We are very positive that this year will also be very favorable for tourism and related investments in the Maldives.

- Dr. Abdulla Mausoom
  Minister of Tourism
EDITORIAL

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IN THIS ISSUE

05
Maldives Tourism on a Fast Recovery Trend

08
Crunching Numbers

13
In Conversation with: Hassan Sabree

17
Women in Tourism: Alma Afzal

20
Artist Profile: Ahmed Tholal

22
Month in Review

28
News from the Industry

38
Local Cuisine
DID YOU KNOW?

Extracting Coral Stones from the Reef is Prohibited in the Maldives!

"It is prohibited to extract coral stones from any part of the lagoon or the reef of an island leased for the development of tourism in the Maldives, for any purpose"

Point 2.13 of Regulation on the Protection and Conservation of Environment in the Tourism Industry
Maldives Tourism on a Fast Recovery Trend

As countries open up and begin to emerge from lockdown, the world is adjusting to new normal travel patterns. People are eager to travel after months of confinement. However, travelling remains to be a huge challenge for the travelers and the providers alike. While holiday makers look out for flexible, yet safer destinations, many countries opt for strict measures and stringent protocols for accepting visitors.

The Maldives, cautiously reopened its borders for tourists in July 2020. At a time when travelers were dreaming of a safer beach getaway, Maldives served as the best option, with its unique “one-island-one-resort” concept. Geographically segregated islands of the Maldives served favorable to social distancing and isolation protocols. To add up to this, Maldives was stamped as a “Safe Travels” destination by the World Travel and Tourism Council (WTTC). Visitors flocked in, slowly but with confidence. The year 2020 ended with 555,494 visitors and the Maldives achieving “World’s Leading Destination” award at the World Travel Awards 2020 for first time in its history. Though arrival numbers were almost a million tourists short of the previous year, Maldives was already on the recovery trend and making headlines globally.

With the welcoming news of vaccine rollout, 2021 kicked off with new hopes and a prospect of 1.5 million tourists by end of the year. Arrivals were over 92,000 in January and 96,000 in February. By March, the numbers were near pre-covid levels with over a staggering 109,000 tourists. Growing demand from Central-Eastern Europe and South Asian markets with increased flight movements from these regions played a pivotal role in the recovery. By this time, most resorts and guesthouses have resumed operations.

While navigating through the pandemic, Maldives hit a curveball in late April 2021, when a fresh surge of Covid cases recorded in the South Asian region, resulting in new travel restrictions. Maldives once again closed down its borders, this time to travelers originating from the South Asian region and additional precautionary measures were put in place. Arrival numbers stood at just above 91,000 during the month of April and dropped significantly in May and by June was at its lowest for the year with 56,166 tourists.

The pandemic even though as unprecedented and unpredictable as it is, Maldives tourism bounced back in July demonstrating its resilient nature. By mid-July, total arrivals reached and surpassed the annual total of 2020 and the month ended with over 100,000 arrivals as travel restrictions pertaining to South Asia were lifted and measures were eased. With these new developments, the Ministry of Tourism revised its forecasts for the year to 1.3 million.

As Maldives commenced its national vaccination program in February 2021, a special emphasis was given to the tourism sector. The Ministry of Tourism together with the Maldives Marketing and Public Relations Corporation launched the “I’m Vaccinated” campaign for the industry, aimed to make Maldives tourism sector the first fully vaccinated tourism sector in the world. This target looks achievable as end July data shows over 80% of tourism sector employees has been fully vaccinated while 97% of the employees had completed their first dose.

With green shoots such as the Maldives being included in green lists by destinations, reopening of various source markets, and vaccination drives globally, the Maldives is working towards yet another first in the world with its “Visit, Vaccinate, Vacation” initiative. The campaign is expected to kick-off during the fourth quarter of 2021, while the Maldives tourism industry steers towards recovery in these uncertain times.
Our mission is to revive tourism, and we’re determined to do it through innovation, investment and education.

- Mr. Zurab Pololikashvili, Secretary General, UNWTO
## CRUNCHING NUMBERS

### TOURIST ARRIVALS

<table>
<thead>
<tr>
<th>Arrivals</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>Growth (%)</th>
<th>Daily Average 2021</th>
<th>Duration of Stay 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>151,552</td>
<td>173,347</td>
<td>92,103</td>
<td>-39.2</td>
<td>2,971</td>
<td>9.2</td>
</tr>
<tr>
<td>February</td>
<td>168,583</td>
<td>149,785</td>
<td>96,882</td>
<td>-42.5</td>
<td>3,460</td>
<td>8.8</td>
</tr>
<tr>
<td>March</td>
<td>162,843</td>
<td>59,630</td>
<td>109,585</td>
<td>-32.7</td>
<td>3,355</td>
<td>8.7</td>
</tr>
<tr>
<td>April</td>
<td>163,114</td>
<td>13</td>
<td>91,200</td>
<td>-44.1</td>
<td>3,040</td>
<td>9.3</td>
</tr>
<tr>
<td>May</td>
<td>103,022</td>
<td>41</td>
<td>64,613</td>
<td>-37.3</td>
<td>2,084</td>
<td>9.1</td>
</tr>
<tr>
<td>June</td>
<td>113,475</td>
<td>1</td>
<td>56,166</td>
<td>-50.5</td>
<td>1,872</td>
<td>9.0</td>
</tr>
<tr>
<td>July</td>
<td>132,144</td>
<td>1,752</td>
<td>101,818</td>
<td>-22.9</td>
<td>3,284</td>
<td>9.1</td>
</tr>
<tr>
<td>Total</td>
<td>994,733</td>
<td>384,569</td>
<td>612,367</td>
<td>-38.4</td>
<td>2,889</td>
<td>9.0</td>
</tr>
</tbody>
</table>

### REGIONAL TRENDS

(Arrivals and Growth Rate Year-on-Year)

#### AMERICAS
- **2019**: 84,794 (+23.3%)
- **2020**: 32,060 (-62.2%)
- **2021**: 38,980 (+105.4%)

#### EUROPE
- **2019**: 833,939 (+14.7%)
- **2020**: 348,349 (-58.2%)
- **2021**: 389,986 (+62.4%)

#### AFRICA
- **2019**: 18,695 (+21.8%)
- **2020**: 6,458 (-65.5%)
- **2021**: 13,234 (+293.1%)

#### MIDDLE EAST
- **2019**: 60,003 (+15.1%)
- **2020**: 26,288 (-56.2%)
- **2021**: 47,529 (+247.3%)

#### ASIA & THE PACIFIC
- **2019**: 705,140 (+13.5%)
- **2020**: 142,243 (-79.8%)
- **2021**: 122,455 (+13%)

Maldives Tourism Bulletin
### TOP 10 MARKETS by Nationality
(as at end July 2021)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Share</th>
<th>Arrivals</th>
<th>Change over 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Russia</td>
<td>23.3%</td>
<td>142,804</td>
<td>+392.4%</td>
</tr>
<tr>
<td>2.</td>
<td>India</td>
<td>16.9%</td>
<td>103,195</td>
<td>+195.7%</td>
</tr>
<tr>
<td>3.</td>
<td>Germany</td>
<td>5.5%</td>
<td>33,917</td>
<td>+19.5%</td>
</tr>
<tr>
<td>4.</td>
<td>Ukraine</td>
<td>4.2%</td>
<td>24,760</td>
<td>+461.8%</td>
</tr>
<tr>
<td>5.</td>
<td>U.S.A</td>
<td>4.1%</td>
<td>25,377</td>
<td>+118.7%</td>
</tr>
<tr>
<td>6.</td>
<td>Saudi Arabia</td>
<td>3.0%</td>
<td>18,111</td>
<td>+146.0%</td>
</tr>
<tr>
<td>7.</td>
<td>Kazakhstan</td>
<td>2.8%</td>
<td>17,124</td>
<td>+515.7%</td>
</tr>
<tr>
<td>8.</td>
<td>U.K</td>
<td>2.6%</td>
<td>15,900</td>
<td>-51.9%</td>
</tr>
<tr>
<td>9.</td>
<td>Spain</td>
<td>2.2%</td>
<td>13,603</td>
<td>+243.1%</td>
</tr>
<tr>
<td>10.</td>
<td>Poland</td>
<td>2.0%</td>
<td>12,200</td>
<td>+119.5%</td>
</tr>
</tbody>
</table>

### TOP 10 ARRIVALS by Country of Residence
(as at end July 2021)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Arrivals</th>
<th>Country</th>
<th>% of Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>135,109</td>
<td>Russia</td>
<td>98.7% Russians</td>
</tr>
<tr>
<td>2.</td>
<td>90,297</td>
<td>India</td>
<td>97.4% Indians</td>
</tr>
<tr>
<td>3.</td>
<td>39,430</td>
<td>U.A.E.</td>
<td>20.7% Emiratis</td>
</tr>
<tr>
<td>4.</td>
<td>31,603</td>
<td>Germany</td>
<td>89.0% Germans</td>
</tr>
<tr>
<td>5.</td>
<td>23,418</td>
<td>Ukraine</td>
<td>97.4% Ukrainians</td>
</tr>
<tr>
<td>6.</td>
<td>22,681</td>
<td>U.S.A</td>
<td>88.5% Americans</td>
</tr>
<tr>
<td>7.</td>
<td>21,733</td>
<td>Saudi Arabia</td>
<td>76.8% Saudis</td>
</tr>
<tr>
<td>8.</td>
<td>16,426</td>
<td>Kazakhstan</td>
<td>95.3% Kazakhs</td>
</tr>
<tr>
<td>9.</td>
<td>13,934</td>
<td>Switzerland</td>
<td>71.7% Swiss</td>
</tr>
<tr>
<td>10.</td>
<td>13,537</td>
<td>Spain</td>
<td>88.7% Spaniards</td>
</tr>
</tbody>
</table>
AIRLINES OPERATING TO THE MALDIVES

**SCHEDULED** 29  **CHARTERED** 10

**EUROPE**
- AEROFLOT
- AIR FRANCE
- AUSTRIAN AIRLINES
- AZUR AIR RUSSIA
- BRITISH AIRWAYS
- BLUE PANORAMA
- CONDOR
- EDELWEISS
- LUFTHANSA
- TURKISH AIRLINES

**MIDDLE EAST**
- EMIRATES
- ETIHAD AIRWAYS
- FLY DUBAI
- GULF AIR
- QATAR AIRWAYS
- SAUDI ARABIAN AIRLINES

**INDIA**
- AIR INDIA
- GOAIR
- INDIGO

**OTHERS**
- SINGAPORE AIRLINES
- SRI LANKAN AIRLINES
- SILK AIR
- AIR SEYCHELLES
- BLUE PANORAMA
- LOT POLISH AIRLINES
- IBERIA
- AIR VISTARA
- LUFTHANSA
- EDELWEISS
- BRITISH AIRWAYS
- AUSTRIAN AIRLINES
- BLUE PANORAMA
- CONDOR
- EDELWEISS
- LUFTHANSA
- TURKISH AIRLINES
- SINGAPORE AIRLINES
- SRI LANKAN AIRLINES
- SILK AIR
- AIR SEYCHELLES
- BLUE PANORAMA
- LOT POLISH AIRLINES
- IBERIA
- AIR VISTARA
TOURIST FACILITIES
(In Operation as at end July 2021)

Accommodation Facilities
(at end July 2021)

<table>
<thead>
<tr>
<th></th>
<th>No.s</th>
<th>Beds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resorts / Marinas</td>
<td>154</td>
<td>36,446</td>
</tr>
<tr>
<td>Hotels</td>
<td>10</td>
<td>1,360</td>
</tr>
<tr>
<td>Guesthouses</td>
<td>439</td>
<td>7,894</td>
</tr>
<tr>
<td>Safari Vessels</td>
<td>140</td>
<td>2,748</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>743</strong></td>
<td><strong>48,448</strong></td>
</tr>
</tbody>
</table>

H.A. ATOLL
2 Resorts 394 Beds
0 Hotels 0 Beds
9 Guesthouses 104 Beds

H.D.H. ATOLL
1 Resort 118 Beds
1 Hotels 104 Beds
3 Guesthouses 50 Beds

SH. ATOLL
2 Resorts 457 Beds
0 Hotels 0 Beds
1 Guesthouses 8 Beds

R. ATOLL
12 Resorts 3,088 Beds
0 Hotels 0 Beds
0 Guesthouses 0 Beds

B. ATOLL
16 Resorts 2,953 Beds
1 Hotels 150 Beds
25 Guesthouses 478 Beds

A.A. ATOLL
10 Resorts 2,074 Beds
0 Hotels 0 Beds
94 Guesthouses 1,232 Beds

A.D.H. ATOLL
16 Resorts 4,200 Beds
1 Hotels 56 Beds
50 Guesthouses 738 Beds

M. ATOLL
2 Resorts 400 Beds
0 Hotels 0 Beds
1 Guesthouse 12 Beds

F. ATOLL
1 Resort 250 Beds
0 Hotels 0 Beds
1 Guesthouse 14 Beds

TH. ATOLL
1 Resort 152 Beds
0 Hotels 0 Beds
1 Guesthouse 12 Beds

G.D.H. ATOLL
3 Resorts 550 Beds
0 Hotels 0 Beds
3 Guesthouses 48 Beds

S. ATOLL
1 Resorts 100 Beds
1 Hotels 156 Beds
8 Guesthouses 164 Beds

N. ATOLL
7 Resorts 1,398 Beds
0 Hotels 0 Beds
3 Guesthouses 44 Beds

LH. ATOLL
9 Resorts 2,250 Beds
0 Hotels 0 Beds
2 Guesthouses 28 Beds

K. ATOLL
52 Resorts 12,582 Beds
5 Hotels 738 Beds
184 Guesthouses 4,262 Beds

V. ATOLL
3 Resorts 614 Beds
0 Hotels 0 Beds
36 Guesthouses 429 Beds

DH. ATOLL
8 Resorts 2,763 Beds
0 Hotels 0 Beds
0 Guesthouses 0 Beds

L. ATOLL
2 Resorts 242 Beds
0 Hotels 0 Beds
2 Guesthouses 78 Beds

G.A. ATOLL
6 Resorts 1,036 Beds
1 Hotels 136 Beds
1 Guesthouse 12 Beds

GN. ATOLL
0 Resorts 0 Beds
0 Hotels 0 Beds
16 Guesthouses 196 Beds
Urban tourism drives growth and contributes greatly to innovation and heritage promotion.

- Mr. Zurab Pololikashvili, Secretary General, UNWTO, 1st June 2021
IN CONVERSATION WITH

HAZZAN SABREE
RESORT MANAGER
GRAND PARK KODHIPPARU MALDIVES

“You can always be a better version of yourself tomorrow and find your success.”
Hassan Sabree is a senior Maldivian hotelier with over 17 years of experience in the hospitality industry. He has worked for resorts such as Banyan Tree Vabbinfaru, One & Only Reethi Rah, and Como Maalifushi and Fairmont Maldives, he graduated with a Tourism & Hospitality Management Diploma from Berjaya University College of Hospitality in Malaysia. Sabree is currently pursuing his Master of Business Administration from London School of Commerce - Sri Lanka. Sabree is currently the Resort Manager of Grand Park Kodhipparu Maldives.

What drew you to the hospitality industry? Tell us about your hospitality journey.

My two eldest brothers, who had spent half of their lives in the Hospitality industry, are my source of inspiration to become a hotelier today. As someone with an outgoing personality, I love to be surrounded by people and that naturally drew me to the hospitality industry. Soon after graduating from high school, I decided to undertake a Diploma in Tourism & Hospitality Management in Malaysia. My first job in the hospitality industry was in the F&B service of a resort in Maldives and I was later promoted to Front Office after completing my studies in 2004. As a fresh graduate, I received excellent guidance, support and opportunity from the management—such a memorable experience. I’m thankful for those who helped me set the foundation in the early years of my hospitality career.

I spent six years at One & Only Reethi Rah. I had opportunities to get exposed to excellent customer service and master customer service required skills in Front office operation.

In 2014, I took on another Leadership position in Minor International, Per AQUUM Niyama and worked in Anantara Banana Island in Qatar.

In 2016, I returned to the Maldives and joined COMO Malifushi as Head Butler.

Fairmont Maldives Sirru Fen Fushi was my first pre-opening experience, and I have spent almost four years with the property since 2017. I found myself developed within the company with several promotions throughout my tenure—all with the support and trust from the management and the Team.

With over 17 years of experience in the hotel industry and has worked in other hotel chains in the Maldives, what drew you to Grand Park Kodhipparu, Maldives?

Park Hotel Group is relatively new to the Maldives, and Grand Park Kodhipparu, Maldives, is their first property in the Maldives. Throughout its four years of operation, the resort has won many awards. As someone who has been following the resort’s journey since day 1, I’m impressed by its achievement. Seeing an operating property grow in this highly competitive industry of more than 150 resorts is impressive. When I was given the opportunity to be part of the growth, I did not give a second thought but challenge myself, "why not?"

As the Resort Manager at Grand Park Kodhipparu, tell us more about your role and what will be your main focus?

As the Resort Manager of Grand Park Kodhipparu, Maldives, my main focus is customer service, development of team members, and daily resort operation. I also invest a lot of time with Key Members of our Leadership Team to mentor and guide our team members to enhance customer experience and improve the product and service we offer.

What are your biggest concerns and challenges as a result of the Covid-19 crisis?

My biggest concern is the well-being of our guests and team members. Our guests travel to this destination, trusting that we will look after them and keeping them safe. This fact puts us in a position where we must be on top of all hygiene rules and practices set out by all authorities’ and safety protocols implemented by the Hotel Management. I must say it is not an easy task. Thankfully, our team takes the matter with the highest priority by ensuring our guests and fellow team members' safety as we live in a small community like a family. To ensure this, 85% of our Team has been fully vaccinated, including all team members working in the front line.

How are you adapting to the new standard travel patterns?

The recent regulations from Government Authorities allow us to travel and spend some quality time with our loved ones. Although, it was heart-breaking in the beginning as we could not see them for their safety. Hoteliers are exposed to the risk every day, so we must be cautious and diligent when travelling.

What has been the most challenging part of your hospitality career?

One of the most challenging at the early stage of my career is working long hours as a hotelier, ensuring our guests are looked after well. It is not a regular 8-hour workday. Creating a balance between work and personal life has always been a challenge. Over the years, I have learned to manage that, knowing the essentials to obtain balance in life.

What are your thoughts and views on the Maldives tourism industry?

The tourism industry in the Maldives has a bright future as we are blessed with stunning island hotels which are easily accessible from anywhere in the world. Each island resort is surrounded by breath-taking house reefs, which is perfect for snorkelling and diving. A holiday in the Maldives is something you must have on your bucket list.

We will be celebrating the Golden Jubilee year of Maldives Tourism in 2022. What are your expectations for the golden year?

I’m grateful to be born in a time when tourism had flourished in the Maldives. Being a part of the industry growth for 17
years, I’m optimistic to see the changes that have been and are happening in the industry. Tough time is still ahead of us, but the quick adaptability of the sector to unprecedented situations has given us hoteliers more hopes for a better year to come. The year 2022 is expected to be as glorious as it calls – as it will mark a milestone of a young industry on its 50-year journey of developing, overcoming challenges and flourishing. With vaccination rolled out in many parts of the world, travel restrictions are expected to be eased up towards the beginning of 2022. Stabilization is what we should be looking forward to.

**In your opinion, what should the Maldives focus on as a destination to maintain its image and reputation in the global travel industry?**

The Maldives should work more on sustainability. Not only in the tourism sector but nationwide. We must all work hand in hand to develop the skill set of our new generation in the hospitality industry, who will carry this treasure to the next level. We have to be consistent in what we do and constantly adjust and adapt to our customers desire. We have to set an example of Best Practices not only by saying but by living them. At Grand Park Kodhipparu, we consistently aim for sustainability through various effort. Recently the resort installed a solar panel which can produces clean energy.

**What are your primary concerns that need to be immediately addressed in this industry?**

I am troubled and concerned about the large scale of land reclamation projects in the Maldives, as this will eventually strangle the archipelago’s beautiful coral reefs. We are destroying the homes of many sea animals and natural beauty. However, I understand the need to grow tourism. Therefore, we need to develop a way where we can do it sustainably.

**What’s the most significant factor that has helped you to be successful?**

"Challenge and adversity are meant to help you know who you are. Storms hit your weakness, but unlock your true strength". Referring to my life motto, I always see the challenges I face along the way as opportunities to learn and grow. Challenges do not necessarily come from daily life but can also come from within myself. I believe that the biggest obstacle in your life is nothing else but yourself, and you will discover so much potential within by setting goals and achieving them. You can always be a better version of yourself tomorrow and find your success.

**Who are the people behind your success? Who encourages and supports you the most? Who do you look up to for inspiration or mentorship?**

The list is long. But it starts with the unconditional support which I get from my family.

I could say when it comes to professional life, I’m blessed to have worked closely with all my Leadership Team from the Resorts. Not to mention all the team members I have worked with who have always supported me, and allowed me to learn so much from them.