

An aerial photograph of a person in a blue kayak on a narrow river. The river is surrounded by dense, lush green mangrove vegetation. The water is dark and reflects the surrounding greenery. The person is wearing a blue shirt and is paddling. The overall scene is vibrant and natural.

# **MATATO ACTIVITY CALENDAR 2025**

# JANUARY 2025

**FRAME BY MATATO - ART  
COMPETITION AND EXHIBITION**

**MATATO TALKS EPISODE 4**

**MALDIVES TRAVEL  
CONFERENCE 2025- WOMEN'S  
EDITION IN ADDU**

# FRAME BY MATATO ART EXHIBITION

*Annual Art Event*



An annual art competition, followed by an exhibition of the winners, with different themes for each year, "Frame" by MATATO will bring "Mystic Maldives" in the first quarter of 2025.

With entries in all artistic forms, the judging will be through a competent panel followed by public voting.

The guidelines and criteria are being finalised.



# FEBRUARY 2025

**US FAM TRIP**

**WELCOME INDIA ROADSHOW  
2025 - TIER 2**

**MATATO TALKS EPISODE 5**

**MATATO STUDENT CHAPTER  
STEERING COMMITTEE  
ELECTION**

# MARCH 2025

**ITB BERLIN 2025**

**GADHA CHEFUN SEASON 2**

**MATATO TALKS EPISODE 6**

**MATATO IFTAR**

**RELEASE MALDIVES FINDER  
2026 MEDIA KIT**

**WOMEN'S DAY 2025 TV SHOW**

**RAMAZAN DAILY QUIZ**

# MATATO TALKS

## *Monthly TV Show*

MATATO is thrilled to partner with ICE Network to produce the new TV series "MATATO Talks". MATATO Talks is a talk show that launched its first episode on 15 October 2024 on Data and AI in the tourism Industry.

With new episodes planned to air every month based on different segments of the tourism industry, the show will be aired on ICE Network, hosted by the talk show host and bringing the public two experts from the respective segments, and discussing about related trending and pressing matters.

Sponsorship opportunities are open for the shows and can be coordinated with ICE Network on [hello@ice.mv](mailto:hello@ice.mv)



# APRIL 2025

**ATM DUBAI**

**MATATO TALKS EPISODE 7**

# MAY 2025

**MALDIVES TRAVEL AWARDS  
2025**

**MATATO TALKS EPISODE 8**

**MATATO STUDENT CHAPTER  
EVENT 1**

**MALDIVES TRAVEL  
CONFERENCE 2025 - WOMEN'S  
EDITION IN THODDOO**

# MALDIVES TRAVEL AWARDS

MATATO launched the Maldives Travel Awards in 2012, an annual event eagerly looked forward to by the tourist industry. Maldives Travel Awards is an esteemed event that showcase the best of what Maldives has to offer. It serves as a platform to honor exceptional achievements by resorts, hotels, guesthouses, travel agencies and tour operators, and people who have continued to contribute towards the growth and development of the Maldives tourism industry.

After a hiatus due to Covid-19, Maldives Travel Awards 2024 is planned to be held in the second quarter of 2025. This awards will have 2 segments; Maldives Travel Awards 2024 – Guesthouse Edition and Maldives Travel Awards 2024- Gala Edition.



# JUNE 2025

**MATATO MEMBERS' TEA**

**MATATO TALKS EPISODE 9**

**FREE TRAINING SESSION**

# JULY 2025

**WELCOME INDIA ROADSHOW  
2025 - TIER 1**

**MATATO TALKS EPISODE 10**

# WELCOME INDIA ROADSHOW

In association with Maldives Marketing and PR Corporation (MMPRC), and National Hotels and Guesthouse Association of Maldives (NHGAM), MATATO initiated the series of Welcome India Roadshow, with the first roadshow held in the tier 1 cities: New Delhi, Bangalore and Mumbai.

The series is expected to continue with other tiers in the pipeline.

Welcome India roadshow was a critical step, supported by the Governments of both countries and the tourism industry, to address the decline in Indian arrivals to the Maldives, and to strengthen the bond between both countries.

With major coverage in India media, this initiative is believed to have brought good changes in the Indian tourism market with celebrities also restarting to frequent their trips to the Maldives and promoting it.



# AUGUST 2025

**MATATO TALKS EPISODE 11**

**PATA TRAVEL MART 2025**

**WOMEN'S TRAVEL CONFERENCE  
2025 - WOMEN'S EDITION IN  
MALE'**

# MALDIVES TRAVEL CONFERENCE

*Annual Conference*



MALDIVES TRAVEL CONFERENCE  
Women's Edition (2024)

REPORT  
SEPTEMBER 2024

MATATO PATA

MALDIVES TRAVEL CONFERENCE  
Women's Edition (2024)

MATATO PATA



# SEPTEMBER 2025

**ITE VIETNAM FAIR**

**MATATO TALKS EPISODE 12**

# OCTOBER 2025

**FREE TRAINING**

**MATATO STUDENT CHAPTER  
EVENT 2**

# NOVEMBER 2025

**WTM LONDON 2025**

**LAUNCH MALDIVES FINDER  
2026**

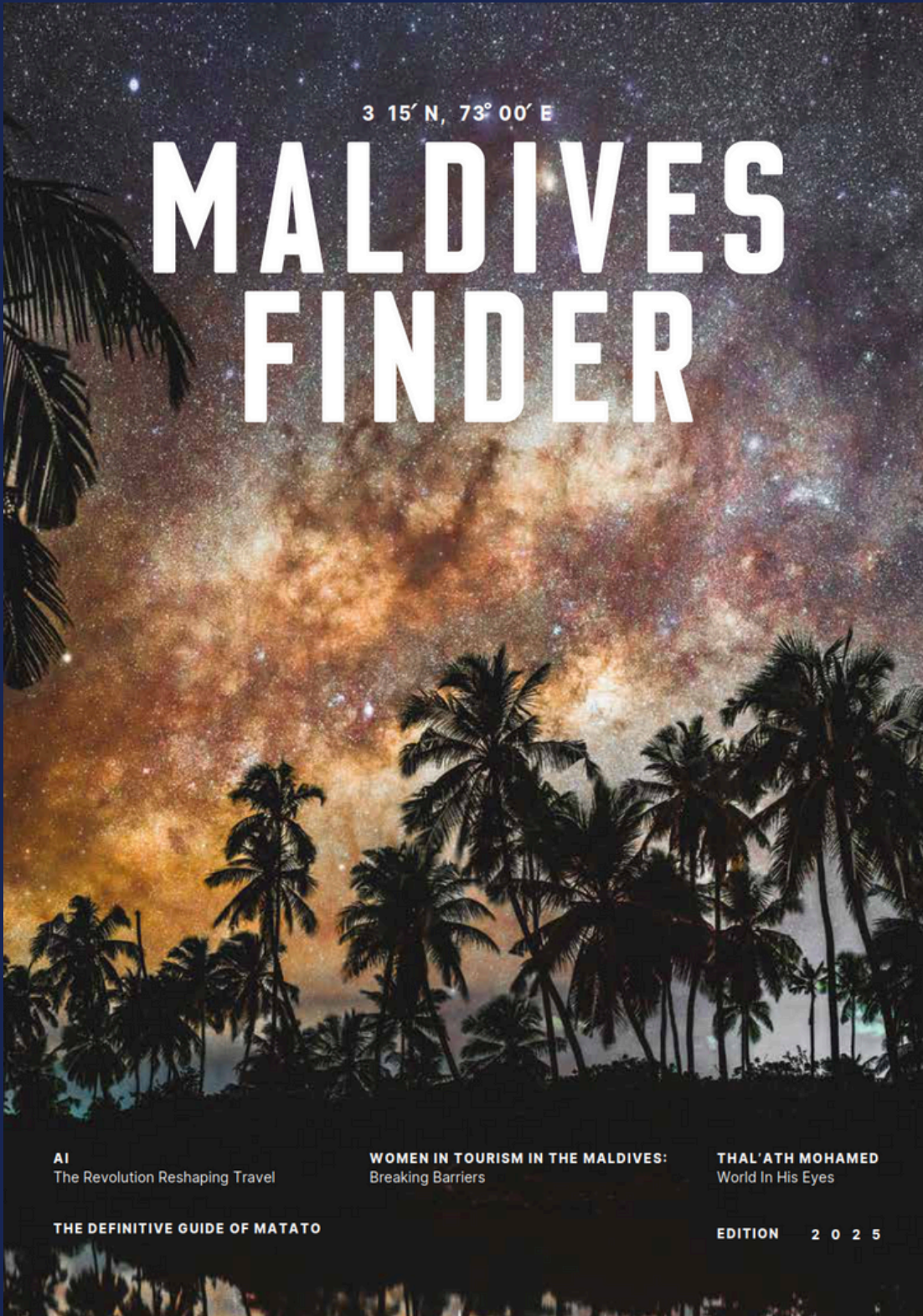
# MALDIVES FINDER

## Annual Publication

Our annual magazine, Maldives Finder, is MATATO's official publication with Maldives Finder 2025 launched in November 2024 at WTM London.

The magazine features various articles relevant to the tourism industry, featured locals and properties and a collection of advertised alluring properties in Maldives

Available in both physical copies and digitally, the magazine is one of the most prominent products.



# DECEMBER 2025

**MATATO ANNUAL GENERAL  
ASSEMBLY 2025**

**LAUNCH MATATO CALENDAR  
2026**

**MATATO MEDIA MEET**

**\*OTHER FAIRS WILL BE  
ANNOUNCED SHOULD MATATO  
PARTICIPATE IN THEM\***



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