Maldives
...the sunny side of life
CONTENT

• Introduction - Maldives
• The Maldives Tourism Product
• MMPRC
• Digital Media Marketing Activities
1. Introduction - Maldives

- Location
- Geography
Where is Maldives?
3.2000° N 73.22000° E

Area of 90,000 SQ KM
99% Water & 1% Land
26 Geographical Atolls
Total Number of Islands: 1,192
Inhabited: 187
Uninhabited: 1,004

Temperature: 26.5 - 31.3 °C
Monsoon Season: June & July
2. The Maldives Tourism Product

126 Resorts
26,933 Beds

16 Hotel
1,713 Beds

144 Liveaboards
2,694 Beds

382 Guest Houses
5,884 Beds

668 Registered Establishments
37,224 Beds
Unique Selling Points

- One island, One resort
- No vehicles, no sound to disturb
- Self contained
- Natural and exotic islands
- Only tourists and the staff stay on the resort
- Everything just a barefoot walk away from the room
Destination Positioning

- Spiritual Side of Life
- Maldivian Side of Life
- Thrilling Side of Life
- Romantic Side of Life
- Colorful Side of Life
2. MMPRC

- About MMPRC (Introduction, Role and Function)
- Market Strategy
• 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.
Marketing activities

- Fairs
- Roadshows
- PR Activities
- Media FAM Trips
- Social Media
4. Digital Media Marketing activities

4.1 Social Media Channels

MMPRC currently utilized a multitude of social media channels to assist in the execution of digital media marketing activities. These channels include Facebook, Twitter, Instagram and YouTube. A dedicated section is assigned to digital marketing and a greater shift is also taking place in making more of the marketing initiatives digital based.

4.2 Activities

The activities planned and in action include user based video competitions, photography contests, blogger experiences, sponsored posts, story-telling, usage of VR based technologies, etc.
4.3 Facebook Utilization

Facebook is currently the main social media channel of MMPRC. It is utilized primarily for the posting of pictures contributed by our members (resorts, liveaboards, guesthouses, etc.), monitoring of trending topics and for the dissemination of newsworthy articles regarding the Maldives.

Various analytics such as user engagement, impressions, reach and demographics are monitored to identify postings that are most popular with our target audience.
4.3 Instagram Utilization

Instagram is purely utilized for the dissemination of high quality photos that portray the beauty of the destination. Themed photos which fit into the sub-branding segments are posted on a daily basis to attract and convert more users into followers.

The most important analytic for Instagram is also user engagement. Audience interaction and follower numbers are utilized as an online gauge to identify the Maldives’ online popularity.
4.3 YouTube Utilization

YouTube serves as a platform to share destination related videos with our target audiences. There are plans to incorporate 360 videos in the future so that guests can take mini virtual tours of the Maldives before coming on a holiday.

Video views, shares, comments and likes are monitored to check which videos, be that underwater, accommodation, food, etc. deem most popular with our target audience.
4.3 Twitter Utilization

Twitter is utilized for the dissemination of important newsworthy items, interact with users, identify trending topics as well as to keep in touch with our industry members.

Important corporate related news which are of interest to the industry is also shared through twitter
4.3 Impact

Greater reliance and shift towards the digital marketing media realm will ensure that more cost-effective and most importantly cost and performance wise, measurable activities can be pursued.
END
2017