

INTERNATIONAL MALDIVES
TRAVEL MARKET

IMTM 2018 REPORT

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International Maldives Travel Market (IMTM)
2018 was the first B2B international travel and trade show that was held in a resort of Maldives. The fair was held from the **23rd 24th June 2018** at **Adaaran Select Hudhuranfushi Resort**, Maldives.

The event featured **32 Hosted Buyers** (Tour Operators, Travel Agencies and Destination Management Companies) representative of **19 countries** spread throughout 5 continents.

INTRODUCTION

International Maldives Travel Market (IMTM) 2018 was the first B2B international travel and trade show that was held in a resort of Maldives. The fair was held from the 23rd-24th June 2018 at Adaaran Select Hudhuranfushi Resort, Maldives.

The event featured 32 Hosted Buyers (Tour Operators, Travel Agencies and Destination Management Companies) representative of 19 countries spread throughout 5 continents. The event also featured 127 Trade Visitors from 86 local companies representing 44 Resorts, 40 Guesthouses, 21 Liveaboards, 3 Hotel, and 19 Travel Agents and Tour Operators.

IMTM 2018 was different to most conventional travel and trade shows in the sense that the Hosted Buyers took on the role of exhibitors and Tourism Establishments (Resorts, Guesthouses, Liveaboards, Hotels, etc.) that normally took on the role of Exhibitors were designated as Trade Visitors.

However, these Trade Visitors who do not normally have the chance to book meetings directly with Exhibitors / Hosted Buyers in other conventional travel and trade fairs could book meetings directly through the official online meeting booking platform of IMTM 2018.

Additionally, the attire was casual and participants were encouraged to come barefoot to emphasise the beautiful natural surroundings that can offer MICE Tourism in Maldives.

The case for hosting IMTM 2018 was due to observations indicating that most of the tourism stakeholders do not attend International Travel and Trade Fairs as a major collective. Major travel and trade fairs such as ITB Berlin (Germany) and World Travel Market (WTM) (UK) are the some of the few exceptions that consist of a widespread industry presence year after year, with participation numbers exceeding 100. Even then, high costs of participation do not ensure a proportional representation between Resorts, Liveaboards and Guesthouses.

IMTM 2018 sought to provide a cost-effective internal platform which can garner a major collective industry presence consisting of all 3 sectors (Resorts/Hotels, Liveaboards and Guesthouses) for international buyers to meet with.

A grand total of 150 participants from 134 companies both local and international, participated at IMTM 2018.

According to feedback received from the participants (sample), the event itself generated business worth USD 231,000. An overall satisfaction score of 4 out of 5 was registered for Hosted Buyers and 3 out of 5 was registered for Trade Visitors.

Based on feedback it was decided to host IMTM 2019 at Farukolhufushi, Phase 2, Hulhumale' from the 22nd - 23rd June 2019. The targeted number of Hosted Buyers are to be increased from 32 to 50. Furthermore, the targeted number of countries has been increased to 25.

EVENT BACKGROUND

IMTM 2018 was launched in ITB Berlin 2018 by signing with the host partner, Adaaran Resorts. The Ministry of Tourism and MPPRC (Maldives Marketing and Public Relations Corporation) endorsed IMTM 2018 and provided support to make it a successful event. In addition, GAM (Guesthouse Association of Maldives), LAM (Liveaboard Association of Maldives, ATA (Association of Travel Agents) and MATI (Maldives Association of Tourism Industry) endorsed IMTM 2018.



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REPRESENTED INDUSTRY SEGMENTS

IMTM 2018 was categorised into 3 segments:

TOTAL
127

TRADE VISITORS

These were representatives from Resorts, Hotels, Guesthouses, Liveaboards, Local Travel Agents and Tour Operators

TOTAL
32

HOSTED BUYERS

These were Foreign Tour operators, Travel agencies and DMCs.



TOTAL
24

PARTNERS

These were local and international supply side companies including construction, marketing firms, interior design firms, travel technology, F&B... etc.



44 RESORTS

Adaaaran Select Hudhuranfushi
Adaaran Club Rannalhi
Adaaran Prestige Vadoo
Adaaran Select Meedhupparu
Amaya Kuda Rah
Bandos Island Resort
Bathala
Cocoon Maldives
Dhigufaru Island Resort
Embudu Village
Equator Village
Fairmont Maldives - Sirrufenfushi
Filitheyo
Fun Island Resort and Spa
Furaveri Island Resort and Spa
Fushifaru Maldives
Heritance Aarah
Hideway Beach Resort and Spa
Holiday Island Resort and Spa
Hondaafushi
Hurawalhi Maldives
Kandima
Komandoo Maldives
Kudadhoo Maldives Private Island
Kuredu Resort Maldives
Lily Beach Resort and Spa
Medhufushi
Meeru Island Resort and Spa
Mirihi Island Resort
Movenpick Resort Kuredhivaru Maldives
Nika Island Resort and Spa
Noku Maldives
Olhuveli Beach and Spa
Palm Beach Resort and Spa
Paradise Island Resort
Royal Island Resort and Spa
Sheraton Maldives Full Moon Resort and Spa
Summer Island Maldives
Sun Aqua Vilu Reef
Sun Island Resort and Spa
The Sun Siyam IruFushi
Vakkaru
Veligandu Island Resort and Spa
Vilamendhoo Island Resort and Spa

42 GUESTHOUSES

Annama Lodge and Dive
Aquacy Pvt Ltd / Ras Village
Arena Hotels
Ari Heaven
Ariston Dhangethi Inn
Athiri Veli
Aveyla Manta Village
Azoush Tourist Guest House
Baivaru Guest House Services
Bliss Dhigu Rah
Canopus Retreats
Ethereal Inn
Evila Inn Thoddoo
Family Hiya
Fanhaa Guest House
Fazaa View Inn
Fulhadhoo Inn
Gunbaru Inn
Holiday Home Kelaa
Kaani Hotels and Tours Pvt Ltd
Kuredhi Beach Inn
Kurumba Villa
Luau Beach Inn
MO Guest Houses
Olive Goidhoo
Palm Residence
Paralian
Pearl Sands at Huraa
Rasdhoo Dive Lodge
Rasdhoo Island Inn
Season Holidays
Serene Sky Guest House
Seven Corals / FOX
Summer Inn Thoddoo
The Sunrise Huraa
Thoddoo Inn
TME Retreats Dhigurah
Tropic Tree Hotel Maldives
UI Maldives
Velana Hotels
Village Hideaways
White sands

21 LIVEABOARDS

Dhaainkan'baa
MV Adora
MV Ari Queen
MV Atoll Jade
MV Blue Shark
MV Blue Shark 2
MV Dhinasha 1
MV Gahaa
MV Gulfaam
MV Gurahali
MV Horizon 2
MV Horizon 3
MV Kethi
MV Koimalaa
MV Maldives Explorer
MV Sea Coral
MV Sea Farer
MV Stingray
MV Sunkissed
MV White Sand
MV Yasawa Princess

03 HOTELS

Champa Central Hotel
Maagiri Hotel
Mookai Hotel

13 TOUR OPERATORS

Albatros Top Boat
Aspire Heavenly Holidays
Island Holidays Maldives Pvt Ltd
Jazeera Vibes Travel and Tours
L Investments
Midsummer Travels and Tours
Pearl Travel Service Pvt Ltd
Pure Maldives Pvt Ltd
Secret Paradise
Splendid Asia Pvt Ltd
Sun Ocean Pvt Ltd
Sun Sand Maldives
Sunny Side Holidays

TRADE VISITORS

These were representatives from Resorts, Hotels,
Guesthouses, Liveaboards, Local Travel Agents and
Tour Operators

**TOTAL
127**

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**AUSTRALIA**

Tripadeal
Ignite Travel
Asia Escape Holidays
The Perfect Group

CHINA

Shenzhen QULV International Travel
Thomas Cook China

EGYPT

Far East Travel and Tours

FRANCE

Seal Adventures
Promosejours / Group NG

GERMANY

HBC Luxury MICE
Dress Incentive + Incentive World

INDIA

Make Plans Holidays
Fairfest Media
Creative Travel

JAPAN

Cox & Kings Japan

MALAYSIA

Travelyoyo
Ace Altair Travels

PHILIPPINES

Fiesta Travel and Tours
Baron Travel

RUSSIA

Sodis
TUI - Russia and Ukraine
Anex Tour
Join Up
Kompas Tour Operator
Resort Life Maldives

SOUTH AFRICA

Perfect Destinations

SPAIN

Directia Travel
Arena Tours
WTMG

SRI LANKA

Guiding Star Holidays

SWITZERLAND

PADI Travel

TURKEY

Atlanta Tourism Ltd

UAE

Miracle Adventure Tourism
Etihad Holidays

UK

Hummingbird Travel
Fingerprint Events

USA

Adventure Travel Trade Association



PARTNERS

The following companies (local and international) provided financial support to IMTM as Partners. IMTM 2018 did not have a main partner but only Furadhaana Partners (Silver) and Kangathi Partners (Bronze).

FURADHAANA PARTNERS



KANGATHI PARTNERS



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PARTNERS

In addition, companies listed below provided product partnerships that were essential for the success of IMTM. These valuable companies are

EVENT PARTNER



F&B PARTNER



TRAVEL MEDIA PARTNER



TRAVEL NEWS PARTNER



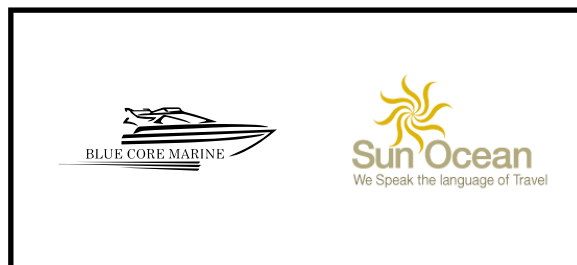
TRAVEL TABLOID PARTNER



PRINTING PARTNERS



TRANSPORTATION PARTNERS



MERCHANDISE PARTNERS



AIRLINE PARTNERS



EDUCATION PARTNER



HOST PARTNER



EVENT DELIVERY | REVIEW

IMTM 2018 was launched with the official IMTM website www.imtmonline.com and with social media accounts on Facebook, Twitter, Instagram using the handle "imtmonline". In addition, the team came up with the hashtag #iamwith-IMTM that was used throughout the event organizing phase to create hype and promote IMTM.

Adaaran Resorts partnered with IMTM as the Host Partner to provide resort turf ground to set up the IMTM Stand. Moreover, 50 rooms were allotted for IMTM 2018 to accommodate hosted buyers, trade visitors (first come first serve basis) and IMTM Team.

The first news article regarding the launch of IMTM was published by Hotelier Maldives whilst Astrabon of Capital Group became the first company to financially back the initiative along with Resort Life Maldives.

Stage Core Pvt Ltd. was assigned as the event partner to set up the fair stand including the following:

- Stage Setup**
- Sound Set up**
- Marquee Tent**
- Air-conditions**
- 32 Hosted Buyers Stall**
- 12 Exhibitor Stalls**
- Registration Counter**
- Front Entrance for the Tent**
- Furniture – Tables and Chairs**
- Power Points for Stalls**
- Décor Lights**
- Photo Booth at the Entrance**
- Flag Posts**

Public Service Media and Maldives TV signed a memorandum of understanding with IMTM to be the main media partner.

The first Partners Signing Ceremony was held at TVM organized in collaboration with PSM. The following Partners signed up with IMTM on 24th May 2018.

- Dhiraagu | as the Digital Services Provider**
- Adaaran Resorts | as the Host Partner**
- Astrabon | as a Furadhaana Partner**
- Resort Life Maldives | as a Furadhaana Partner**
- Maldives Ports Limited | as a Kangathi Partner**
- Allied Insurance Company | as a Kangathi Partner**
- Singapore Air | as an Airline Partner**
- Coca Cola Maldives | as the Beverage Partner**
- Stage Core | as the Event Partner**
- Etihad Airways | as an Airline Partner**
- Public Service Media (PSM) | as the Media Partner**

IMTM COO, Mr. Rafil Mohamed met with Air Asia officials in Malaysia to discuss IMTM 2018 and explore opportunities to collaborate for future events. The team of IMTM also met with the CEO of Olialia Maldives, Mr. Abdul Gadir Ahmed to discuss opportunities for future collaboration.

The IMTM Online Booking Platform went live on 7th June 2018 where Hosted Buyers, Trade Visitors and Partners were able to log in online to book scheduled meetings. It should be noted that the Online Booking Platform was developed in-house by the Technical Team of IMTM.

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EVENT DELIVERY | REVIEW

The second Signing Ceremony with Partners was held on 11th June 2018 at Maagiri Hotel. The following partners signed up with IMTM showing increase support for the IMTM event.

Maagiri Hotel | as the Hotel Partner
Lily Beach and Resorts
Hideaway Beach and Spa Resort
HDC | as a Kangathi Partner
Kaimoo Resorts and Hotels | as a Kangathi Partner
Print Lab Creative | as the Printing Partner
Metal Signs | as the Kangathi Partner
MV Hotels | as the Travel Media Partner
The Island Chief | as the Travel Tabloid Partner
Maldives Insider | as the Travel News Partner

The IMTM 2018 Orientation video was released through Facebook on the 14th June 2018.

A social media promotion was introduced on 16th June 2018 where participants had to visit IMTM FB Page & Like, Comment and Share to win a return ticket from Singapore Airlines to any South Asia Destination. This promotion was supported by one of our partners - Singapore Airlines.

The Hosted Buyers started arriving on the 20th of June 2018. The Team held welcoming and interview sessions at the airport and at the resort grounds as well.

IMTM was able to transfer over 150 participants to the resort from Male' on schedule. Transportation was found to be a costly and difficult challenge. The Team managed to get the transfers completed with the support from Blue Core Marine and Sun Ocean as Transportation Partners.

The IMTM 2018 commenced on the 23rd of June 2018 and was inaugurated by the Minister of Finance and Treasury Hon. Minister Ahmed Munawar.

During the lunch break, PADI Travel officially launched PADI Travel Maldives. After the conclusion of the first day, a welcome dinner was held for all the Hosted Buyers by Adaaran Select Hudhuranfushi Resort.

The second day also started with the transfers from Male' to the resort. Trade Visitors continued with their scheduled meeting. During the lunch break Paragliding Maldives gave a presentation regarding their paragliding and skydive start up in Maldives. The cultural dance performances continued through the day.

At the fair closing two Hosted Buyers (PADI Travel and Adventure Travel Trade Association – USA) and one Partner (Exalto Emirates) gave a speech of thanks and appreciation. Moreover, COO, Mr. Rafil concluded the fair with a closing remark.

In the evening, an Appreciation Dinner was hosted by Adaaran Select Hudhuranfushi for the Hosted Buyers and Partners of IMTM 2018. Plaques of IMTM were handed to the hosted buyers and the partners in appreciation for their support and contribution. In addition, the winner of the FB promotion was given the winning ticket sponsored by Singapore Airlines.

SOCIO-CULTURAL REPRESENTATION

MALDIVES ARTIST COMMUNITY (MAC) AND AVAHTERI GALLERY

IMTM offered Maldives Artist Community (MAC) and Avahteri Gallery the opportunity to display the art of Maldivians at the event. Their stall was visited by many resorts and other accommodation providers and created opportunities to collaborate with them.

HABEYS BODUBERU

Music has always been a big part of Maldivian Culture. As such, Boduberu was showcased to the participants, specifically to foreign participants by Habeys Boduberu. The IMTM opening procession started with the arrival of the Minister for Finance and Treasury and the Boduberu group continued from the Jetty to the fairground announcing the arrival of the Guest of Honour.

GOMA GROUP

Goma Group (A cultural dance troupe') was offered the opportunity to perform contemporary and cultural dances at IMTM 2018.

MNU FACULTY OF HOSPITALITY AND TOURISM

10 students from MNU Faculty of Hospitality and Tourism and 10 students from MNU Business School were invited to freely participate in the event. This gave them the opportunity to experience a travel and tourism fair and gather knowledge which they could apply in their studies.

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MAIN MEDIA COVERAGE

LOCAL AND INTERNATIONAL

10th March 2018

The first article in relation to the launching of IMTM 2018 at ITB Berlin 2018 was published by Hotelier Maldives.

28th March 2018

International online news “eTurbonews” published an article on the official launching as well.

24th April 2018

The Minister of Tourism endorsed IMTM 2018 and the news was published on TV channels and online news by PSM, Sun Media, Avas and the Island Chief.

2nd May 2018

Mohamed Farshath, MD and Shiuna Khalid, Executive Director gave an interview to Sun Media on their Business Affair Programme.

29th May 2018

Rafil Mohamed, Chief Operations Officer and Shiuna Khalid, Executive Director of IMTM gave an interview to “Mivaguthu” programme regarding IMTM 2018 fair.

24th May 2018

The First Partners Signing Ceremony was held at TVM organized in collaboration with PSM as the media partner.

11th June 2018

The Second Signing Ceremony with Partners was held at Maagiri Hotel and media coverage was provided by PSM.

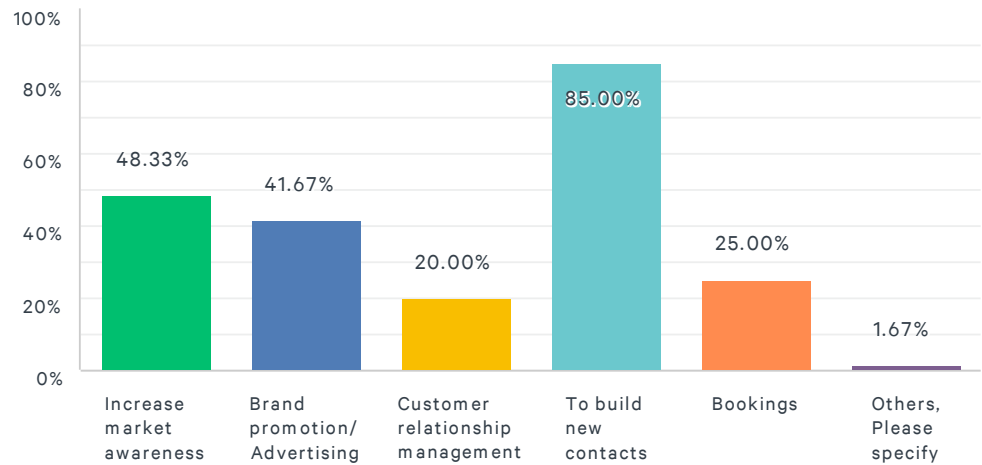
23rd and 24th June 2018

Inaugurated IMTM 2018 at Adaaran Select Hudhuranfushi and the event was covered by PSM, Maldives Insider, The Island Chief, MVHotels, and Maldives Business Review.

KEY PERFORMANCE INDICATORS

Objective of participating in IMTM 2018

Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Increase market awareness (1)	48.33%	29
Brand promotion/Advertising (2)	41.67%	25
Customer relationship management (3)	20.00%	12
To build new contacts (4)	85.00%	51
Bookings (5)	25.00%	15
Others, Please specify (6)	1.67%	1
Total Respondents: 60		

BASIC STATISTICS				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	6.00	4.00	3.01	1.40

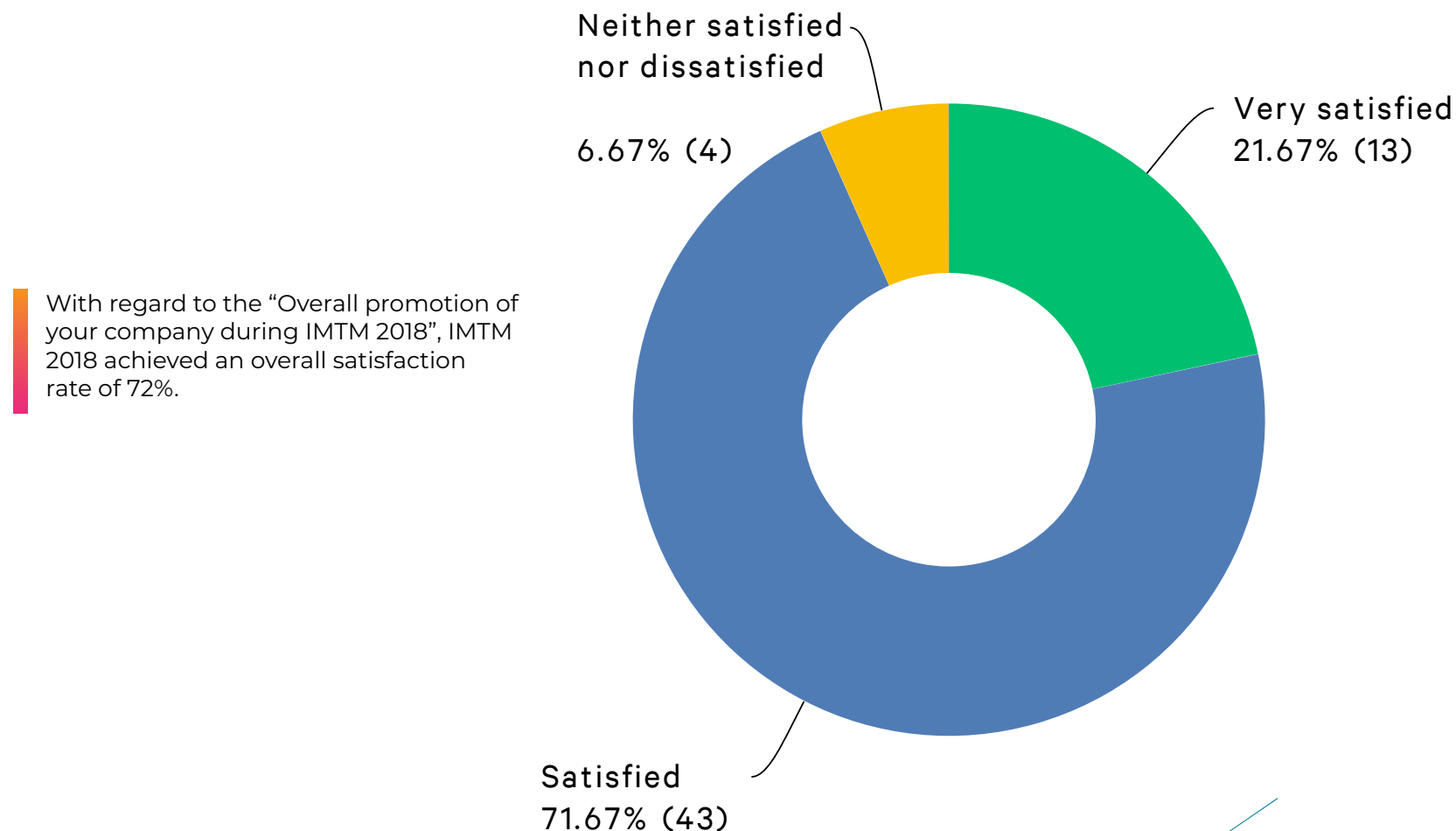
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KEY PERFORMANCE INDICATORS

Overall promotion of your company during IMTM 2018

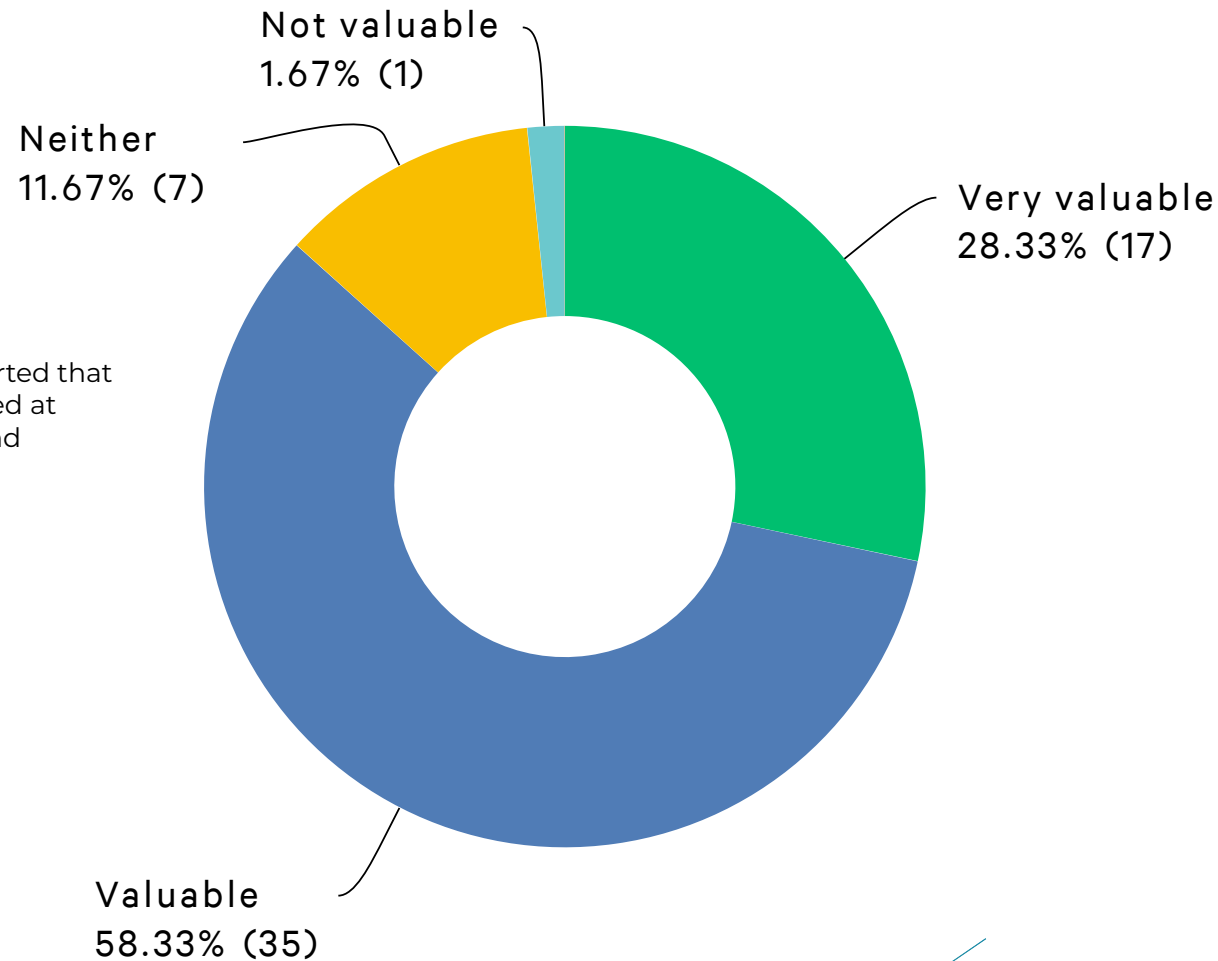
Answered: 60 Skipped: 0



KEY PERFORMANCE INDICATORS

How were the business meetings conducted during IMTM 2018?

Answered: 60 Skipped: 0



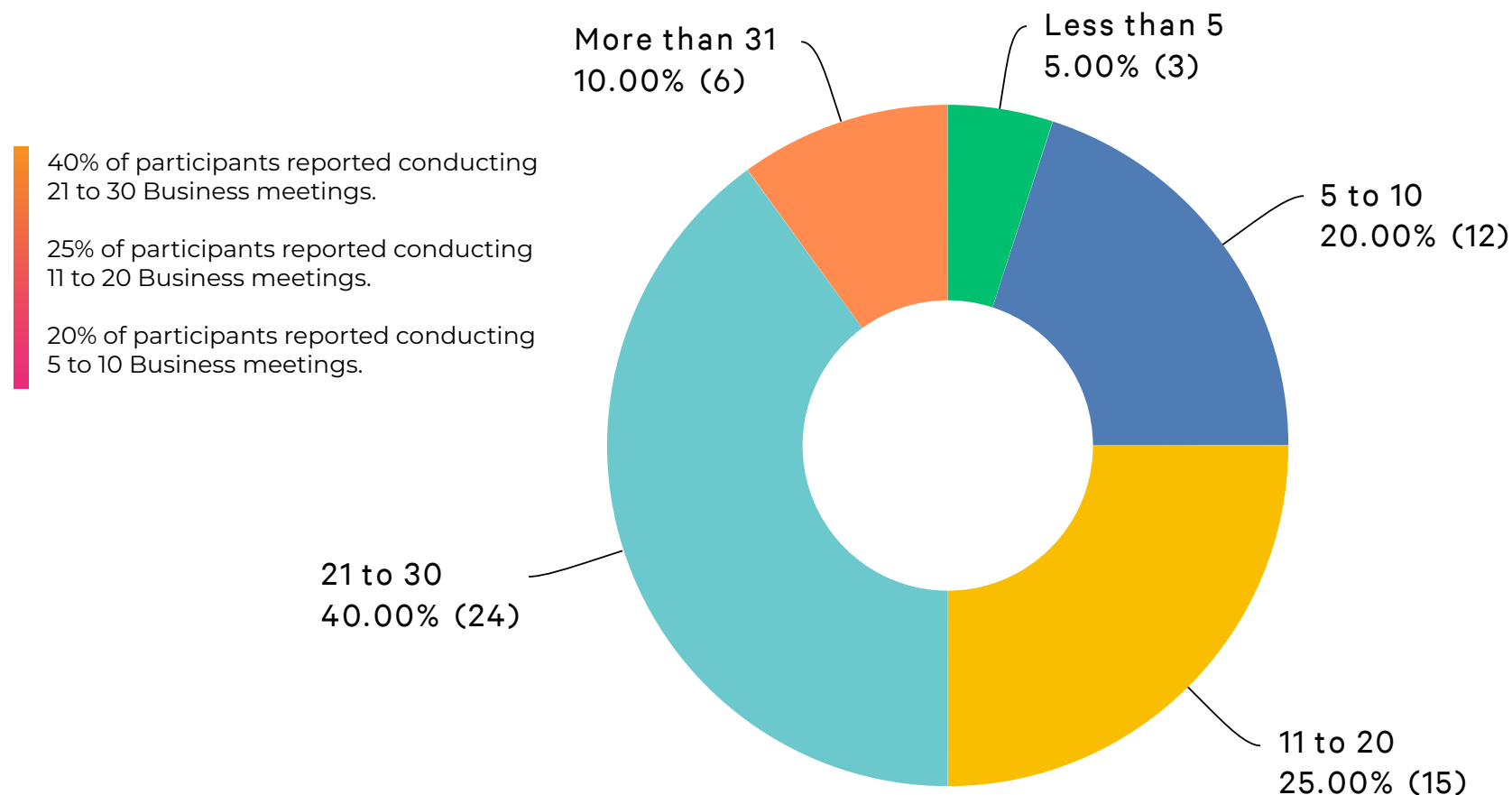
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KEY PERFORMANCE INDICATORS

How many business meetings were conducted during IMTM 2018?

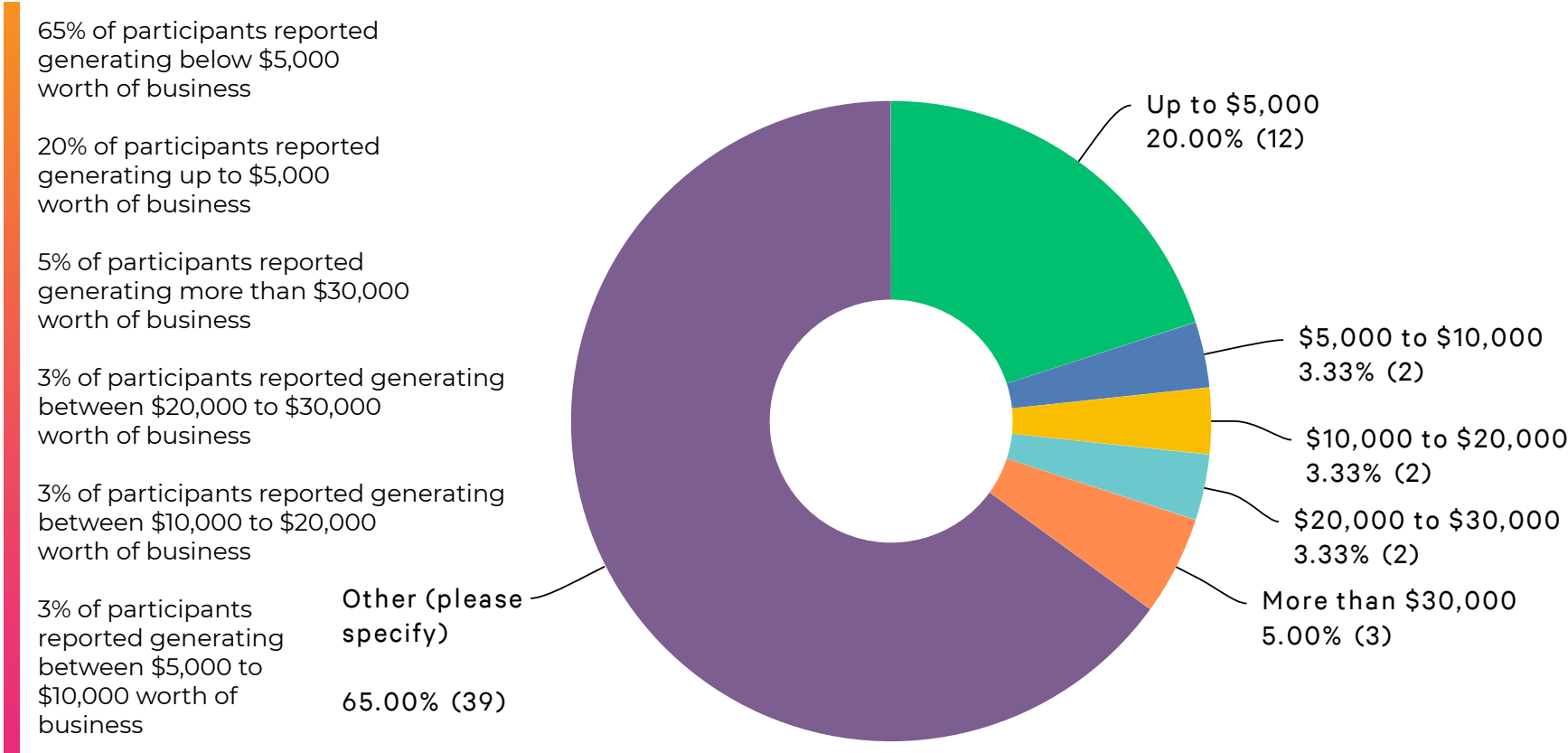
Answered: 60 Skipped: 0



KEY PERFORMANCE INDICATORS

How much business was generated as a result of IMTM 2018?

Answered: 60 Skipped: 0



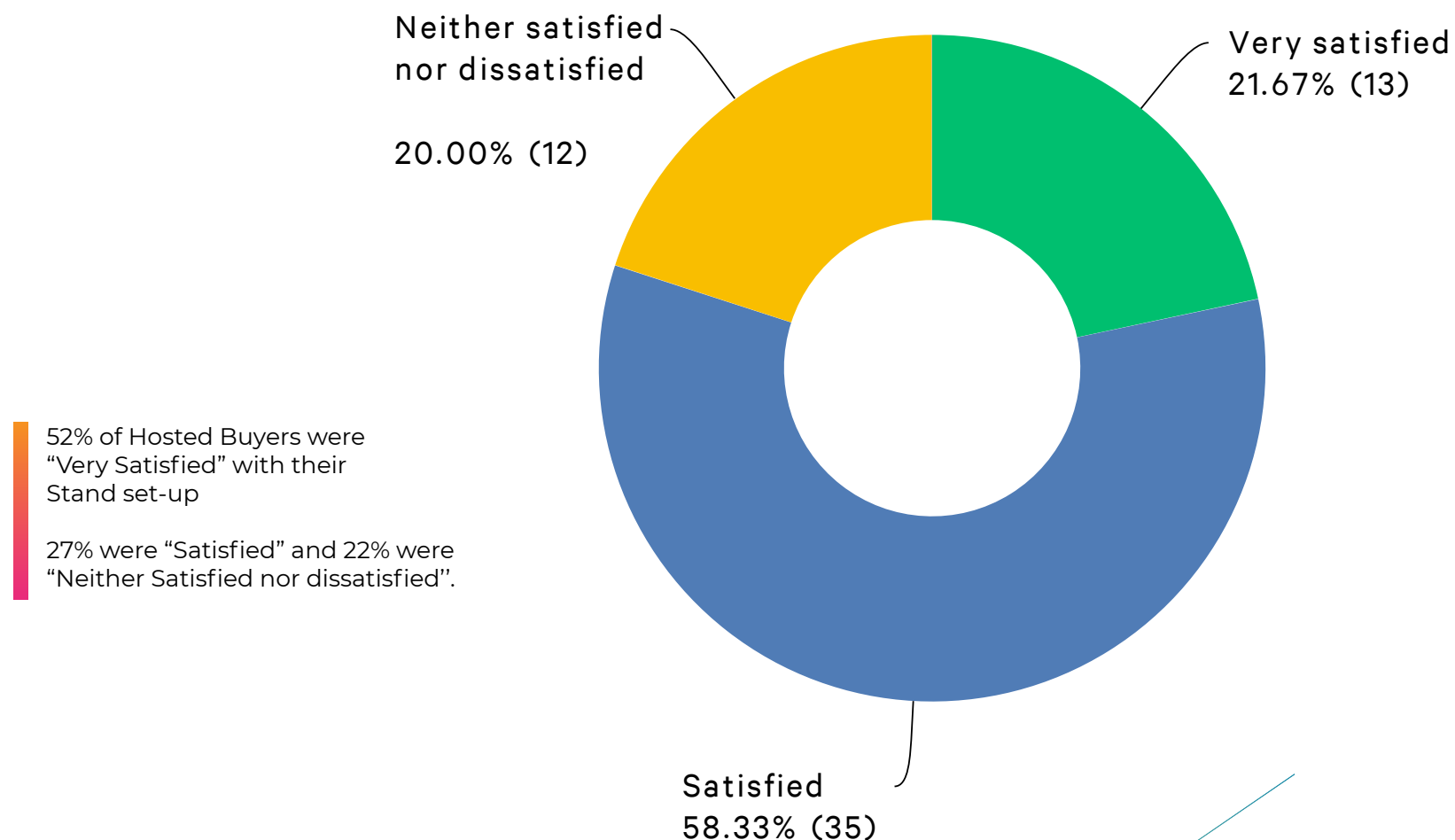
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KEY PERFORMANCE INDICATORS

IMTM Hosted Buyers / foreign TO's and TA's booth setup

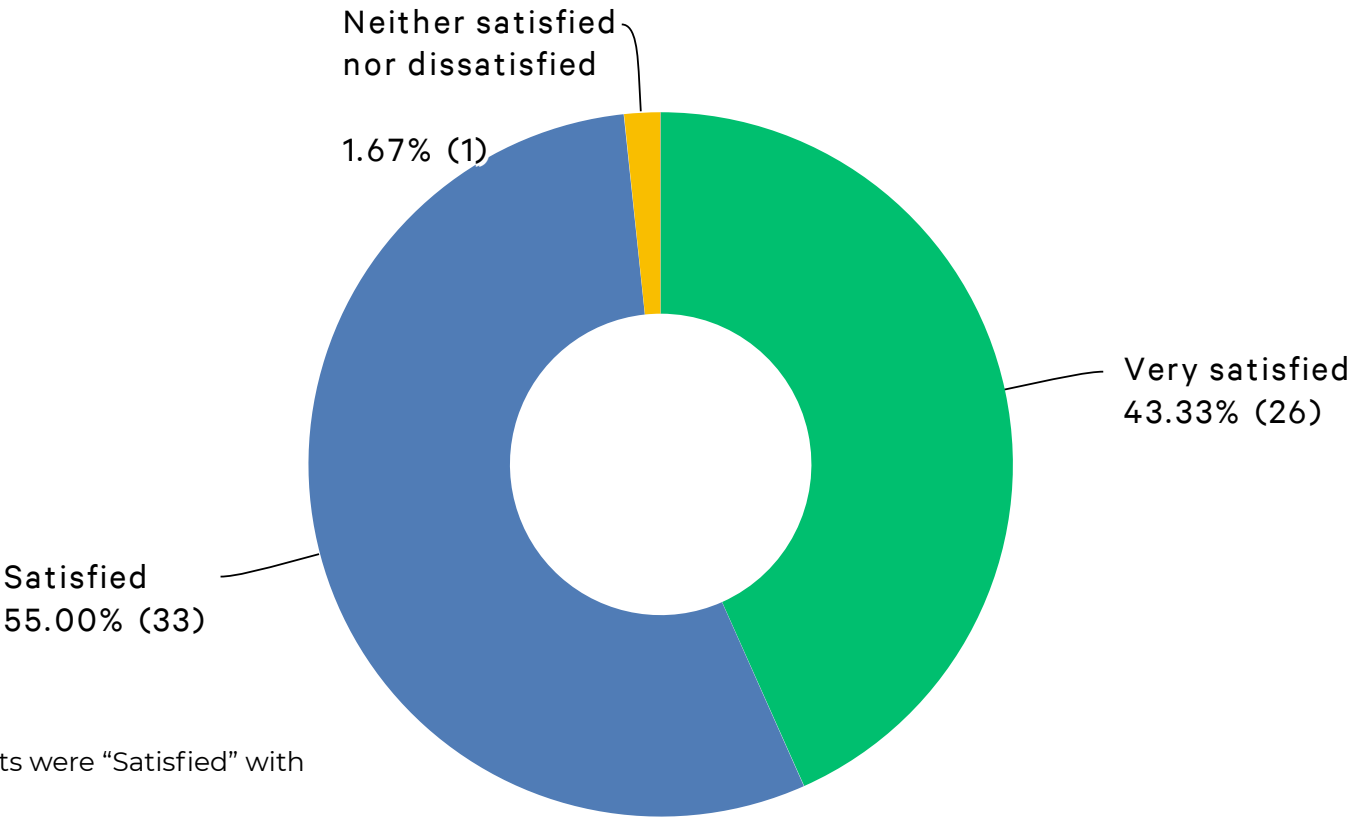
Answered: 60 Skipped: 0



KEY PERFORMANCE INDICATORS

Communications before IMTM 2018

Answered: 60 Skipped: 0



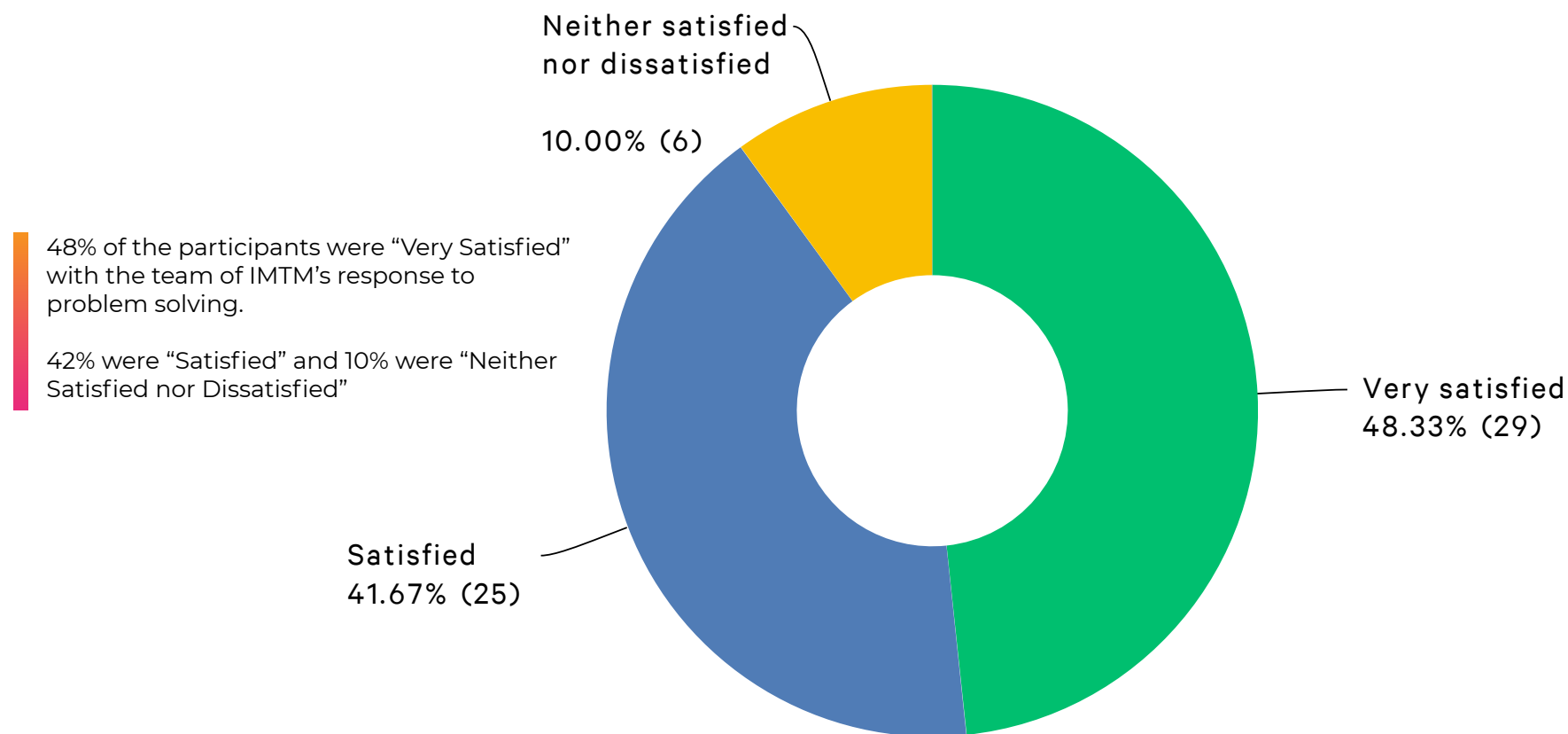
58% of the participants were “Satisfied” with communications.

43% were “Very Satisfied” and 2% were “Neither Satisfied nor Dissatisfied”.

KEY PERFORMANCE INDICATORS

Solutions provided by IMTM during a problematic situation

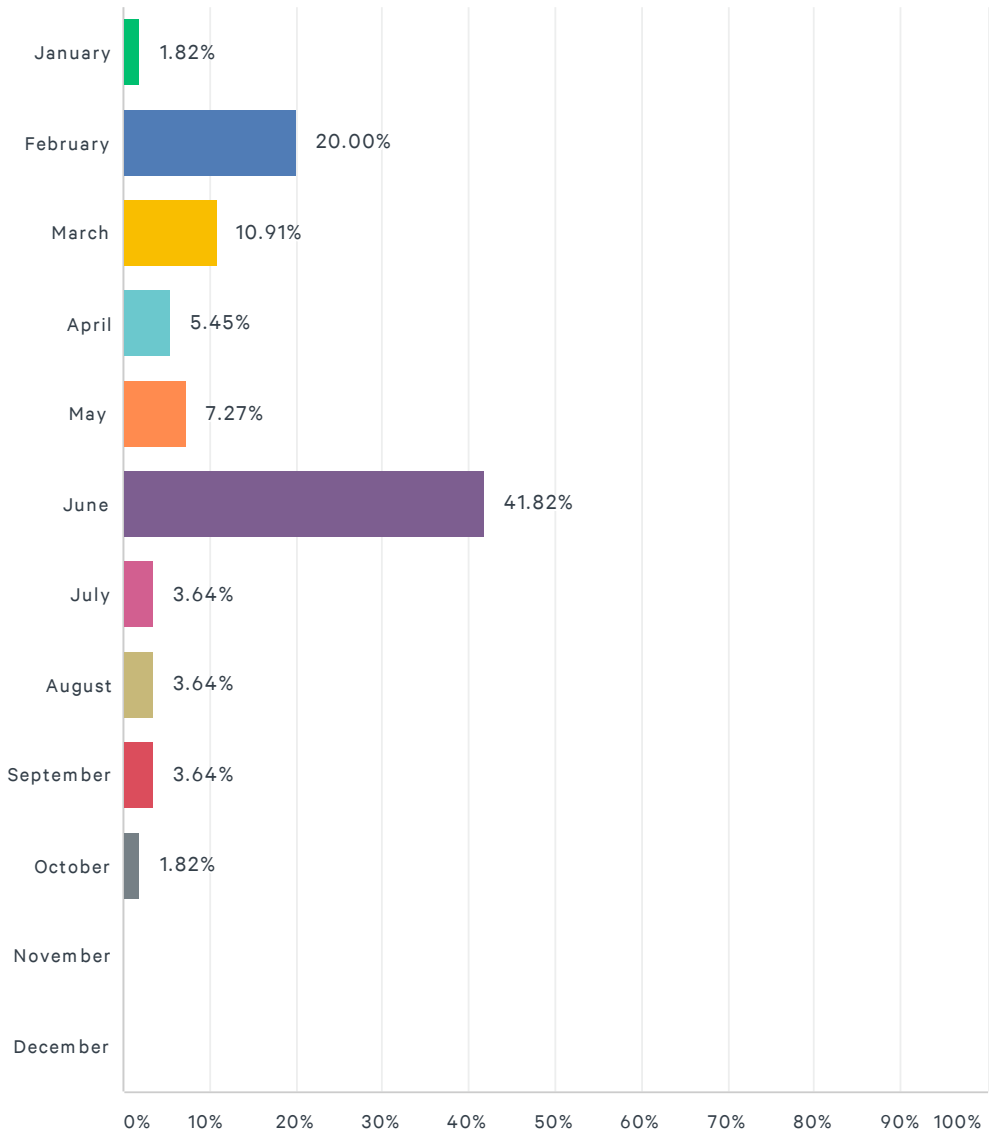
Answered: 60 Skipped: 0



KEY PERFORMANCE INDICATORS

What period would you like IMTM 2019 to be held?

Answered: 60 Skipped: 0



42% of the participants wished for IMTM 2019 to be held during June of every year.

20% stated February and 11% stated March.

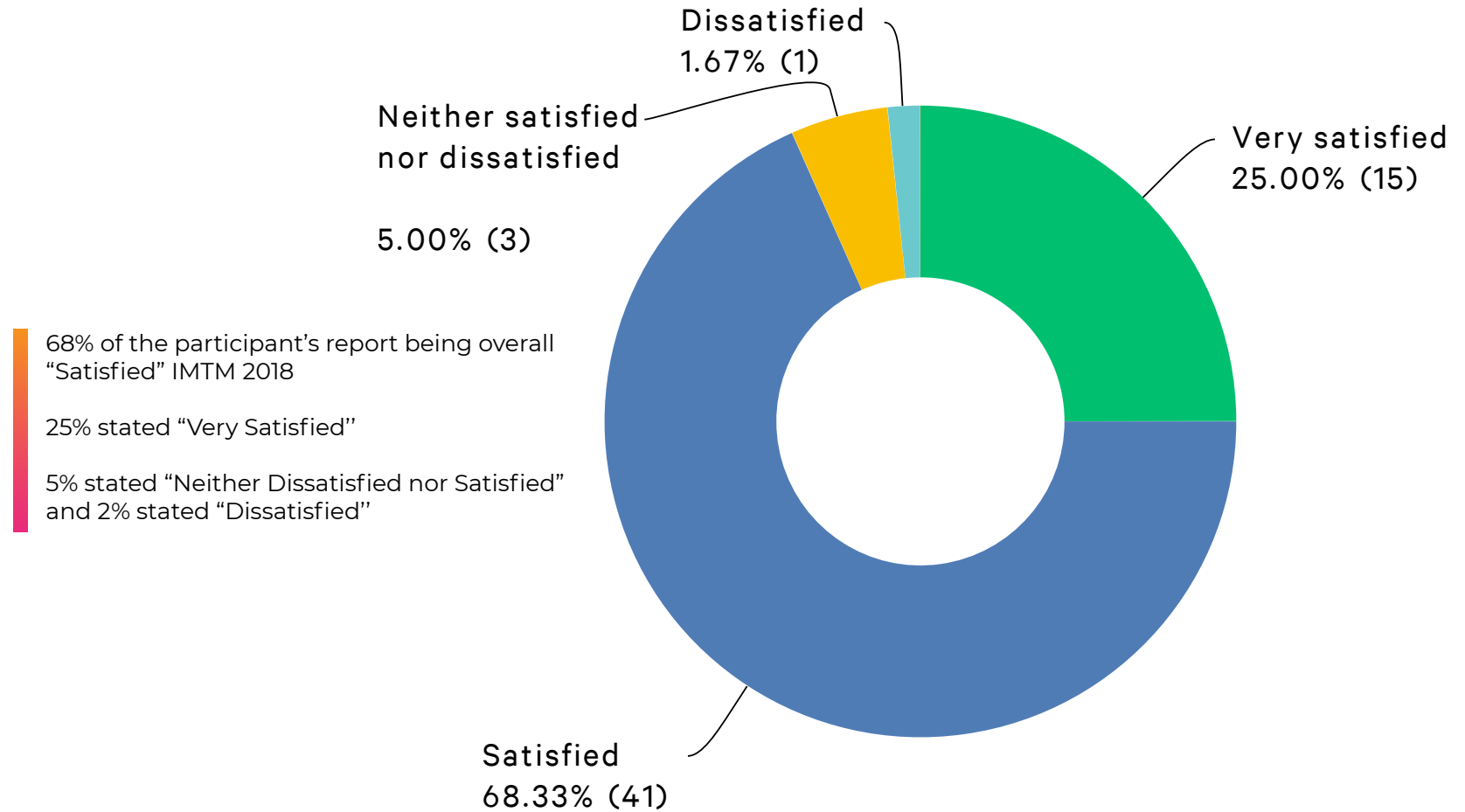
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KEY PERFORMANCE INDICATORS

Overall satisfaction with IMTM 2018

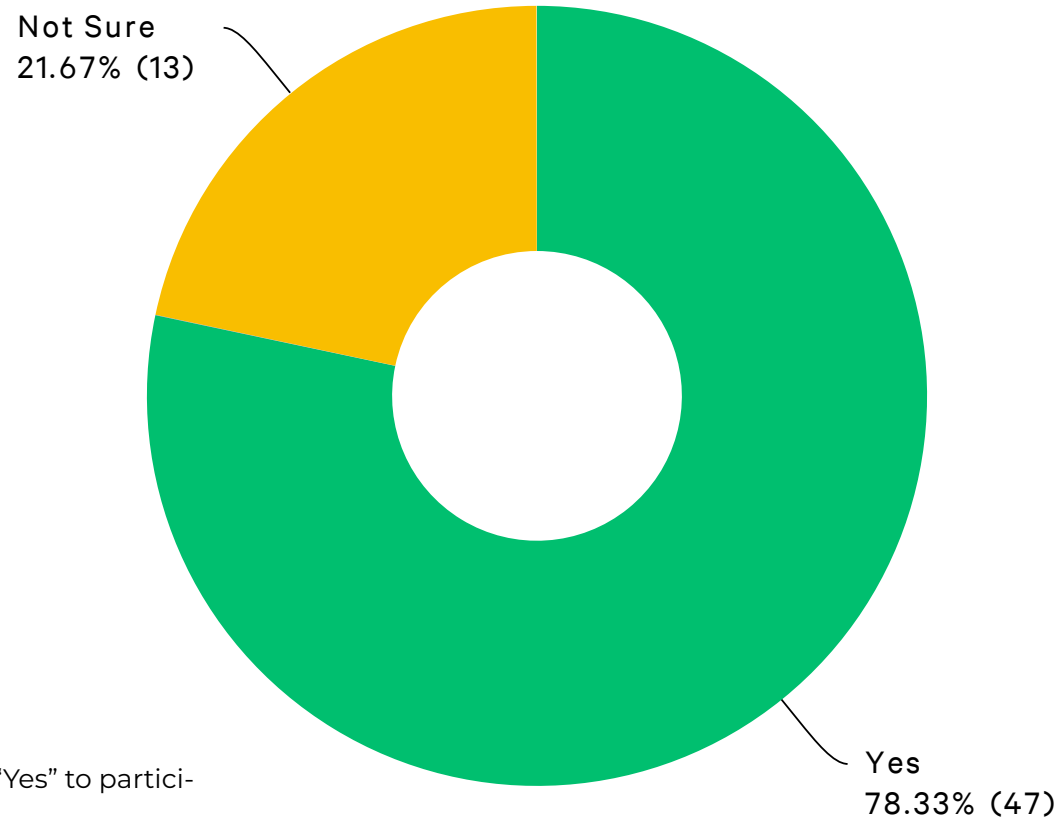
Answered: 60 Skipped: 0



KEY PERFORMANCE INDICATORS

Do you plan to take part in IMTM 2019?

Answered: 60 Skipped: 0



78% of the participants stated "Yes" to participating in IMTM 2019

22% stated "Not Sure"

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TESTIMONIALS

"For the first time it is a very successful organization. Setups were traditional and well organised. We saw new properties and some alternatives for the traditional and local island tourism."

ATLANTA TOURISM | HOSTED BUYER

I saw at least 10 Guesthouses, although this is not our market at the moment. It was still good to get a better understanding of what they offer. Excellent Setup and well executed, you guys did a great job, Congratulations! Look forward to next year."

ANONYMOUS | HOSTED BUYER

"No suggestions at all PERFECT!"

FAIREST MEDIA | DMC

"Excellent communication prior and during the event."

FINGERPRINT EVENTS | HOSTED BUYER

"Great Job! Thank You."

HBC LUXURY MICE | HOSTED BUYER

"Your organisation did a phenomenal job hosting this event.it was a courteous event that made the attendees feel valued"

SUNSAND MALDIVES | TRADE VISITOR

"I think you did an amazing job and you should be proud of what you achieved, even though there will be learning points and things you will want to do differently. I had more meetings with agents interested in the Maldives in the two days than would have done in two days at ITB/WTM at a very cost effective rate, even with my overnight stays. I look forward to attending 2019."

SECRET PARADISE | TRADE VISITOR

"Thank you so much for this wonderful event. In the future please keep us in the loop as we definitely would be very keen to participate again. All the highest applause and BIG BIG well done and THANK YOU!!!!"

MÖVENPICK RESORT KUREDHIVARU MALDIVES | TRADE VISITOR

"Congratulations on a show well planned and pulled off! One more feedback – loved the online portal for meetings. It would be really great if the person attending and contact details also came up with meeting requests and confirmations."

FUSHIFARU MALDIVES | TRADE VISITOR



CONCLUSION

Based on the feedback of event participants and performance measurement metrics, the inaugural edition of IMTM was deemed successful. Therefore, it was decided to make IMTM an annual event.

As such, IMTM 2019 was launched on the 12th of December 2018. IMTM 2019 is set to be held from the 22-23 June 2019, at Farukolhufushi, Hulhumale' phase 2. The event aims to host 50 Hosted Buyers (an increase of 56%) representative of 25 countries (an increase of 32%) and achieve a Trade Visitor participation target of 300 representatives (an increase of 100%).

RECOMMENDATIONS

It is important to note that we will be strongly addressing the constructive criticism received by participants of IMTM 2018, in the planning and organisation of IMTM 2019.

a) The Event Location being, Farukolhufushi, Hulhumale' phase 2 was chosen to address concerns regarding difficulties in logistics as well as numerous requests to host an international travel and trade fair like IMTM at a neutral ground. Concerns were raised due to the event being held in a specific resort.

b) Furthermore, the Meeting Booking Platform of IMTM 2018 caused technical difficulties to many participants. Therefore, the meeting booking platform for IMTM 2019 is set to be significantly upgraded and streamlined.

c) Additionally, the Air-Conditioning utilised for the Tent in IMTM 2018 was not adequate and the tropical heat caused inconvenience to the participants. Therefore, this issue is set to be addressed and resolved for the event premises of IMTM 2019.

d) Trade Visitors also requested to receive the contact details of the Hosted Buyers in advance as they wished to organise FAM trips to coincide with the event. Therefore, it is decided to provide this information beforehand.

e) Participants of IMTM noted problems with the receiving of the correct Badges for IMTM 2018. Therefore, the system for generation of Badges will also be upgraded and streamlined.

f) Inadequate Hosted Buyers interested in the Guesthouses of Maldives. Many representatives of Guesthouses stated that the majority of the Hosted Buyers have not proved to be productive. Therefore, IMTM 2019 aims to host a target of 25 Hosted Buyers genuinely interested in working with Guesthouses.

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