Maldives
...the sunny side of life

ASIA-PACIFIC TOURISM MARKETING EVALUATION WORKSHOP
SESSION 3 - Evaluating and Measurement of Online Consumer Marketing Activities
• About MMPRC
• Online Marketing Tools
• Analytics
• Challenges
MMPRC

• The Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office of Maldives responsible for carrying out promotional activities to become the most preferred island destination of the world under the theme of Maldives...the Sunny Side of Life; whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country.
Online Marketing Tools

- Website: www.visitmaldives.com
- Facebook: visitmaldives
- Twitter: visitmaldives
- Instagram: visitmaldives
- YouTube: visitMaldives
Website Traffic Analysis Report

- **Sample Size:** 56,837 sessions
- **Users:** 51,123 users
- **Bounce Rate:** 45.39%

**Audience**
Who our users are

- **By Language:**
  - English: 19.50%
  - Korean: 12.95%
  - Other languages: 1.50%

- **By Age:**
  - 18-24: 18.24%
  - 25-34: 20.34%
  - 35-44: 15.44%
  - 45-54: 25.44%
  - 55-64: 20.54%
  - 65+: 6.54%

- **By Country:**
  - USA: 14%
  - UK: 10%
  - India: 9%
  - Others: 6%

**Operating System**
Windows

- **Devices:**
  - Apple iPhone
  - Apple iPad
  - Samsung Galaxy S7
  - Samsung Galaxy Note 3

**Web Browsers**

<table>
<thead>
<tr>
<th>Browser</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Chrome</td>
<td>50%</td>
</tr>
<tr>
<td>Safari</td>
<td>25%</td>
</tr>
<tr>
<td>Internet Explorer</td>
<td>10%</td>
</tr>
<tr>
<td>Edge</td>
<td>10%</td>
</tr>
<tr>
<td>Firefox</td>
<td>5%</td>
</tr>
</tbody>
</table>
**Acquisition**
How users find us

- **Search Keywords**
  - maldives
  - maldives holiday
  - maldives vacation packages
  - maldives
  - maldives tourism
  - the maldives
  - maldives ocean water
  - maldives
  - where is maldives
  - maldives

- **Top Referrers**
  - tanaptavil.co.kr
  - duckduckgo.com
  - travelforer.com.br
  - travelplus.com.au
  - ethicalmaldives.com
  - onemodemouple.com
  - ton.com
  - kangozoo.com
  - visitmaldives.com
  - en.wikipedia.org

- **Direct Links**
  - Enjoy Easter at Jumeirah Vittaveli in the Maldives
  - Geography & Location
  - Resorts
  - Things To Do
  - Deutsch Language Edition

**Behavior**
What users do once they’re here

- **VISITORS USED SITE SEARCH**
  - 1.46%

- **Site Search Keywords**
  - visa
  - weather
  - honeymoon
  - male
  - maldives
  - fishing
  - airport
  - all inclusive
  - kuramathi

- **Most Visited Pages**
  - Things To Do
  - Resorts
  - Geography & Location
  - Guest houses
  - Hotels
  - Travel Agents
  - Liveaboards
  - Events & Fairs

**Points of note**

- Partner articles provide a burst of traffic, likely from their social media promotion.
- News articles going back as far as 2013 still provide high amounts of traffic. Well placed paid articles can drive interest.
- High activity from the Korean market. Top referrer is a Korean website providing steady traffic every month.
- Unexpected social media platforms in referrals.
28 day Promotion.
Targeting men and women, ages 18 - 65+ who live in 9 locations and have 5 interests.

Page Promotion
Completed 104,249 People Reached 10,728 Page Likes $139.93 Spent at $5.00 per day
Promoted by Ahmed Shareef on 05/01/2017

Net Likes
Net likes shows the number of new likes minus the number of unlikes.
INSTAGRAM

69.3k APRIL   73.9k MAY

FOLLOWERS

**GENDER**
- Women: 58%
- Men: 42%

**TOP LOCATIONS**
- United States
- India
- United Kingdom
- Brazil
- Italy

**AGE RANGE**
- 13-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
Twitter
@visitmaldives

Followers: 18.4K

Weekend Analysis

*05/21/2017 - 06/21/2017 (daily)*
TWITTER

17.3k
APRIL

17.7k
MAY

FOLLOWERS

GENDER

61% Men
39% Women

Impressions: 343,700
Link Clicks: 575
Retweets: 1900
Likes: 2600

TOP LOCATIONS

United Kingdom
Maldives
United States
India
Italy

AGE RANGE

13-17
18-24
25-34
35-44
45-54
55-64
65+
Challenges

- Financial Constraints
- Lack of Content
- Isolating the effects of MMPRC activities from other industry activities