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MATATO
PROFILE

We acknowledge the support
of following organizations, who support our progress



MALDIVES ASSOCIATION OF TRAVEL AGENTS AND TOUR OPERATORS

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ABOUT MATATO

Maldives Association of Travel Agents & Tour Operators (MATATO) was found in 2006 by a group of enthusiastic tour operators in the Maldives. The association has evolved over the years to be a leading non-profit organization in the country and at the forefront of Maldivian tourism industry.

OBJECTIVES:

- /// To develop friendship and co-operation among members and to unite for greater purpose.*
- /// Paving way to raise funds and aid in promoting Maldives.*
- /// Creating a platform for new members and for those who seek to enter travel industry in educating and facilitating them.*
- /// Providing exposure for the association and its members in the international arena.*
- /// To educate, promote and build more awareness for the public and show the opportunities available in the industry for the youth.*
- /// Address various tourism related issues and issues from its members together with relevant authorities.*
- /// To promote Maldives as a travel destination.*
- /// Allowing to share synergy and market intelligence among members.*
- /// Creating and advocating ethical business standards for member agencies.*
- /// Provide assistance and opportunities for local travel agents from various stakeholders and government authorities.*
- /// To help safe guard local agents and protect the local industry by all means.*
- /// Develop greater cooperation among travel agents and hoteliers, and work together in promoting the destination.*
- /// To conduct various events and activities to aid the industry.*

MISSION OF MATATO: *Taking travel and tourism industry of the Maldives forward through unity, empowerment and co-operation.*

/// MATATO LEADERSHIP OVER THE YEARS



Abdulla Jabir
2006 - 2010



Yoosuf Riffath
2010 - 2012



Mohamed Khaleel
2012 - 2014



Abdulla Ghiyas
2014 - 2018

/// INDUSTRY SNAPSHOT

Maldives Association of Travel Agents & Tour Operators (MATATO) was found in 2006 by a group of enthusiastic tour operators in the Maldives. The association has evolved over the years to be a leading non-profit organization in the country and at the forefront of Maldivian tourism industry.



*Travel & Tourism employs
101 million people worldwide*



3% Direct global GDP



9.5% TOTAL global GDP



*In total Travel & Tourism sustains
266 million jobs around the world*

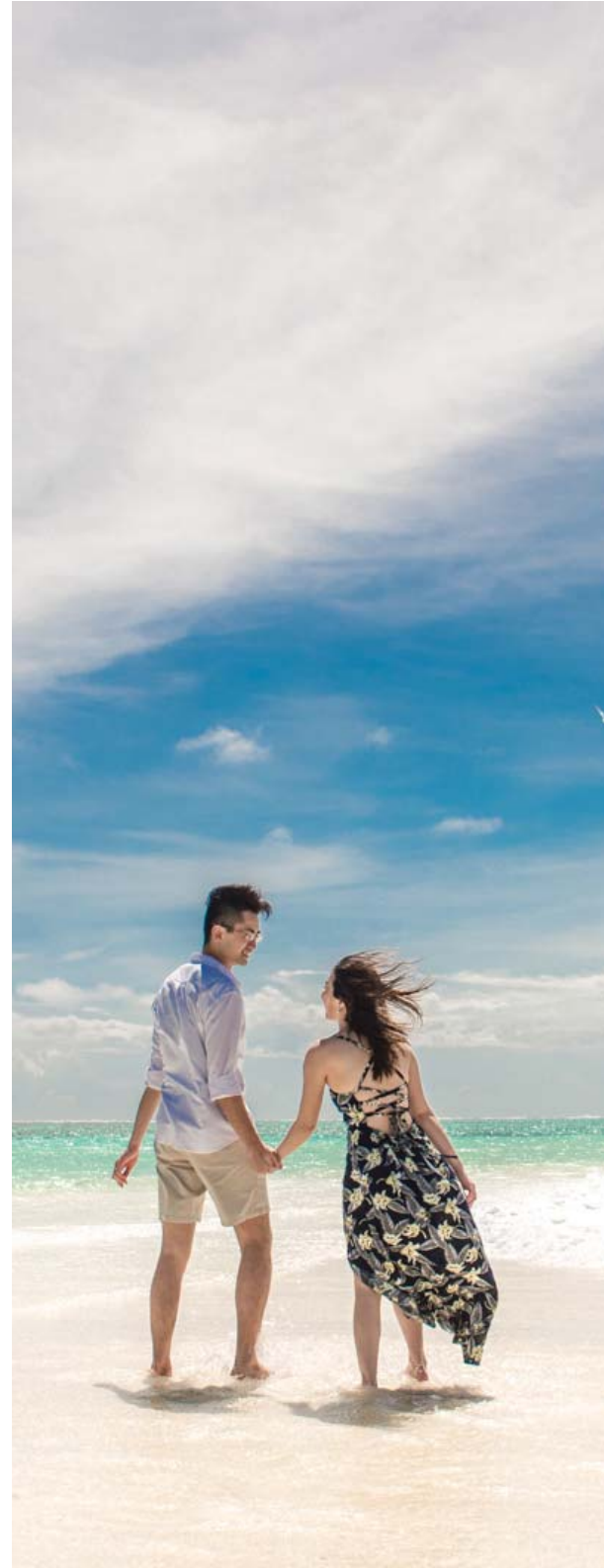


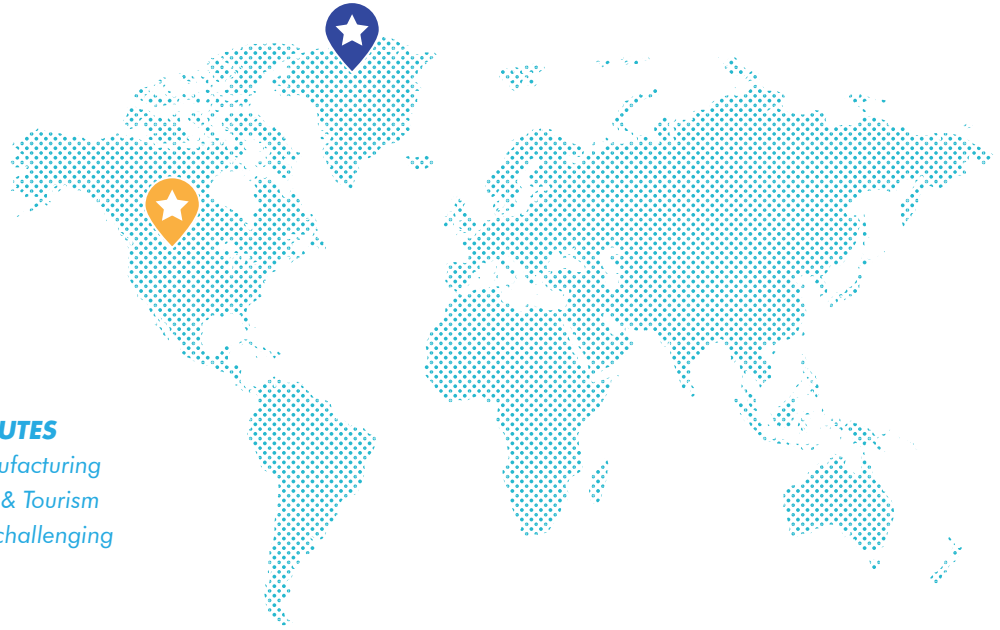
*Travel & Tourism accounts for
1/11 jobs around the world*



1,000,000,000

*In 2012, for the first time in history there were
over 1,000,000,000 International arrivals in a
single year*





 **X3 in the America**

 **X2 in the Europe**

TRAVEL & TOURISM CONTRIBUTES

more to GDP than automotive manufacturing in every region of the world. Travel & Tourism is a growing industry, even during challenging economic times.

OVER THE NEXT 10 YEARS....

4%

Annual Growth

4.4%

Annual GDP contribution growth

2.4%

Annual Travel & Tourism employment growth

24m

New Direct Jobs

76m

New jobs in whole economy

US \$3 TRILLION

Generated Direct GDP

US \$10 TRILLION

Generated Indirect GDP

125m

Direct employment

338m

Jobs indirectly sustained

MATATO FEATURED INTERNATIONAL AND LOCAL MEDIA

INTERNATIONAL MEDIA



LOCAL MEDIA





/// MATATO HOSTED & PARTICIPATED TRADESHOWS 2017/2016

As part of the destination marketing efforts by this organization, MATATO in the recent years has increased the number of travel trade events that we take part in, giving same opportunity for our member's partner resorts and guesthouses. In the past 16 months MATATO has taken part in 17 international travel shows and exhibitions.

- /// MATTA Fair Kuala Lumpur**
Malaysia – September 2016 (hosted)
- /// PATA Travel Market Jakarta**
Indonesia – September 2016 (hosted)
- /// BITB New Delhi**
India - October 2016 (hosted)
- /// World Travel Market**
London, UK - November 2016 (participated)
- /// MAKTA**
Helsinki, Finland - January 2017 (hosted)
- /// SATTE**
India – February 2017 (hosted)
- /// PATA Chapter Colloquium**
Berlin, Germany – March 2017 (participated)
- /// ITB**
Berlin, Germany - March 2017 (participated)
- /// Riyadh Travel Fair**
Riyadh, Saudi Arabia – April 2017 (hosted)

- // **Arabian Travel Market**
Dubai - April 2017 (participated)
- // **WTM Connect Asia**
May 2017 (hosted)
- // **PATA Annual Summit**
Negombo, Sri Lanka – May 2017 (participated)
- // **India International Travel Mart (IITM)**
Bangalore, India - July 2017 (hosted)
- // **SriLankan Airlines Road Show**
Sydney, Melbourne July/August 2017 (supported)
- // **PATA Travel Market**
Macau - September 2017 (hosted)
- // **WTM London**
London November 2017 (participated)
- // **Travel Weekly UK Road Show**
November 2017 (supported)





/// MATATO ORGANIZED TRAININGS AND WORKSHOPS 2017/16

- /// Dealing with people who drive you CRAZY**
Dr Joel Freeman 2016
- /// Tax and GST workshop**
MIRA – December 2016
- /// SME Credit Guarantee Scheme loan workshop**
MMA – January 2017
- /// Telephone Etiquette and Customer Service**
May 2017
- /// Social Media Marketing**
May 2017
- /// Art of Story Telling**
Pacific Asia Travel Association (PATA) Academy July 2017
- /// Attracting the right Chinese Traveler**
China Outbound Tourism Research Institute (COTRI)
Professor Dr. Wolfgang Georg Arlt
- /// Trip Advisor Knowledge Series**
Maldives Travel Conference 2017 – November 2017
- /// Dealing with difficult customers**
December 2017
- /// Managing Multiple Tasks, Objectives and deadlines**
December 2017







OVER THE LAST DECADE

MATATO has played vital role in the Maldivian tourism arena. Lobbying & Advocacy is crucial pillar of MATATO.



/// MALDIVES TRAVEL CONFERENCE

As part of the destination marketing efforts by this organization, MATATO in the recent years has increased the number of travel trade events that we take part in, giving same opportunity for our member's partner resorts and guesthouses. In the past 16 months MATATO has taken part in 17 international travel shows and exhibitions.

MALDIVES TRAVEL CONFERENCE 2016, BANDOS MALDIVES

Maldives Travel Conference 2016, saw the first edition of this conference featuring international speakers from PATA, CNN International, TTG Asia, and Thammasat University.

The conference was attended by over 150 travel professionals (hoteliers, travel executives and representatives from key stakeholders). The topic discussed at the conference were:

- *Importance of Destination Marketing*
- *Luxury Travel Trends in Maldives Context*
- *Evolving Maldives Tourism Product*
- *Tourism and Perception – Opportunities and Challenges*

Each topic for the conference was dissected by a panel of four industry experts and representatives who separately share their insight and thoughts on the subject. Following the presentations by the speakers, participants of the conference also joined the discussion through an open debate with the panel.

One of the key outcomes of the conference was a report published in 2017 to lobby for more destination marketing budget for tourism. This report is a summary of, the first edition of Maldives Travel conference, compiled of key findings, observations and recommendations proposed and discussed by the industry representatives.



Maldives Travel Conference 2017 was presented in partnership with worlds' largest travel website Trip Advisor. TripAdvisor ran a knowledge series on the destination and world travel market as part of the 2017 Conference. As part of Maldives Travel Conference 2017, Trip Advisor and e-Tourism Frontiers did a full-day workshop as Knowledge series on latest digital trends, destination insights, brand safety and crisis management.





LOBBYING AND ADVOCACY

Over the last decade, MATATO has played vital role in the Maldivian tourism arena. Lobbying and Advocacy is crucial pillar of MATATO thus we take the responsibility to represent and protect the interests of our members and stakeholders in a dynamic growth environment.

MATATO's Lobbying and Advocacy, approach challenges policies, regulations, taxes and business practices that threaten the viability of a competitive business environment for local businesses. MATATO is represented on all major government and industry related boards, committees, and even consult with the Parliament on related bills from time to time. The association believes to positively seek out constructive relations with all stakeholders and industry partners.

The association has met with various resorts and suppliers, seeking to get more competitive rates for its members. The association has also been fighting against foreign Online Travel Agents (OTAs) unfair business practices and foreign unregistered travel businesses as well. UNDP supported the association on a study to understand the travel agent's industry and ways to strengthen the sub industry.

DESTINATION MARKETING

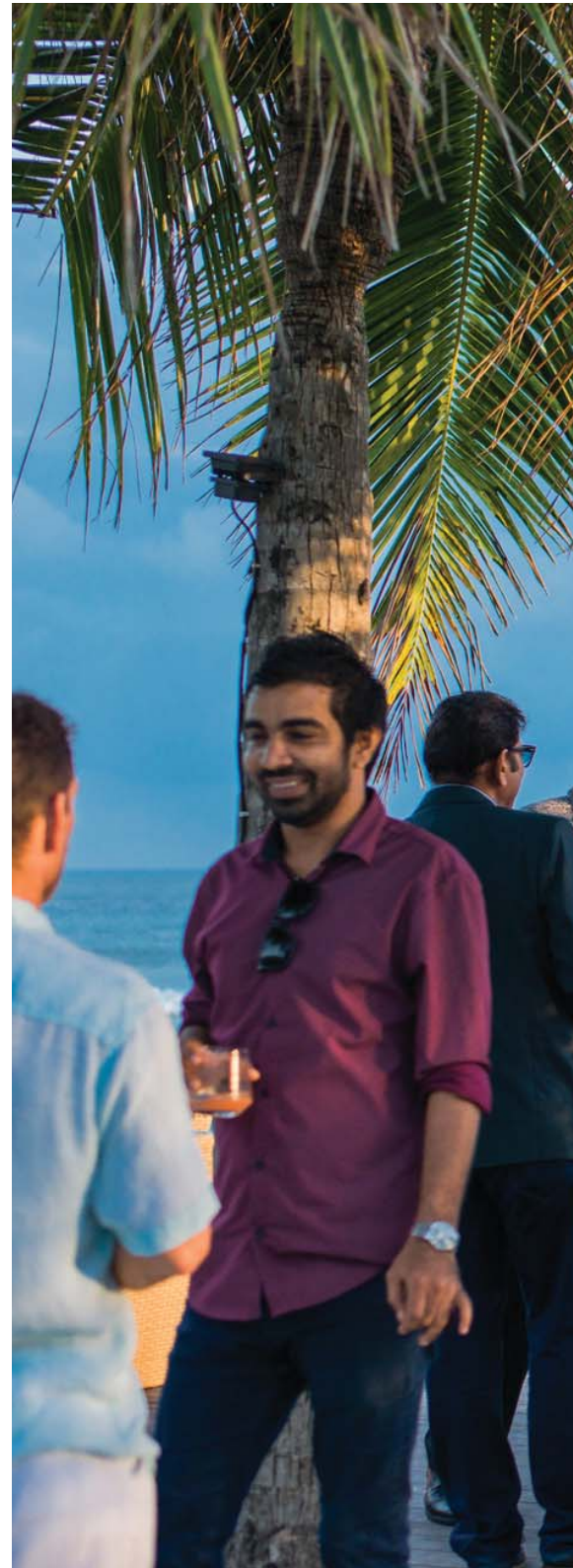
One of the key focuses in the last few years has been to expand the role of MATATO to aid the destination in their marketing efforts.

The increased number of travel trade fairs participated by the association and engagement with various PR agents overseas is something the association has done last year.

Exposure on 'National Geographic Traveler India' and advertising in black cabs in London is something the association sees as great accomplishments in 2017.



OVER THE LAST DECADE
MATATO has played vital role in the Maldivian tourism arena. Lobbying & Advocacy is crucial pillar of MATATO.





DESTINATION REPORT

MATATO launched a special report in the name of “Importance of Destination Marketing” during a special press conference held at Hulhule’ Island Hotel to mark the Tourism Day 2017.

The report focused on the vital role played by the tourism industry and its positive signs to the economy of Maldives during the recent years. The comprehensive report highlighted areas which needed more attention and how similar destinations overcoming such challenges.

Speaking at the function, the President of MATATO explained some of the insights available in the report and why MATATO believes, the destination needs to act on any issues to overcome the current challenges facing the tourism industry of Maldives.





Speaking about the report, Mr. Abdulla said, Maldives welcomed 1.2 Million tourists in 2016 and USD 441M was received resulting USD 332 Per tourist as direct income to the government. Maldives has doubled the bed capacity over the period of 10 Years and this report emphasized the importance of sufficient budgets to promote the beds. It shows Maldives as a destination slowed the growth compared to similar destinations like Seychelles, Mauritius, Indonesia

& Sri Lanka. Hence most of the comparisons such as leading markets, budgets and other details are available in the report. Additionally, the report consists of all the activities of MATATO in promoting the destination and believes it has been a historic year with 15 trade shows hosted and participated. The insights of this had been shared with the Tourism Ministry and other NGO's in generating the budgets for more aggressive marketing campaigns for the destination.

/// MATATO PUBLICATIONS

Over the years, MATATO has published various publications from newsletters to yearly magazines. First launched in 2011, Maldives Finder is distributed throughout the year at leading international travel exhibitions and events, and travel roadshows and networking events organized by MATATO as well as MMPRC. The publication is also widely circulated amongst the tourism facilities in the Maldives as well.



Published Annually, MATATO Calendar is another marketing platform for members and partners. The association has in the recent been publishing a monthly newsletter during the built up towards the Maldives Travel Awards.

PATA COLLABORATION

MATATO and Pacific Asia Travel Association (PATA), has signed a Memorandum of Understanding (MOU), to extend cooperation and share opportunities and resources between the two organizations. The MOU was signed by Mr. Abdulla Ghiyaz, President of MATATO and Mr. Mario Hardy, CEO of PATA, on 10th September 2016, at a special event hosted during the PATA Travel Mart 2017 in Jakarta, Indonesia.

This MOU is a result of close collaborations between PATA and MATATO in the recent years, to seek more opportunities for Maldivian tourism sector, through PATA's extensive international travel network and programs. PATA is one of the leading tourism Organizations in the world, with over 8000 members and 43 active PATA country chapters worldwide. The MoU will see both organizations extend cooperation to areas of research and publication, advocacy, training and human resource development and destination marketing. The two organizations will share selected intelligence and proprietary research and produce joint research or position papers. MATATO and PATA will also work together to revive PATA Maldives chapter and bring PATA affiliated programs to Maldives.

MATATO has taken part in two Travel Marts of PATA in 2016 Jakarta and 2017 Macau. The association hosted the first ever PATA event in the Maldives in 2017 as a Human Capacity Building Programme in July at Bandos Island Resort.



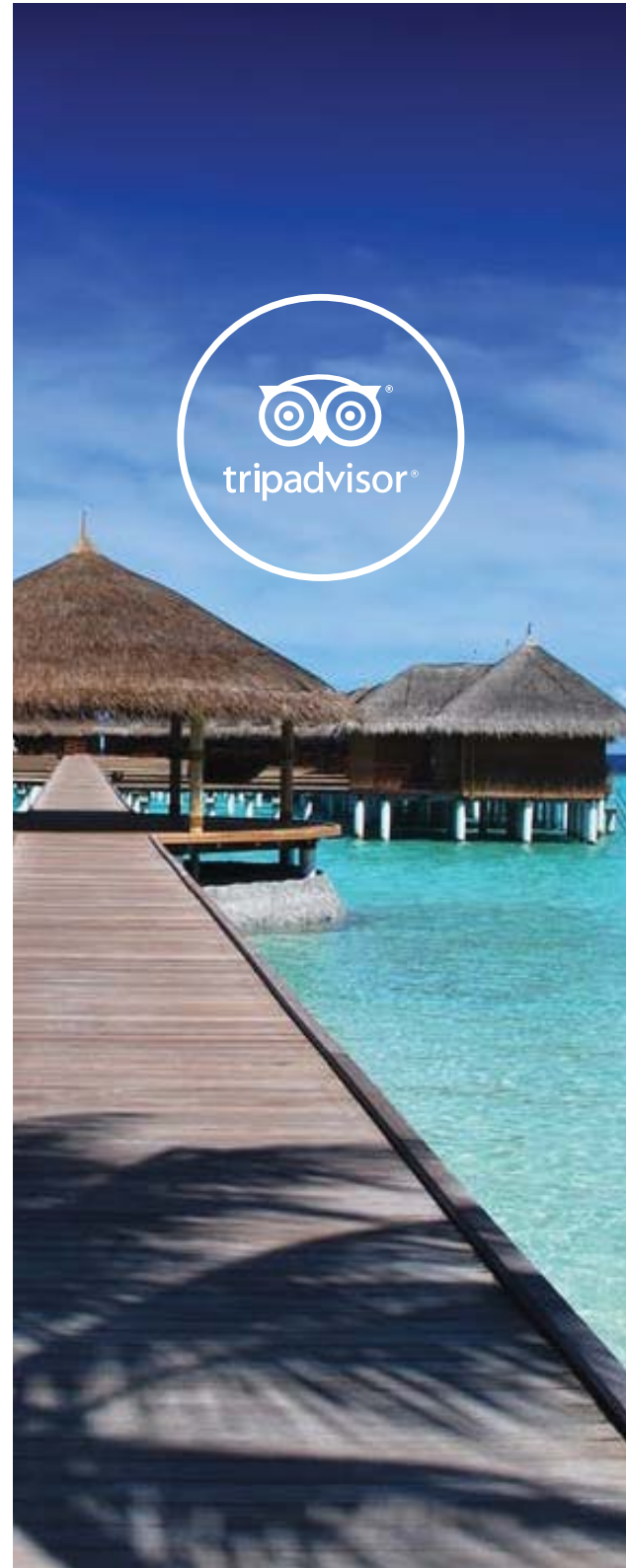
STRATEGIC PARTNERSHIP WITH TRIPADVISOR

Maldives Association of Travel Agents and Tour Operators partnered with TripAdvisor, world largest travel site, to utilize the review rating data to evaluate the selection criteria for the Maldives Travel Awards 2017 segment.

The MOU signing ceremony was held at the sideline of ongoing PATA Travel Mart in Macao. Sarah Mathews, TripAdvisor's Head of Destination Marketing APAC and President of MATATO Mr. Abdulla Ghiyaz Riyaz signed the official documents for this partnership.

Maldives Travel Awards, Organized by MATATO is the premier Travel and tourism event in the Maldives, where the destination's leading properties and travel brands are awarded and celebrated.

The partnership with TripAdvisor is another key milestone for Maldives Travel Awards, for the continuation efforts to strengthen the platform and to select winners through a conclusive and credible process that truly reflects the standards triumphed by the industry. Through this partnership with the world's Largest Online Travel Platform, Maldives Travel Awards will benefit ©the use of its data collected on user reviews, to score and rate the nominees for Maldives Travel Awards.



/// MALDIVES TV AND PSM PARTNERSHIP

MATATO and Public Service Media (PSM) has had a close partnership over the years, and in the recent has strengthen it with appointment of Maldives TV as a premier partner for MATATO events. MATATO has been promoting Maldives TV at all the international travel trade shows that the association has been taking part.

PSM and Maldives TV team has been instrumental in the recent Maldives Travel Awards as well.

PSM
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Public Service Media

MALDIVESTV





/// MIRA REGISTERED CHARITABLE ORGANIZATION



MATATO is one of the few registered associations with Maldives Inland Revenue Authority (MIRA) as a Charitable Organization. Approved charitable organizations are those bodies, associations and public institutions approved by the MIRA for the purpose of Section 10(e) and 15(a)(3) of the Business Profit Tax Act. In computing the taxable profits, taxpayers may deduct the donations made to such organizations if that organization was approved on or before the date of filing their BPT Return for that year.

MATATO annually submits various reports to MIRA and Ministry of Home Affairs, and follows all the good governance standards.

MALDIVES TRAVEL AWARDS

Maldives Travel Awards is a product of Maldives Association of Travel Agents and Tour Operators, MATATO. Today these awards have become the premier tourism event in the Maldives. Maldives Travel Awards - is the prize created to celebrate the commitment, Excellence and expertise in the Maldivian Tourism Industry.

First launched in 2012, Maldives Travel Awards celebrates the 6th Anniversary in 2017, and we are proud to bring you the most prestigious, comprehensive and sought-after recognition in the travel and tourism sector.

The annual gala night for Maldives Travel Awards marks the premier night of excellence in the travel industry of Maldives, bringing together the largest club of travel professionals and executives for an evening of celebration.

Maldives Travel Awards intends encourage and stimulate professionalism in the travel industry and the national and international tourism by creating an annual event, unique to the destination.





WORLD CLASS SPEAKERS HOSTED BY MATATO

The association over the years has hosted world class and internationally renowned speakers at their various events and trainings.

Professor Dr. Wolfgang Georg Arlt

China Outbound Tourism Research Institute (COTRI)

Mario Hardy

PATA

Sarah Mathews

TripAdvisor

Kyle Sandilands

Hollywood Film Maker

Dr. Joel Freeman

Freeman Institute

Sonali Chatterjee

CNN International

Matt Gibson

Professional Travel Bloggers Association

MATATO GUEST HOUSE STRATEGY

Guest House industry is relatively a new industry in the Maldivian tourism sector. Mainly driven by Small Medium Enterprises thus very similar to local travel agents.

MATATO's commitment to guesthouse sector is evident, in all MATATO participated travel trade shows we offer exclusive discounted pricing for Guest Houses and same goes for our trainings and workshops. We want to help promote Guest Houses and even focus on Human Capital Development.

In 2017, MATATO introduced recognition and appreciation platform for Guest Houses as marketing and trainings alone isn't enough. Maldives Travel Awards – Guest House Edition saw its first edition in 2017 at the heart of guest house industry in Maafushi.







MATATO INDIAN MARKET STRATEGY

Maldives attracted 66,955 tourists from India in 2016 and expected to reach close to 80,000 tourists in 2017. MATATO has taken part in 4 travel trade shows in India in the last two years:

- SATTE India – February 2016
- BITB New Delhi, India - October 2016
- SATTE India – February 2017
- India International Travel Mart (IITM) Bangalore, India - July 2017

The association has also been working closely with the Embassy of India in the Maldives. The association has engaged with a PR firm in India for various publicity and promotions.

MATATO with OTR is participating in a roadshow set to be held in India in March 2018. The Roadshow will take place in 19 - 22 March 2018 in Mumbai, Ahmedabad and Delhi.

The association has hosted various travel journalist and celebrities from India over the years. The Travel Agents Federation of India (TAFI) and MATATO signed an MOU in 2017. The Travel Agents Federation of India (TAFI) was established in 1986. It is a dynamic organization that guides the travel industry in India. It is a professional body of Travel Agents coordinating different segments of the travel trade and is a

non-political, non-commercial and not-for-profit body. TAFI's membership today comprises of 1400 Active, Associate, Allied and Affiliate (Travel Service Intermediaries – Non-IATA) members from all over India. Over 70% of the ticketing business is handled by TAFI members.

TAFI represents the travel trade before official bodies of Government, Airlines and other appropriate forums. TAFI augments the development of the travel industry in India by encouraging improvement in the standard of service, inculcating professionalism and spreading awareness and updated information on travel and regulations.

The association targets to reach 100,000 tourists from India by end of 2018 thus working closely with various stakeholders to reach this target.



MATATO CHINESE MARKET STRATEGY

In September 2017, MATATO in collaboration with China Outbound Tourism Research Institute (COTRI) held training in Male' with participation from various resorts and hotels, on the theme, "Attracting the Right Chinese Traveler."

One of the key things highlighted at the training was the current Chinese Outbound trends and figures. Chinese market is the number one source market for tourists for Maldives but in the recent seen a decline thus MATATO has been talking to various industry experts to seek the reasons for this. This training was one of the outcomes of these discussions.

MATATO in the past has taken part in various trade shows in China as well. In 2018, the association seeks to partner with various counterparts in China and increase the number of trade fairs in China and also explore a road show there.







/// SMALL MEDIUM ENTERPRISES LOAN SCHEME

MATATO has worked with Ministry of Economic Development and in the Ministry's SME Loan Scheme, has lobbied to make sure local travel agents are part of this scheme. Entrepreneurs are to receive loans under the loan scheme for which applications are opened. Government's annual SME loan scheme worth MVR 50 million is not mortgage-subjected. The scheme is designed to boost productivity and creative business startups to develop the economic structure of Maldives. Loans are issued under a 7% interest rate with a grace period of 1 year and settlement period spanning to 9 years. Companies or corporate societies would receive loans amounting to MVR 1.5 million to develop businesses.

MATATO also worked with Maldives Monetary Authority (MMA) on the Credit Guarantee Scheme which is developed by Maldives Monetary Authority (MMA) to finance Micro, Small and Medium Enterprises or collectively known as SMEs. This scheme will encourage and motivate the participating financing institutions operating in Maldives to provide the intended facilities to SMEs by sharing the financing risk between the Authority and the Banks.



/// MCQUIRE RENS & JONES COLLABORATION

MATATO has a long-term agreement with McQuire Rens & Jones to bring their premium programs to the Maldives. Since 2012, MATATO and McQuire Rens & Jones have jointly organized more than ten training programs in the Maldives.

Founded by Dr. Nalin Jayasuriya, McQuire was incorporated to address the untouched market segment of organizational training needs. Established in the year 2002, Dr. Jayasuriya began the company with few support staff and equipment. But he was determined to raise the Company to greater heights to enhance the value and impact of corporate training. Backed with 25 years of training experience,

Dr. Jayasuriya was able to motivate and inspire his staff to bring the name 'McQuire' as the pioneers in Corporate Training in Sri Lanka.

MATATO ASSOCIATES

In the last 12 years of MATATO existence, the association has had the chance to work with the following organizations:



Association of British Travel Agents



Malaysian Association of Tour and Travel Agents



Association of Turkish Travel Agencies



Travel Agents Federation of India



United Nations Development Programme



Maldives National Chamber of Commerce



Maldives Association of Tourism Industry



Pacific Asia Travel Association



MINISTRY OF TOURISM MALDIVES

Ministry Of Tourism Maldives



European Tourism Association



MINISTRY OF ECONOMIC DEVELOPMENT

Ministry of Economic Development

TENTATIVE FAIRS 2018

- SATTE INDIA, DELHI 31-2nd Feb Trade & consumer
- Thai International Travel Fair (TITF) Bangkok/ Thailand 07-11 Feb Trade & consumer
- BIT MILANO - International Tourism Exchange Milan, Italy 11-13 Feb Trade & consumer
- OTR Middle East Roadshow Dubai, Kuwait, Qatar, Oman (optional) 11-15 Feb Trade
- Uitt (Ukraine International Travel & Tourism) Kiev/ Ukraine 20-22 March Trade & consumer
- OTR India Roadshow Mumbai, Ahmedabad, Delhi 19-22 March Trade
- VITM (Vietnam International Travel Mart) Ha Noi 29-01 April Trade & Consumer
- Azerbaijan International Travel & Tourism Fair (AITF) Baku, Azerbaijan 5-7 April Trade & consumer
- World Travel Fair China Shanghai, China 19-22 April Trade & Consumer
- Taipei Tourism Expo Taipei, Taiwan 4-7 May Trade & Consumer
- Indaba Tourism Fair Durban, South Africa 08-10 May Trade & consumer
- International Travel Expo (ITE) Hong Kong, China 14-17 June Trade & consumer
- Us Roadshow Los Angeles, San Francisco, Seattle August Trade
- PATA Travel Mart Langkawi, Malaysia 12-14 Sep Trade
- OTR South East Asia Roadshow Kuala Lumpur – Bangkok – Jakarta – Manila 1-5 Oct Trade
- Brussels Travel Expo Brussels, Belgium 11-12 Dec Trade & consumer



/// WHY MATATO

In the last 12 years of MATATO existence, the association has had the chance to work with the following organizations:

EXPERIENCE

Twelve Years of continued support and service to the industry. (Established in 2006, MATATO continues to contribute as strong partner to the growth of the Industry)

RECOGNITION AND ACKNOWLEDGEMENT

MATATO is a household name in the travel industry of Maldives, recognized at National and International Level. Members of MATATO benefit from representation by an Organization acknowledged by the stake holders. MATATO's opinion and consultation is sought after from all areas including the business sector and in the highest level of the government.

ADVOCACY AND LOBBYING

Lobbying with Government, MATATO has always liaised closely with government institutes, have held meetings with cabinet ministers on multiple occasions addressing the concerns of our members and collectively, of the industry. MATATO continues to enjoy and benefit from this strong collaboration with the government.





EXHIBITIONS, FAIRS AND DESTINATION MARKETING

MATATO has organized destination stands and roadshows; in India, Finland, Russia, Ukraine, Saudi Arabia, China, Malaysia, Macau, Indonesia, UK, and many other countries.

Affiliations and Partnerships, International

Pacific Asia Travel Association, PATA – MATATO has signed an MOU with PATA for joint collaborations and projects.

TRAININGS AND WORKSHOPS

MATATO has been organizing various trainings and workshops for our members and industry Publications

MATATO has been publishing an annual magazine, Maldives Finder for the last six years.

EVENTS AND RECOGNITION

MATATO has been organizing the Maldives Travel Awards annually for the last seven years. The association also hosts the Maldives Travel Conference annually.



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