Tourism In the Maldives
1. Introduction
2. Maldives as a Tourist Destination (Sustainable Development Policies)
3. Marketing and Promotion
4. Tourism Sector Performance
1. INTRODUCTION

The island nation

MALDIVES

- Inhabited Islands: 202
- Resorts: 129
- Hotels: 12
- Vessels: 132
- Guesthouses: 488
- Travel Agencies: 275
- Dive Centers: 207
1. Introduction:

First group of tourists visited the Maldives

- Year: 1972
- Country: Italy
- 22 tourists
1. Introduction:

- Tourism Started with about 280 beds as an unplanned activity
- First resorts:
  - Kurumba Village and Bandos Island Resort (1972)
  - First Tourism Master Plan (1980)
- First tourism fair
- Beds:
  - 2,400 in 1980
  - 42,021 in 2018
Fourth Tourism Master Plan and Manifesto

- 5 year strategic agenda & action plan
- Convergence of the interest of public & private sector
- Objectives
  - Guide the tourism sector → where its heading
  - Promote investments towards sustainable growth and high product quality
  - Diversification of the tourism product
  - Target high yield markets
  - Build infrastructure to cater to the increasing bed capacity
Maldives is well connected to the World
Air Services

- Maldives maintains a liberal aviation policy
- No restriction on the number of designated airlines,
- No restriction on frequency of service or aircraft type
- Air Charter operations are encouraged from points where there are no scheduled services and when such a service is deemed necessary to promote tourism and trade
- Maldives established air services arrangements with 46 countries
## Air Services

<table>
<thead>
<tr>
<th>Countries with Air Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asia</strong></td>
</tr>
<tr>
<td><strong>Middle East</strong></td>
</tr>
<tr>
<td>Bahrain, Egypt, Iran, Kuwait, Oman, Qatar*, Saudi Arabia*, Turkey*, UAE*, Yemen</td>
</tr>
<tr>
<td><strong>Europe</strong></td>
</tr>
<tr>
<td>Austria*, Belgium, Bulgaria, Czech Republic, France*, Germany*, Italy*, Netherlands*, Poland, Romania, Russian Federation*, Switzerland*, Ukraine, United Kingdom*, Yugoslavia</td>
</tr>
<tr>
<td><strong>Africa</strong></td>
</tr>
<tr>
<td>Mauritius, Seychelles, South Africa</td>
</tr>
<tr>
<td><strong>America</strong></td>
</tr>
<tr>
<td>USA</td>
</tr>
</tbody>
</table>
International Airports

Tourist Visa On Arrival

A thirty day free Visa is issued on arrival for all nationalities.
Major Airlines
Accommodation

RESORT ISLANDS
129 Resorts
29,318 Beds

LIVEABOARDS
132 Vessels
2,441 Beds

HOTELS
12 Hotels
1,740 Beds

GUESTHOUSES
488 Guesthouses
7,969 Beds
Passenger Liners to Maldives

- 69 Passenger Liners
- 9 Bareboat
2. Maldives as a tourist destination
(Sustainable Development Policies, Integrated Tourism Development projects)
Activities

- Diving and snorkeling
- Rejuvenation
- Surfing / Water sports
- Island Hopping / See the Culture
- Renewal of wedding vows
- Night Fishing / Big Game Fishing
- Visit to the Capital, Male’ City
- Cruising the Atolls
- Dolphin Watching
- Cuisine
Unique Selling Points

- One island, One resort
- Self contained
- Only tourists and the staff stay on the resort
- No vehicles, no sound to disturb
- Natural and exotic islands
Unique experiences

First Ice Rink In Maldives
International Hotel Chains
**Sustainable Development Policies**

- Environmental Impact Assessment (EIA)
- 30% of land area developed as resort
- 5m beach for every bungalow
- No building above tree height
- Should allow equal open spaces on island for water structure
Protected Areas
Maldives as a Biosphere Reserve

- Existing Protected Areas (42) and Sensitive Areas (247)
- Protected species in Maldives
- Biosphere Reserve established in Baa Atoll.
- Government Pledge to become a Nationwide Biosphere Reserve
Renewable Energy - 100% Solar Resort

- Clubmed Finolhu Villas
- First Solar Resort in the World
3. Marketing and Promotion
Local Hotel Chains

- Villa Hotels
- Coco Collection
- The Sun Siyam
- Crown & Champions Resorts
- Universal Resorts
Sub-slogans

- Spiritual Side of Life
- Maldivian Side of Life
- Thrilling Side of Life
- Colorful Side of Life
- Romantic Side of Life

Maldives
...the sunny side of life
Marketing Activities

- Fair & Exhibitions
- Media Familiarization trips
- Digital & Social Media Marketing
- PR
- Roadshows
- Joint Promotions
4. Tourism Sector Performance
### Yearly Tourist Arrivals

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>958,027</td>
</tr>
<tr>
<td>2013</td>
<td>1,125,202</td>
</tr>
<tr>
<td>2014</td>
<td>1,204,857</td>
</tr>
<tr>
<td>2015</td>
<td>1,234,248</td>
</tr>
<tr>
<td>2016</td>
<td>1,286,135</td>
</tr>
<tr>
<td>2017</td>
<td>1,389,542</td>
</tr>
<tr>
<td>2018</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>
## Top Market Ends of 2017

<table>
<thead>
<tr>
<th>Country</th>
<th>Visits</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>306,530</td>
<td>22.1%</td>
</tr>
<tr>
<td>Germany</td>
<td>112,109</td>
<td>8.1%</td>
</tr>
<tr>
<td>UK</td>
<td>103,977</td>
<td>7.5%</td>
</tr>
<tr>
<td>Italy</td>
<td>88,867</td>
<td>6.4%</td>
</tr>
<tr>
<td>India</td>
<td>83,019</td>
<td>6.0%</td>
</tr>
<tr>
<td>Russia</td>
<td>42,365</td>
<td>4.5%</td>
</tr>
<tr>
<td>France</td>
<td>41,133</td>
<td>3.0%</td>
</tr>
<tr>
<td>Japan</td>
<td>41,133</td>
<td>3.0%</td>
</tr>
<tr>
<td>USA</td>
<td>34,808</td>
<td>2.8%</td>
</tr>
<tr>
<td>Korea</td>
<td>34,808</td>
<td>2.5%</td>
</tr>
</tbody>
</table>
Major Market Share by Regions - 2017

- Asia & the Pacific: 44.4%
- Europe: 46.5%
- Americas: 4.5%
- Middle East: 3.5%
- Africa: 1.1%
Repeat Visitors

19% Repeat Visitors

15% visited more than 2 -5 times

2% visited more than 6 -10 times

2% visited more than 10 times
GDP Contribution by Major Economic Sectors of the Maldives, 2015

- Construction, Manufacturing, Electricity & Water: 18.3%
- Agriculture, mining & Fisheries: 6.9%
- Government Administration: 13.6%
- Real Estate: 2.7%
- Transport & Communication: 14.5%
- Tourism: 9.6%
- Others: 23.9%

Source: Ministry of Tourism
Data published in National Bureau of Statistics Website, October 2016
Thank you