

IMTM2021

www.imtmonline.com

Virtual Trade Fair @ IMTM Air Platform
26th | 27th | 28th October 2021

Report

Organized By



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



EXECUTIVE SUMMARY

This report entails details of the International Maldives Tourism Market (IMTM) 2021 Travel and Trade Fair. IMTM 2021 is the fourth edition, which was held from 26th October 2021 to 28th October 2021. This travel and trade show was previously held in person but the concept was further adjusted for 2020 and 2021 to have a virtual exhibition, taking the situation surrounding the pandemic into consideration. The event featured 42 international buyers representative of 14 different countries with 145 trade visitors from 28 resorts, 14 guesthouses and hotels, 9 liveaboards, 2 local travel agents & tour operators and partners.

On the online opening ceremony of IMTM 2021 over 207 people participated virtually from different parts of the world during the event and the video reached an online audience of 19,732. During the fair period over 69,800 people were reached via social media platforms. IMTM 2021 impressions were on the screen 94,600 times. The estimated audience size of IMTM 2021 during the peak period from 1st September to 31st October 2021 was between 352K to 414K.

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. This is the second year IMTM travel and trade fair was held virtually following the pandemic.

The IMTM 2021 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), High Commission of Bangladesh, and Guest House Association of Maldives.

The IMTM Air platform was developed in 2020 especially for IMTM virtual travel and trade events by in house technical team of IMTM. It was made a user-friendly interface making it easier for all the participants to navigate through the platform. It is evident from the feedback received that the IMTM 2021 was yet another successful fair organized by the IMTM team with the IMTM Air platform proving to be a promising tool with travel and technology combined.

The determination of the IMTM Team is to excel in the future to bring IMTM B2B travel and trade fair exhibition and be adamant on bringing a cost-effective platform to the accommodation providers especially community-based tourism providers.

To conclude, it is important to reiterate the important role industry stakeholders and partners play when it comes to executing a successful travel and trade show. It is important to note that IMTM will be strongly addressing the constructive criticism and recommendation received by the participants of IMTM 2021 in the planning, organization and execution of IMTM2022.



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. This is the second year IMTM travel and trade fair was held virtually following the pandemic.

On the online opening ceremony of IMTM 2021 over 207 people participated virtually from different parts of the world during the event and the video reached an online audience of 19,732. During the fair period over 69,800 people were reached via social media platforms. IMTM 2021 impressions were on the screen 94,600 times. The estimated audience size of IMTM 2021 during the peak period from 1st September to 31st October 2021 was between 352K to 414K.

IMTM Team collected feedback from participants of IMTM 2020 to improve the online experience of the platform for the online community. As such, IMTM proudly brought forth a platform locally developed by our own in-house team with improved features. 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 bring back tourism to its full potential, which includes global coordination in strategic initiatives in tackling border openings, travel screenings, and especially control over the pandemic itself. 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 the livelihood of locals.

Even though the challenges to adapt to the new ways of doing business are many, it is imperative for the industry stakeholders to work together and adapt to the current situation to transform the exhibition industry and take it to new heights. The international buyers and local community of the travel and tourism domain must come together on a common platform to identify the challenges, find solutions and explore the opportunities to overcome the pandemic, thrive, and maintain sustainable growth of the Maldives tourism industry. Taking all the above into consideration, same as last year, the main objective of IMTM 2021 is to equip stakeholders with a tool to Reconnect, Revive, and Grow through mutual engagement.

IMTM 2021 is the fourth edition and it was held virtually at IMTMair platform from 26th October 2021 to 28th October 2021. The first-ever virtual travel and trade fair held in the Maldives was IMTM 2020. IMTM is proud of being able to bring together the second virtual fair in the year 2021. The event featured 42 international buyers representative of 14



different countries with 145 trade visitors from 28 resorts, 14 guesthouses and hotels, 9 liveboards, 2 local travel agents & tour operators and partners.

Media partners of IMTM 2021 include Coral Glass Media, Public Service Media (Maldives TV), Maldives Finance Review (MFR), Channel News Maldives (CNM), and Hathaavees. Apart from the media sponsors, several other media such as Raajje TV, Visit Maldives, Maldives Insider, and Maldives Business Review provided event coverage of IMTM 2021.

2. EVENT BACKGROUND

International Maldives Travel Market (IMTM) travel and trade fair was launched at ITB Berlin, Germany in the year March 2018 and IMTM Team organized the very first travel and trade fair held in a resort at Adaaran Select Hudhufushi. After the experience from the first travel and the 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 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. And on the occasion of [#worldtourismday2020](#) on September 2020, IMTM officially announced IMTM 2020 virtual, the first-of-its-kind concept of online travel and trade fair in the Maldives that was to be held on 16th and 17th November 2020. During the toughest and challenging times, IMTM to 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 the business.

On 3rd March 2021, IMTM announced the 4th edition of IMTM to be held from 21st to 23rd September 2020. However, the dates were pushed back to November 2021 due to requests from supporting partners and participants. The new dates were set from 26th October 2021 to 28th October 2021.

IMTM is a national developer, facilitator, contributor, and planner to the development of MICE tourism, and believed that by coming together during trying times, the doors will open to new opportunities and growth. Similar to last year, IMTM 2021’s main objective was to equip stakeholders with a tool to Reconnect, Revive, and Grow through mutuality. Industry stakeholders, with collaborating partners and support by the government, plays 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 honour for IMTM to be part of the industry development team by bringing initiatives over the last three 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** – There were foreign Tour Operators, Travel Agencies, DMCs Marketing and PR Companies that were interested to sell and promote the Maldives.
- **Trade Visitors** – These were representatives from Resorts, Hotels, Guesthouses, Liveaboards and Local Travel Agents and Tour Operators.
- **Partners** – There 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 – 42 Exhibitors Representative of 14 Countries

No.	Company Name	Country
1	TripADeal	Australia
2	Tropicalement Vôtre	France
3	Special Holidays Travel Pvt Ltd	India
4	The Escapade	India
5	Subhan Enterprises	India
6	Empowered Travels	India
7	Trip Sailer	India
8	HolidayArt	India
9	Chalo Chale-Your Travel Designers	India
10	Sai Holidays	India
11	Dassin Aviation India Private Limited	India
12	Holiday Sketcher	India
13	MAHAKALESHWAR TOURISM	India
14	BON VOYAGE TRAVEL EMPIRE	India
15	Bhoomi Tourism	India
16	Shree Holidays	India
17	Rudra Events	India
18	Travelfast Tourism Pvt. Ltd.	India
19	Dareeya	India
20	TripToHoliday Travel Services	India
21	Agan Holidays and Events Pvt Ltd.	India
22	COASTALIN	India
23	SAP MARKETING AND CONSULTANT	India
24	Travelasthan	India
25	Bafna Holidays	India
26	Zias travel management company	India
27	Glamour Tour Operator	Italy
28	Endless Travels	Kuwait



29	Anpec Travel & Tours	Malaysia
30	DND Travels	Nigeria
31	Applause Travel And Tour Nig Limited	Nigeria
32	Viewpoint	Nigeria
33	Sai Holidays	Saudi Arabia
34	Arch Lanka Holidays	Sri Lanka
35	PADI Travel	Switzerland
36	Atlanta Tourism Co.Ltd.	Turkey
37	Affordable Luxury Travel	UK
38	TravelCenterUK	UK
39	The Pug and The Parrot Luxury Travel	USA
40	Globimax Samson LLC	USA
41	Maple Leopard	USA
42	Dalubuhle Malunga	Zimbabwe

5. TRADE VISITORS – 54 Accommodation Providers

No.	Company Name	Accommodation Type
1	COMO Cocoa Island, Maldives	Resort
2	COMO Maalifushi, Maldives	Resort
3	Fairmont Sirru Fen Fushi Maldives	Resort
4	Dusit Thani Maldives	Resort
5	Amilla Maldives Resort and Residences	Resort
6	Embudhu Village	Resort
7	Summer Island Maldives	Resort
8	Equator Village	Resort
9	Lily Beach Resort & Spa	Resort
10	Hideaway Beach Resort & Spa	Resort
11	Taj Exotica Resort & Spa	Resort
12	Taj Coral Reef Resort & Spa	Resort
13	Diamonds Hotels & Resort	Resort
14	Diamonds Athuruga Maldives	Resort
15	Diamonds Thundufushi Maldives	Resort
16	Sandies Bathala	Resort
17	Adaaran Resorts	Resort
18	Adaaran Select Hudhuranfushi	Resort
19	Adaaran Club Rannalhi	Resort
20	Adaaran Select Meedhupparu	Resort
21	Adaaran Prestige Water Villas	Resort
22	Adaaran Prestige Vaadhoo	Resort
23	Heritance Aarah	Resort
24	Sun Island Resort and Spa	Resort
25	Holiday Island Resort and Spa	Resort
26	Paradise Island Resort	Resort
27	Royal Island Resort and Spa	Resort
28	Conrad Maldives Rangali Island	Resort
29	Rasdho Coralville	Guesthouse



30	Masfalhi View Inn	Guesthouse
31	Ocean Beach Maldives	Guesthouse
32	Thila Farm View	Guesthouse
33	Sameera Travels Pvt Ltd	Guesthouse
34	Maathila Investment	Guesthouse
35	Marina Bay Retreat and Spa	Guesthouse
36	Tropical Getaway Maldives	Guesthouse
37	Annama Lodge Pvt Ltd	Guesthouse
38	Fulidhoo Ihaa Lodge	Guesthouse
39	House Clover	Guesthouse
40	Noomuraka Inn	Guesthouse
41	Kamadhoo Inn	Guesthouse
42	Club Gabbiano	Guesthouse
43	Rasdhoo Island Inn	Guesthouse
44	Gurahali	Liveaboard
45	Koimala	Liveaboard
46	Kethi	Liveaboard
47	Gahaa	Liveaboard
48	Gulfaam	Liveaboard
49	Sea Coral	Liveaboard
50	Seafarer	Liveaboard
51	Huvan Journeys	Liveaboard
52	Honors Legacy	Liveaboard
53	Ultra Luxury Maldives	Local Travel Agents
54	One Step Holidays	Local Travel Agents

6. ENDORSEMENTS AND PARTNERS

The IMTM 2021 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), High Commission of Bangladesh, and Guest House Association of Maldives. Maldives Marketing and Public Relations (MMPRC) was the official partner of IMTM2021. Astrabon Maldives, Resort Life Travel, and Sun Ocean have continuously supported IMTM, by partnering with the event for four consecutive years.

7. EVENT DELIVERY REVIEW (TIMELINE)

On 3rd March 2021, IMTM Pvt. Ltd. officially announced the Fourth Edition of the International Maldives Travel Market (IMTM). The event was first set to be held on 21st, 22nd, and 23rd September 2021 virtually on their online B2B platform IMTMAir. Due to unforeseeable changes, challenges, and requests from partnering organizations, on September 2nd they had announced that the initial date was changed to, 26th, 27th, and 28th of October 2021.

On 1st June Tuesday, IMTM opened registration for IMTM 2021. IMTM 2021 is the fourth edition of the International Maldives Travel Market. IMTM 2021 aimed to bring over 100 International Buyers from 20 different countries and 400 travel visitors from the whole



industry. IMTM also had an incredible promotional offer instore for interested international buyers, in which the first 15 international buyers to register online will have the chance to participate in the fair as hosted buyers, free of charge.

The IMTM 2021 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), High Commission of Bangladesh, and Guest House Association of Maldives. MMPRC announced their endorsement on 24th June, MATI on 14th June, NBAM on 8th June, Guest House Association of Maldives on 14th June.

On 9th September 2021 MMPRC team was invited for an orientation session through Zoom to give a presentation on the IMTMAir platform and give details on the new features which includes meeting scheduling and customized booth options for MMPRC.

On 10th October 2021, the IMTM team sent out the user login details to participants with an introductory video of the IMTM Air platform that was published on IMTM YouTube, Facebook and other social media platform. A period of 2 weeks was given for the participants to get familiarized with the IMTM Air platform. IMTM Team assisted registered participants who were having difficulty navigating their way through the IMTM Air and Exhibition Hall by attending their inquiries through email, video calls and telephone calls.

On 19th October 2021, the High Commission of Bangladesh also endorsed IMTM 2021 travel and trade by sending an endorsement letter and a video statement to be published in the opening ceremony.

On 21st October 2021, a guest of honour speech from the Minister of Tourism was recorded by IMTM in partnership with MID Marketing Private Limited. In addition, a speech Mr. Riffath Yoosuf of Astrabon and Capital Travel and Tours Private Limited was recorded on the same day. Similarly, on 25th October 2021, a recorded speech by the Managing Director of MMPRC was provided by to be aired in the opening ceremony of IMTM 2021.

Media partners of IMTM 2021 include Coral Glass Media, Public Service Media (Maldives TV), Maldives Finance Review (MFR), Channel News Maldives (CNM), and Hathaavees. Apart from the media sponsors, several other media such as Raajje TV, Visit Maldives, Maldives Insider, and Maldives Business Review provided event coverage of IMTM 2021.

8. IMTM 2021 VITUAL TRAVEL AND TRADE FAIR

On Thursday, 28th October 2021, International Maldives Travel Markets' fourth edition was concluded. IMTM 2021 was inaugurated by the Minister of Tourism, Honorable Dr. Abdulla Mausoom in a virtual ceremony held on the IMTMAir platform. Along with the Minister, Managing Director of MMPRC, Thoyyib Mohamed, his Excellency Rear Admiral Nazmul Hassan the High Commissioner of Bangladesh High Commission, and Yoosuf Riffath, CEO Capital Travel and Tours Private Limited addressed to the attendees of the event. Maldives Marketing and Public Relations (MMPRC) was the official partner of IMTM2021, with their continuous support to IMTM over the years. Astrabon Maldives, Resort Life Travel, and Sun

Ocean have continuously supported IMTM, by partnering with the event for four consecutive years.

The ceremony highlighted the contributions made by the event on the steady recovery in tourism in the Maldives, by providing not only luxury resorts and hotels, but other local accommodation providers the opportunity to increase competitiveness in the market. Higher growth in such businesses as liveaboards and guest houses will provide more variety in choice, budget, and experiences for tourists vacationing in the Maldives. IMTM aims to aid the government's objective to boost the local community through the success in Maldives' tourism, through rural tourism development, a worldwide movement of 2021.

9. IMTMAIR PLATFORM

The IMTMair Platform was developed 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 the full schedule and multi-track agenda which highlighted speakers and other sessions.

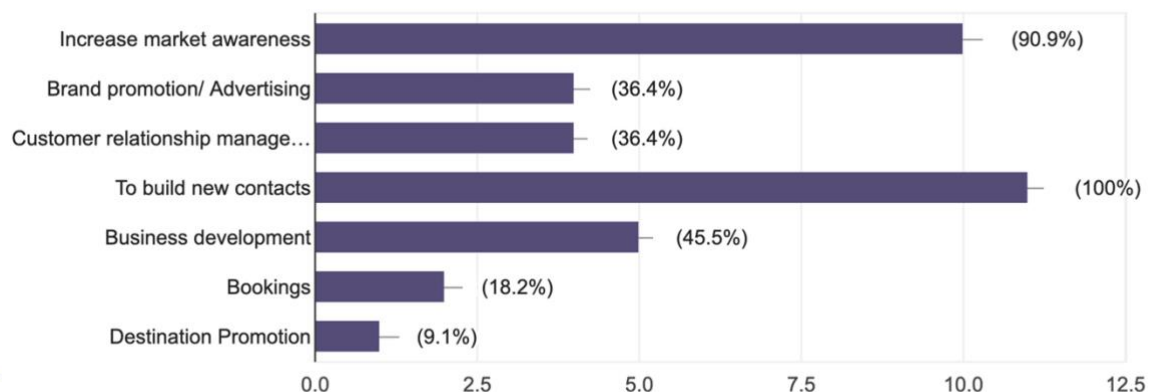
The most important feature of the IMTMair platform was the Networking Hall, in which attendees were able to conduct video and audio one on one virtual meetings with the participants. They were also able to conduct group meetings using the feature. The IMTMair platform also featured partner advertisements and other sponsor placements. Furthermore, attendees had access to real-time event reports and analytics, which helped them to make data-driven decisions. The IMTMair platform was developed as per the suggestions and criticisms of the previous participants. IMTM is still working on making the interface more user-friendly in the future.

10. KEY PERFORMANCE INDICATORS

Upon conclusion of IMTM 2021 virtual fair, feedback forms were sent out to all the participants of IMTM 2021 and was collected over a period of one month.

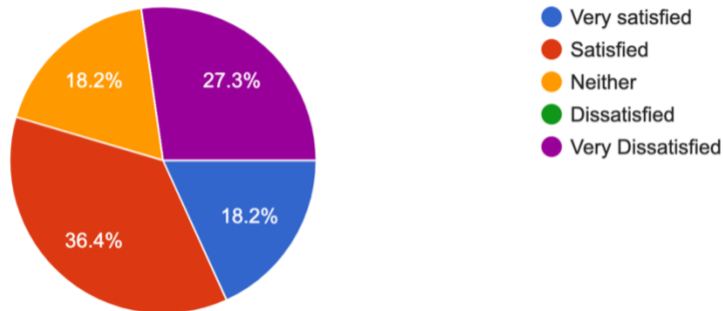
a. PARTICIPATON

i. Objective of Participating in IMTM 2021



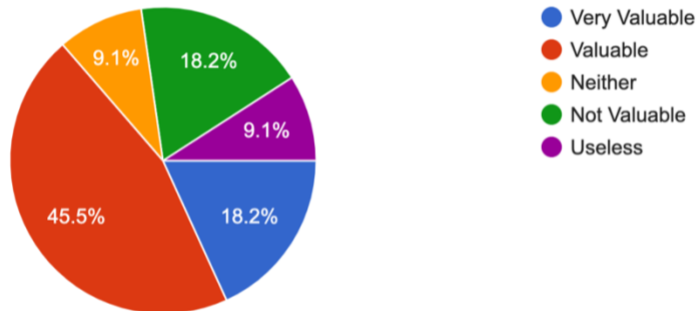
According to the feedback received and compiled the main objectives of participating in IMTM 2021 was to build new contacts and then to increase market awareness.

ii. Overall Promotion of your company during the fair



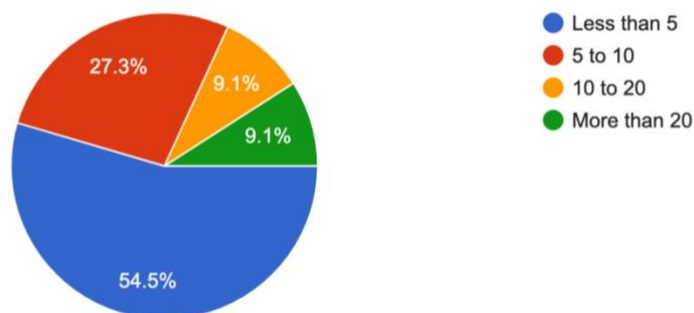
According to 54.6% of the participants, the overall promotion of the company during the fair was satisfactory, while 18.2% remained neutral.

iii. How were business meetings conducted during the fair?



Participants were asked if the business meetings conducted during the fair was valuable to them and 63% of the respondents agreed that the meetings were valuable.

How many business meetings were conducted during the fair?

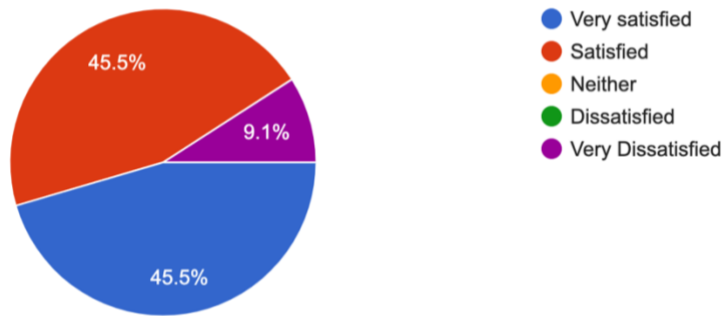


According to the participants, 54% of respondents achieved less than 5 meetings and 27.3% of respondents had between 5 to 10 meetings. Among the participants, 9.1% confirmed that they had between 10-20 meetings. Similarly, 9.1% of respondents confirmed that they had more than 20 meetings during the fair.



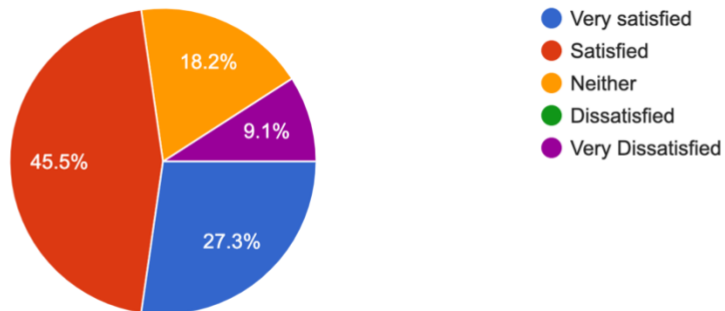
b. ORGANIZATION BY IMTM TEAM

i. Communication before the event



With regard to the organization by the IMTM Team, 90% of the respondent were satisfied with the communication of the team before the event.

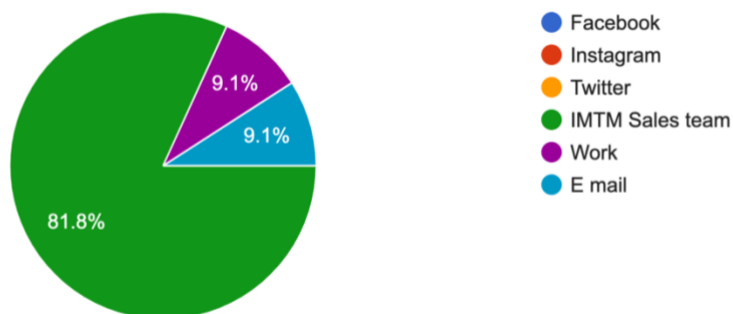
ii. Solutions provided by IMTM Team during problematic situation



When asked about the solution provided by the IMTM during problematics situations 72% of the respondents were satisfied with the solutions provided. And only 9.1% were dissatisfied.

c. EVENT

i. How did you first learn about the event?

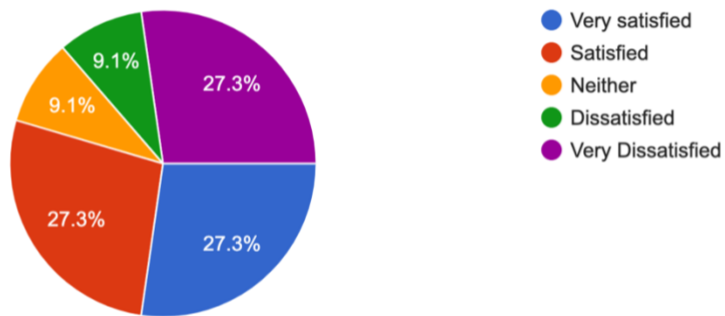


According to the respondents, 81.8% learned about the event for the first through the IMTM Sales team showing the success of tele sales calls made.



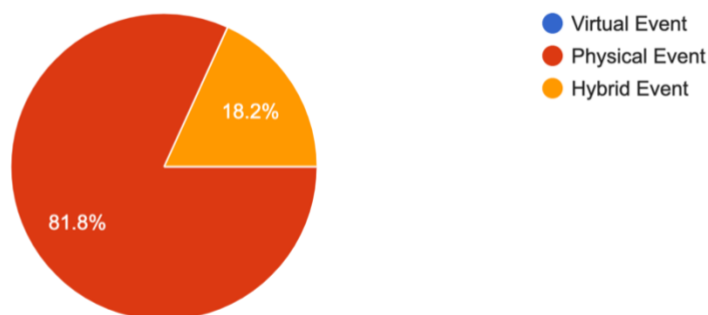


ii. Overall satisfaction of IMTM 2021



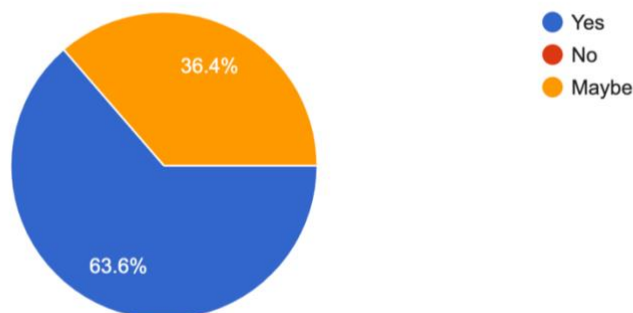
54% of the participants were overall satisfied with IMTM 2021 depicting that IMTM 2021 was a success for the IMTM team with the challenges that were faced.

iii. What type of travel fair do you prefer?



81% of the respondents preferred physical event which shows that it is the main element of a travel and trade fair and 18.2% of the responded were keen on having Hybrid events.

iv. Do you plan to take part in IMTM 2022 fair?



When asked if the participants would consider participating in IMTM 2022, 63.6% of the respondents confirmed that they would participate and 36.5% of respondents confirmed they might participate.

11. CONCLUSION

International Maldives Travel Market (IMTM) 2021 successfully concluded its fourth edition. The fair was held from 26th to 28th October 2021, virtually on the IMTMAir platform with over 100 participants joining online. The participants were able to schedule meetings, conduct video calls, do direct messaging and visit walking directly to the online stall to conduct meetings. It is evident from the feedback received that the IMTM 2021 was yet another successful fair organized by the IMTM team with the IMTM Air platform proving to be a promising tool with travel and technology combined.

Over the past one and a half years the event industry has changed dramatically and events that are usually attended by thousands of people were postponed and some went virtual. While we may see a return to live events in the last few months of this year, it is unlikely they will be exactly the same as they were before. There is an essential need to adapt to the current situation, embrace technology and transform the events industry.

There were a few unexpected technical glitches during the fair that the team responded to on time and that is expected from these new technological platforms. Some participants were not familiar with how to navigate through the platform and the team took the time to make it easy for them to access. Online feedback was gathered from participants via direct messages and face to face meetings that can be used for future improvement of the IMTMAir platform.

IMTMAir will be continuously used as a travel and trade platform and 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, the 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. International buyers and accommodation providers go hand in hand when it comes to making the travel and trade fair a success.

The determination of the IMTM Team is to excel in the future to bring IMTM B2B travel and trade fair exhibition 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. IMTM team will continue and strive to defy the challenges that the company may face and the team is hopeful for a brighter future in the event industry.

To conclude, 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.



12. WAY FORWARD AND THE IMTM2022

It is important to note that IMTM will be strongly addressing the constructive criticism received by participants of IMTM 2021 in the planning and organization of IMTM2022. IMTM pledges to the following:

- Plan, organize and execute IMTM 2022, the fifth edition of B2B the travel and trade fair in June 2022.
- Creating higher exposure on bilateral relations and engaging cross-continent top buyers.
- Further development of the IMTMair platform for the participants to be able to receive notifications to their respective emails when a meeting request has been made via the platform.
- Find innovative ways to make the IMTMAir platform a B2B platform that can be utilized throughout even if the IMTM fair takes place physically.
- Make it possible for the dedicated private booths to retrieve visitor details to the booths.
- Conduct more marketing and information sessions.
- Engage in IMTM 2022 marketing starting from December 2021.
- Include cross-cultural webinar sessions to improve Maldivian tourism services.
- Improve participation through IMTM2022 physical and virtual capabilities



বাংলাদেশ হাইকমিশন, মালে, মালদ্বীপ
High Commission of the People's Republic of Bangladesh, Male', Maldives

19.01.9601.101.62.052.21-05

19 October 2021

CERTIFICATE OF ENDORSEMENT

It is with great pleasure that we endorse our support to the International Maldives Travel Market (IMTM) 2021, a virtual Air Platform arranged from 26 October to 28 October 2021.

This will facilitate great scope and opportunity to prominent international tour operators, travel agencies, destination management companies and other tourism-based entities from different parts of the world to explore new possibilities and liaise with major stakeholders of the Maldives Tourism Industry.

We look forward to enhanced interactions between the tourism industries of Maldives and Bangladesh. We also look forward to even higher prosperity for the tourism sector of Maldives.

Finally, we wish IMTM 2021 a great success.

 19/10/2021

Rear Admiral Mohammad Nazmul Hassan
High Commissioner

Plot-10982, Nirohhu Magu, Goalhi 16, Hulhumale, Maldives Tel: (960) 3320859, mission.male@mofa.gov.bd



Ref No: MMPRC-HR/PRIV/2021/66

24th June 2021

TO WHOM IT MAY CONCERN

Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office responsible for marketing the Maldives as the most preferred holiday destination worldwide.

MMPRC is pleased to endorse the event by International Maldives Travel Market (IMTM) Pvt. Ltd. to execute the fourth edition of the International Maldives Travel Market online on IMTMAir during the period of 21st to 23rd September 2021.

International Maldives Travel Market is a B2B travel and trade fair in the Maldives that brings together international tour operators, travel agencies, destination management companies and other businesses from all over the world to explore multiple prospects and opportunities with a major representation of the Maldivian Tourism Industry including Resorts, Hotels, Guesthouses, Liveaboards, Local Travel Agents, and Tour Operators.

The event aims to bring over 100 International Buyers from 20 different countries and 400 trade visitors from the industry with the main objective to equip stakeholders with a tool to Reconnect, Revive, and Grow through mutuality.

In this regard, MMPRC is proud to support International Maldives Travel Market (IMTM) Pvt. Ltd. in their endeavors. In order to make this a successful event and to show our gratitude towards this event, MMPRC highly appreciates any support extended to participants and the organizers of the event.

Yours Sincerely,



Aishath Neesha Mohamed Shahid
Deputy Managing Director



PREVENT
DOMESTIC
VIOLENCE

Maldives Marketing & Public Relations Corporation

2nd Floor, Zonaria, Boduthakurufaanu Magu, 20057, Male', Republic of Maldives

+ (960) 332 3228

visitmaldives.com

info@visitmaldives.com

Company Reg No. C-0509/2011

@visitmaldives

Ref: GAM/2021/01

14th June 2021

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

Dear Ms. Shiuna Khalid,

Guesthouse Association of Maldives (GAM) is pleased to endorse the International Maldives Travel Market (IMTM) 2021. Scheduled to be held virtually from the 21st to 23rd September 2021. We also have no objection to IMTM Pvt Ltd for using our logo for promotional purposes of the event.

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

Thank you!



Saudullah Ahmed Didi
Secretary General
Guesthouse Association of Maldives



✉ gam@gam.org.mv

🌐 www.gam.org.mv

☎ +960 744 98 98





بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



National Boating Association of Maldives
G.Maavehi (2nd Floor),
Buruzu Magu, 20092,
Male, Maldives

T: +960 3300640
F: +960 3300630
E: info@boating.mv
www.boating.mv

Ref: L011/2021

IMTM Pvt Ltd
1st Floor, H. Rankokaa
Male', Republic of Maldives

08th June 2021

Dear Ms. Shiuna Khalid,

National Boating Association of Maldives (NBAM) is pleased to endorse the International Maldives Travel Market (IMTM) 2021 to be held 21st to 23rd September 2021. We also have no objection to IMTM Pvt Ltd for using our logo for promotional purposes of the event.

We wish for the event to be a success and thank you for your efforts in promoting the tourism industry of Maldives.

Sincerely,



Ahmed Afrah
President
National Boating Association of Maldives



MINISTRY OF TOURISM
REPUBLIC OF MALDIVES

No: (OTHR) 88-B/PRIV/2021/15

17th June 2021

TO WHOM IT MAY CONCERN

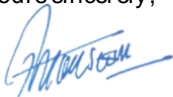
It is with great pleasure that we inform of our support to the International Maldives Travel Market (IMTM), a virtual B2B (business to business) international travel and trade fair arranged from 21st to 23rd September 2021 via their own online platform IMTMAir.

This will be a tremendous opportunity for leading international tour operators, travel agencies, destination management companies and other tourism based entities from different parts of the world to explore new possibilities and liaise with major representation of the Maldives Tourism Industry. We further believe that this event can assist to promote the prospering tourism industry of the Maldives in the short as well as long term and assist to advertise this country as a top tourism destination.

We are delighted to endorse IMTM and we wish for a successful IMTM 2021.

Thanking you.

Yours sincerely,



Abdulla Mausoom (Ph.D.)
Minister

Ministry of Tourism, Velaanaage, Fifth Floor, Ameer Ahmed Magu, Male', Maldives
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E-mail: info@tourism.gov.mv, website: www.tourism.gov.mv

