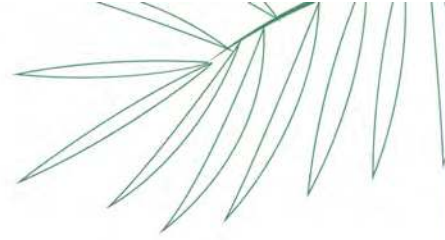




IMTM 2020 REPORT

**INTERNATIONAL
MALDIVES
TRAVEL MARKET**
www.imtmonline.com





EXECUTIVE SUMMARY

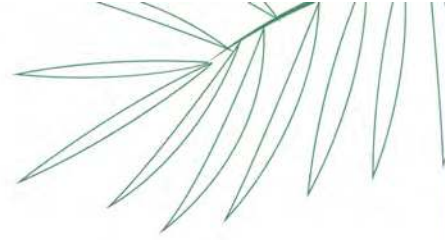
This report entails details of the International Maldives Travel Market (IMTM) 2020 Travel and Trade Fair. The IMTM 2020 is the third edition, held from 16th November to 19th November 2020. The IMTM 2020 was held virtually and this event is the first online travel and trade fair held in the Maldives. The event featured 67 International Buyers, representative of 17 different countries with 82 Trade Visitors from 37 Resorts, 38 Guesthouses and Hotels, 07 Travel Agencies, and Tour Operators. Over 20,340 people were reached via the virtual ceremony with 8956 post engagements and 8934 post reactions.

The main purpose of the event was to provide a cost-effective platform to facilitate in bringing together leading tour operators, travel agencies, destination management companies, and other businesses related to the Maldives tourism industry whilst allowing both international and domestic companies to explore opportunities in the Maldivian tourism sector.

The IMTM 2020 was graciously endorsed by the Ministry of Tourism, Maldives Marketing and Public Relations Corporation (MMPRC), Maldives Association of Tourism Industry (MATI), National Boating Association of Maldives (NBAM), Maldives Association of Travel Agents (MATI) and Tour Operators (MATATO), Association of Travel Agents (ATA) and United Nation World Tourism Organization (UNWTO).

IMTM 2020, proudly confers to global calling on sustainability and carried out marketing under the tagline 'Reuse, Reconnect, Revive, and Grow'. The campaign initiated by IMTM aimed to go eco-friendly by reusing their previous billboard posters for promotion and advertising.





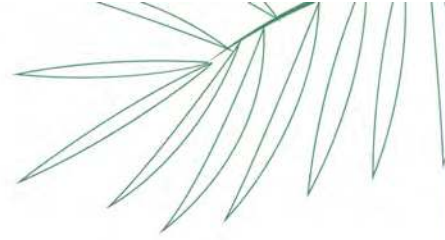
IMTM 2020 in line with the worldwide theme of rural development through tourism for 2020 and embracing the advocacy of the Government of the Maldives to boost community development through tourism, IMTM organized a webinar on Rural Tourism Approaches in the Maldives, Malaysia, China and Bhutan as an interactive platform to exchange knowledge and views between experts in the field of rural tourism development especially focused on the guest house industry of the Maldives.

The IMTMair Platform was developed especially for the event by the in-house technical team of IMTM. It was designed to mirror the on-ground experience of the event. The IMTMair platform was easy to navigate with all the different sections of the event accessible from the home page. Participants were able to access to a full schedule and multi-track agenda, which highlighted speakers and other sessions.

INTRODUCTION

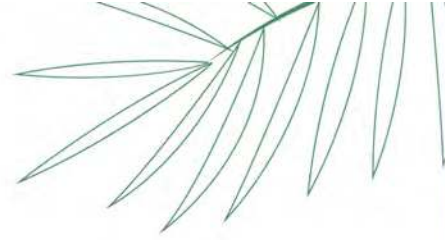
International Maldives Travel Market (IMTM) is a B2B international travel and trade show. The event provides pre-scheduled meeting platform for international travel agencies and tour operators (International Buyers) to meet with local accommodation providers (Trade Visitors) in the Maldives. IMTM 2020 was first announced, to be held physically on 1st and 2nd of September 2020. However, the health and safety of exhibitors, trade visitors, staff, and the local community being the top priority for the company; the fair was postponed due to the outbreak of Novel Coronavirus (Covid-19) which was categorized as a pandemic by the World Health Organization (WHO).





The event was re-announced on the World Tourism Day to be held virtually on the IMTMair platform, due to its important role in bringing International Buyers together with local accommodation providers and industry professionals. IMTM believes the need for continuity in sector development, separation from lethargy and psychological adaptation to the global crisis. IMTM has focused on upholding national interest by giving hope to local accommodation providers and international buyers through our IMTMair platform. IMTM has created a dialogue platform to prepare Maldivian the tourism sector, to prepare for post Covid business, instilled hope for local businesses to maintain employment and support livelihood of locals. Through the IMTMair platform, IMTM aimed to bring International Buyers and local tourism professionals on a common platform to identify the challenges, find solutions, and explore the opportunities to overcome the pandemic, for better and sustainable growth of the Maldives tourism industry. Consequently, the objective of IMTM 2020 was to equip stakeholders with a tool to Reconnect, Revive, and Grow the business.

IMTM 2020 is its third edition and it was held virtually at IMTMair Platform from 16th November to 19th November 2020. The IMTM 2020 virtual event is the first online travel and trade fair held in the Maldives. IMTM is proud in being able to bring together the right resources and managing this online event without any technical stoppage. The event featured 67 International Buyers, representatives of 17 different countries with 82 Trade visitors from 37 Resorts, 38 Guesthouses and Hotels, 07 Travel Agencies, and Tour operators.



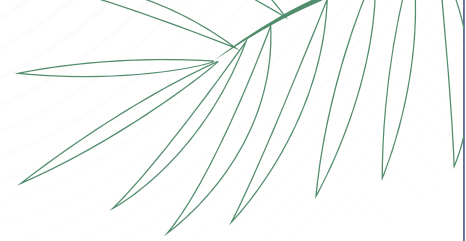
EVENT BACKGROUND

The main purpose of the event is to provide a cost-effective platform to bring together leading tour operators, travel agencies, destination management companies, and other businesses related to the tourism industry from different parts of the world to explore opportunities and liaise with a major representation of the Maldives Tourism Industry including Resorts, Hotels, Guesthouse, Liveaboards, Local Travel Agents and Tour Operators. IMTM positions itself as the most prestigious travel fair, ready for every challenge and provision of wholistic solutions through global engagements. IMTM has put in every effort to maintain International hot topics such as climate adaptations and linking it to national development through strategic bilateral relations.

REPRESENTED INDUSTRY SEGMENTS

The composition of partnerships, global buyers and local visitors allows IMTM to understand the contribution it is creating to the Maldivian tourism sector as a medium for exchange, creating trading networks and improving international relations as well as contributing to economic development of Maldives.





ENDORSEMENTS AND PARTNERS

TOTAL
19

The IMTM 2020 was graciously endorsed by the Ministry of Tourism
Maldives Marketing, and Public Relations Corporation (MMPRC)

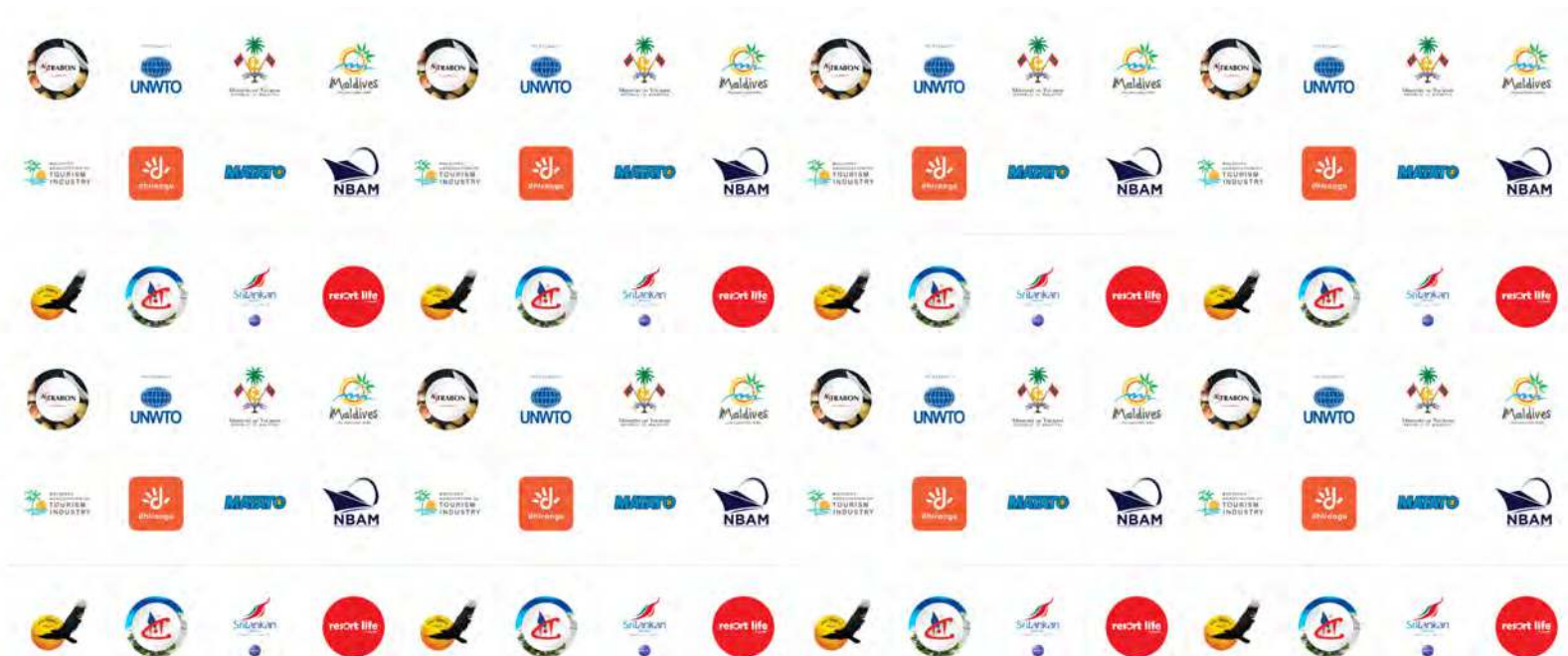
Maldives Association of Tourism Industry (MATI)

National Boating Association of Maldives (NBAM)

Maldives Association of Travel Agents (MATI) and Tour Operators (MATATO)

Association of Travel Agents (ATA)

United Nation World Tourism Organization (UNWTO)

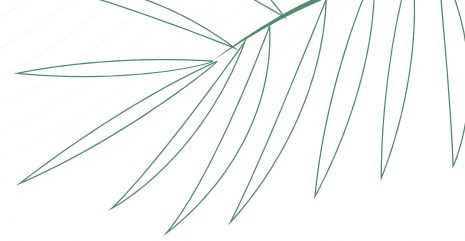


IMTM
2020

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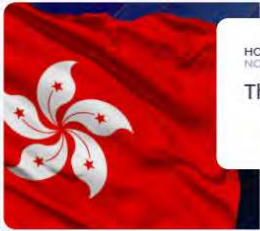










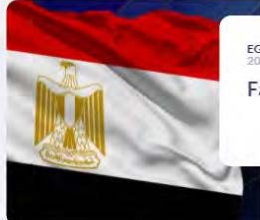
With the support of



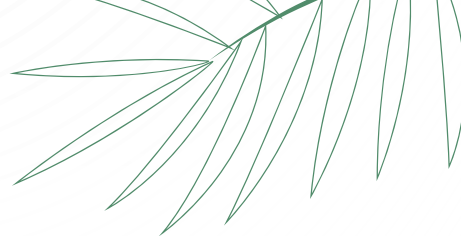


INTERNATIONAL BUYERS (EXHIBITORS)

TOTAL
67






 <p>HONG KONG - INTERNATIONAL BUYER - NOVEMBER 17, 2020</p> <p>The Luxe Voyager</p> <p>0 Comments 0 Shares</p>	 <p>AUSTRALIA - INTERNATIONAL BUYER - NOVEMBER 16, 2020</p> <p>Trip a Deal</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Bhoomi Tourism</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Avtar Travels</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Uma Tours and Travels</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Marc Asia Group</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Kinjal Holidays</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILLIPINES - NOVEMBER 14, 2020</p> <p>MYJOURNEY Travel and Tours</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - NIGERIA - NOVEMBER 14, 2020</p> <p>DnD Travels</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Falak Travels</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Haw travel.mng Pvt Ltd</p> <p>0 Comments 0 Shares</p>	 <p>EGYPT - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Far East Travel & Tours</p> <p>0 Comments 0 Shares</p>

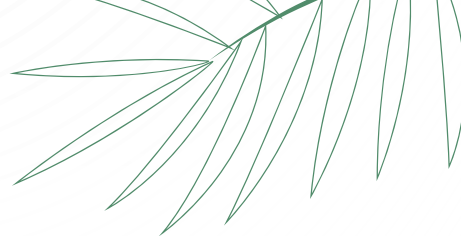




INTERNATIONAL BUYERS (EXHIBITORS)









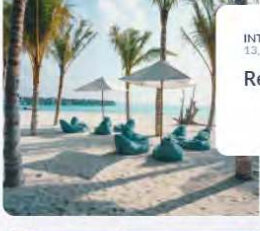



TOTAL
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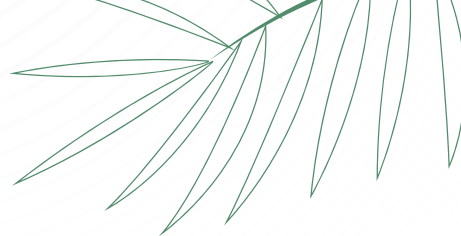
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Adroit Trips PVT LTD</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Travotel</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Traveltechie</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Induss Representations</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Suniel Mehta Ventures</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Travelonline</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - USA - NOVEMBER 14, 2020</p> <p>Saga Journey Inc</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Jesal Holidays</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Bafna Holidays</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Nomads Holidays</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>Classic Trips</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 14, 2020</p> <p>FAB Getaways</p> <p>0 Comments 0 Shares</p>



INTERNATIONAL BUYERS (EXHIBITORS)

TOTAL
67

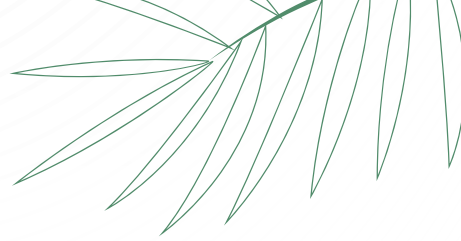
 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Navieslane Travel and Tours</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Travel Suite (YLV International Travel and Tours)</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Crown Point Travel & Tours</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Victory of Althea's Travel and General Services</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>JP Fourseasons travel and tours</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Air Channel Travel & Tours</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>A3 Tours & Travel Inc</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 14, 2020</p> <p>Cygnal Travel and Tours Co</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - MALDIVES - NOVEMBER 13, 2020</p> <p>Resort Life Travel</p> <p>0 Comments 0 Shares</p>	 <p>ADVERTISING AND EVENT AGENCY - RUSSIA - NOVEMBER 13, 2020</p> <p>IBS Expo</p> <p>0 Comments 0 Shares</p>
 <p>BULGARIA - INTERNATIONAL BUYER - NOVEMBER 12, 2020</p> <p>Luxu Tour</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILIPPINES - NOVEMBER 12, 2020</p> <p>Peak Travel & Tours International</p> <p>0 Comments 0 Shares</p>



INTERNATIONAL BUYERS (EXHIBITORS)

TOTAL
67

 <p>INTERNATIONAL BUYER - PHILLIPINES - NOVEMBER 12, 2020</p> <p>Lakbay Kabayan Tours & Travel Services</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - PHILLIPINES - NOVEMBER 12, 2020</p> <p>Resa Travel & Tours Inc.</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - NIGERIA - NOVEMBER 12, 2020</p> <p>Applause Travel And Tour</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - ITALY - NOVEMBER 11, 2020</p> <p>Glamour Tour Operator</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 9, 2020</p> <p>Shree Holidays</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - SPAIN - NOVEMBER 9, 2020</p> <p>WTMG</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - NIGERIA - NOVEMBER 9, 2020</p> <p>Ace Voyages</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - RUSSIA - NOVEMBER 9, 2020</p> <p>Rodena Travel</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 9, 2020</p> <p>Sai Holidays</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 9, 2020</p> <p>Classic Holidays</p> <p>0 Comments 0 Shares</p>
 <p>INTERNATIONAL BUYER - TURKEY - NOVEMBER 8, 2020</p> <p>Atlanta Tourism</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - ITALY - NOVEMBER 1, 2020</p> <p>Arena Tours</p> <p>0 Comments 0 Shares</p>

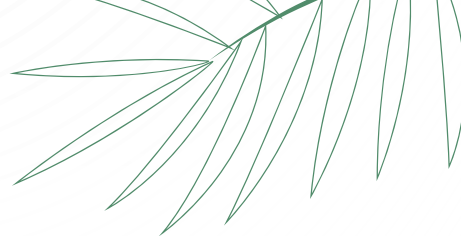


INTERNATIONAL BUYERS (EXHIBITORS)

TOTAL
67

 <p>INTERNATIONAL BUYER - LEBANON - NOVEMBER 1, 2020</p> <p>Concord Travel</p> <p>0 Comments 0 Shares</p>	 <p>INTERNATIONAL BUYER - SAUDI ARABIA - NOVEMBER 1, 2020</p> <p>Rawnaq Tourism</p> <p>0 Comments 0 Shares</p>
 <p>INDIA - INTERNATIONAL BUYER - NOVEMBER 1, 2020</p> <p>Holiday Sketcher</p> <p>0 Comments 0 Shares</p>	 <p>INDIA - INTERNATIONAL BUYER - OCTOBER 31, 2020</p> <p>Roam Eazy Holidays</p> <p>0 Comments 0 Shares</p>





TRADE VISITORS

RESORTS

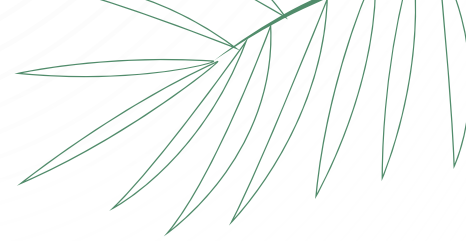
Taj Exotica Resort & Spa
Taj Coral Reef Resort & Spa
Lily Beach Resort & Spa
Hideaway Beach Resort & Spa
Amilla Maldives Resorts & Residences
LTI Maafushivaru Maldives
Rahaa Resort Maldives
Dusit Thani Maldives
Fiyavalhu Maldives
Sun Island Resort and Spa
Fun Island Resort and Spa
Holiday Island Resort and Spa
Paradise Island Resort
Royal Island Resort and Spa
Furaveri Island Resort & Spa
Embudhu Village
Summer Island Maldives
Equator Village
Saii Lagoon Maldives
Hard Rock Hotel Maldives
Holiday Inn Resort Kandooma Maldives
InterContinental Resort Maamunagau
Reethi Beach Resort
Fairmont Maldives Sirru Fen Fushi
Vakkaru Maldives
Adaaran Prestige Vadoo
Adaaran Select Hudhuranfushi
Adaaran Prestige Ocean Villas
Adaaran Club Rannalhi
Adaaran Select Meedhupparu
Adaaran Prestige Water Villas
Heritage Aarah
Lux North Male' Atoll
Diamonds and Sandies Resorts

GUESTHOUSES

Aquaventure Maldives
Island Break
Naalees inn
Sabba Travel and Tours
Kuredhi Beach Inn
Thila Farm View
Rasdhoo Coralville
The Island Host
Quicksand Rasdhoo
Veli Thoddoo Inn
Plumeria Maldives
Sands Inn Mathiveri
Holiday Mathiveri Inn
Nala Veshi Inn
Triton Beach
Stingray Beach Inn
Salt Beach
The Castaway Retreat
Aqua Lodge
Asaa View
Crystal Sands
Ithaa Beach Maldives
Hulhangu Lodge Maldives
Raalhu Lodge
Ocean Vibes Guesthouse
Ukulhas Villa
Resten Inn Thoddoo
Athens View
Thoddoo White Sand Inn
Nala Veli Villa
Pearl Sands at Huraa
West Sands Ukulhas
Arivilla Mathiveri
Rasdhoo Island Inn
Club Gabbiano

TOTAL
79





TRADE VISITORS

HOTELS

The Somerset
Somerset Inn
Barefoot Noomadi Hotel

TRAVEL AGENTS

Perfect Voyages Travel
Atoll Discovery
Ace Travels Maldives
Travel Connection Maldives
Nala Veshi Holidays
Openhotelier
Capital Travel

TOTAL
79


16 | 17 NOV

VIRTUAL


Fostering Rural Tourism Development in the Maldives

DAY 02


17 Nov 2020 | 01:00 PM




Ms. Shiuna Khalid
 Managing Director
 International Maldives Travel Market (IMTM)




Mr. Xu Jing
 Former Regional Director
 Asia of the World Tourism Organization (UNWTO)




Mr. Abdulla Ghiyas
 Chair of Maldives PATA Chapter



Tan Sri Dr. Ong
 Former Secretary General
 Ministry of Tourism and Culture




Mr. Sameeu Imad
 Vice President
 Guesthouse Association of Maldives



Mr. Damcho Rinzin
 Head, Tourism Promotion Division
 Tourism Council of Bhutan

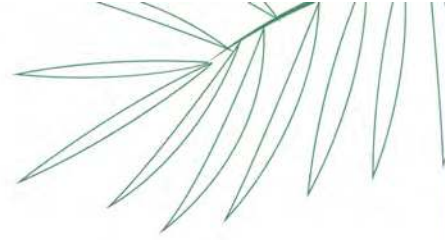


Ms. Jiang Jiawei
 Assistant Director
 Monitoring Centre of UNWTO Sustainable Tourism
 Observatories (MCSTO)



INTERNATIONAL MALDIVES TRAVEL MARKET
www.imtmonline.com





EVENT DELIVERY REVIEW

IMTM 2020 Embraces Sustainability

IMTM 2020, marketing commenced with the company initiating the practice of sustainability through their marketing campaigns. under the tagline Reuse, Reconnect, Revive, and Grow. With the global pandemic travel industry faced significant declines across demand, occupancy, ADR, and revenue in 2020, which led firms to freeze their marketing budgets especially on material production related to events. Thus, IMTM optioned for sustainable and technologically advanced approaches to facilitate execute this fair. The campaign initiated by IMTM aimed to go eco-friendly by reusing their previous billboard posters for promotions, rather than causing wastage of materials by creating new posters.

IMTM aimed to convey through their message, Reuse, Revive, Reconnect and Grow, that any materials including disposable plastics, paper or fabrics can be either replaced by more sustainable options or simply recycle and reuse, especially objects that are still good in terms of quality, performance, and appearance. The reused posters were placed in four different locations around the Male' city creating an exposure of 5000

engagements per day, social media reached hits up to 3000 global engagements in 67 countries. The marketing campaign was a collaboration between IMTM 2020 and its marketing partner, MID Marketing.

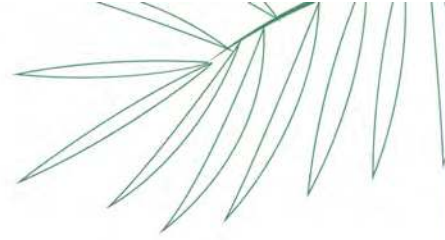
In 2020 also the hashtag #iamwithIMTM was used in all digital media handles throughout the event organizing phase to create hype and promote IMTM2020. Furthermore, #imtm, #imtmonline, #imtmair were also used in all digital media marketing.

IMTM 2020 EVENT

IMTM 2020 was officially launched by Honorable Minister of Tourism, Dr Abdulla Mausoom on 16th November 2020 at IMTMair virtual Platform. Along with the Minister, Managing Director of MMPRC, Thoyyib Mohamed addressed to the attendees of the event. Furthermore, Director Regional Department for Asia & the Pacific, UNWTO, Mr. Harry Hwang and the High Commissioner of Bangladesh, His Excellency Rear Admiral Nazmul Hassan gave a congratulatory note at the virtual opening ceremony. Over 20,340 people were reached via the virtual ceremony with 8956 post engagements and 8934 post reactions.

Astrobon Maldives was the main partner of IMTM2020 with their continuous support to IMTM over the years. Astrobon Maldives, Resort Life Travel and Sun Ocean has continuously supported IMTM, by partnering with the event for three consecutive years.

The IMTMair platform was made live prior to the event, so that the International buyers and Trade visitors and partners could access the new platform and familiarized with it. IMTM2020 event gave 300 participants access to the IMTMair platform. The participants were given the opportunity to conduct business meetings throughout the four days of the event. Furthermore, there were also partner presentations and webinars conducted, targeting the participants of the event.



WEBINAR: FOSTERING RURAL TOURISM DEVELOPMENT IN THE MALDIVES

In line with the worldwide theme of rural development through tourism for 2020 and embracing the advocacy of the Government of the Maldives to boost community development through tourism, IMTM organized a webinar on Rural Tourism Approaches in the Maldives, Malaysia, China and Bhutan as an interactive platform to exchange knowledge and views between experts in the field of rural tourism development especially focused on guest house industry of the Maldives.

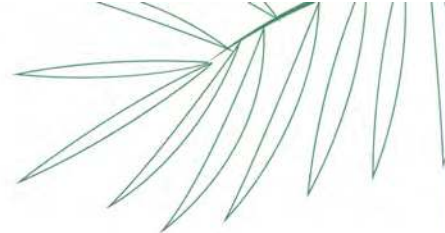
The specific objective is to present cases of rural tourism and approaches adopted by other countries such as Malaysia, China and Bhutan that can be used as stimulation for the development of local island tourism industry in the Maldives. A total of 1114 people were reached with 159 engagements.

The webinar which was open to all participants including Resorts, Hotels, Liveaboard and Guesthouses, Support Businesses, Government Authorities and Associations as well as individuals. This was broadcasted live from social media platforms during the live webinar session and were made available for other viewers as well.

The webinar was Hosted by Ms. Shiuna Khalid, Managing Director of IMTM and moderated by Mr. Xu Jing, Adviser on Asia Tourism and Former Director for Asia and the Pacific of United Nations World Tourism Organization (UNWTO). The Speakers and the Panelists of the Webinar are as below;

- Maldives: Mr. Abdulla Ghiyas, Chair of Maldives PATA Chapter, who presented on Community Tourism Development
- Malaysia: Tan Sri Dr. ONG Hong Peng, former Secretary-General of the Ministry of Tourism and Culture of Malaysia presented on Malaysia's Homestay Initiative
- Maldives: Mr. Sameeu Imad, Vice President of Guesthouse Association of the Maldives (GAM) presented on Guesthouse Industry of the Maldives



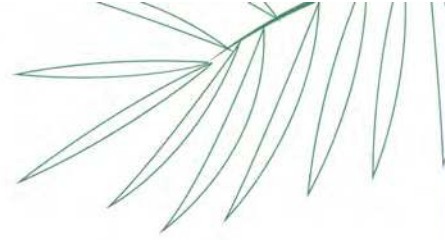


- Bhutan: Mr. Damcho RINZIN, Head, Tourism Promotion Division, Tourism Council of Bhutan presented on Happiness through Tourism for local communities
- China: Ms. JIANG Jiawei, Assistant Director, Monitoring Centre for Sustainable Tourism Observatories, Sun Yat-sen University, China presented on China's case on rural tourism development, poverty reduction and rural guesthouses

IMTMAIR PLATFORM

The IMTMair Platform was developed especially for the event by the in-house technical team of IMTM. It was designed, to mirror the on-ground experience of the event. The IMTMair platform was created to achieve user friendly navigation with all the different sections of the event accessible from the home page. Participants were able to access to the full schedule and multi-track agenda which highlighted speakers and other sessions. Some of the significant and special features of the platform included broadcast session in which webinar session and partner presentations were broadcasted to the attendees. The most important feature of the IMTMair platform was the Networking Hub, in which attendees were able to conduct video and audio one on one virtual meetings with the participants. They were also able to conduct group meeting using the feature. The IMTMair platform also featured partner advertisements and other sponsor placements. Furthermore, attendees had access to real-time event reports and analytics, which helped them to make data driven decisions.





CONCLUSION

IMTM2020 was conducted on a successful note, with IMTMair platform being a promising tool in the virtual event industry as well as a tool for B2B relationship management. Participants who diligently remained on the platform during official hours of the travel and trade fair were able to secure meetings by approaching directly in the exhibition hall and also with the help of the IMTM Team.

IMTMAir will be used as a travel and trade platform throughout the future and the platform will be used as a B2B interaction medium to find travel solutions, establish buyer and seller relations as well as facilitate user friendly virtual meetings. The users can continue to send connection requests to interested parties and create connections, communicate offers while generating leads.

Furthermore, in comparison with the past event, IMTM team believes that in order to bring prospective International buyers to the event to secure beneficial business opportunities, IMTM will need support and commitment from the local accommodation providers. IMTM has built outstanding relationships with international buyers and the IMTM Brand has established the benchmark for travel and trade fair in the Maldives.

WAY FORWARD AND THE IMTM2021 – OUT OF THE BOX

It is important to note that we will be strongly addressing the constructive criticism received by participants of IMTM 2020, in the planning and organisation of IMTM2021.

- a) Creating higher exposure on bilateral relations and engaging cross continent top buyers.
- b) Engage in IMTM 2021 year through marketing starting December 2020.
- c) Include more cross-cultural webinar sessions to improve Maldivian tourism services.
- d) Improve participation through IMTM2021 physical and virtual capabilities.