

Ministry of Tourism and Civil Aviation
Republic of Maldives

# "THE SUNNY SIDE OF LIFE" TO THE DIGITAL TRAVELER JOURNEY


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# MALDIVES TOURISM PRODUCTS (OPERATIONAL AS OF 15TH SEPTEMBER 2026)

**RESORTS/MARINAS**
45,891 Beds
184 Resorts/Marinas





**LIVEABOARDS**
172 Vessels
3,481 Beds

**HOTELS**
16 Hotels
2,654 Beds





**GUESTHOUSES**
907 Guesthouses
16,480 Beds

# GDP contribution from Tourism

- MVR 22,557.60 Million (as at end 2024)
- Tourism Sector – 23% of GDP (2024)
- Increased GDP share by 8.2 % compared to 2023.
- 90% of Foreign Exchange Earnings

# UNIQUE SELLING POINTS



Privacy & Exclusivity



One island, One resort / Self-contained



Rich marine Life



Peaceful



Only tourists & Staff stay on the island

# THE MALDIVES DESTINATION BRAND

## “The Sunny Side of Life”

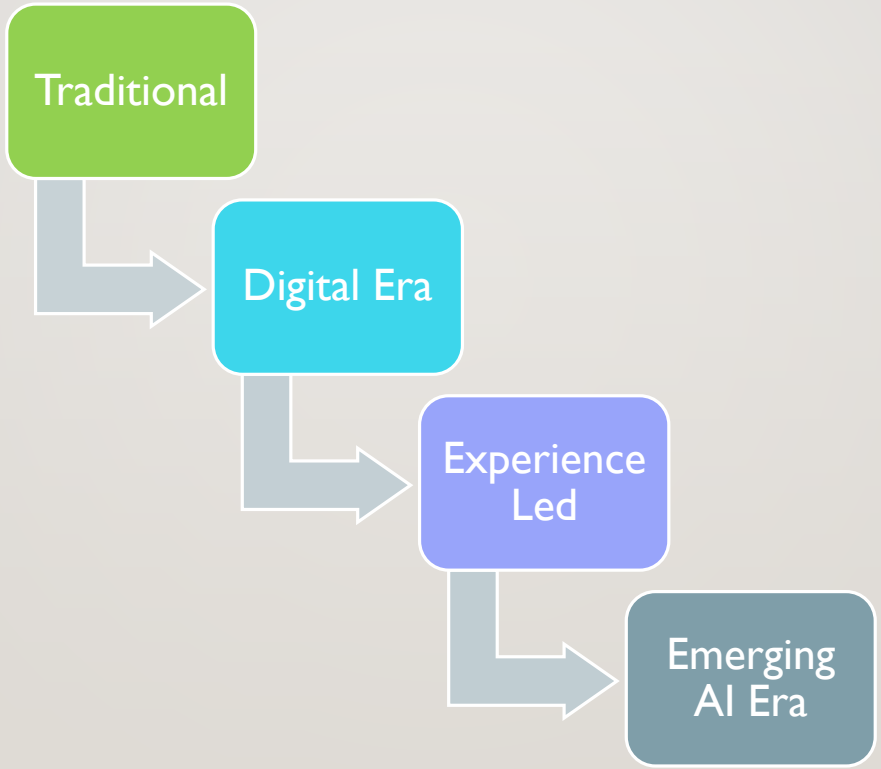
Strongly associated with:

- Tropical islands and lagoons
- Marine environment
- Luxury resorts
- ☐ Diving and water sports
- Romance and wellness
- Nature and sustainability



# EVOLUTION OF MALDIVES DESTINATION MARKETING

- From advertising → engagement → discovery ( From "Beautiful islands" to Experiences)



# INFLUENCE OF SIGNATURE CAMPAIGNS AND EVENTS

## Campaign – Turns destination into a story

- Create destination awareness
- Build emotional connections
- Reach specific markets
- Generate social-media engagement
- Encourage user-generated content
- Promote new tourism experiences
- Address seasonal demand
- Strengthen destination competitiveness

## Event - add another dimension (Experience → Content → Social sharing → Global visibility )

- Marine environment
- Islands
- Water sports
- Resorts
- Culture
- Natural landscapes

All these are highly visual and suitable for digital storytelling.

# CASE STUDY 1:"THE SUNNY SIDE OF LIFE"

## THE FOUNDATION AND LONG-TERM DESTINATION IDENTITY THAT HAS:

- Consistent global positioning
- Strong visual identity
- Easy to recognize and remember
- Adaptable across different markets
- Used by tourism stakeholders beyond government
- Provides a foundation for digital storytelling

## DIGITAL BRANDING TOOL

- Short and memorable
- Highly visual
- Easy to translate into social content
- Compatible with video and creator content
- Can be connected to different tourism experiences

# CASE STUDY 2: THE WORLD'S BIGGEST GIVEAWAY

**52 Holidays giveaway = 52 weeks**

- Launched by Visit Maldives in Nov 2024
- One giveaway per week of 2025
- Maintained high visibility throughout the year
- Strong social media engagement opportunity
- Encouraged audience to interact with Maldives content



# CASE STUDY 3: SENSATIONAL SUMMER 2026

A digital – led national Summer campaign

- Launched on Feb 2026 by Visit Maldives ( Feb – Aug 2026)

**Objectives**

- Position Maldives as a **year-round destination** ( Summer and shoulder season)
- Strengthen summer travel demand
- Extended destination visibility and showcase experience
- Generate sustained digital visibility
- Bring tourism stakeholders together




**Approach**

Digital Storytelling – Social Media – Events – Experiences – Industry Participation

International Advertising, Visit Maldives Event Calendar

**Digital channels**

Google - DV360 - YouTube - Meta - Social media - Digital advertising

# CASE STUDY 4 - EVENTS AS DIGITAL BRANDING ENGINES
# RAARAA PRO 2026 - DIFFUSHI

An international kiteboarding event demonstrating how sport can introduce the Maldives to adventure-oriented audiences.






# International Tourism Events as Digital Tools

**(From exhibition booth → digital campaign)**

## TRADITIONAL

Participation in fairs such as ITB Berlin, ITD India, WTM

- Meet travel buyers
- Build relationships
- Promote tourism products

## DIGITAL

- Generate content
- Create social engagement
- Attract media
- Work with influencers
- Generate leads
- Extend the campaign after the event

# THE NEXT FRONTIER: AI-DRIVEN DESTINATION DISCOVERY

**Imagine a Traveler asking AI:**

**"I want a Maldives holiday with diving, wellness, local culture and sustainable experiences."**

Where AI generates:

- Recommend destinations
- Compare destinations
- Build itineraries
- Recommend accommodation
- Suggest activities
- Translate information
- Personalize travel inspiration

**New destination-marketing question**

**How does AI describe the Maldives?**

# KAMANA – THE MALDIVES AI CONCIERGE

- Created by Let's go Maldives
- Brings AI together with local destination knowledge
- Real human hospitality experience



# The Future of Maldives Destination Branding

**1. Build on a strong foundation**

*The Sunny Side of Life*

**2. Campaigns should create experiences**

Not just advertisements.

**3. Events should become content engines**

One event can create weeks of digital storytelling.

**4. Partnerships can expand global reach**

Sports + airlines + travel trade + platforms + creators.

**5. Empower travelers to become storytellers**

UGC creates authentic destination visibility.

**6. Prepare for AI-driven discovery**

Make the Maldives **visible, accurate, authentic and discoverable**