



Ministry of Tourism & Environment

UN Tourism

UTM

MGM

MALDIVES

"Maldives – the SunnySide of
Life"

DESTINATION BRANDING
BUILDING IDENTITY THROUGH EVENTS

17th UTM – UN TOURISM TRAINING PROGRAMME LEVERAGING
MEETINGS AND EVENTS FOR LOCAL DEVELOPMENT, 2025

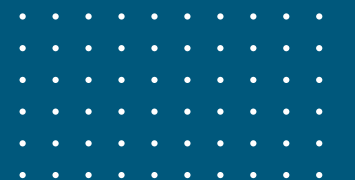
MACAO SAR, CHINA

Aishath Zilma, Director

Tourism in "The Maldives" began in 1972

- 90,000 sq km – 99% water 1% land
- Official language- dhivehi/ English is widely spoken
- Population -
- 189 inhabited islands
- 1192 total islands
- 26 atolls

Learn More



OUR PRODUCTS



RESORTS
173



VESSELS
165



HOTELS
16



GUESTHOUSES
864



YATCH MARINA
3



DIVE CENTERS
303

"Maldives – the SunnySide of Life"





Visit Maldives Corporation

Maldives Pavilion

World Expo

In Dubai

Exhibitions & Fairs



- Key fairs: ITB Berlin, WTM London, ATM, MITT Moscow etc
- Unified “Visit Maldives” branding pavilion
- Showcasing luxury resorts, adventure, sustainability efforts, and cultural tourism
- Designed Pavilions
- Cultural activity in pavilions
- Ministerial events and visits
- Food tastings
- Private sector joins



"Official Tourist Destination Partner" of Liverpool FC.

- Life style destination
- Projected to bring 100k additional tourists
- Estimated \$100 million revenue
- Liverpool academy set to open in maldives with fan zones and activations at our promotional events
- Match day exposure:
LED/Billboards/Maldives themed fan experience/Lounges
- Outdoor campaigns in London and Europe 100+ branded taxi





Campaign Event Launched

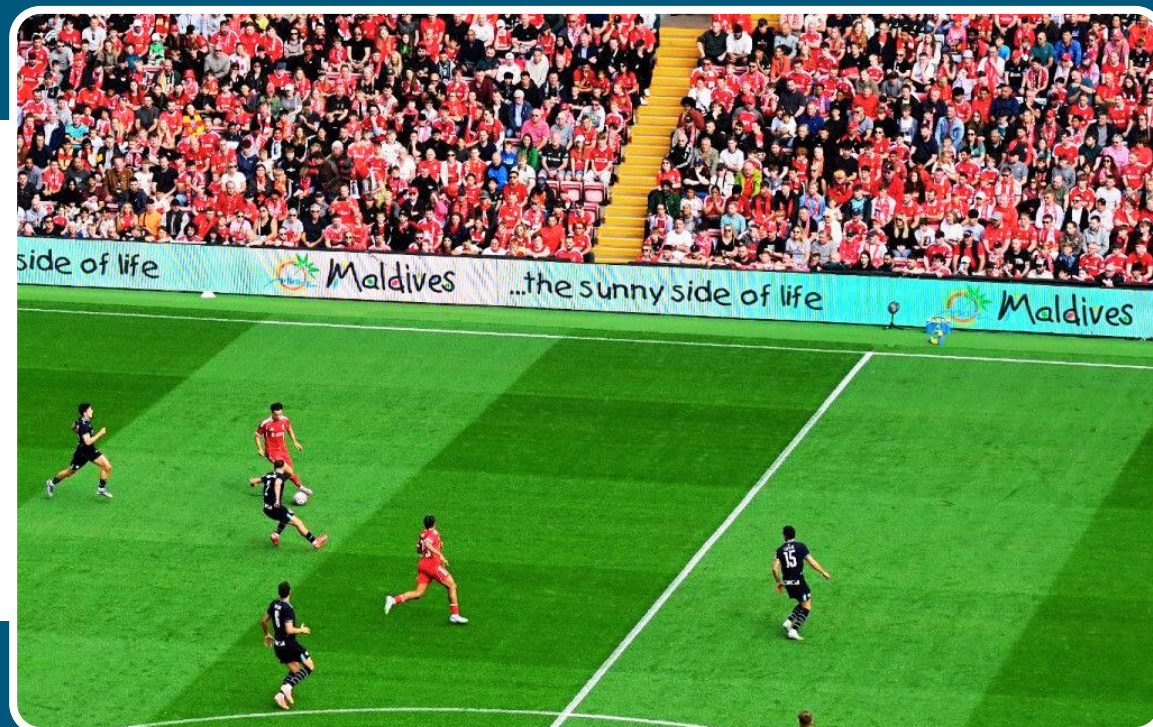
October 2025

January 2026

LFC



LFC Campaign





FAM TRIPS

Key FAM Trip Categories

- Media & Influencer Trips
- Top journalists and creators
- Travel Trade Experiences
- Host tour operators and agents.
- Brand Partnership Activations (e.g. Liverpool FC)
- Cultural & Experiential Journeys
- Niche & Specialty FAMs
- Curate themed trips focused on wellness, diving, sustainability, and MICE tourism to diversify markets and promote year-round visitation.



Investor Forums



- Showcasing investment opportunities
- Building investor confidence
- Networking and creating partnerships
- Market insights – Data and new strategies
- Re-positioning and diversifying





STORY TELLERS CONFERENCE

- answering the question “What is your dream vacation in the Maldives?”
- 70 content creators were selected from 20 countries – Largest gathering of content creators
- Speakers from different backgrounds
- ‘Redefining MICE’ concept
- Travelled 8 regions/ atolls –content creators are to make videos and post
- Few winners were choosen

In the
Sunny Side



Local Festival & Events

- Maldives Tourism Golden Jubilee / Maldives Tourism Week
- Maldives Food & Beverage Festival
- Maldives Marine Expo / Ocean Festival
- Maldives Music Week / Cultural Festivals
- Maldives Sports Events (Marathon, Surfing, Diving Competitions)
- Fishermen's Day & Cultural Heritage Events
- Maldives Fashion Week
- Eid & Independence Day Celebrations

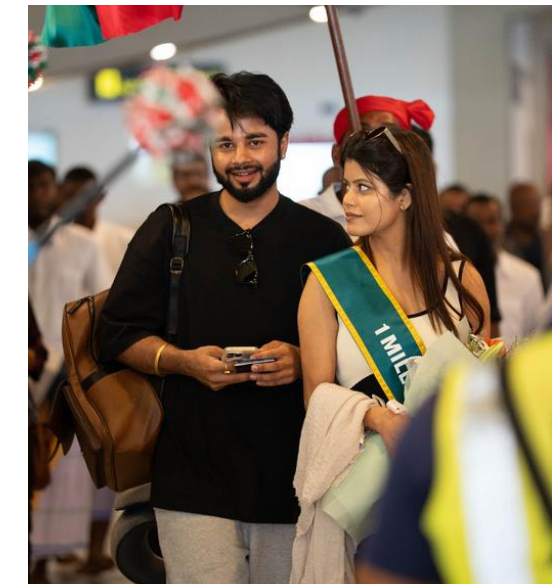


Tourist Arrival Events



CELEBRATING ARRIVALS

Celebrated First tourist of 2025
The arrival of the 1 millionth tourist in
2025



 Destination Branding – Building Identity through Events

THANK YOU

FOR YOUR ATTENTION



 Hope to see you all in MV