



INTERNATIONAL MALDIVES TRAVEL MARKET NOW TO BE HELD ON 16 | 17 NOVEMBER 2020

The world is experiencing unprecedented and monumental changes as a result of the on-going global pandemic of COVID19. Our travel and tourism industry is no exception.

Whatever challenges we are faced with, we will overcome. Today, we are seeing the world come together to solve our biggest threat and following their footsteps, we are doing our part as well.

International Maldives Travel Market (IMTM) 2020, is a B2B travel and trade fair that brings together international buyers (Tour Operators, Travel Agents, Destination Management Companies, and PR Companies) from around the world to liaise with the local accommodation providers (Resorts, Hotels, Guesthouses, Liveaboards, Dive Centers, Local Tour Operators, and Travel Agents) of the Maldives.

This year, our aim is to help Reconnect, Revive and, Grow the tourism industry in the Maldives, by hosting the very first, virtual travel and trade fair. However, digital transformation requires strenuous effort and we have gained a perspective on just how challenging true digital transformation really is and what it takes to succeed.

Due to unpredicted challenges and with the requests from our partnering organizations, we would like to officially announce that we now have changed the dates for IMTM 2020, set to be held virtually in our **IMTMAir Platform**. International Maldives Travel Market (IMTM) 2020 will now be held from the **16th to 17th of November 2020**. IMTM strives to ensure our platform enables efficient, low-cost, and the creation of new, richer customer experiences and we hope to bring the same when the platform goes live.

IMTM believes that the local community of the travel and tourism domain must come together on a common platform to identify the challenges, solutions, and explore the opportunities to overcome the pandemic, for better and sustainable growth of the Maldives tourism industry.

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