



2022

IMTM

FIFTH EDITION
7th and 8th September 2022
Manhattan Business Hotel

REPORT

EXECUTIVE SUMMARY

This report entails details of the International Maldives Tourism Market (IMTM) 2022 Travel and Trade Fair. IMTM 2022 is the fifth edition, which was held from 7th September 2022 to 8th September 2022. This year marks the first physical fair after the COVID-19 pandemic. With two virtual fairs in 2020 and 2022, this year's fair aimed to showcase IMTM at its finest to the world. The event featured 35 international buyers representative of 18 different countries with 102 trade visitors from 39 resorts, 20 guesthouses from across 15 islands, 6 hotels, 6 liveaboards, 31 local travel agents & tour operators and partners.

The opening ceremony of IMTM 2022 was attended by over 135 attendees, including the Guest of Honor, the Minister of Tourism, Dr. Abdulla Mausoom, CEO & Managing Director of MMPRC, Mr. Thoyyib Mohamed, CEO of Astrabon and Capital Travels, Mr. Yoosuf Riffath and all the participants.

IMTM is a B2B international annual travel and trade fair sequel held in the Maldives, which brings forth a platform for leading international tour operators and travel agencies to explore opportunities in the Maldives, as well as connect with all of the accommodation providers of the Maldives Tourism Industry, including resorts, hotels, liveaboard, guesthouses (local island tourism) and local travel agents & tour operators.

The IMTM 2022 was graciously endorsed by the Ministry of Tourism, the Maldives Marketing and Public Relations Corporation (MMPRC), Maldives Association of Tourism Industry (MATI), National Boating Association of Maldives (NBAM), National Hotel and Guest House Association of the Maldives (NHGAM), Association of Travel Agents (ATA), Maldives Association of Travel Agents and Tour Operators (MATATO) and the High Commission of Bangladesh.

The IMTM Air platform was developed in 2020 especially for IMTM virtual travel and trade events by the in-house technical team of IMTM. It was made with a user-friendly interface making it easier for all the participants to navigate through the platform. This year, a pre-booking platform was integrated into the IMTM Air platform, providing a unique opportunity for the participants to pre-book the meetings for the two days of the fair as well as a platform to build connections with those that they met at the fair. During the two-day fair a total of 1464 meetings were scheduled through the online booking platform.

The determination of the IMTM Team is to excel in the future IMTM B2B travel and trade fair exhibitions. It strives to bring a cost-effective platform to the accommodation providers, especially community-based tourism providers, and seeks to continue bringing more and more local businesses to the fair.

To conclude, it is important to reiterate the significant role industry stakeholders and partners play when it comes to executing a successful travel and trade show. Additionally, IMTM will be taking into consideration the constructive criticism and recommendations provided by the participants of IMTM 2022 in the planning, organization and execution of IMTM 2023.



1. INTRODUCTION

International Maldives Travel Market (IMTM), is IMTM is a B2B international annual travel and trade fair sequel held in the Maldives, which brings forth a platform for leading international tour operators and travel agencies to explore opportunities in the Maldives, as well as connect with all of the accommodation providers of the Maldives Tourism Industry, including resorts, hotels, liveaboard, guesthouses (local island tourism) and local travel agents & tour operators. IMTM 2022 is the fifth edition of IMTM and its first physical fair since the pandemic.

The IMTM Team has always played an active role in collecting feedback from the participants of the IMTM Fair. This feedback plays an important role in the improvement in the fair every year. As such, IMTM proudly brought back a physical fair after two years with many challenges. This took a lot of coordination and immense effort by the team, to bring a first-of-its-kind travel and trade platform designed and created by local minds.

The Maldives has seen a significant rise in tourism with the strategic tourism recovery plan implemented by the Government, Ministry of Tourism, Maldives Marketing and Public Relation Corporation (MMPRC), and the industry stakeholders. The whole industry has been working tirelessly to revive travel, tourism, and hospitality. However, more work is yet to be done to take the Maldivian tourism to greater heights. IMTM has created a dialogue platform to prepare the Maldivian tourism sector to thrive in the post-COVID climate, and instilled hope for local businesses to maintain employment and support the livelihood of locals.

The fifth edition of IMTM, IMTM 2022 was held at Manhattan Business Hotel on the 7th September 2022 and 8th September 2022. IMTM is proud of being able to bring together its first physical fair after two years of virtual fairs. The event featured 35 international buyers representative of 18 different countries with 102 trade visitors from 39 resorts, 20 guesthouses, 6 hotels, 6 liveaboards, 31 local travel agents & tour operators and partners.

This year's IMTM opened up the opportunity for Maldivian youth aspiring to join the tourism industry to visit the Fair. This gave all youth hoping to become entrepreneurs in the industry, hoteliers, travel agents, and more to introduce themselves to the industry members at the Fair and set their vision in motion. As such, students from the Maldives National University (MNU) visited the Fair whilst students from Billabong High International School participated as volunteers. IMTM hopes this gave them a good insight into the industry, a better understanding of the inner-workings of international travel fairs and empowered them to set their foot through the door to the industry.

Media partners of IMTM 2022 include Public Service Media (Maldives TV), One Online, The Islandchief, and Trip & Travel Magazine. Apart from the media partners, several other local medias such as Adhadhu, Avas, Coral Glass Media, Maldives Insider, Maldives Business Times, Maldives News Network, Raajje.mv, Visit Maldives, Mihaaru and The Edition published articles on IMTM 2022.

2. EVENT BACKGROUND

The International Maldives Travel Market (IMTM) travel and trade fair was launched at ITB Berlin, Germany in March 2018. The IMTM Team organized the very first travel and trade fair that year, held in a resort at Adaaran Select Hudhuranfushi. After the experience from the first Fair and with the recommendation from the participants and partners, the fairground was changed to the capital city for the ease of transportation and fair representation of the properties. In 2019, IMTM was held in Farukolhufushi, Phase 2, Hulhumale’.

On March 12th, IMTM announced that the company had decided to postpone International Maldives Travel Market (IMTM) 2020 from June 2020 to September 2020 due to the outbreak of Novel Coronavirus (COVID-19) that was categorized as a pandemic by the World Health Organization.

On 12th April 2020, IMTM announced that IMTM would introduce the first-of-its-kind virtual concept of travel and trade fair in the Maldives in order to bring sustenance to the travel and tourism industry with the need to combine travel and technology to withstand the obstacles of the pandemic. On the occasion of [#worldtourismday2020](#) in September 2020, IMTM officially announced IMTM 2020 would be held virtually on 16th and 17th November 2020. During the toughest and most challenging times, IMTM took the bold step to offer the opportunity to conduct business in a virtual environment. This Virtual Exhibition was part of IMTM’s broader plan to gradually reopen the travel, tourism and hospitality sector to new markets. The objective of IMTM 2020 was to equip stakeholders with a tool to Reconnect, Revive and Grow their businesses.

IMTM 2021 was also held online on IMTM Air Platform on the 26 to 28th October 2021. The event was joined by 42 international buyers from 14 countries. The Fair was inaugurated by the Minister of Tourism, Honorable Dr. Abdulla Mausoom in a virtual ceremony. The fair was also held together with a webinar, based on the theme of “Fostering Rural Tourism”. The Fair was a great opportunity for the businesses to meet and explore positive ways forward for the tourism industry of the country

While the last two editions of IMTM were held online, it was with great pleasure that IMTM announced IMTM 2022 would be held physically in the Male’ City on the 7th and 8th September 2022. This was a huge challenge for the team and a huge step forward for the event.

IMTM is a national developer, facilitator, contributor, and planner to the development of MICE tourism, and believes that by coming together during trying times, the doors will open to new opportunities and growth. Similar to previous years, IMTM 2022’s main objective was to equip stakeholders with a tool to Adapt and Rethink Tourism through mutuality. Industry stakeholders, with collaborating partners and support by the government, play a pivotal role to sustain the efforts from the private sector, especially at a time when the community was looking for direction and initiatives such as IMTM’s. It has been an honor for IMTM to be part of the industry development team by bringing initiatives over the last five years, which have made a difference to promote the government efforts and being a medium to channel positive progressive news to the local island communities.



3. REPRESENTED INDUSTRY SEGMENTS

The composition of partnerships, international 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 the economic development of Maldives.

- **International Buyers** – These were foreign Tour Operators, Travel Agencies, DMCs Marketing and PR Companies that were interested in selling and promoting the Maldives.
- **Trade Visitors** – These were representatives from Resorts, Hotels, Guesthouses, Liveaboards and Local Travel Agents and Tour Operators.
- **Partners** – These were local and international supply companies including construction, marketing firms, interior design firms, travel and technologies, F&B companies and other support businesses that add value to the travel and tourism businesses.

4. INTERNATIONAL BUYERS – 35 Exhibitors Representative of 18 Countries

No.	Company Name	Country
1	Golden Oasis Services	Bahrain
2	Discovery Travel	Bahrain / Oman
3	Fly Dining from Your Travel Ltd	Bangladesh
4	JM Vacations	Canada
5	Trip & Travel Ltd	Hungary
6	Albatross Journey	India
7	Cosima Travel & Trade Links Pvt Ltd	India
8	Sundaram Holidays	India
9	Sai Holidays	India
10	Tour Passion	India
11	Prayosha Holidays	India
12	Rinku Tours And Travels	India
13	Shree Shakti Tours Private Limited	India
14	Smile n Fly Travel	India
15	The Great India Tour Company Pvt Ltd	India
16	ITALIATOURISMUS	Italy

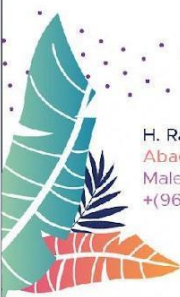




17	Concord Travel	Lebanon
18	Golden Tourworld Travel (M) SDN BHD	Malaysia
19	Angel Tours Sdn Bhd	Malaysia
20	Holiday Tours & Travel Sdn Bhd	Malaysia
21	Roystar Travel & Tours Sdn Bhd	Malaysia
22	Golden Dragon International Travel Group	Malaysia
23	Resort Life	Maldives
24	BookMe Maldives	Maldives
25	NTT Global Destinations	Nigeria
26	Peaceway Travel & Holidays	Nigeria
27	Luxe In	Portugal
28	Sus Travel	Portugal
29	Sonhando S.A.	Portugal
30	Dreamcation Cruises & Tours PTE LTD	Singapore
31	Khiri Travel	Sri Lanka
32	Atlanta tourism	Turkey
33	PRIVETOURLS LLC	UAE (Dubai)
34	Hummingbird Travel	UK
35	Experience It Tours	US

5. TRADE VISITORS – 102 Local Businesses

No.	Company Name	Accommodation Type
1	Adaaran Prestige Vadoo	Resort
2	Adaaran Select Hudhuranfushi	Resort
3	Adaaran Prestige Ocean Villas	Resort
4	Adaaran Club Rannalhi	Resort
5	Adaaran Select Meedhupparu	Resort
6	Adaaran Prestige Water Villas	Resort
7	Bathala Island Resort	Resort





8	Baros Maldives	Resort
9	Cocoon Maldives	Resort
10	Dhigali Maldives	Resort
11	Dhigufaru Island Resort	Resort
12	Diamonds Athuruga Beach & Water Villas	Resort
13	Diamonds Thudufushi Beach & Water Villas	Resort
14	Embudhu Village	Resort
15	Equator Village	Resort
16	Filitheyo Island Resort	Resort
17	Fun Island Resort & Spa	Resort
18	Furaveri Maldives	Resort
19	Heritance Aarah	Resort
20	Hideaway Beach Resort & Spa	Resort
21	Holiday Island Resort and Spa	Resort
22	Hondaafushi Island Resort	Resort
23	Kandolhu Island Maldives	Resort
24	Kuramathi Maldives	Resort
25	Kuda Villingili Resort Maldives	Resort
26	Kurumba Maldives	Resort
27	Lily Beach Resort & Spa	Resort
28	Malahini Kuda Bandos	Resort
29	Medhufushi Island Resort	Resort
30	Oaga Resorts	Resort
31	Paradise Island Resort and Spa	Resort
32	Reethi Beach Resort	Resort
33	Royal Island Resort and Spa	Resort



34	Sandies Bathala	Resort
35	Sheraton Maldives Full Moon Resort	Resort
36	Summer Island Maldives	Resort
37	Sun Island Resort and Spa	Resort
38	Velassaru Maldives	Resort
39	You & Me By Cocoon	Resort
40	Alaika Maafushi	Guesthouse
41	Beach House Dhiffushi	Guesthouse
42	Blue Waves	Guesthouse
43	Capal Island Villa	Guesthouse
44	Coconut Tree Hulhuvilla	Guesthouse
45	Empress	Guesthouse
46	Holiday Home Kelaa	Guesthouse
47	Jupiter Sunrise Lodge	Guesthouse
48	Mystic Maldives	Guesthouse
49	Noomoo Grand & Spa	Guesthouse
50	Ocean Retreat and Spa	Guesthouse
51	Plumeria Maldives Sales Office	Guesthouse
52	Riveli Retreat	Guesthouse
53	Shoreline Grand	Guesthouse
54	The Cast Away Retreat	Guesthouse
55	The Mureed	Guesthouse
56	V Hotels Pvt Ltd	Guesthouse
57	White Coral Rasdhoo	Guesthouse
58	White Harp	Guesthouse
59	Barefoot Noomadi Hotel Pvt. Ltd	Hotels



60	EcoBoo Maldives Pvt Ltd	Hotels
61	Jen Hotels	Hotels
62	Kani Beach Hotel	Hotels
63	Stone Hotels	Hotels
64	The Somerset Hotel	Hotels
65	Atolls Holidays	Travel Agents
66	Atolls World Pvt Ltd	Travel Agents
67	Blue Span Trading	Travel Agents
68	Capital Travels & Tours Pvt Ltd	Travel Agents
69	Deluxe Maldives	Travel Agents
70	Exciting Travel Holidays	Travel Agents
71	Holiday House Maldives Pvt Ltd	Travel Agents
72	Inner Maldives Pvt. Ltd.	Travel Agents
73	J'aime Holidays Maldives	Travel Agents
74	Luxury Yacht Maldives	Travel Agents
75	MHC Group	Travel Agents
76	MOW Maldives	Travel Agents
77	Premier Destination	Travel Agents
78	Salt Zone pvt ltd	Travel Agents
79	Sam Travel & Tours Maldives	Travel Agents
80	Secret Paradise Maldives	Travel Agents
81	Sojourn Maldives	Travel Agents
82	Splendid Asia	Travel Agents
83	Sun Siyam Travels	Travel Agents
84	SunFair Travels Pvt Ltd	Travel Agents
85	Touricon	Travel Agents



86	Travel 2 Maldives	Travel Agents
87	Travel Beach Holidays	Travel Agents
88	Travel Connection Maldives Pvt Ltd	Travel Agents
89	Travellers Street	Travel Agents
90	Traviqa Pvt Ltd	Travel Agents
91	Travzen Maldives Pvt Ltd	Travel Agents
92	UI Maldives	Travel Agents
93	V Travels Pvt Ltd	Travel Agents
94	Voyages Maldives	Travel Agents
95	Zeldiva Travels	Travel Agents
96	Maldives Holiday Collections	Travel Agents
97	Voyages Gahaa	Liveaboards
98	Voyages Gulfaam	Liveaboards
99	Voyages Gurahali	Liveaboards
101	Voyages Koimalaa	Liveaboards
102	Voyages Sea Farer	Liveaboards

6. ENDORSEMENTS AND PARTNERS

The IMTM 2022 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), National Hotel and Guest House Association of the Maldives (NHGAM), Association of Travel Agents (ATA), Maldives Association of Travel Agents and Tour Operators (MATATO) and the High Commission of Bangladesh. Maldives Marketing and Public Relations (MMPRC) was the official destination partner of IMTM2022. Astrabon Maldives, Resort Life Travel, and Sun Ocean have continuously supported IMTM, by partnering with the event for five consecutive years. In addition, new partners such as Jalboot Maldives and Ace Travel were also main partners for this year's IMTM.

7. MEDIA COVERAGE AND EXPOSURE

Media coverage was carried out on all digital media platforms of IMTM including the IMTM Online website, Facebook, Instagram, twitter and linkedin. IMTM 2022 had an Opening



Ceremony with participation from the Minister of Tourism, the Minister of Arts, Culture and Heritage, His Excellency Rear Admiral S M Abul Kalam Azad – the High Commissioner of Bangladesh, Government Officials and notable industry partners. The overall IMTM 2022 Travel and Trade Fair received media coverage for several media partners that signed up with IMTM.

- **April - May 2022**
IMTM 2022 dates announced for 20th-21st July 2022
PSM, Coral Glass Media, Maldives Insider
- **25th May 2022**
IMTM 2022 Main Media Partner announced: PSM
PSM
- **June 2022**
IMTM 2022 dates announced for 7th-8th September 2022
The Edition, Mihaaru, Coral Glass Media, PSM
- **18th July 2022**
Saba Mukhtar, Sales and Marketing Assistant Manager, and Hanan Manik, Sales and Marketing Executive gave an interview to TVM for their “Hendhunu Hedhuna” Programme.
- **August 2022**
IMTM 2022 set to take place on September
PSM, Trip & Travel, Visit Maldives, Raajje.mv, Maldives Insider, Maldives Business Times, Maldives News Network
- **10th August 2022**
IMTM 2022 Media Partnership with One Online
One Online
- **31st August 2022**
Saba Mukhtar, Sales and Marketing Assistant Manager gave an interview to TVM for their “Hendhunu Hedhuna” Programme.
- **4th September 2022**
IMTM 2022 Media Partnership with The Islandchief
The islandchief
- **7th September 2022**
IMTM 2022 Opening Ceremony at Manhattan Business Hotel, Male’
PSM, One One Online, Adhadhu, Avas, The island Chief
- **8th September 2022**
Event highlights & its success

Gala Night photo highlights
One Online

• **September 2022**

IMTM conclusion

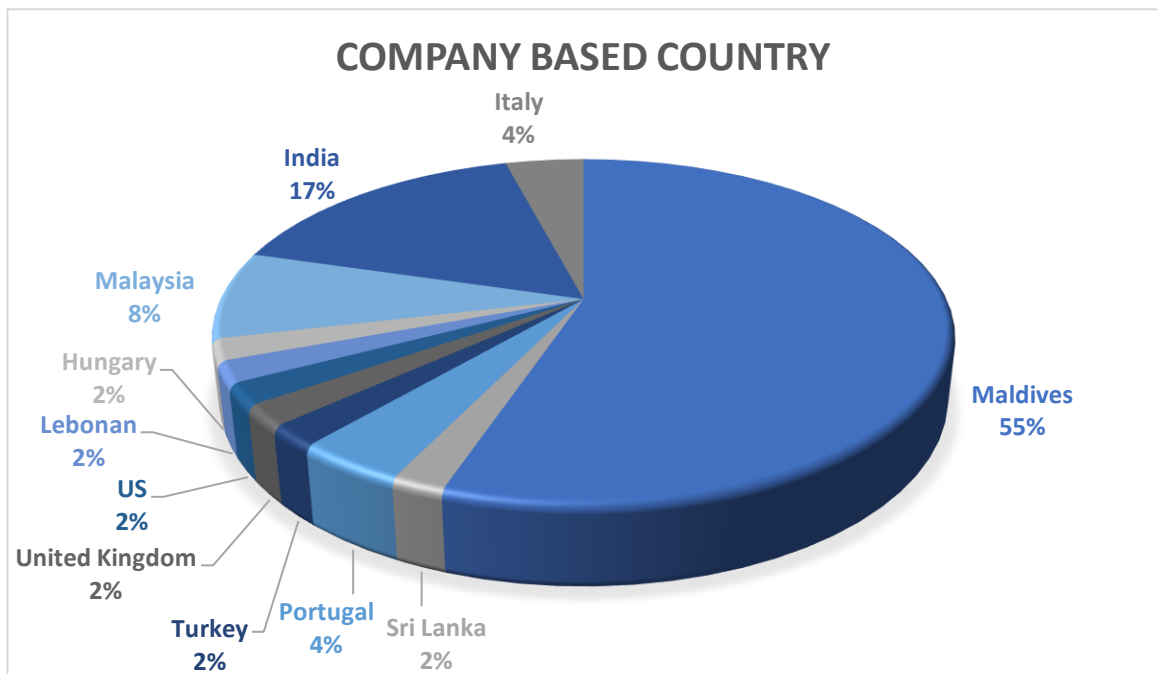
One Online, PSM, Coral Glass Media

8. Key Performance Indicators

With the conclusion of IMTM 2022, a feedback form was provided for all the participants to complete. The feedback form was open until the 20th December 2022 to provide a chance for many participants to participate in the survey.

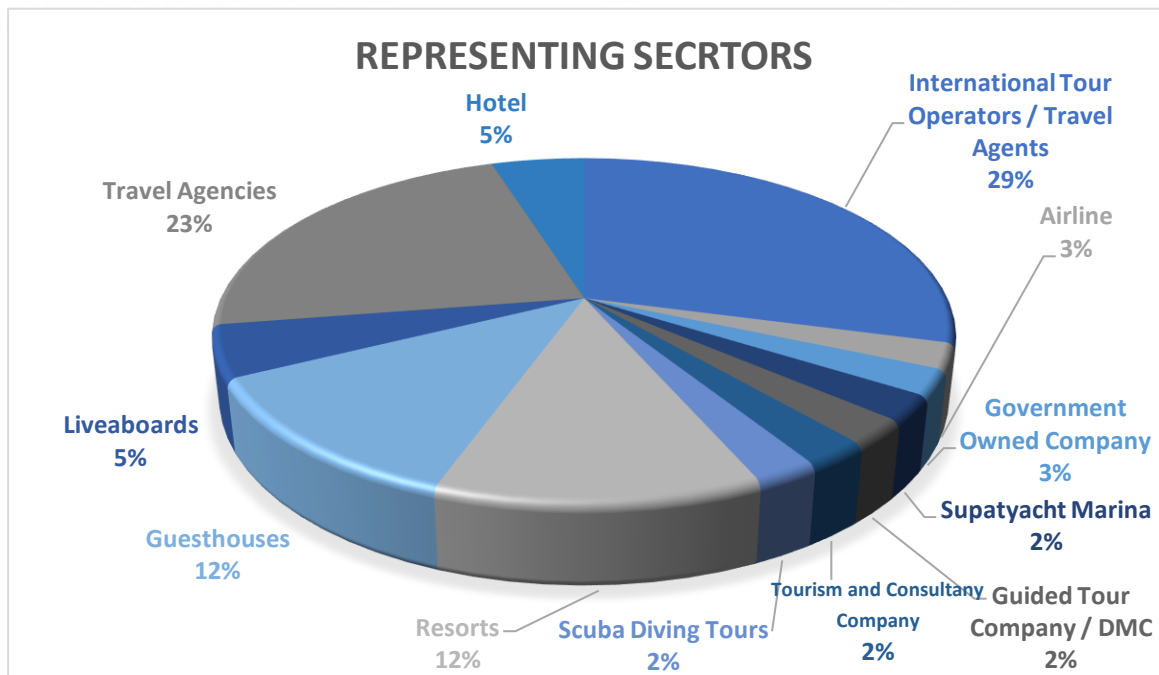
a. Participation

i. Company based on Country



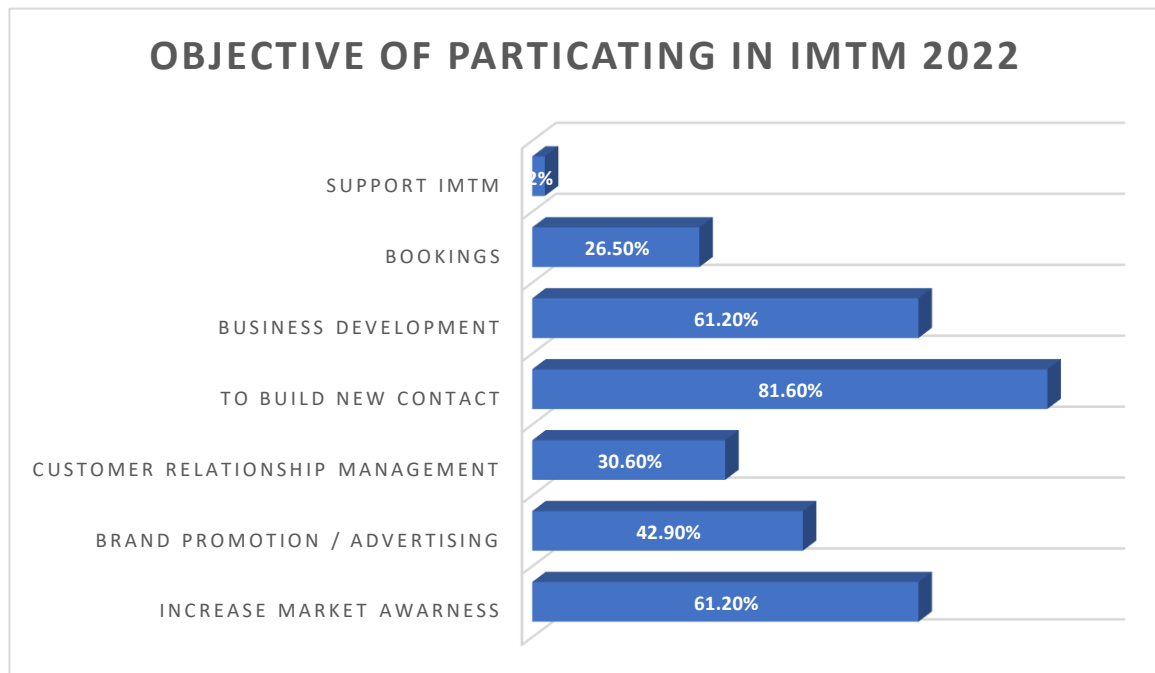
A total of 19 countries participated in this year's IMTM, of which more than half of the participants are from the host country, Maldives.

ii. Representing Sectors



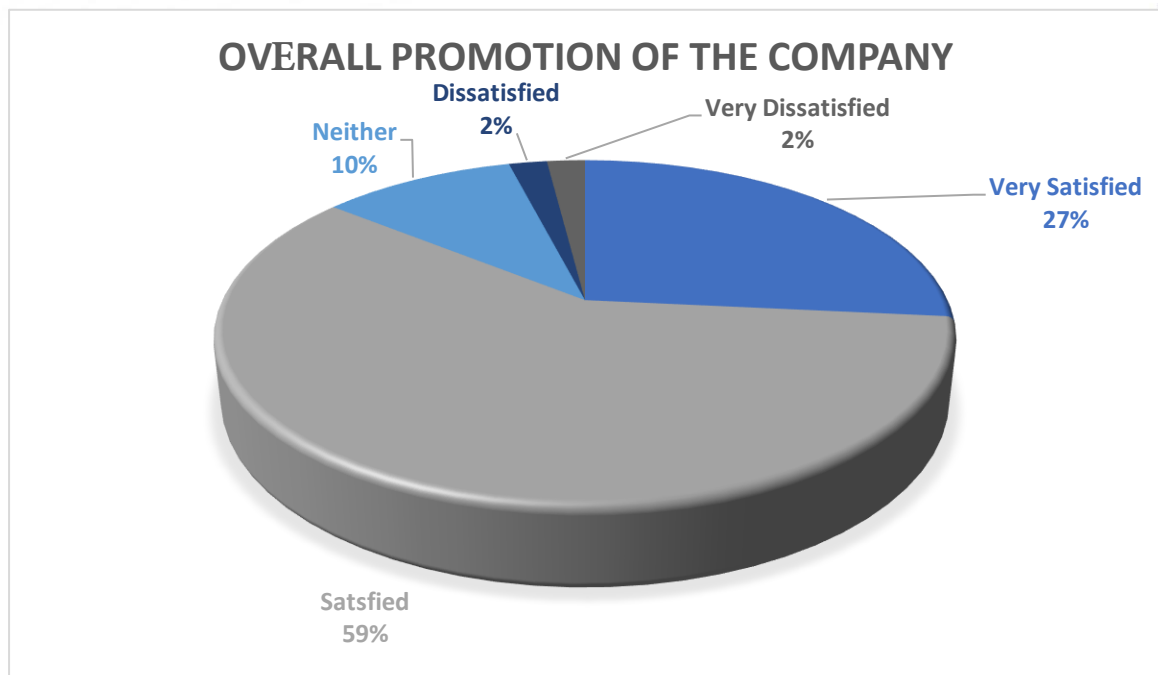
Different sectors of the tourism industry participated in IMTM 2022. This includes, local resorts, guesthouses, travel agencies, liveaboards and more. A total of 29% of the participants are International Tour Operators and Travel Agents

iii. Objective of Participating in IMTM 2022



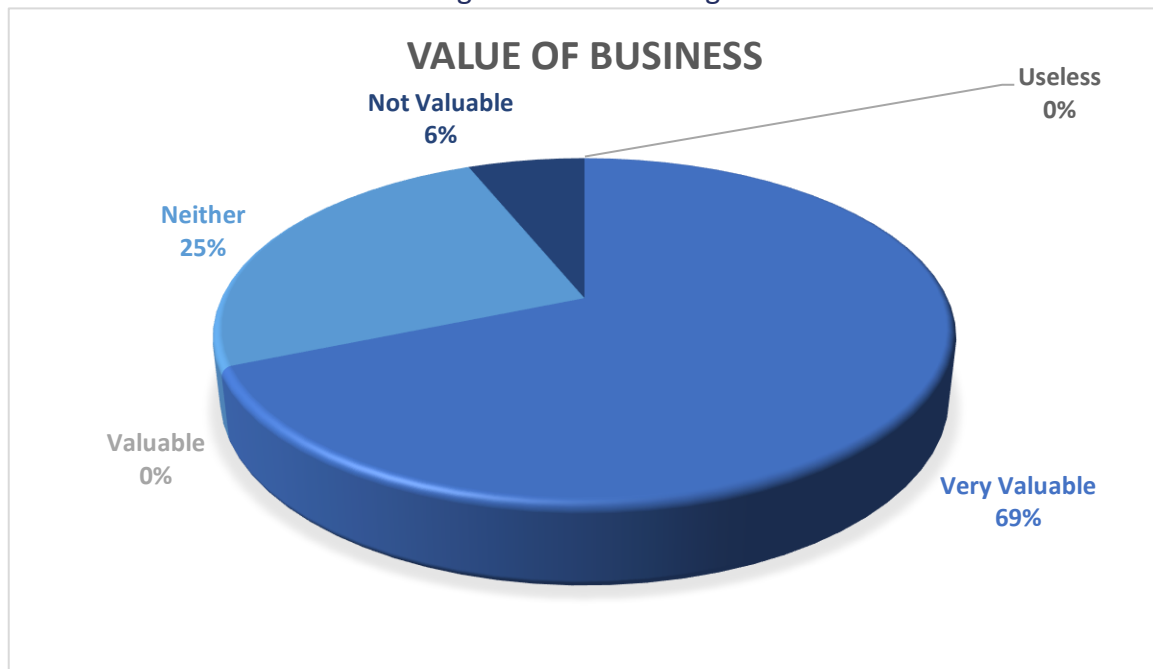
The main purpose of Participating in IMTM 2022, according to the survey is to build new contacts, accounting to 81.6% for the objective for participating in IMTM 2022. Similarly, more than 50% of the participants participated in IMTM 2022 for Business Development and Increase Market Awareness.

iv. Overall Promotion of the Company



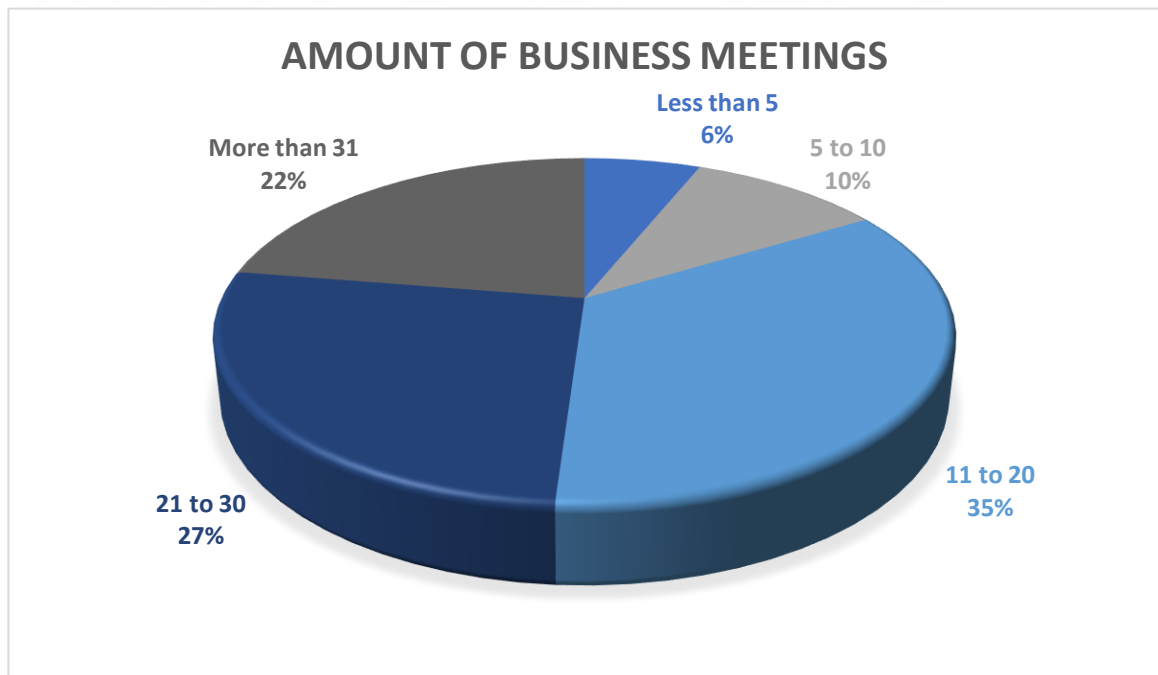
The Majority of the Participants were either very satisfied or satisfied by the overall promotion of the company at IMTM 2022. This accounts for 27% of very satisfied participants and 59% of satisfied participants

v. Value of the Business Meetings conducted during IMTM 2022



According to the participants in the survey, 69% ensure that the business conducted during IMTM 2022 was very valuable.

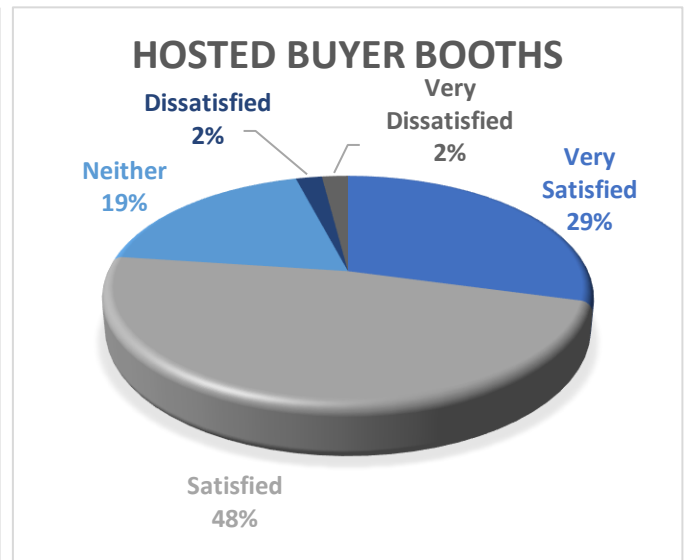
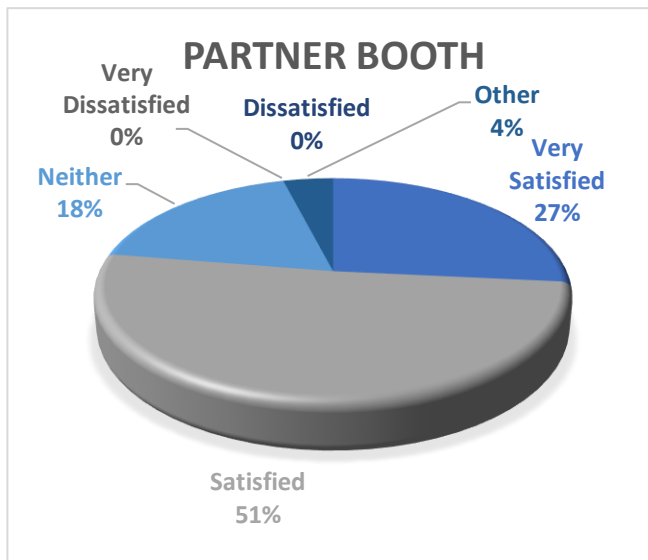
vi. Amount of Business Meetings conducted during IMTM 2022



Majority of the participants were able to conduct more than 5 meetings during IMTM 2022. 10% were able to conduct 5 – 10 meetings, 35% were able to conduct 11 - 20 meetings, 27% were able to conduct 21 - 30 meetings and 22% were able to conduct more than 31 meetings.

b. Event

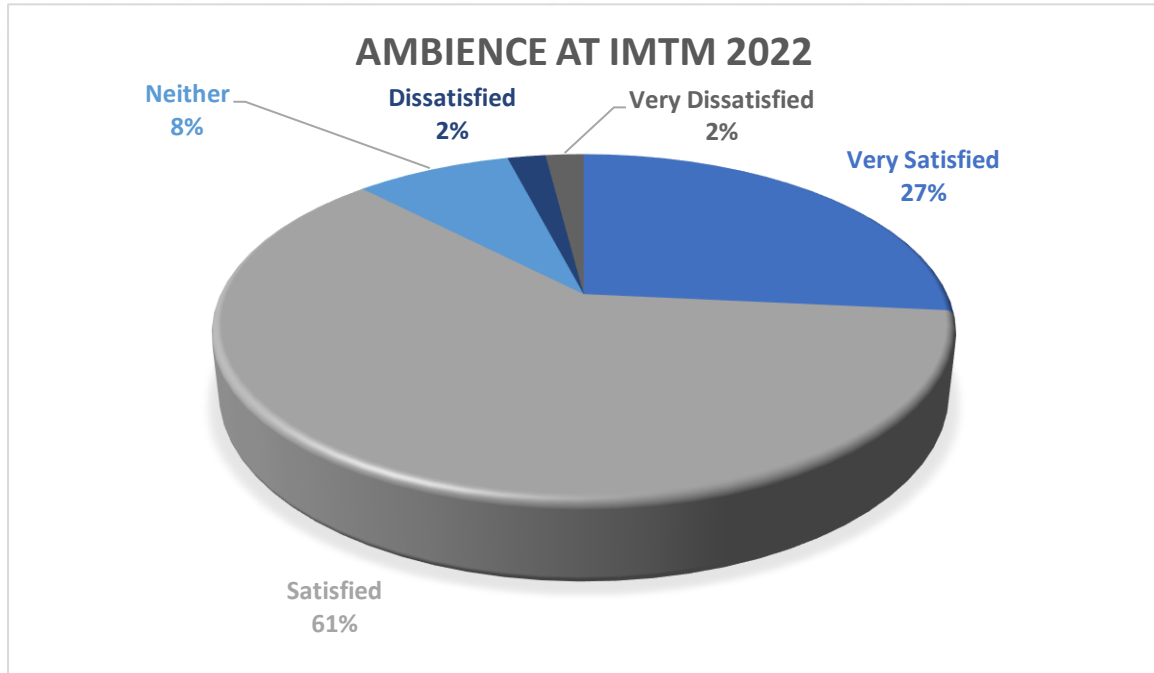
i. Booths



Overall, the participants were satisfied with the booths at IMTM 2022. 78% of the participants were satisfied with the partner booths, of which 27% were very satisfied. 77% of the participants were satisfied with the hosted buyer booths, of which 29% were very satisfied.

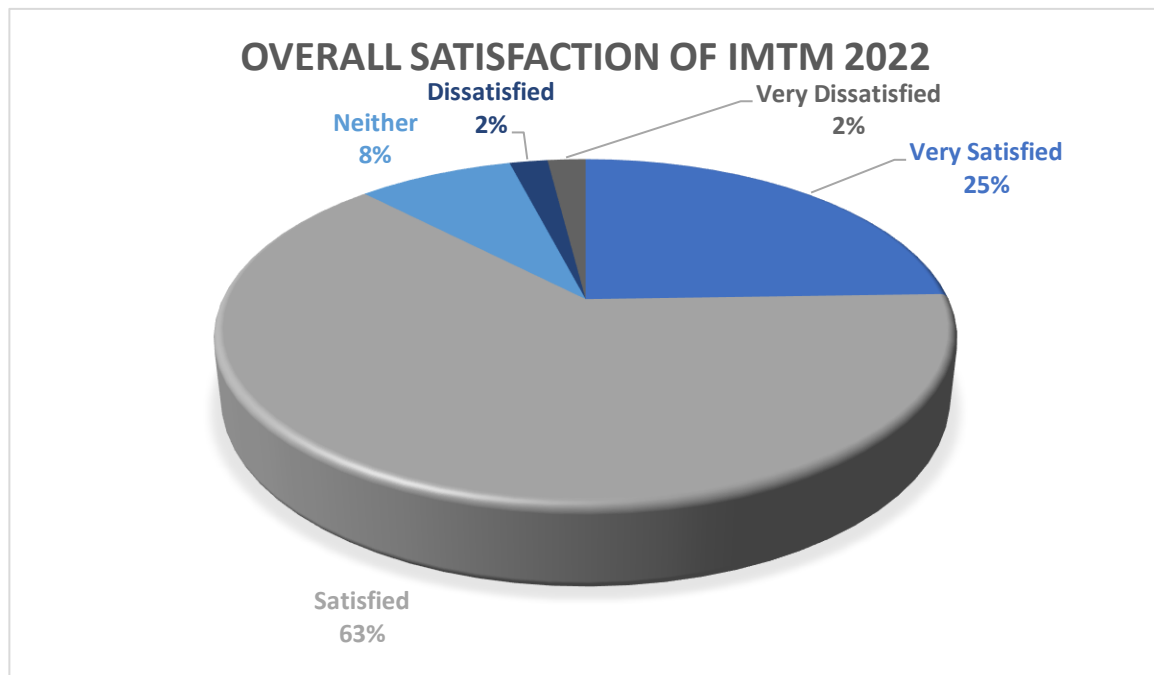


ii. Ambience



A total of 88% of the participants were satisfied with the Ambience at IMTM 2022 this includes 27% of the participants that were very satisfied.

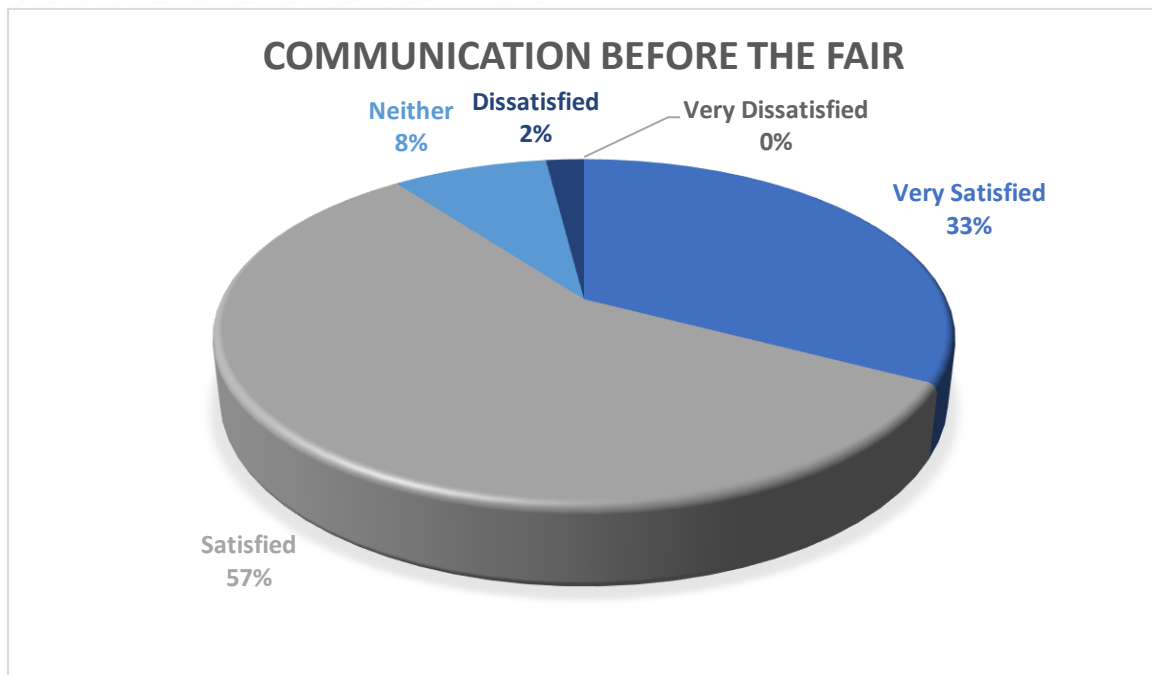
iii. Overall Satisfaction of IMTM 2022



Of the participants of the survey, 88% of the participants were satisfied with IMTM 2022. 25% of these participants were very satisfied by this year's IMTM. 8% were neither satisfied or dissatisfied and 2% were dissatisfied with IMTM 2022. Many of the comments by the survey participants have showed satisfaction of the organization of IMTM after COVID 19 Pandemic and have stated that it was a very professional event.

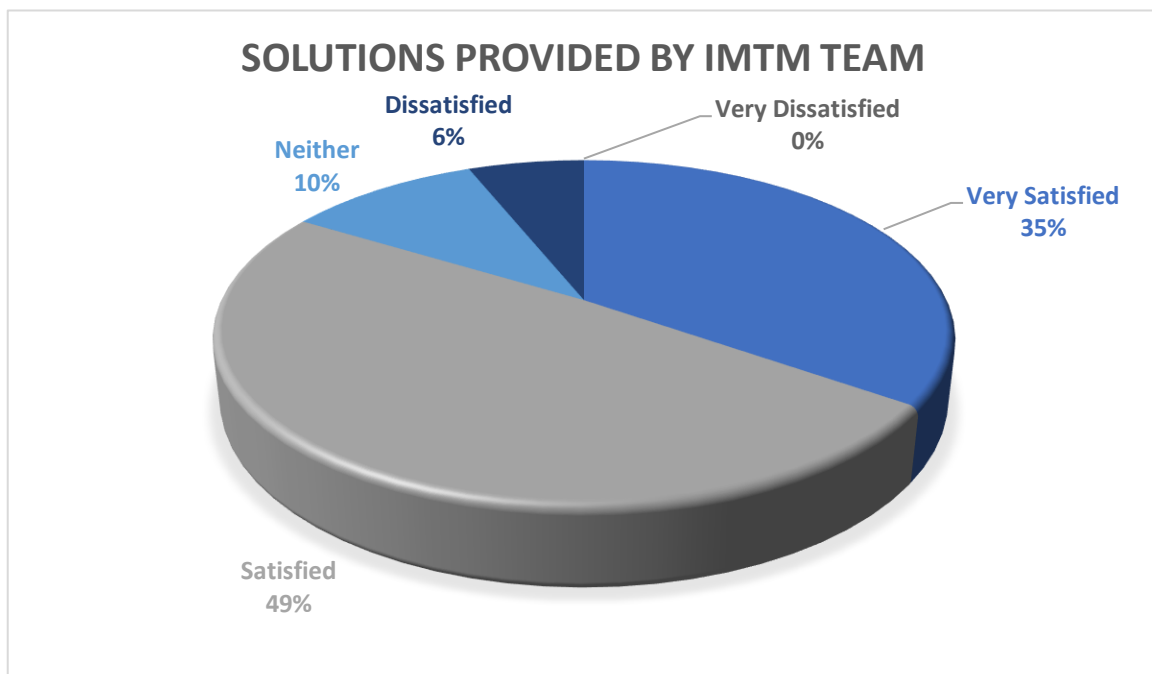


- c. Organization by IMTM Team
i. Communication before the fair



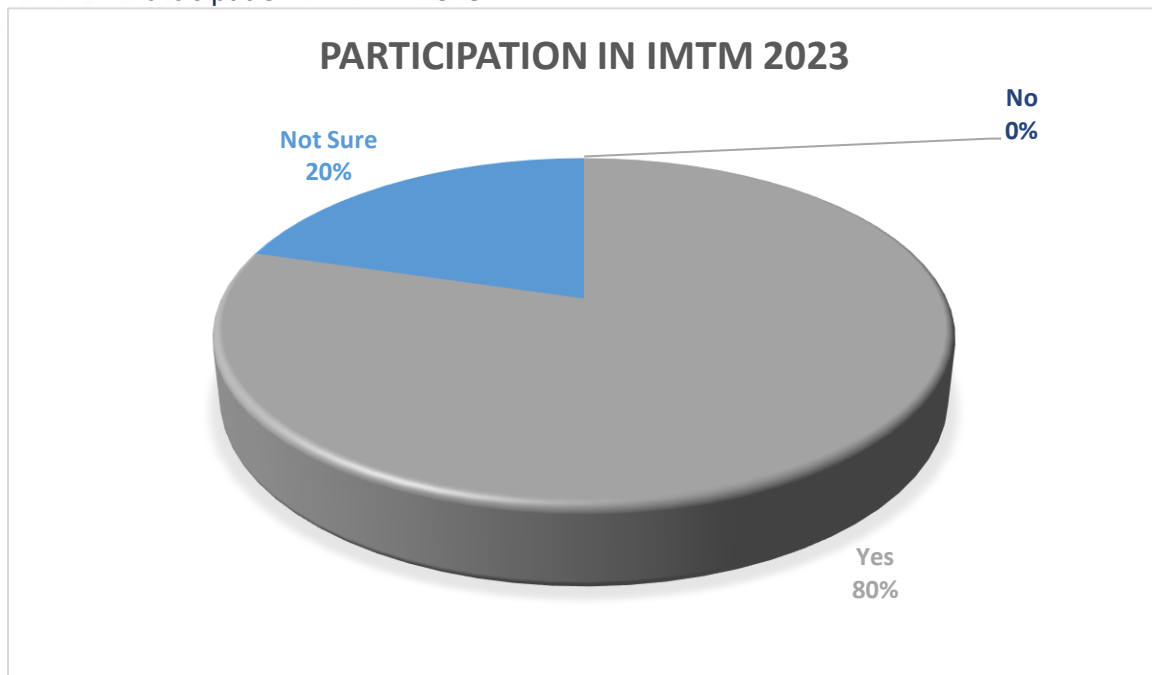
90% of the participants were satisfied with the communication from IMTM Team before the fair. Of which 33% were very satisfied with the communication.

- ii. Solutions provided by IMTM Team



Overall participants were satisfied with the solutions provided by the IMTM Team. 35% were very satisfied and 49% were satisfied with the solutions provided by IMTM Team during IMTM 2022.

- d. Future Participation
i. Participation in IMTM 2023



Out of all the participant that participated in the Survey, 80% of the participants have stated that they would defiantly be joining IMTM 2023.

e. CONCLUSION

International Maldives Travel Market (IMTM) 2021 successfully concluded its fifth edition. The fair was held from 7th to 8th September, at the Manhattan Business Hotel. The participants were able to schedule meetings before the event and were able to conduct the meetings physically at the fair. It is evident from the feedback received that the IMTM 2022 was yet another successful fair organized by the IMTM team.

IMTM wishes to be a medium that powers the tourism industry. It hopes the connections all participants made throughout the event will grow into long-term business relationships. The two days of the Fair saw tourism industry members from across the globe engaging in meetings, making new connections and strengthening existing bonds. In addition to this, IMTM hopes this Fair has provided all a great example of why the Maldives is the ideal destination for MICE tourism, as travelers can get the best of both business and leisure at the same place.

The determination of the IMTM Team is to excel in the future to bring IMTM B2B travel and trade fair and be adamant on bringing a cost-effective platform to the accommodation providers especially community-based tourism providers. IMTM has built outstanding relationships with international buyers and the IMTM brand has established a benchmark for travel and trade fairs in the Maldives making it a prominent show. The IMTM team will continue and strive to defy the challenges that the company may face and the team is hopeful for a brighter future.



It is important to reiterate the important role industry stakeholders and partners play when it comes to executing a successful travel and trade show. Their constant support and participation are required to make the exhibition a pleasant experience for all. It is vital for the properties to engage from the very beginning to allow IMTM to bring onboard potential buyers from across the world and organize a creative and beneficial event.

With this, IMTM would like to highlight it is a work in progress and always strives to provide a better experience for all the tourism industry members. In the past five years, it has been dedicated to bringing more opportunities for the local tourism industry by inviting more and more international agents from both existing and new markets. It has also been continuously working to promote the Maldives as a MICE destination and is delighted to be able to work with industry members to help the Maldives progress in this direction. IMTM aspires to bring forth an even better Fair next year and looks forward to welcoming more participants from local islands for IMTM 2023.

f. WAY FORWARD AND IMTM2023

IMTM will be taking the constructive criticism provided by participants of IMTM 2022 into consideration for the planning and organization of IMTM 2023. IMTM pledges to do the following:

- Plan, organize and execute IMTM 2023, the sixth edition of B2B the travel and trade fair in May 2022.
- Creating higher exposure on bilateral relations and engaging cross-continent top buyers.
- Further development of the IMTMAir platform and update the meeting pre-booking platform
- Conduct more marketing and information sessions.
- Engage in IMTM 2023 marketing starting from January 2023.
- Include cross-cultural webinar sessions to improve Maldivian tourism services.
- Improve participation through IMTM2023 physical.
- Communications with the properties and the buyers in order to bring the best buyers that the properties need according to their target market.



[Signature]

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Ref. No: MMPRC-HR/PRIV/2022/116

06th June 2022

TO WHOM IT MAY CONCERN

The Maldives Marketing & Public Relations Corporation (MMPRC) is the National Tourism Office responsible for marketing the Maldives as a tourist destination worldwide.

MMPRC is pleased to endorse "International Maldives Travel Market (IMTM) 2022" organized by International Maldives Travel Market (IMTM) Pvt. Ltd. to be held from 07th to 08th September 2022.

International Maldives Travel Market is a B2B travel and trade fair in the Maldives bringing forth a cost-effective platform for leading international tour operators and travel agencies to explore opportunities in the Maldives; as well as connect with all the accommodation providers of the Maldives Tourism Industry, including resorts, liveaboards, and guesthouses.

The theme for this year's edition of IMTM is "Adapt and Rethink Tourism for Resilience" as it is expected to witness the rebuilding of tourism after the COVID-19 pandemic. The event aims to bring over 100 International Buyers from 20 different countries and 800 trade visitors from the industry.

In this regard, we wish International Maldives Travel Market (IMTM) Pvt. Ltd. all the best in their endeavors to make this a successful event.

Thanking you,

[Signature]



Aishath Neesha Mohamed Shahid
Deputy Managing Director



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

No: (OTHR) 88-B/PRIV/2022/11

23rd May 2022

TO WHOM IT MAY CONCERN

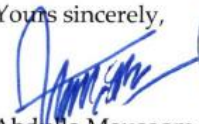
This is to inform you that Ministry supports IMTM 2022 which is scheduled to be held from 20th to 21st July 2022 and Sustainable Tourism Forum (STF) 2022 which take places on 19th July 2022.

This B2B travel and trade fair aims to bring International Buyers from 20 different countries and trade visitor representatives of Maldives Tourism Industry, including resorts, hotels, guesthouses, liveaboards, and homestay. IMTM promotes both inbound and outbound tourism.

We are delighted to endorse IMTM and we wish for a successful IMTM 2022.

Thanking you.

Yours sincerely,


Abdulla Mausoom (Ph.D.)
Minister



Ministry of Tourism, Velaanaage, Fifth Floor, Ameer Ahmed Magu, Male', Maldives
Tel: +(960)332 3224, +(960)332 3226, +(960)332 1216, Fax: +(960)332 2512
E-mail: info@tourism.gov.mv, website: www.tourism.gov.mv

IMTM Pvt Ltd
1st Floor, H. Rankokaa
Abadhahfehi Magu
20069
Male'
Maldives

Dear Ms. Shiuna Khalid,

The Maldives Association of Tourism Industry (MATI) is pleased to endorse the Sustainable Tourism Forum (STF) and the International Maldives Travel Market (IMTM) 2022 scheduled to be held in Greater Male' on the 6th of September 2022 and from 7th – 8th September 2022 respectively. We also have no objection to IMTM Pvt Ltd using our logo for promotional purposes of the event as per our Logo Usage Guidelines and Terms of Usage.

We wish for the event to be a success and we thank you for your efforts in promoting the Tourism Industry of Maldives.

Thank you



Rafil Mohamed
Executive Director
MATI

MALDIVES ASSOCIATION OF TOURISM INDUSTRY (MATI) | Registry #: 32/82
4th Floor, Fasmeeru Building, Boduthakurufaanu Magu, P.O. BOX: 2056, Male', Maldives
Telephone: (+960) 332 - 6640, (+960) 332 - 1701 | Fax: (+960) 332-6641
Email: info@matimaldives.com | Website: www.matimaldives.com

Driving Sustainable Tourism





L295/2022

11th May 2022

To whom it may concern

We would like to congratulate and celebrate IMTM Pvt Ltd.'s initiative, which will promote the tourism industry of the Maldives.

The National Boating Association of Maldives (NBAM) supports all tourism promotional initiatives carried out and wish to endorse the company.

In this regard, we kindly request all industry partners to support the company and be part of promoting the destination.

Thank you and we wish you all the best.

Best regards,



Ibrahim Ashraf
Secretary-General
National Boating Association of Maldives.



NHGAM-LT-2022-09

6th June 2022

H. Rankokaa First Floor
Abadhah Fehi Magu
Male' 20070
Republic of Maldives

Subject: Endorsement Letter

Dear Shiuna Khalid,

This letter is to extend our support and endorsement to the International Maldives Travel Market (IMTM) 2022 and Sustainable Tourism Forum (STF) 2022 and to be a supporting partner in the International Maldives Travel Market (IMTM) 2022.

We are happy and proud to be a part of this event.

Thank you!

Yours Sincerely,



Mariyam Namna Rasheed
Admin
National Hotels & Guesthouses Association of Maldives

National Hotels & Guesthouses Association of Maldives | Hulhuvilla Lot No: 10092 | Nirohmagu,
Hulhumale', Republic of Maldives | Tel: +960 744 9898, + 960 3359898



MALDIVES ASSOCIATION OF TRAVEL AGENTS AND TOUR OPERATORS

Maldives Association of Travel Agents and Tour Operators
admin@matato.org

22 August 2022, Male'

IMTM Pvt Ltd
1st Floor, H. Rankokaa
Abadhahfehi Magu
20069
Male'
Maldives

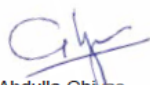
Dear Ms. Shiuna Khalid,

The Maldivian Association of Travel Agents and Tour Operators (MATATO) is pleased to endorse International Maldives Travel Market (IMTM) 2022 set to take place on the 7th and 8th of September this year. This unique B2B travel and trade fair provides a cost-effective platform uniting local tourism industry members with leading international travel agents and tour operators.

We have no objection to IMTM Pvt Ltd using our logo for promotional purposes of the event as per our Logo Usage Guidelines and Terms of Usage. We thank IMTM for its contribution to the growth of the Maldives' tourism industry and would like to extend our support for IMTM 2022.

We are delighted to endorse IMTM 2022 and wish for the event to be a success.

Yours sincerely,



Abdulla Ghiyas
President
MATATO

