BRANDING AND COMMUNICATIONS IN TOURISM – THE MALDIVES CASE

Maldives
...the sunny side of life

Ali Shinan, Assistant Director
It’s Fascinating!
It’s Mesmerizing!

Maldives
...the sunny side of life
It’s Breathtaking!
It’s Relaxing!
It’s Peaceful!
It’s Memorable!
It’s Spectacular! 

Ministry of Tourism, Arts & Culture
It’s Magnificent!

Maldives
...the sunny side of life
It’s Intriguing!
It’s Soothing!

Maldives
...the sunny side of life
History

Started in 1972

First Resort: Kurumba Village Maldives (Vihamanafushi)
Arrivals (1972) : 1097

Bed Capacity (1972): 270 beds
A Brief Introduction
A Brief Introduction

Largest employer
- ~44,000 + directly employed

Contributed to growth (GDP 8-12%) in other sectors such as:
- construction
- aviation,
- import export,
- transportation,
- souvenir businesses etc
Contribution to GDP

Tourism: 36%

Others: 26%

Real Estate: 7%

Transport & Communication: 14%

Construction, Manufacturing, Electricity & Water: 14%

Fisheries & Agriculture: 3%
Tourism today

- 104 Resort Islands
- 28,120 Beds
- Tourist Arrival
  - End 2012: 958,027
  - Estimated 1 million visitors by 2012
Tourist arrivals & bed capacity

Ministry of Tourism, Arts & Culture
Accommodation type & bed capacity End 2012

- Resort Islands: 22,799; 81.1%
- Hotels: 1,627; 5.8%
- Guest Houses: 1,101; 3.9%
- Vessels: 2,503; 8.9%
- Marina: 90; 0.36%

Maldives...the sunny side of life
Maldives Marketing and PR Corporation

- Initially Maldives Tourism Promotion Board was formed in the year 1988

- Maldives Marketing and PR Corporation came into existence in 2010 on a special decree by the president.
Promotion Strategies

- Tourism Promotion Advisory Committee TPAC
- Marketing & Promotion Plan
  - Promotion of Maldives as a premium eco-destination
  - Joint promotion of destination – public & private partnership
  - Representation in major travel & tourism fairs
- Promotion undertaken by
  - Maldives Tourism Promotion Board – Destination Promotion
  - Private tourist facility operators
  - Tour Operators & Travel Agents
Vision

 “To promote Maldives as a premium Island Tourism Destination”
Strategic Marketing Objectives

- Maintain the “premium image” associated with Maldives brand
- Maintain a healthy presence in the traditional markets
- Diversification of tourism market, specifically growing Asians, Middle Eastern and Eastern European markets
- Promote the “Live aboard” product of the Maldives
- Build capability of Maldives on “online platforms”
Segments

- Honeymooners
- Luxury
- Wellness & spa
- Divers
- Surfing & Water sports
- MICE
Destination
Logo & Slogan

Maldives
...the sunny side of life
**Segment Focused**

**Taglines**

Maldives...the romantic side of life

for honeymooners and couples to portray absolute privacy associated with the Maldives product.

Maldives...the colorful side of life

for scuba divers and underwater enthusiasts to portray the vibrant and colorful coral reefs and their flora and fauna.

Maldives...the thrilling side of life

for water-sports lovers and adventure seekers to convey the wide range of water sports and other thrilling activities that the Maldives offer.

Maldives...the spiritual side of life

for tourists who seek revitalization of their body and mind to communicate the spa and wellness-product of the Maldives.
### Top 10 Markets

<table>
<thead>
<tr>
<th>Name</th>
<th>Arrivals</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>198,655</td>
<td>229,551</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>104,508</td>
<td>91,776</td>
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</tr>
<tr>
<td>Germany</td>
<td>90,517</td>
<td>98,351</td>
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</tr>
<tr>
<td>Italy</td>
<td>83,088</td>
<td>62,782</td>
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</tr>
<tr>
<td>Russia</td>
<td>63,936</td>
<td>66,378</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>59,694</td>
<td>56,775</td>
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</tr>
<tr>
<td>Japan</td>
<td>35,782</td>
<td>36,438</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>32,504</td>
<td>35,457</td>
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</tr>
<tr>
<td>India</td>
<td>30,978</td>
<td>31,721</td>
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</tr>
<tr>
<td>South Korea</td>
<td>25,285</td>
<td>23,933</td>
<td></td>
</tr>
</tbody>
</table>
Top 10 Markets 2012

China: 229,551
UK: 91,776
Germany: 98,351
Italy: 62,782
Russia: 66,378
France: 56,775
Japan: 36,438
Switzerland: 35,457
India: 31,721
South Korea: 23,933
Emerging Markets

- Eastern Europe: Ukraine, Kazakhstan, Czech Republic, Poland
- East Mediterranean Europe: Turkey
- Americas: USA, Canada, Brazil
- Middle East: Saudi Arabia, Kuwait
- Africa: South Africa
- Oceania: Australia
- Asia: Singapore, Thailand, Malaysia
Marketing & Promotional Activities Undertaken in 2012

- Promotional Fairs
- Road Shows
- Familiarization Trips for Media
- Global Advertising
- Joint Promotions
- Social Media Campaigns
**PR Work**

- UK: Rooster Creative
- Germany: Belcanto
- China: Travel Link Marketing
- India: OM Tourism
Fairs Participated

- **JAN**
  - 18-22: FITUR - Madrid, Spain
  - 21-26: BOOT - Dusseldorf, Germany
  - 26-29: FESPO - Zurich, Switzerland

- **FEB**
  - 10-12: SATTE - New Delhi, India
  - 16-19: BIT - Milan, Italy

- **MAR**
  - 07-11: ITB - Berlin, Germany
  - 21-24: MITT - Moscow, Russia

- **APR**
  - 08-09: Marine Diving Fair - Tokyo, Japan

- **MAY**
  - 26-30: ATM - Dubai, UAE
  - 04-08: Expo 2012 - Yeosu, South Korea

- **JUN**
  - 15-19: BITE - Beijing, China

- **JUL**
  - 18-21: IFTM Top Resa - Paris, France
  - 20-23: JATA WTF - Tokyo, Japan

- **AUG**
  - 18-21: FITUR - Madrid, Spain
  - 21-29: BOOT - Dusseldorf, Germany
  - 26-29: FESPO - Zurich, Switzerland

- **SEP**
  - 18-21: IFTM Top Resa - Paris, France
  - 20-23: JATA WTF - Tokyo, Japan

- **OCT**
  - 18-20: TTG Incontri - Rimini, Italy

- **NOV**
  - 02-03: Thomascook’s Summer 2013 - Berlin, Germany
  - 05-06: WTM - London, UK
  - 14-17: DEMA Show - Las Vegas, USA
  - 15-18: CITM - Shanghai, China

- **DEC**
  - 15-17: DRT Expo - Hong Kong

**FAIR LIST**

- FITUR // Madrid, Spain // 18-22 Jan
- BOOT // Dusseldorf, Germany // 21-29 Jan
- FESPO // Zurich, Switzerland // 26-29 Jan
- SATTE // New Delhi, India // 10-12 Feb
- BIT // Milan, Italy // 16-19 Feb
- ITB // Berlin, Germany // 7-11 Mar
- MITT // Moscow, Russia // 21-24 Mar
- Marine Diving Fair // Tokyo, Japan // 6-8 Apr
- ATM // Dubai, UAE // 30 April - 3 May
- Expo 2012 // Yeosu, South Korea // 12 May - 12 Aug
- BITE // Beijing, China // 15-17 Jun
- IFTM Top Resa // Paris, France // 18-21 Sep
- JATA WTF // Tokyo, Japan // 20-23 Sep
- TTG Incontri // Rimini, Italy // 18-20 Oct
- WTM // London, UK // 5-8 Nov
- DEMA Show // Las Vegas, USA // 14-17 Nov
- CITM // Shanghai, China // 15-18 Nov
- DRT Expo // Hong Kong // 15-17 Dec
## Road Shows Organized

<table>
<thead>
<tr>
<th>Country/Market</th>
<th>Cities</th>
<th>Dates</th>
<th>Organizers</th>
<th>Sponsors</th>
<th>Registered Companies</th>
<th>Registered Participants</th>
<th>No. Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>Beijing</td>
<td>17-Apr</td>
<td></td>
<td></td>
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<td>150</td>
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<tr>
<td></td>
<td>Chengdu</td>
<td>18-Apr</td>
<td>MMPRC/Mega</td>
<td>MEGA Maldives</td>
<td>15</td>
<td>25</td>
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<tr>
<td></td>
<td>Shenzhen</td>
<td>19-Apr</td>
<td>MMPRC/Mega</td>
<td>MEGA Maldives</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Hangzhou</td>
<td>20-Apr</td>
<td>MMPRC/Mega</td>
<td>MEGA Maldives</td>
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<tr>
<td></td>
<td>Shanghai</td>
<td>21-Apr</td>
<td>MMPRC/Mega</td>
<td>MEGA Maldives</td>
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<tr>
<td>Japan</td>
<td>Osaka</td>
<td>19-Sep</td>
<td>MMPRC/Maldives Embassy in Japan</td>
<td>Singapore Airlines</td>
<td>9</td>
<td>16</td>
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<tr>
<td></td>
<td>Fukuoka</td>
<td>19-Sep</td>
<td>MMPRC/Maldives Embassy in Japan</td>
<td>Singapore Airlines</td>
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<tr>
<td>India</td>
<td>Mumbai</td>
<td>27-Sep</td>
<td>MMPRC/Maldivian</td>
<td>MMPRC / Maldivian</td>
<td>12</td>
<td>19</td>
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<td>Chennai</td>
<td>28-Sep</td>
<td>MMPRC/Maldivian</td>
<td>MMPRC / Maldivian</td>
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<tr>
<td>Italy</td>
<td>Rome</td>
<td>15-Oct</td>
<td>MMPRC/ TTG Italia</td>
<td>MMPRC/ TTG Italia</td>
<td>6</td>
<td>12</td>
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<td></td>
<td>Milan</td>
<td>16-Oct</td>
<td>MMPRC/ TTG Italia</td>
<td>MMPRC/ TTG Italia</td>
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<tr>
<td>Europe</td>
<td>Prague</td>
<td>8-Oct</td>
<td>MMPRC/ JWA</td>
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<td>10</td>
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<tr>
<td></td>
<td>Warsaw</td>
<td>9-Oct</td>
<td>MMPRC/ Partner of Promotion</td>
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<td>Kiev</td>
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<td>MMPRC/ Partner of Promotion</td>
<td>MMPRC/ Partner of Promotion</td>
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<td><strong>TOTAL</strong></td>
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<td></td>
<td></td>
<td>50</td>
<td>82</td>
<td>650</td>
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## Familiarization Trips

<table>
<thead>
<tr>
<th>Country</th>
<th>Details</th>
<th>Journalist Details</th>
<th>Resorts Visited</th>
<th>Dates</th>
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<tbody>
<tr>
<td>China</td>
<td>Chine Group FAM Trip</td>
<td>Travel Link Daily (whole of China), Online Newsletter</td>
<td>Anantara Dhiggu (South Male’ Atoll)</td>
<td>11th - 14th June</td>
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<tr>
<td></td>
<td></td>
<td>Guangzhou Television (250 million), Guangdong Province</td>
<td>Kurumba Maldives (North Male’ Atoll)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>bases TV station</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dong Guan Time (1.20 million), Daily Newspaper</td>
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<td></td>
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<tr>
<td></td>
<td>World Traveller TV Shoot</td>
<td>Wang /Lu Yan, TV Editor</td>
<td>Six Sense Laamu</td>
<td>23rd - 31st July</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dai /Bei Yi, Photographer</td>
<td>Lux Maldives</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chen /Gang, Cameraman</td>
<td>Cocoa Island</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lu /Yue Nong, Editor</td>
<td>Banyan Tree Madivaru</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CCTV 6</td>
<td>Name: Ms Wang/Chunchan - TV Presenter</td>
<td>Kurumba Maldives</td>
<td>31st July - 4th</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Name: Mr Zhuge/Yinan - Cameraman</td>
<td>Velassaru Maldives</td>
<td>August</td>
</tr>
<tr>
<td></td>
<td>German Group FAM Trip</td>
<td>TIP Tourism Industry Professional (15,000)</td>
<td>Dusit Thani (Baa Atoll)</td>
<td>7th - 14th June</td>
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<tr>
<td></td>
<td></td>
<td>TIP daily (10,000), Karntner Tageszeitung (40,000),</td>
<td>Zitahl Kudafunafaru (Noonu Atoll)</td>
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<tr>
<td></td>
<td></td>
<td>Karnten Journal (237,000), Blitzlicht Revue (20,000),</td>
<td>Adaaran Meedupparu (Raa Atoll)</td>
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<tr>
<td></td>
<td></td>
<td>Passauer Neue Presse (180,000)</td>
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<tr>
<td>Japan</td>
<td>Wonder Airport Shoot, Japan</td>
<td>Director Saori Nakagawa</td>
<td>Adaaran Vaadoo</td>
<td>5th - 12th July</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cameraman Ryuichi Kumita</td>
<td>Beach House Irfufushi</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Soundman/ Video Engineer Shigeyuki Adachi</td>
<td>Hulhule’ Island Hotel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Japan Group FAM Trip</td>
<td>7 Journalist</td>
<td>Zitahl Kudafunafaru</td>
<td>7th - 11th April</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ayada Maldives</td>
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</table>
## Familiarization Trips

<table>
<thead>
<tr>
<th>Country</th>
<th>Trip Type</th>
<th>Journalists</th>
<th>Accommodation</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>India Group FAM Trip</td>
<td>3 Freelance Journalist Marie Claire</td>
<td>Dusit Thani (Baa Atoll) Anantara Dhigu Kuramathi Island Resort</td>
<td>5th - 10th August</td>
</tr>
<tr>
<td>UK</td>
<td>UK Group FAM Trip</td>
<td>Amy Reading, The Sun William Leigh Lisa Potter, Marieclaire.co.uk</td>
<td>Vilamendhoo Island Resort (South Ari Atoll) Olhuveli Beach &amp; Spa Resort (South Male' Atoll)</td>
<td>10th - 18th June</td>
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<tr>
<td>UK</td>
<td>UK Group FAM Trip</td>
<td>Hazel Lubbock, Conde Nast titles Neil Hope, Dive Samantha Downes, Zest</td>
<td>Dusit Thani (Baa Atoll) Taj Coral Reef (North Male' Atoll) Four Seasons Kuda Huraa (North Male' Atoll)</td>
<td>26th August - 3rd September</td>
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<tr>
<td>Ukrain</td>
<td>Ukrain TV Show</td>
<td>Iuliia Iermolaieva Olena Shovkoplias Volovymyr Tsaruk Viktoar Karpenko</td>
<td>Reethi Beach Island Resort Meeru Island Resort Zithali Kudafunafaru Island Resort</td>
<td>19th - 27th August 2012</td>
</tr>
</tbody>
</table>
Events

Big Game Fishing Challenge

Matato Travel Awards

Photography Competition
Global Advertising

BBC Weather Sponsorship: August – October 2012

Maldives...the sunny side of life
Social Media Marketing
Social Media Marketing

- Twitter Account – myvisitmaldives
- #SunnySideOfLife Twitter Campaign
- Facebook Page – facebook/myvisitmaldives
- Pinterest – myvisitmaldives
- YouTube – visitmaldivesTV
Tour Operator Training

- China Online Training Platform
  http://www.visitmaldives.com.cn
# Promotional Materials

## Promotional Materials

<table>
<thead>
<tr>
<th>Material</th>
<th>Total Printed</th>
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<tbody>
<tr>
<td>Destination guide</td>
<td>51700</td>
</tr>
<tr>
<td>visitors guide</td>
<td>79600</td>
</tr>
<tr>
<td>Resort Hotel guide</td>
<td>40000</td>
</tr>
<tr>
<td>Under Water kingdom</td>
<td>500</td>
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## Collaterals

<table>
<thead>
<tr>
<th>Collateral</th>
</tr>
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<tbody>
<tr>
<td>Flag (Big size)</td>
</tr>
<tr>
<td>Flag (Small Size)</td>
</tr>
<tr>
<td>Vacuum Sticker</td>
</tr>
<tr>
<td>Magnet</td>
</tr>
<tr>
<td>Sticky Note</td>
</tr>
<tr>
<td>Card Thumb Drive</td>
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<tr>
<td>Bag</td>
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<tr>
<td>Folder</td>
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<tr>
<td>Note Book</td>
</tr>
<tr>
<td>Umbrella</td>
</tr>
<tr>
<td>Key Ring</td>
</tr>
<tr>
<td>Executive pen</td>
</tr>
<tr>
<td>Regular pen</td>
</tr>
</tbody>
</table>
THANK YOU!

Ministry of Tourism, Arts & Culture