



Ref no: (IUL)MMPRC-MSK/MMPRC/2020/18

Release Date: 11<sup>th</sup> April 2020

## STATEMENT

The world is facing an unprecedented situation due to the fast spread of pandemic COVID-19. As the world is closing down borders and imposing travel restrictions in an effort to overcome the situation, the travel industry of the entire world is gradually coming to a standstill. The situation has forced closure of many tourism properties in Maldives with more adding to the list each day. Our economy is hit hard.

Despite all these challenges brought in a fortnight, the tourism industry of Maldives has taken plausible measures to mitigate and adapt to the evolving situation. The tourism industry being the first to experience the impact of the situation, it has remained the worst hit industry by the adversity. However, through the damages of cancelled bookings and the uncertainty of future, the industry has been at the forefront in adapting to the completely new challenge for our economy.

The tourism industry staff has shown exemplary dedication to ensure the wellbeing of the tourists already vacationing in Maldives. The government has ensured safe stay and departure for every tourist the situation unfolded. Emergency medical response teams were brought, tourist support centers and hotlines were established within days. With President Ibrahim Mohamed Solih's initiative, many tourist establishments were turned to quarantine facilities creating a capacity of 2288 beds up to date. Thanks to all these efforts from all the sectors, despite the limits in our capacity to handle a pandemic we are proving to have the situation under control for now.

The geography of Maldives has ensured containment of the imported cases. The resorts with their minimal staff, isolated nature of rooms and the privacy has proved effective in helping curb the community spread of the disease. And we are hand in hand trying to bring down the number of imported cases to zero.

We would like to assure all our partners and friends of the Maldives tourism industry that we at MMPRC are tirelessly working to understand and adapt to the evolving situation around the globe. As we are at the forefront of marketing the tourism industry of Maldives, we are constantly on the lookout for the happenings of the travel industry. We are changing our campaigns and message to that of empathy and love in these difficult times. We are with you.

We assure you that MMPRC and the tourism industry will continue to offer support and advice to all partners in these pressing times. We are on the lookout for the "safest tomorrow" to travel. We hope it will not be long before the world gets to enjoy Maldives – the sunny side of life, again.

