

International Maldives Travel Market (IMTM) 2022 set to take place on 7th and 8th September

Sunday, 12th June 2022 Maldives

IMTM Pvt. Ltd. has announced a date change for its fifth edition of the annual International Maldives Travel Market (IMTM) 2022. The much-awaited Fair is now set to take place at a later date, on 7th and 8th September this year. IMTM has been working continuously towards its Travel and Trade Fair and has found that this decision will allow it to maximise the opportunity it brings for the Maldives' tourism industry.

This Fair provides participants with a unique platform in the Maldives to connect with over 800 delegates and professionals from across the globe, interact actively not only with existing clients but also meet new companies, boost businesses and close deals with new customers.

The much-anticipated B2B Travel and Trade Fair has been rescheduled to facilitate travel and accessibility for international travel agents and tour operators. After much consideration, IMTM Pvt. Ltd. has decided to push its fair to September in order to ensure the event reaches its full potential.

IMTM strives to outdo its performance in the pre-pandemic and create a unique and enriching experience for all. 2022 also marks the exciting return of IMTM's Sustainable Tourism Forum (STF) for its second edition after 2019. The STF will take place on 6th September 2022, a day ahead of the Travel and Trade Fair. It allows experts from the industry to share experiences and knowledge on sustainable tourism practices geared towards innovation, climate change adaptation and building a resilient tourism industry in the Maldives. This year, IMTM 2022 explores the theme "Adapt and Rethink Tourism for Resilience", in line with the hope of reinvigorating the tourism industry as countries all over the world move into the endemic phase and ease COVID-19 restrictions. IMTM hopes to champion innovative and sustainable practices in the tourism industry as the way to progress forward.

The IMTM Fair invites leading touroperators, travelagencies and destination management companies from across the globe to its cost-effective platform. It is a unique opportunity for them to make meaningful relations with key representatives from the Maldives tourism industry such as accommodation providers, travel agents and tour operators. This event promotes prospects for both inbound and outbound tourism in the Maldives and actively markets the Maldives as a world-class MICE destination.

Ms. Shiuna Khalid, the Managing Director of IMTM shared, "We are excited to finally resume our annual travel and trade fair physically this year. Our priority is not simply to hold the event but make sure we reach as many international markets, travel agents and tour operators as possible so they may explore opportunities in the Maldives. We have decided to hold the fair at a later date to facilitate their travel to our destination."

IMTM is delighted to announce it has already received endorsement and support from the Ministry

of Tourism, MMPRC, Maldives Association of Tourism Industry (MATI) and National Boating Association of the Maldives (NBAM) for IMTM 2022. The combined effort from tourism industry professionals and properties is critical in revitalizing the tourism industry and IMTM calls upon them to take action and partake in this year's fair.

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About IMTM Private Limited

IMTM Private Limited is a Marketing, Events and Trade Company incorporated in the Maldives on 17th January 2018. The company's services focus on marketing, branding, event management, social media management, website development and travel management. IMTM is the premier and most influential B2B travel and trade platform in the Maldives and is the ultimate portal for daily travel and tourism news. As a company directing its focus on events to emphasize tourism industry growth with individual talent recognition, IMTM is an initiative to enhance country's tourism, culture, trade and investment opportunities with the vision to promote Maldives as a world-class MICE destination. International Maldives Travel Market (IMTM) is an annual travel and trade show sequel that was launched in ITB, Germany in 2018, held at Adaaran Hudhuranfushi. The second edition was held in 2019 at Farukolhufushi, Hulhumale', Phase 2. The third and fourth edition of IMTM was hosted on the IMTMAir platform, providing a virtual environment with endless business networking opportunities for the accommodation providers of the Maldives.