

# MALDIVES

tourism in the age of escapism



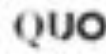
Speaker  
**Somu Shivdasani**  
CEO and joint Creative Director



Speaker  
**Jesper Palmqvist**  
Area Director Asia Pacific



Speaker  
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**Vanessa Zhu**  
Chief Director



Moderator  
**David Johnson**  
CEO



**REGISTER**



MINISTRY OF TOURISM  
REPUBLIC OF MALDIVES

**URGENT**

**C I R C U L A R**

**Ref Number:** 88-B/CIR/2020/40

**Date:** May 31, 2020

**To:** All Tourist Resorts

**Subject:** **Restarting the Maldives Tourism**

Dear Sir/Madam,

Following the worldwide pandemic COVID-19 outbreak in the Maldives, the government took several precautionary measures to control its spread which included lockdown of some islands and closing down border for international visitors from 27 March 2020. After taking all necessary steps, the Government of Maldives is now ready to ease up these measures. As the first phase of lifting the lockdown, some restrictive measures have been relaxed. The international border is to be opened in July 2020 and tourists will be welcomed. And, no additional fees will be charged from any tourist visiting the Maldives.

Since most resorts are currently closed due to this pandemic, we request all resorts to inform us the date on which your resort is planning to open. Kindly inform us the current status of your resort and projected reopening date latest by **1500 hrs on June 4, 2020** through the link below.

<https://form.jotform.com/201513328899462>

For any queries please feel free to contact us at 7223131 or [smu@tourism.gov.mv](mailto:smu@tourism.gov.mv).

We thank you for your continued support and cooperation during this challenging time and we look forward welcoming new tourists in July 2020.

Thanking you,

Yours sincerely,

  
Ali Razzan  
Senior Executive Director



**LIVE** Webinar

Thursday 4th June | 3pm Bangkok Time  
1:00 pm Male | 3:00 pm Bangkok  
4:00 pm Singapore | 12:00 pm Dubai

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Speaker:

**Bill Barnett**

*Managing Director*

**C9 Hotelworks**

One of the most authoritative voices  
in the hospitality and real estate  
industries in Asia. Author of the  
China Maldives Travel Sentiment  
Survey 2020



# China Maldives Travel Sentiment Survey

June 2020



# Methodology



The China Maldives Travel Sentiment Survey 2020 provided a metric of Maldives' travel potential post COVID-19 for hotels and tourism stakeholders to proactively address the market recovery process going forward.

## **When** Conducted

Late May in 2020

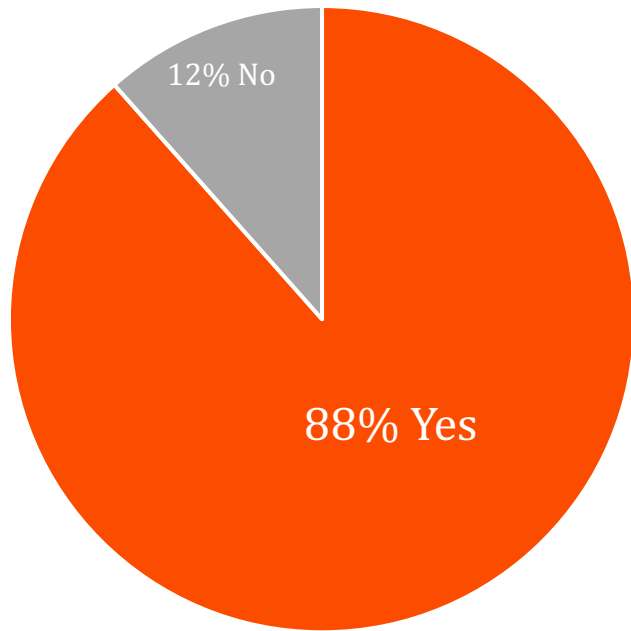
## **Who** Conducted

C9 Hotelworks and DAC China Digital Services

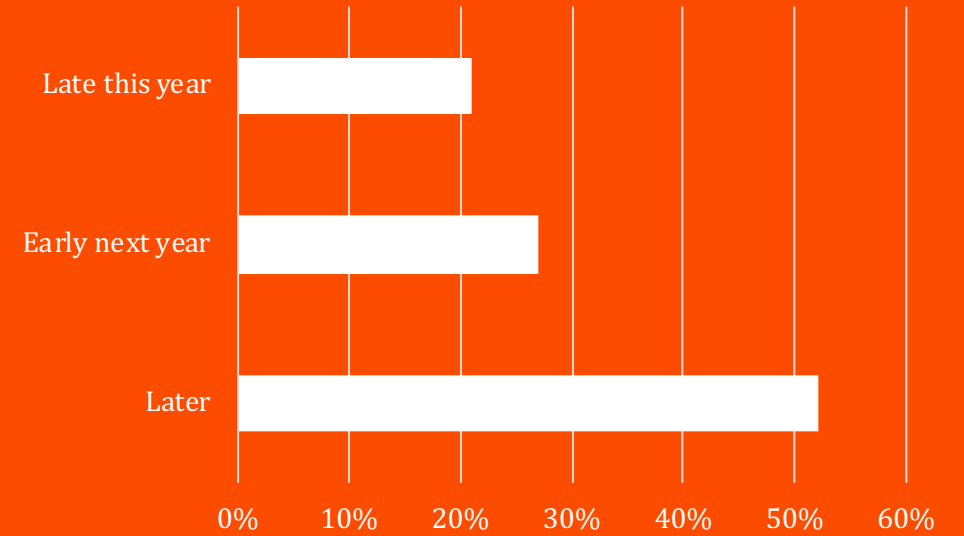
## **Who** Responded

1057 respondents in first tier cities within China

Would you like to travel overseas?



When would you travel overseas?



# Travel to Maldives



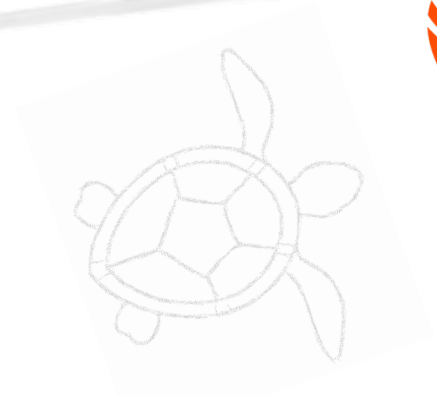
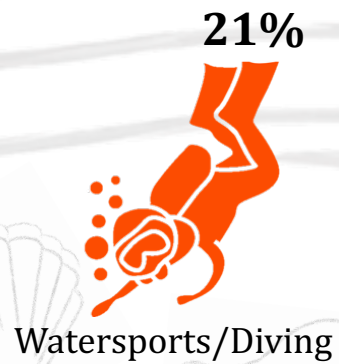
**67%** think the Maldives is a safer holiday destination than other places in present situation

**90%** would travel to Maldives

**22%** have visited the Maldives before

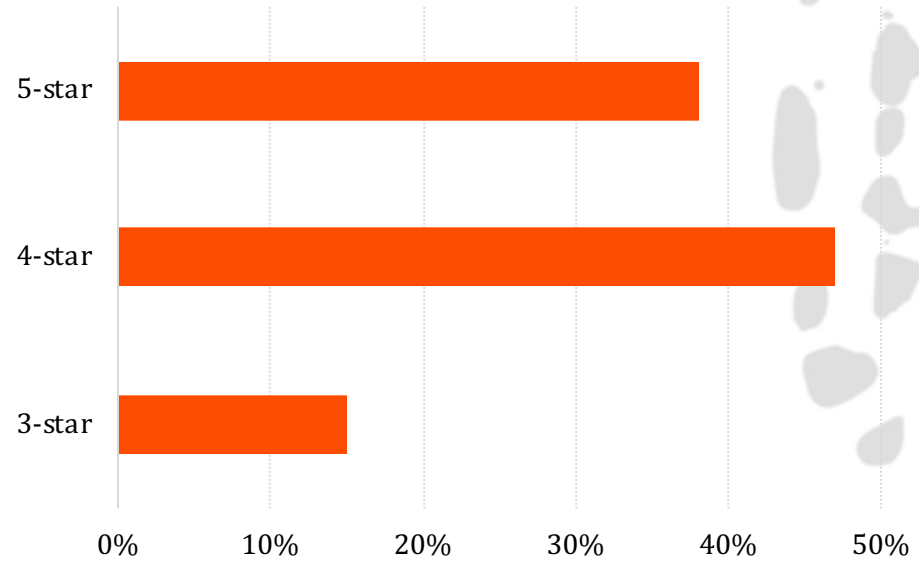


# What is your primary interest in a Maldives trip?

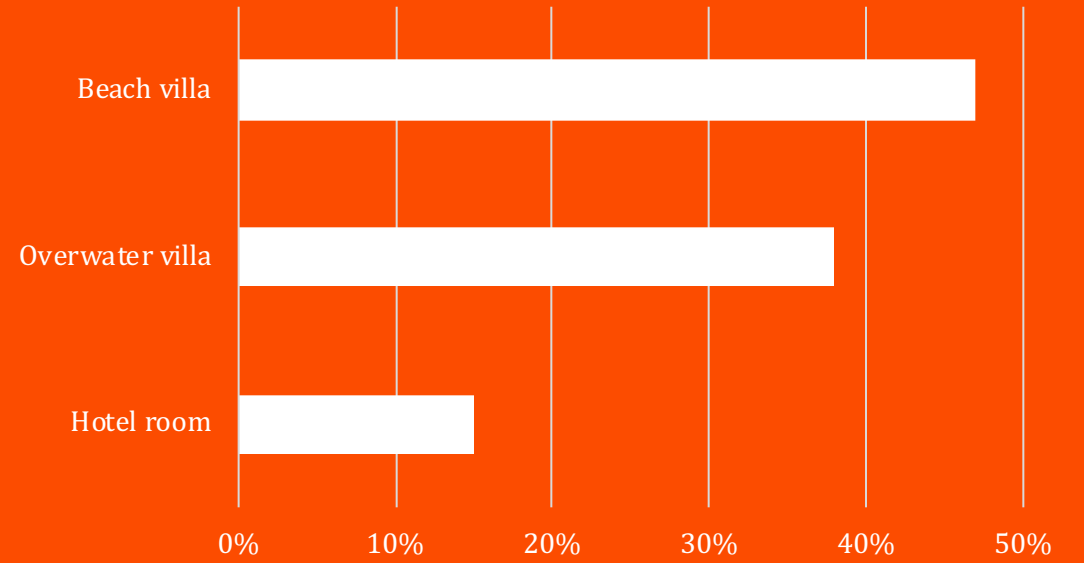


# Travel Preference

## What type of hotel do you want to stay?



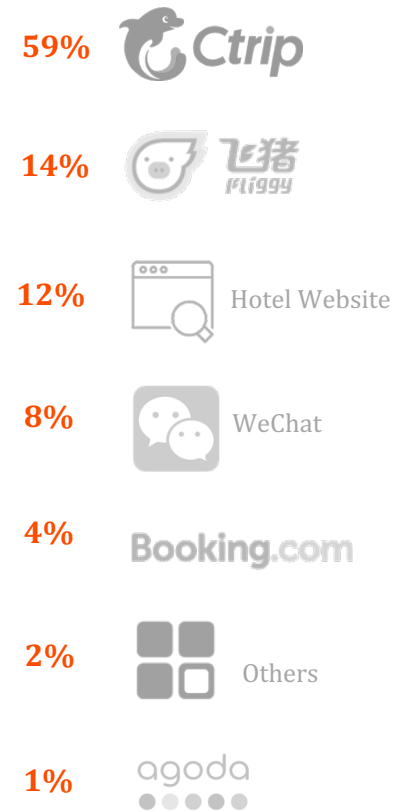
## What type of accommodation would you prefer?



## How would you arrange the booking?



## What is your preferred booking channel?





**75%** prefer independent travel over tour group

**49%** of the respondents are between 20 to 29 years old

# Future Outlook



❖ Escapism



C9 HOTELWORKS

**C9 Hotelworks Company Limited**

9 Lagoon Road, Cherngtalay, Thalang, Phuket, 83110, Thailand

(Office located at the entrance of Laguna Phuket)

T: +66 76 325 345

[www.c9hotelworks.com](http://www.c9hotelworks.com)

[info@c9hotelworks.com](mailto:info@c9hotelworks.com)



**Delivering Asia Communications Co., Ltd**

9/1 Soi Ruamchai 3, Don Mueang, Bangkok 10210, Thailand

Tel: +668 9170 9866

[www.delivering.asia](http://www.delivering.asia)

[dj@deliveringasia.com](mailto:dj@deliveringasia.com)

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**Vanessa Zhu**

*China Director*

**Delivering Asia Communications**

China team director for Delivering Asia Communications based in Shanghai. Research lead of the China Philippines Travel Sentiment Survey 2020





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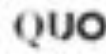
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# How to Reach the Post Covid-19 Traveller

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## New Digital Tools



### Fliggy

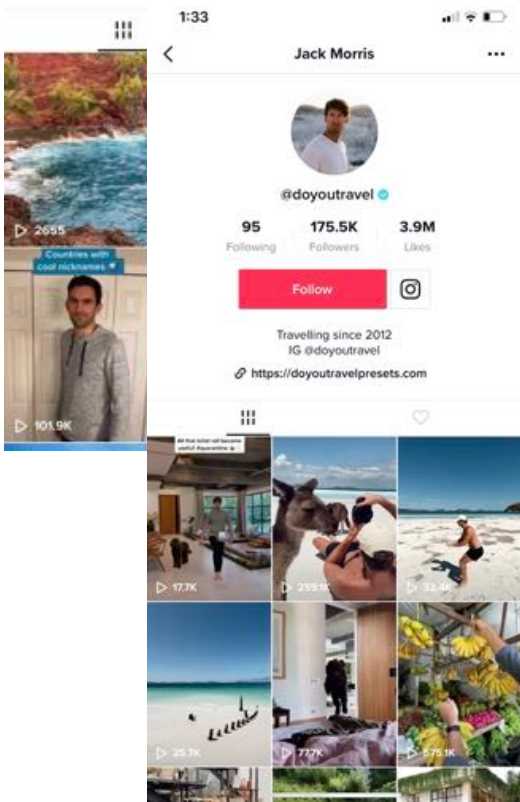
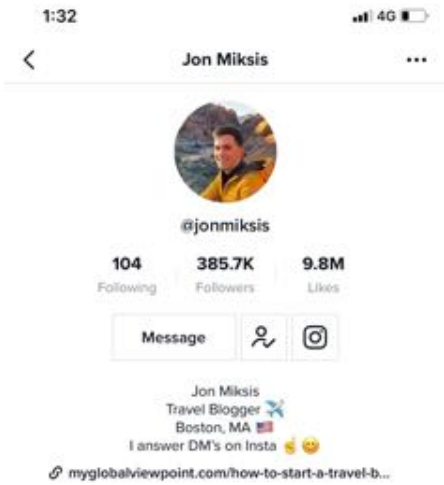
- 270 million registered users
- 52% under 30
- Leading independent traveler discovery and booking tool
- Hotels can design products and pricing – like a shopfront
- End-user direct channel to hotel
- Special recovery packages
- Owned by Alibaba



### Alipay

- Biggest international payment system for Chinese travelers overseas
- Seamless payment opportunities for travelers
- Hotels can design on-the-ground experiences
- Hotels can to upsell activities
- Owned by Alibaba





## New Social Media Channels

### Influencers

- TikTok influencers fast emerging
- New engagement channel for younger target market
- “Granular” influencers growing quickly
- New content drivers to new digital discovery and booking tools

### TikTok (Douyin)

- 400 million daily users in China
- Huge growth during Covid-19
- Captures under 30 travelers
- Content fun video platform
- Livestreaming – linked to Taobao (like Amazon in China)
- Embed sales links into content
- Key social media element in new travel booking eco-system



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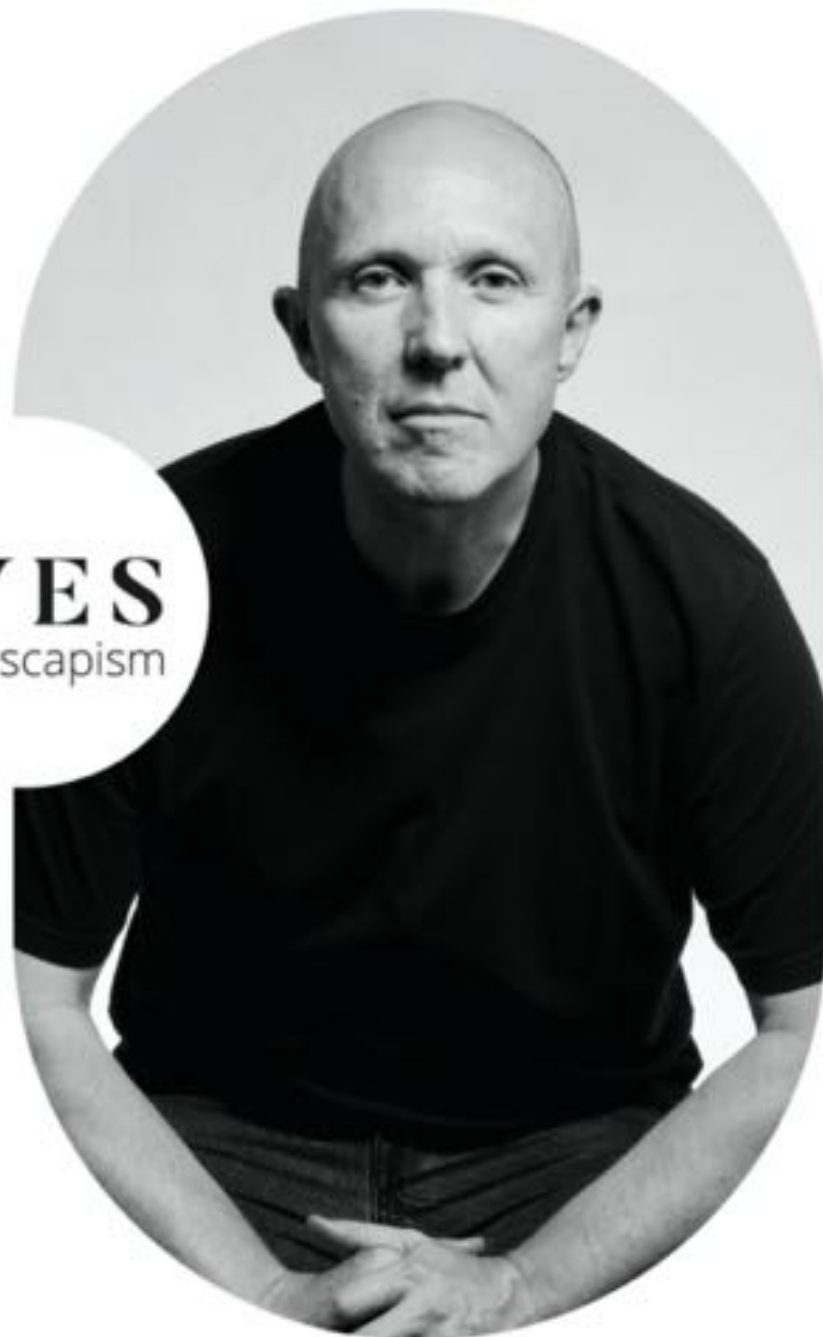
Moderator:

**David Johnson**

*CEO*

Delivering Asia Communications

Heads Asia's leading hospitality PR company. Based in Bangkok, DAC specialises in strategic communications, media relations and digital marketing across every Asian marketplace



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