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## STATEMENT

To all stakeholders

Since the beginning of the Covid-19 pandemic we have been working to adapt our marketing efforts to suit the current situation. As the marketing campaigns planned for the year were severely disrupted, we have re-strategized our campaigns to suit the current circumstances. We have shifted our campaigns to online platforms and changed our messaging and content to ensure Maldives maintains its position as one of the most desired destinations in the world.

During this period our team has been busy developing new strategies and campaigns that will suit the new reality when markets open up. We are ready to launch our new campaigns as soon as the Government of Maldives makes a decision on opening up our borders for inbound tourism. The Ministry of Tourism has indicated that inbound travel to Maldives may begin in July, however this will certainly depend on the state of the pandemic in Maldives and source market countries.

While it is very likely that the way we travel will change, how travel to Maldives will shape-up will depend on new policies and procedures that will be determined by the Ministry of Tourism and other related regulatory government agencies. We would like to inform you that, as of now, no such guidelines or procedures have been issued or gazetted. While it is not our mandate to establish such procedures, we will ensure that all stakeholders are kept informed of any developments in this area.

We assure all stakeholders that we will explore all avenues for effective marketing at every stage of the crisis to successfully reactivate the dynamic industry you have built over the last several decades.

Stay safe.

