3rd September 2020	MVR 128,375.54	postponed until Bodu eid 2022
21	Images and Video Shoot - Option 4 (Liveaboard Experiences in Maldives)	4th February 2020	3rd March 2020	MVR 236,295.00	Postposed due to covid situation
22	Video Production company for 1 year period	25-Aug-21	24th August 2022	MVR 25,000/monthly	33%
23	Renewal of old Godown agreement for two years	1st May 2020	30th April 2022	MVR 38,000/monthly	79%
24	Hiring a Creative Agency for one year period	24th October 2021	23rd November 2022	MVR 26,500.00	17%
25	Extension of Internal Audit	25th November 2021	24th November 2022	MVR 7,420.00/Month	8%
26	Office cleaning for one year				Completed, and in the process for hiring new party
27	Internet provider	31-Oct-19	31-Oct-21	MVR 24,762.98/Month	96%
28	Forward Keys Subscription	14-Jun-21	13-Jun-22	EUR 19,071.00	42%
29	Map of Maldives / Male'	29-Apr-21	28-Apr-22	MVR 67,575.00	67%
30	AC Service & Maintenance	Jan-21	Jan-22	MVR 3,000.00/once in 3 month	Completed
31	Destination guide and Product Directory Printing	22th September 2021	1st February 2021	MVR 1,585,250.00	92%
32	Printing of Tales of Maldives				Cancelled due to the changes in scope of work

## 6. Income Statement & Statement of Financial Position

Income statement and statement of financial position is attached as Annex-1 of this report.

### 1. Segmental performance (Not Applicable)

Quarter	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
Revenue						
Operating profit						
Finance income						
Profit/(loss) before tax						
Business profit tax						
Profit/(loss) after tax						

11 January 2022



**Thoyyib Mohamed**  
Managing Director



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**Maldives Marketing & Public Relations Corporation**

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MALDIVES MARKETING AND PUBLIC RELATIONS  
CORPORATION LIMITED  
QUARTERLY REPORT AND FINANCIAL STATEMENTS  
31 DECEMBER 2021



**Maldives Marketing and Public Relations Corporation Limited**  
**STATEMENT OF COMPREHENSIVE INCOME**  
**Quarter ended 31 December 2021**

	<b>Note</b>	<b>2021 Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
Revenue	<b>6</b>	49,081,512	38,499,746	31,638,010	34,677,790
Direct costs		(41,694,937)	(26,518,902)	(25,188,153)	(27,106,614)
<b>Gross (loss) / profit</b>		<b>7,386,575</b>	<b>11,980,844</b>	<b>6,449,857</b>	<b>7,571,176</b>
Other income	<b>7</b>	30,000	-	-	1
Administration expenses		(5,552,939)	(4,947,097)	(4,361,799)	(4,182,714)
Selling and distribution expenses		(326,403)	(1,131,390)	(184,114)	(580,174)
<b>(Loss) / profit operating activities</b>	<b>9</b>	<b>1,537,233</b>	<b>5,902,357</b>	<b>1,903,944</b>	<b>2,808,289</b>
Finance cost	<b>8</b>	(910,586)	(910,585)	(910,586)	(910,586)
<b>(Loss) / profit before tax from operation</b>		<b>626,647</b>	<b>4,991,772</b>	<b>993,358</b>	<b>1,897,703</b>
Business profit tax expense					
<b>(Loss) / profit for the year</b>		<b>626,647</b>	<b>4,991,772</b>	<b>993,358</b>	<b>1,897,703</b>
(Loss) / profit per share - basic	<b>11</b>	6.27	49.92	9.93	18.98

**Maldives Marketing and Public Relations Corporation Limited**
**STATEMENT OF FINANCIAL POSITION**
**Quarter ended 31 December 2021**

Asset	Note	2021 Q4 MVR	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR
<b>Non-current assets</b>					
Property, plant and equipment	12	3,685,820	2,703,785	2,633,281	2,620,761
Intangible assets	13	726,305	697,640	615,800	615,800
Deferred tax asset	10	2,821	2,821	2,821	2,821
Right of use assets	14.1	5,769,383	5,769,383	5,769,383	5,769,383
		<b>10,184,329</b>	<b>9,173,629</b>	<b>9,021,285</b>	<b>9,008,765</b>
<b>Current assets</b>					
Trade and other receivables	15	1,539,018,875	1,546,067,204	1,528,228,975	1,570,332,281
Business profit tax receivable	16	1,670,287	1,670,287	1,670,287	1,670,287
Cash and cash equivalents	17	107,634,024	115,856,497	115,120,844	68,253,401
		<b>1,648,323,186</b>	<b>1,663,593,988</b>	<b>1,645,020,106</b>	<b>1,640,255,969</b>
<b>Total assets</b>		<b>1,658,507,515</b>	<b>1,672,767,617</b>	<b>1,654,041,391</b>	<b>1,649,264,734</b>
<b>Equity and liabilities</b>					
<b>Share capital and reserves</b>					
Issued share capital	18	10,000,000	10,000,000	10,000,000	10,000,000
Call in arrears	18	(10,000,000)	(10,000,000)	(10,000,000)	(10,000,000)
Accumulated loss		22,062,190	21,435,543	16,443,771	15,450,413
<b>Total equity</b>		<b>22,062,190</b>	<b>21,435,543</b>	<b>16,443,771</b>	<b>15,450,413</b>
<b>Non-current liabilities</b>					
Lease liability	14.2	4,153,616	4,153,616	4,153,616	4,153,616
Long Term Loan	19.2	76,876,475	78,989,261	80,045,654	81,102,047
		<b>81,030,091</b>	<b>83,142,877</b>	<b>84,199,270</b>	<b>85,255,663</b>
<b>Current liabilities</b>					
Trade and other payables	19	1,553,944,992	1,566,718,957	1,551,928,108	1,547,088,419
Lease liability	14.2	1,470,237	1,470,237	1,470,237	1,470,237
		<b>1,555,415,229</b>	<b>1,568,189,194</b>	<b>1,553,398,345</b>	<b>1,548,558,656</b>
<b>Total equity and liabilities</b>		<b>1,658,507,515</b>	<b>1,672,767,617</b>	<b>1,654,041,391</b>	<b>1,649,264,734</b>

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

**Name of the Director**
**Signature**

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MALDIVES MARKETING &  
PR CORPORATION  
State Owned Corporation  
C-0509/2011

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

	Share capital	Accumulated	Total
	MVR	Loss MVR	MVR
<b>Balance as at 31 December 2020</b>	<b>10,000,000</b>	<b>13,552,710</b>	<b>13,552,710</b>
Profit/Loss for the quarter		1,897,703	1,897,703
<b>Balance as at 31 March 2021</b>	<b>10,000,000</b>	<b>15,450,413</b>	<b>15,450,413</b>
Profit/Loss for the quarter		993,358	993,358
<b>Balance as at 30 June 2021</b>	<b>10,000,000</b>	<b>16,443,771</b>	<b>16,443,771</b>
Profit/Loss for the quarter		4,991,772	4,991,772
<b>Balance as at 30 September 2021</b>	<b>10,000,000</b>	<b>21,435,543</b>	<b>21,435,543</b>
Profit/Loss for the quarter		626,647	626,647
<b>Balance as at 31 December 2021</b>	<b>10,000,000</b>	<b>22,062,190</b>	<b>22,062,190</b>





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

	Note	2021 Q4 MVR	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR
<b>Operating activities</b>					
(Loss) / profit before tax		626,647	4,991,772	993,358	1,897,703
<b>Adjustment to reconcile profit to net cash flows</b>					
Depreciation	12	-	-	-	-
Finance cost	14.2	-	-	-	-
		<b>626,647</b>	<b>4,991,772</b>	<b>993,358</b>	<b>1,897,703</b>
<b>Working capital changes</b>					
(Increase) / decrease in trade and other receivables	15	7,048,329	(17,838,229)	42,103,306	(35,914,957)
(Decrease) / increase in trade and other payable	19	(12,773,965)	14,790,849	4,839,689	9,401,943
<b>Cash generated used in / from operations</b>		<b>(5,098,989)</b>	<b>1,944,392</b>	<b>47,936,353</b>	<b>(24,615,311)</b>
Business profit tax paid					
<b>Net cash flows from operating activities</b>		<b>(5,098,989)</b>	<b>1,944,392</b>	<b>47,936,353</b>	<b>(24,615,311)</b>
<b>Investing activities</b>					
Acquisition of property, plant, and equipment	12	(1,010,700)	(152,344)	(12,520)	(630,032)
<b>Net cash flow used in investing activities</b>		<b>(1,010,700)</b>	<b>(152,344)</b>	<b>(12,520)</b>	<b>(630,032)</b>
<b>Financing activities</b>					
Issued share capital during the year	18	-	-	-	-
Settlement of lease liabilities					
Long Term Loan					
Loan Repayment		(2,112,786)	(1,056,393)	(1,056,393)	(3,026,965)
<b>Net cash used from financing activities</b>		<b>(2,112,786)</b>	<b>(1,056,393)</b>	<b>(1,056,393)</b>	<b>(3,026,965)</b>
<b>Net Increase in cash and cash equivalents</b>		<b>(8,222,475)</b>	<b>735,655</b>	<b>46,867,440</b>	<b>(28,272,308)</b>
Cash and cash equivalents at beginning		115,856,497	115,120,844	68,253,401	96,525,710
<b>Cash and cash equivalents at 31 December</b>	17	<b>107,634,024</b>	<b>115,856,497</b>	<b>115,120,844</b>	<b>68,253,401</b>

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

		<b>2021 Q4</b>	<b>2021 Q3</b>	<b>2021 Q2</b>	<b>2021 Q1</b>
		<b>MVR</b>	<b>MVR</b>	<b>MVR</b>	<b>MVR</b>
<b>6</b>	<b>Revenue</b>				
	Advertising	-	-	-	-
	Membership fee	589,172	851,313	483,160	451,035
	Fair participation fee	7,475	3,997,824	443,892	1,104,960
	Roadshow participation fee	-	142,635	66,306	341,707
	Government grants	48,484,865	33,507,974	30,644,652	32,780,088
		<b>49,081,512</b>	<b>38,499,746</b>	<b>31,638,010</b>	<b>34,677,790</b>
<b>7</b>	<b>Other income</b>				
	Miscellaneous income	30,000	-	-	1
	Reversal of over provision in prior year				
		<b>30,000</b>	<b>-</b>	<b>-</b>	<b>1</b>
<b>8</b>	<b>Finance cost</b>				
	Lease Interest Expenses	-	-	-	-
	Loan Interest	910,586	910,585	910,586	910,586
		<b>910,586</b>	<b>910,585</b>	<b>910,586</b>	<b>910,586</b>
<b>9</b>	<b>Profit before tax stated after charging,</b>				
	Salary and wages	2,710,706	2,347,875	2,377,610	1,983,789
	Board member's fee	114,044	109,880	107,532	109,104
	Rent	1,014,308	913,320	712,860	712,860
	Telephone and internet	2,082	125,077	135,227	101,958

**10 Deferred tax**

**10.1 Deferred tax on temporary differences**

- a) The deferred tax is arrived by applying the income tax rate of 15% to the timing differences as at 31 December.

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

**10 Deferred tax**

<b>10 Deferred tax on temporary differences</b>	<b>2021 Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
On property, plant and equipment	2,821	2,821	2,821	2,821
<b>Total tax asset as at 31 December</b>	<b>2,821</b>	<b>2,821</b>	<b>2,821</b>	<b>2,821</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 Company's management expects to earn future taxable profits and therefore deferred tax assets are recognized.

<b>b) Movement in deferred tax</b>	<b>2021 Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
<b>Opening</b>	2,821	2,821	2,821	2,821
Provision reversed during the period	-	-	-	-
<b>closing</b>	<b>2,821</b>	<b>2,821</b>	<b>2,821</b>	<b>2,821</b>

**11 Profit per share - basic**

Basic Profit per share is calculated by dividing the Profit for the year attributable to ordinary shareholders by the weighted average number of ordinary shares outstanding during the year. The following reflects the loss and share data used in the basic earnings per share computation.

	<b>2021 Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
<b>Amount used as the numerator:</b>				
Profit for the quarter	626,647	4,991,772	993,358	1,897,703
<b>Number of ordinary shares used as denominator:</b>				
Weighted average number of ordinary shares in issue	100,000	100,000	100,000	100,000
- applicable to basic earnings per share				



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

**12 Property, plant and equipment**

	Balance as at	Additions during	Balance as at	Additions during	Balance as at
	30.06.2021	the quarter	30.09.2021	the quarter	31.12.2021
	MVR	MVR	MVR	MVR	MVR
<b>Gross carrying amounts</b>					
<b>At cost</b>					
Furniture and fittings	1,852,272	29,385	1,881,657	584,730	2,466,387
Office equipment	2,931,147	36,001	2,967,148	397,305	3,364,453
Communication Tools	136,017	5,118	141,135	-	141,135
	<b>4,919,436</b>	<b>70,504</b>	<b>4,989,940</b>	<b>982,035</b>	<b>5,971,975</b>
<b>Depreciation</b>					
	Balance as at	Charge for	Balance as at	Charge for	Balance as at
	30.06.2021	the quarter	30.09.2021	the quarter	31.12.2021
	MVR	MVR	MVR	MVR	MVR
Furniture and fittings	399,783	-	399,783	-	399,783
Office equipment	1,842,620	-	1,842,620	-	1,842,620
Communication Tools	43,752	-	43,752	-	43,752
	<b>2,286,155</b>	<b>-</b>	<b>2,286,155</b>	<b>-</b>	<b>2,286,155</b>
<b>Net book value</b>	<b>2,633,281</b>		<b>2,703,785</b>		<b>3,685,820</b>

**13 Intangible assets**

	Balance as at	Additions during	Balance as at	Additions during	Balance as at
	30.06.2021	the quarter	30.09.2021	the quarter	31.12.2021
	MVR	MVR	MVR	MVR	MVR
<b>Gross carrying amounts</b>					
<b>At cost</b>					
Computer software	72,762	81,840	154,602	28,665	183,267
Website	700,000	-	700,000	-	700,000
	<b>772,762</b>	<b>81,840</b>	<b>854,602</b>	<b>28,665</b>	<b>883,267</b>

<b>Amortization</b>	<b>Balance as at 30.06.2021 MVR</b>	<b>Charge for the quarter MVR</b>	<b>Balance as at 30.09.2021 MVR</b>	<b>Charge for the quarter MVR</b>	<b>Balance as at 31.12.2021 MVR</b>
Computer software	16,962	-	16,962	-	16,962
Website	140,000	-	140,000	-	140,000
	<b>156,962</b>	<b>-</b>	<b>156,962</b>	<b>-</b>	<b>156,962</b>
<b>Net book value</b>	<b>615,800</b>		<b>697,640</b>		<b>726,305</b>

#### 14 Lease

The Company has a contracts for the use of buildings in its operations. Lease of Building has lease term of 5 years. The Company's obligations under its leases are secured by the lessors' title to the leased assets.

##### 14.1 Right of use assets

<b>Gross carrying amounts</b>	<b>Balance as at 30.06.2021 MVR</b>	<b>Additions during the quarter MVR</b>	<b>Balance as at 30.09.2021 MVR</b>	<b>Additions during the quarter MVR</b>	<b>Balance as at 31.12.2021 MVR</b>
<b>At cost</b>					
Rental of 2nd floor of H.Zoneyria	8,484,455	-	8,484,455	-	8,484,455
	<b>8,484,455</b>	<b>-</b>	<b>8,484,455</b>	<b>-</b>	<b>8,484,455</b>
<b>Amortization</b>	<b>Balance as at 30.06.2021 MVR</b>	<b>Charge for the quarter MVR</b>	<b>Balance as at 30.09.2021 MVR</b>	<b>Charge for the quarter MVR</b>	<b>Balance as at 31.12.2021 MVR</b>
Rental of 2nd floor of H.Zoneyria	2,715,072	-	2,715,072	-	2,715,072
	<b>2,715,072</b>	<b>-</b>	<b>2,715,072</b>	<b>-</b>	<b>2,715,072</b>
<b>Net book value</b>	<b>5,769,383</b>		<b>5,769,383</b>		<b>5,769,383</b>

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

**14 Lease (Continued)**

<b>14.2 Lease Liabilities</b>	<b>2021Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
Opening	5,623,853	5,623,853	5,623,853	5,623,853
Additions during the year	-	-	-	-
Accretion of interest	-	-	-	-
Payments	-	-	-	-
Closing	<b>5,623,853</b>	<b>5,623,853</b>	<b>5,623,853</b>	<b>5,623,853</b>

<b>Classification</b>	<b>Interest rate</b>	<b>Maturity</b>	<b>2019</b>	<b>2020</b>
<b>Current</b>				
Rental of 2nd floor of H.Zoneyria	12%	2021	1,312,711	1,470,237
<b>Non - current</b>				
Rental of 2nd floor of H.Zoneyria	12%	2022- April 2024	5,623,852	4,153,616
<b>Total</b>			<b>6,936,563</b>	<b>5,623,853</b>

<b>15 Trade and other receivables</b>	<b>2021Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
Accounts receivables	9,027,420	9,992,388	9,721,454	48,074,202
Provision for Impairment	(1,058,210)	(1,058,210)	(1,058,210)	(1,058,210)
	7,969,210	8,934,178	8,663,244	47,015,992
Prepayments and deposits	11,568,439	18,396,465	1,352,427	5,575,997
Other receivable	1,357,025,125	1,356,280,460	1,355,757,203	1,355,284,191
Fixed Term Cash lend	157,253,546	157,253,546	157,253,546	157,253,546
Amounts due from related parties (note15.1)	5,202,555	5,202,555	5,202,555	5,202,555
	<b>1,539,018,875</b>	<b>1,546,067,204</b>	<b>1,528,228,975</b>	<b>1,570,332,281</b>

**15.1 Amounts due from related parties**

Maldives Tourism, Arts and Culture	5,202,555	5,202,555	5,202,555	5,202,555
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**16 Business profit tax receivable**

Current tax receivables	1,670,287	1,670,287	1,670,287	1,670,287
	<b>1,670,287</b>	<b>1,670,287</b>	<b>1,670,287</b>	<b>1,670,287</b>

**17 Cash and cash equivalents**

Cash in hand	232,036	304,462	360,338	211,058
Cash at bank	107,401,988	115,552,035	114,760,506	68,042,343
	<b>107,634,024</b>	<b>115,856,497</b>	<b>115,120,844</b>	<b>68,253,401</b>



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

		2021 Q4 MVR	2021 Q3 MVR	2021 Q2 MVR	2021 Q1 MVR
18	<b>Share capital</b>				
	<b>Authorised share capital</b>				
	10,000,000 Ordinary shares of Rf 100/= each	<u>1,000,000,000</u>	<u>1,000,000,000</u>	<u>1,000,000,000</u>	<u>1,000,000,000</u>
	<b>Issued share capital</b>				
	1,642,000 Ordinary shares of Rf 100/= each	<u>10,000,000</u>	<u>10,000,000</u>	<u>10,000,000</u>	<u>10,000,000</u>
	<b>Call in arrears</b>				
	100,000 Ordinary shares of Rf 100/= each	<u>10,000,000</u>	<u>10,000,000</u>	<u>10,000,000</u>	<u>10,000,000</u>
19	<b>Trade and other payables</b>	<b>2021 Q4 MVR</b>	<b>2021 Q3 MVR</b>	<b>2021 Q2 MVR</b>	<b>2021 Q1 MVR</b>
	Trade payables	18,008,573	19,969,684	9,985,468	14,725,132
	Advance from customer	7,955,580	5,806,723	6,452,179	6,838,964
	Other payables	458,247	391,146	283,185	283,185
	Accrued expenses	(117,804)	2,976,143	2,674,041	613,251
	Deferred Income	8,782,421	18,717,286	13,675,260	5,769,912
	Amount due to related parties (note 19.1)	<u>1,518,857,975</u>	<u>1,518,857,975</u>	<u>1,518,857,975</u>	<u>1,518,857,975</u>
		<u><b>1,553,944,992</b></u>	<u><b>1,566,718,957</b></u>	<u><b>1,551,928,108</b></u>	<u><b>1,547,088,419</b></u>
19.1	<b>Amount due to related parties</b>				
	Payable to the Ministry of Tourism, Arts and Culture	1,518,857,975	1,518,857,975	1,518,857,975	1,518,857,975
	Maldives Ports Limited	-	-	-	-
		<u><b>1,518,857,975</b></u>	<u><b>1,518,857,975</b></u>	<u><b>1,518,857,975</b></u>	<u><b>1,518,857,975</b></u>
19.2	<b>Long Term Loan</b>				
	<b>Loan from Maldives Ports Limited</b>				
	Opening	78,989,261	80,045,654	81,102,047	84,129,012
	Repayment during the period	<u>2,112,786</u>	<u>1,056,393</u>	<u>1,056,393</u>	<u>3,026,965</u>
	Closing	<u><b>76,876,475</b></u>	<u><b>78,989,261</b></u>	<u><b>80,045,654</b></u>	<u><b>81,102,047</b></u>

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

	2021 Q4	2021 Q3	2021 Q2	2021 Q1
	MVR	MVR	MVR	MVR
<b>I Direct costs</b>				
Events	1,003,929	629,617	3,939,990	11,788
Fairs-MMPRC Cost	19,520,943	8,264,191	10,188,403	12,284,202
Advertising	15,441,207	12,295,486	7,366,663	7,786,074
Promotional material	1,383,416	1,629,218	165,544	393,214
Road shows	1,484,235	3,000	403,649	3,358,913
PR & Fam Trips	2,861,207	3,697,390	3,123,904	3,272,423
	<b>41,694,937</b>	<b>26,518,902</b>	<b>25,188,153</b>	<b>27,106,614</b>
<b>II Administrative expenses</b>				
Salary and wages	2,710,706	2,347,875	2,377,610	1,983,789
Directors remuneration	114,044	109,880	107,532	109,104
Pension contributions	128,308	59,980	86,095	76,752
Staff training	23,540	56,743	3,390	60,810
Meals and entertainment	43,280	105,665	5,193	4,925
Repairs and maintenance	54,032	22,951	22,070	24,131
Depreciation	-	-	-	-
Rent	1,014,308	913,320	712,860	712,860
Telephone and internet	2,082	125,077	135,227	101,958
Registration and permit fees	-	-	-	-
Professional fees	543,717	617,218	394,442	501,762
Annual fee	-	-	-	2,000
Printing and stationaries	35,151	62,906	6,450	48,982
Water	5,596	3,018	838	1,177
Subscription fee	170,789	30,358	177,450	149,255
Insurance	-	-	-	-
Bank charges	292,042	231,561	197,043	160,459
Miscellaneous expenses	204,135	136,178	77,906	59,474
Other expense	2,853	50	2,112	4,380
Fine charges	-	150	-	-
Exchange gain/ loss	160,739	55,048	26,091	147,786
Website maintenance fee	-	33,000	-	-
GST expenses	-	-	-	-
Electricity Charge	47,617	36,119	29,490	33,110
	<b>5,552,939</b>	<b>4,947,097</b>	<b>4,361,799</b>	<b>4,182,714</b>
<b>III Selling and distribution</b>				
Sponsorships cost	326,403	1,131,390	184,114	580,174
Provision for Impairment	-	-	-	-
	<b>326,403</b>	<b>1,131,390</b>	<b>184,114</b>	<b>580,174</b>