



Tourism In the Maldives

○ Content

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



Very first time, the European trade fair by Maldives at ITB Berlin 1984

○ 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



○ Accessibility

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

Countries with Air Links

Asia	Bangladesh*, Bhutan, Brunei, China*, Hong Kong*, India*, Macao, Malaysia*, Myanmar, Nepal, Pakistan, Republic of Korea*, Singapore*, Sri Lanka*, Thailand*, Turkmenistan, Uzbekistan
Middle East	Bahrain, Egypt, Iran, Kuwait, Oman, Qatar*, Saudi Arabia*, Turkey*, UAE*, Yemen
Europe	Austria*, Belgium, Bulgaria, Czech Republic, France*, Germany*, Italy*, Netherlands*, Poland, Romania, Russian Federation*, Switzerland*, Ukraine, United Kingdom*, Yugoslavia
Africa	Mauritius, Seychelles, South Africa
America	USA

○ International Airports



○ 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

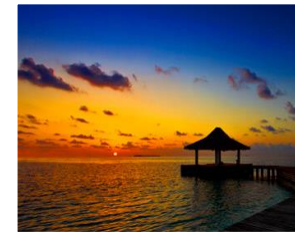


2. Maldives as a tourist destination

(Sustainable Development Policies, Integrated Tourism Development projects)

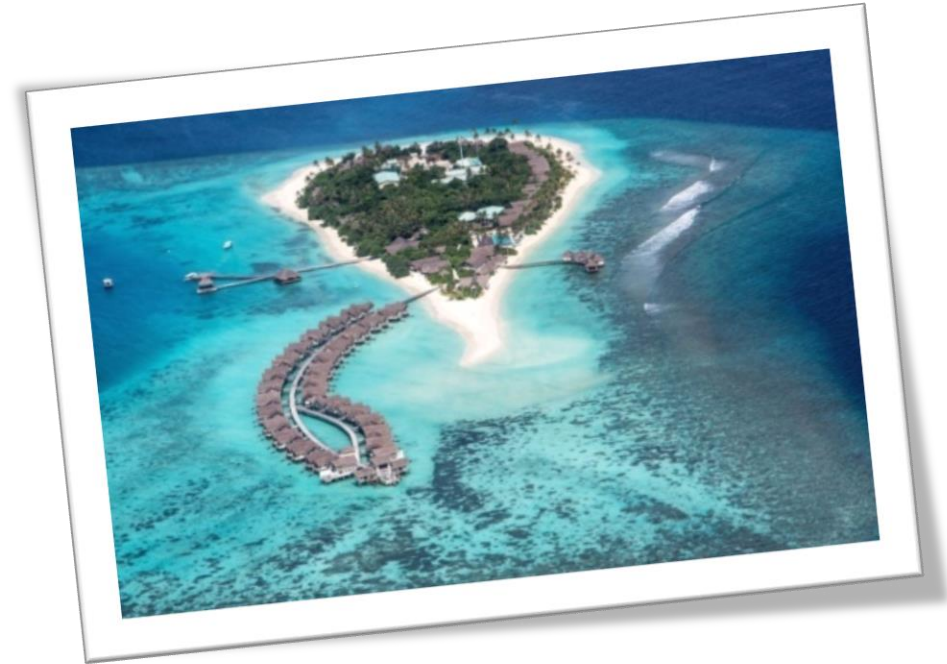
○ Activities

- 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



Underwater Restaurants



Underwater Spa

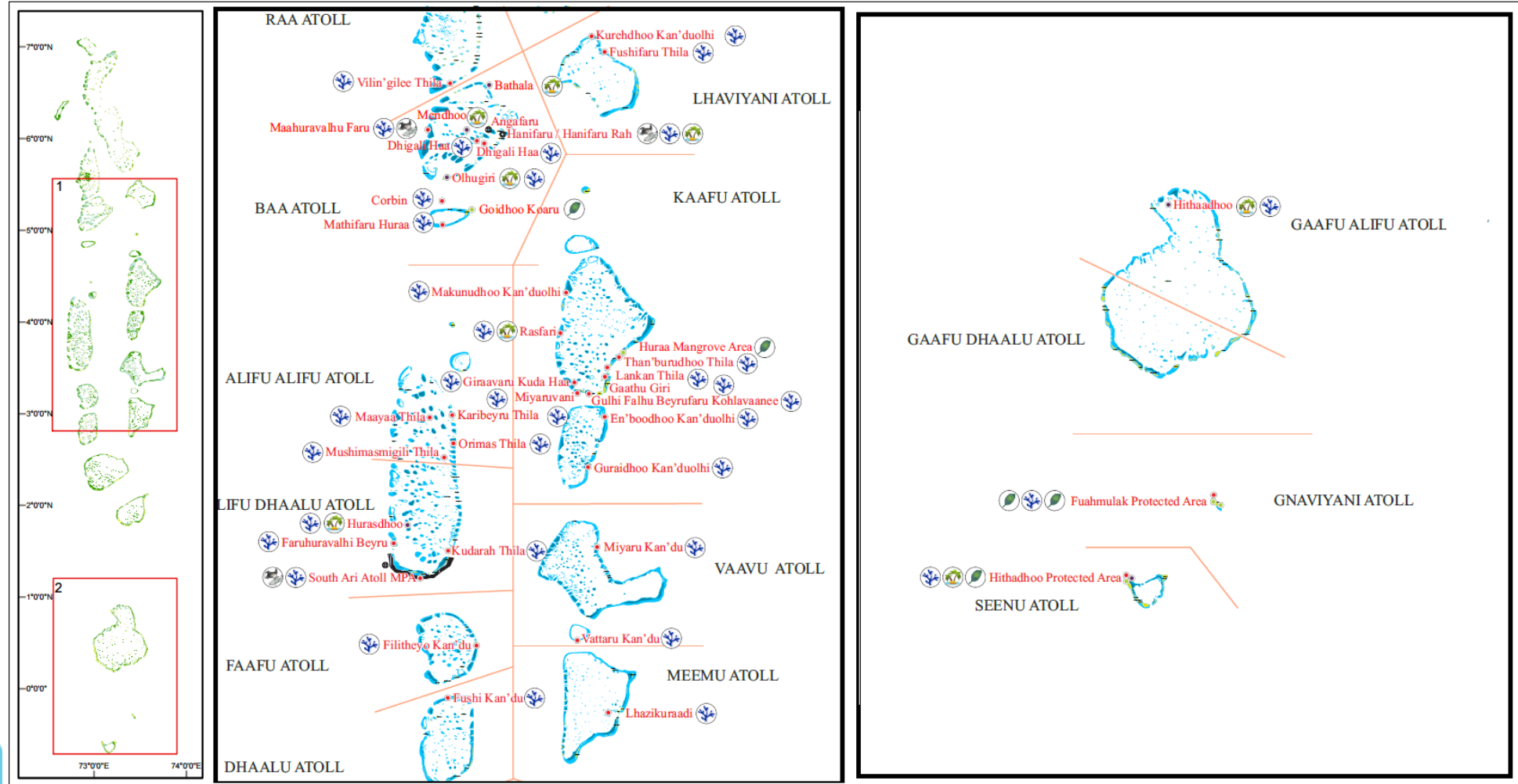
○ International Hotel Chains



○ Sustainable Development Policies

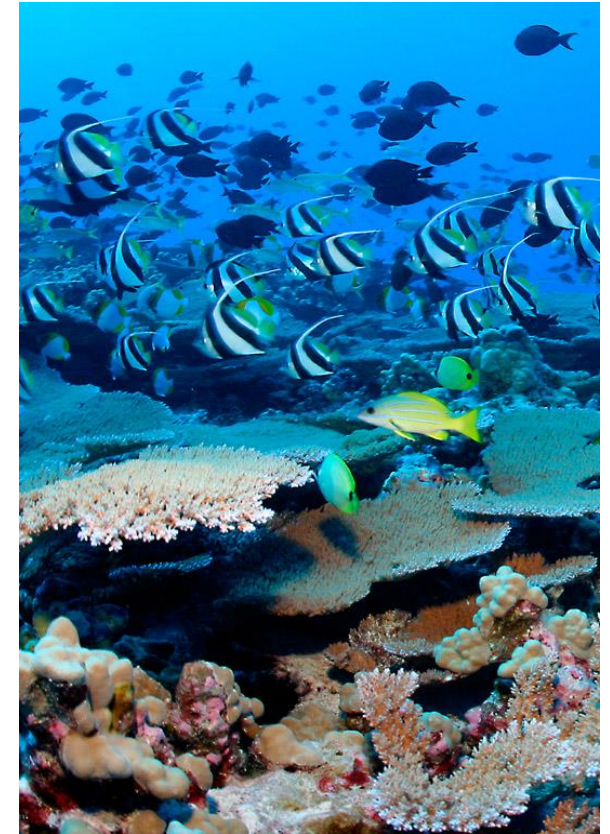
- Environmental Impact Assessment (EIA)
- 30% of land area developed as resort
- 5m beach for every bungalow
- No building above tree height
- Should allow equal open spaces on island for water structure

○ 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



○ Sub-slogans



Spiritual Side of Life



Romantic Side of Life



Maldivian Side of Life



Thrilling Side of Life



Colorful Side of Life

○ Marketing Activities

○ Fair & Exhibitions

○ Media Familiarization trips

○ Digital & Social Media Marketing

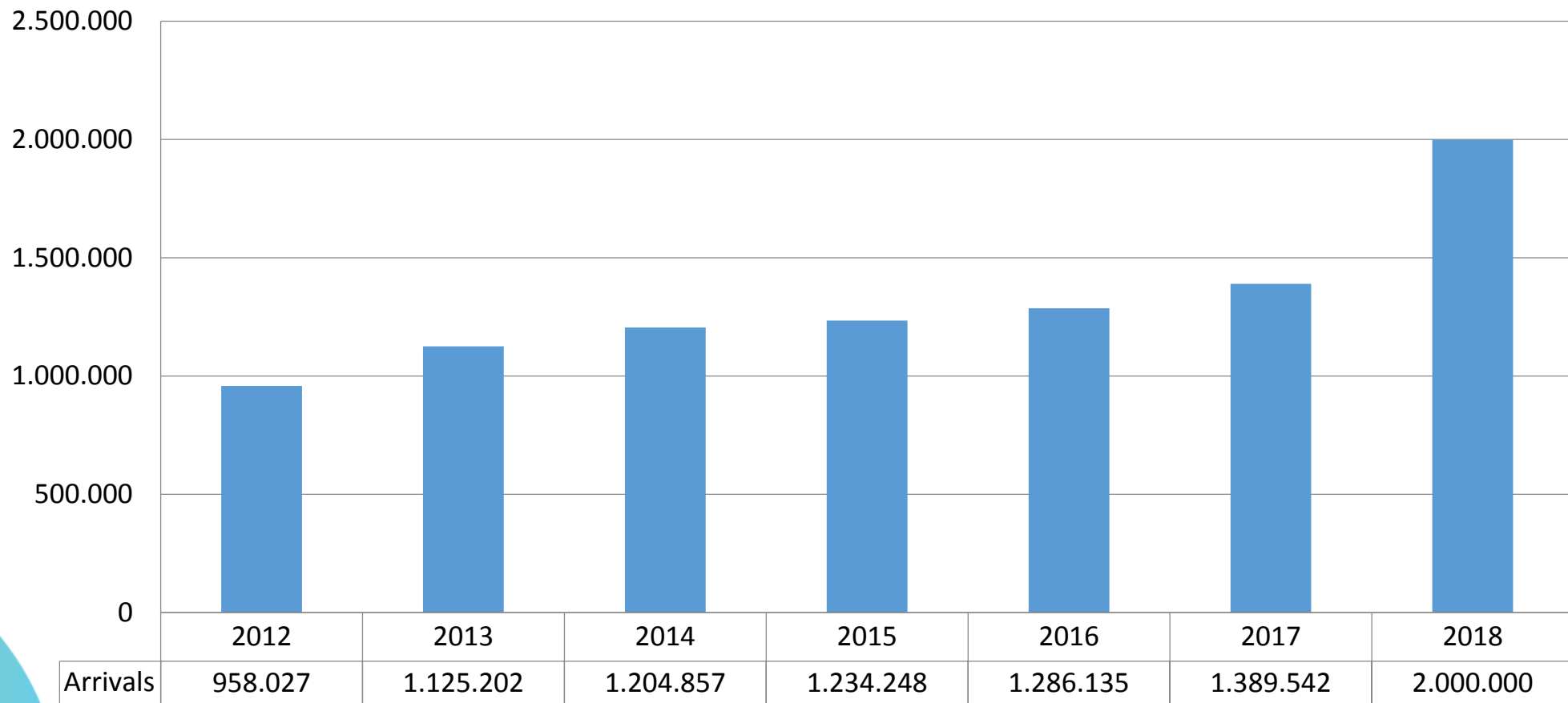
○ PR

○ Roadshows

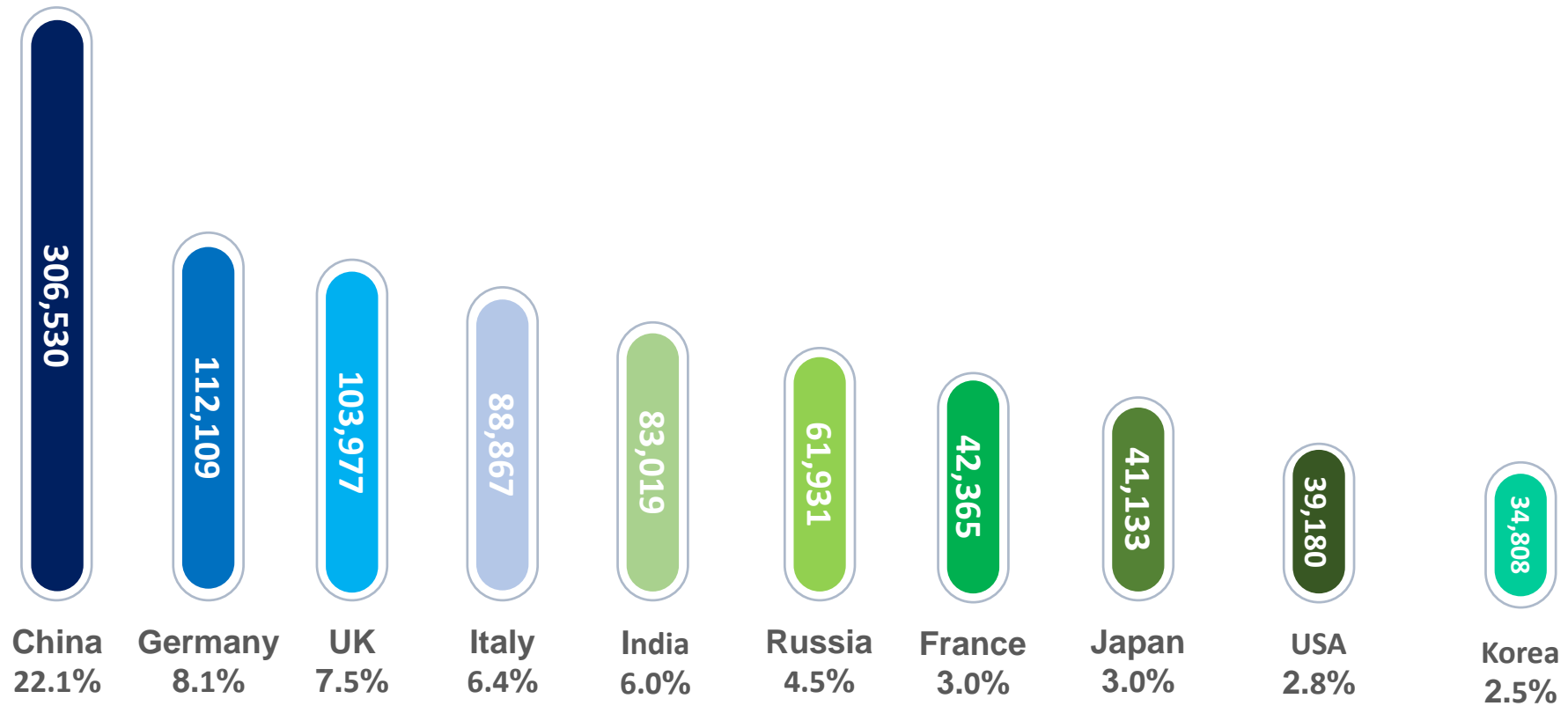
○ Joint Promotions

4. Tourism Sector Performance

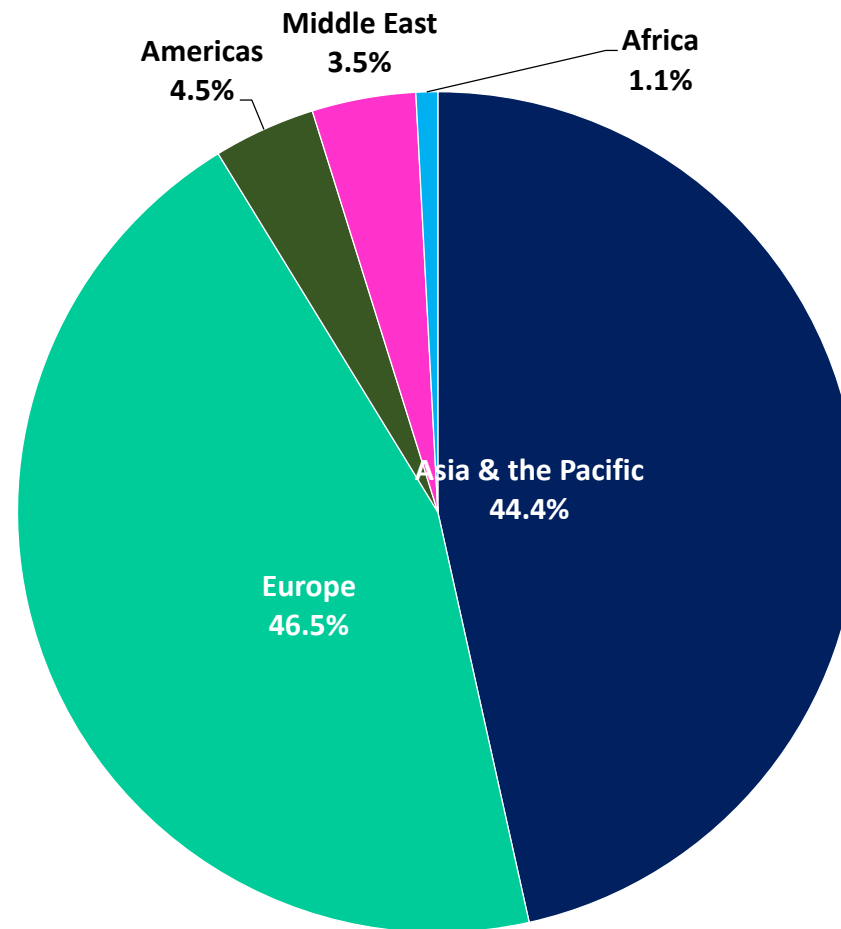
○ Yearly Tourist Arrivals



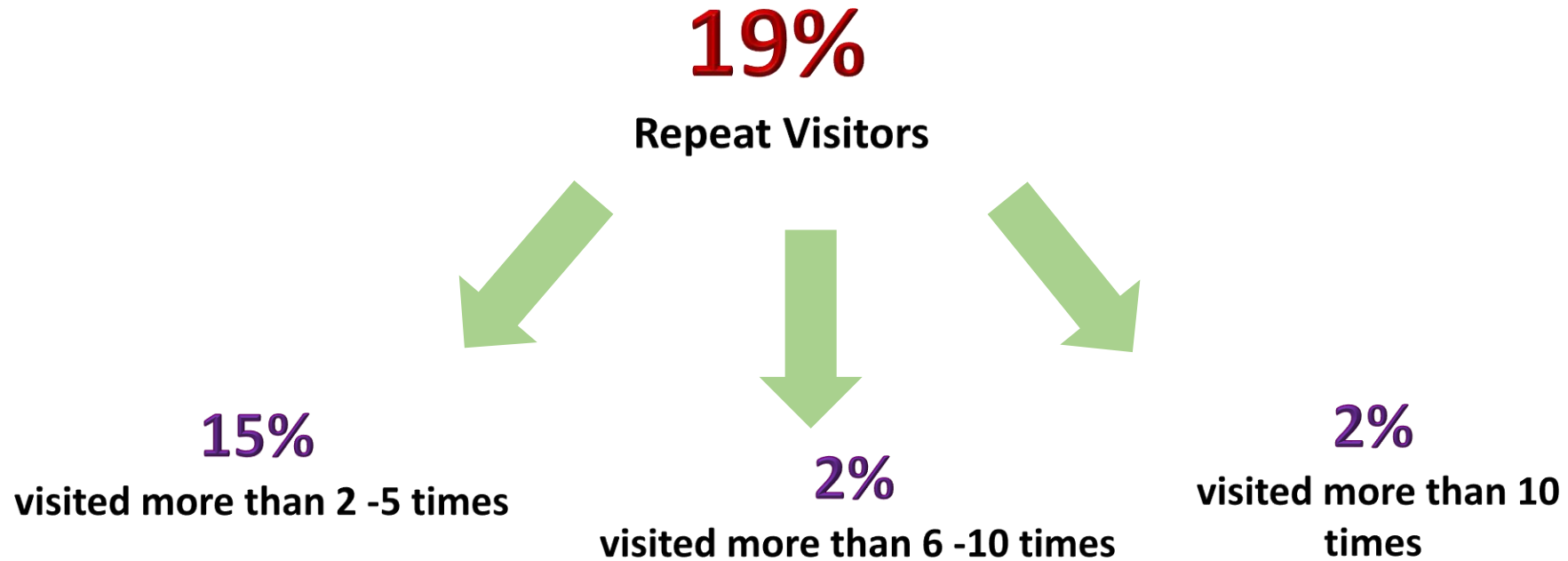
○ Top Market Ends of 2017



○ Major Market Share by Regions - 2017



○ Repeat Visitors



○ GDP Contribution by Major Economic Sectors of the Maldives, 2015



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

Thank you

