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*A brief analysis on tourism indicators  
end September 2010*

t o u r i s m  
U P D A T E



**STATISTICS SECTION**  
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## Major Indicators for End September 2010

A total of 97 resorts with 21,184 beds and 16 hotels with 1,398 beds were registered in the Maldives by the end of September 2010. Out of which on an average 89 resorts with 20,190 beds and 14 hotels with 1,291 beds were in operation during this period. While tourist arrivals to the Maldives recorded a growth of 22.1% for the period, tourist bed nights of resorts and hotels also increased by 15.6% compared with the same period in 2009. Occupancy rate of resorts and hotels averaged 68.9% for the period of January to September 2010 and the average duration of stay during the period was 7.6 days. (Refer to Table 1)

**Table 1: Quarterly Indicators for 2010**

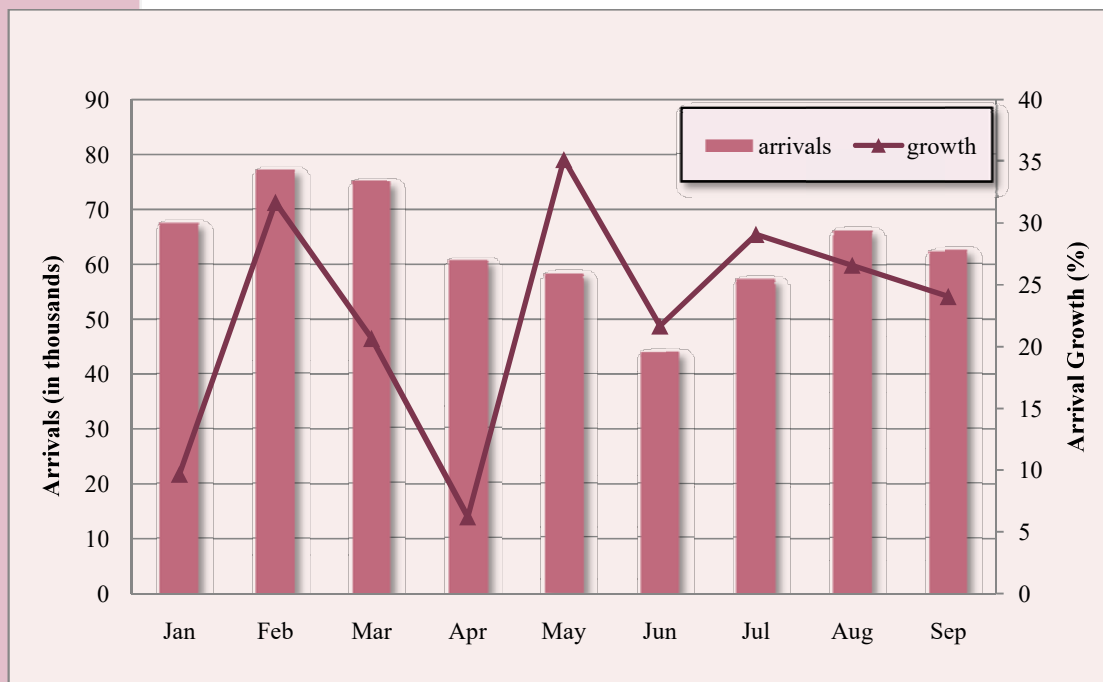
Indicators for 2010	Jan - Mar	Apr - Jun	Jul - Sep	Jan - Sep
<b>Arrivals</b>	219,516	163,116	186,071	<b>568,703</b>
% Change over 2009	20.5	19.5	26.5	<b>22.1</b>
<b>Bed Nights (R &amp; H)</b>	1,661,754	1,242,451	1,344,317	<b>4,248,522</b>
% Change over 2009	11.6	6.4	15.6	<b>13.1</b>
<b>Occupancy Rate (R &amp; H)</b>	86.2	57.0	62.4	<b>72.4</b>
% Change over 2009	1.9	-5.9	1.0	<b>3.4</b>
<b>Operational Bed Capacity (R &amp; H)</b>	21,472	21,650	21,455	<b>21,526</b>
% Change over 2009	10.0	7.8	4.9	<b>7.5</b>
<b>Average Duration of Stay (Days)</b>	7.6	7.6	7.4	<b>7.5</b>
% Change over 2009	-7.3	-6.2	-6.3	<b>-0.6</b>

Source: Ministry of Tourism, Arts & Culture

## Tourist Arrivals

A total of 568,703 tourists visited the Maldives recording a growth of 22.1% by the end of September 2010 compared with the same period in 2009. The recovery that started in the last quarter of 2009 continued till the 1<sup>st</sup> quarter of 2010 and has remained favorable. As shown in Figure 1, the lowest growth in arrivals for the period January to September was recorded in April with 6.2% as a result of the closure of the European airspace due to the volcano eruption in Iceland. The month of April was followed by the highest growth in arrivals for this period with a growth of 35% on May. (Refer Figure 1)

**Figure 1: Arrival Growth Percentage: January to September 2010**

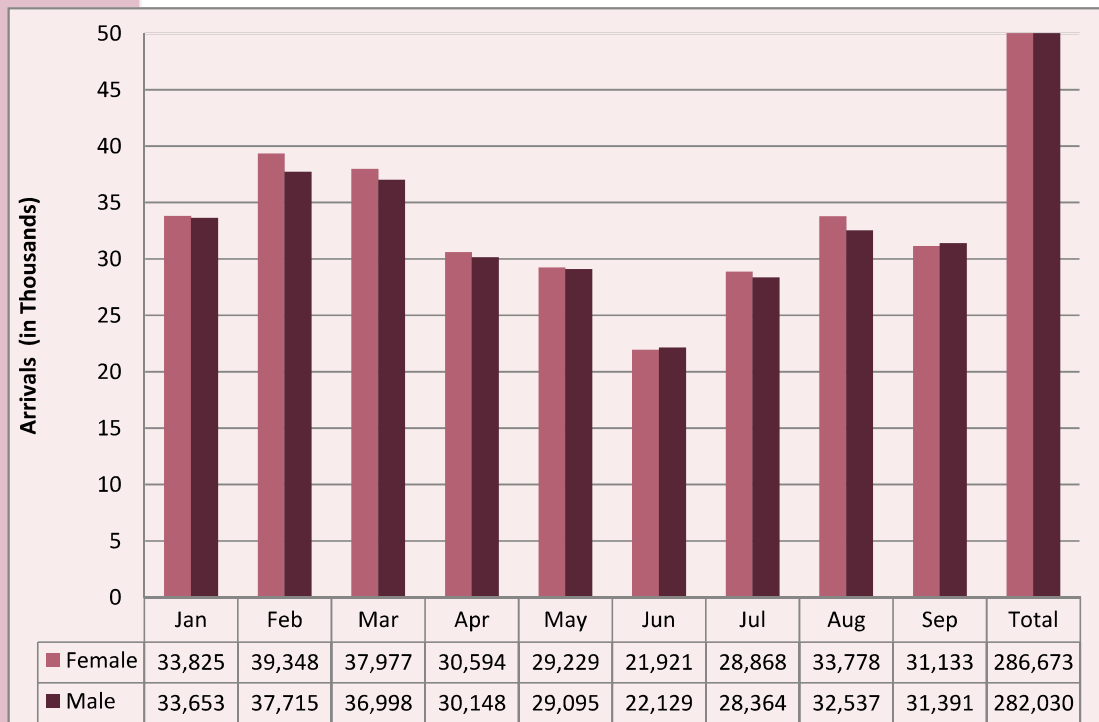


Source: Ministry of Tourism, Arts and Culture

## Arrivals by Gender

286,673 female tourists (50.4%) and 282,030 male tourists (49.6%) visited the country by the end of September 2010. Although female visitors remained slightly higher than male visitors during most of the months for the period January to September, during the months of June and September 2010, the numbers of male tourists were higher than female tourists (*Refer Figure 2*).

**Tourist Arrivals by Gender: January to September 2010**

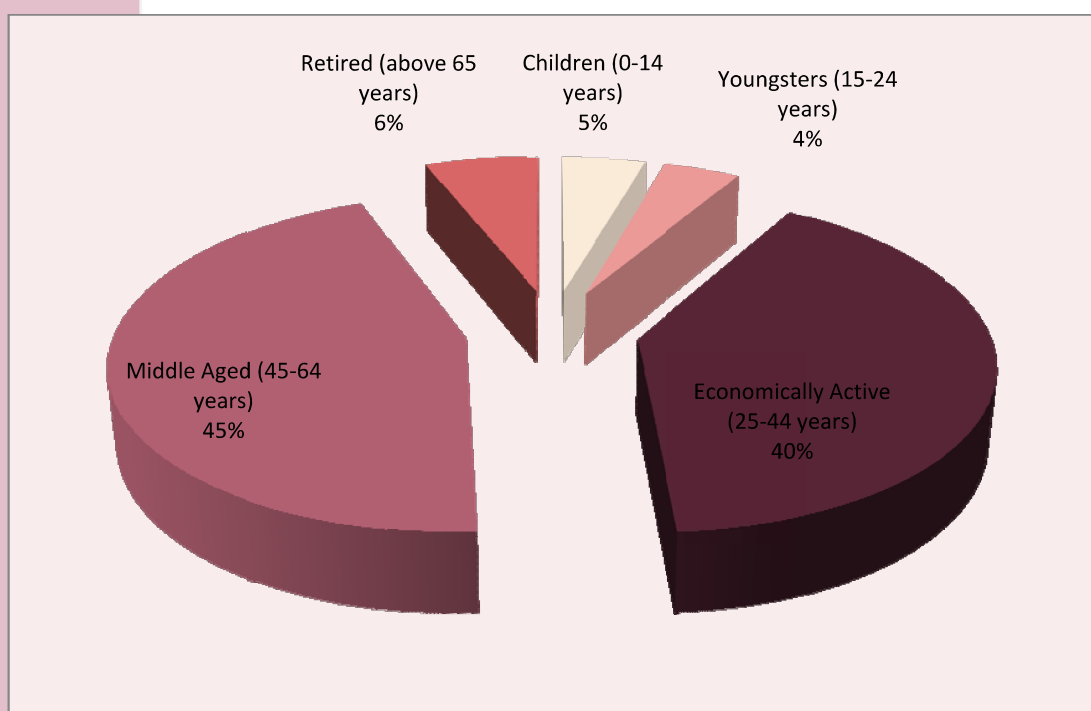


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## Tourist Arrivals by Age Group

Eighty five percent of the tourists, who visited the Maldives during the period January to September 2010, were between the ages of 25 to 64 years. While middle aged (between 45 to 64 years) people contributed 45% of the total arrivals to the Maldives during this period, 40% were between the ages of 25 to 44 years. Children under the age of 14 years and youngsters between the ages of 15 to 24 together contributed 9% and retired people (65 years of age and above) contributed 6% from January to September 2010. (Refer Figure 3)

**Figure 3: Tourist Arrivals by Age Group: January-September 2010**



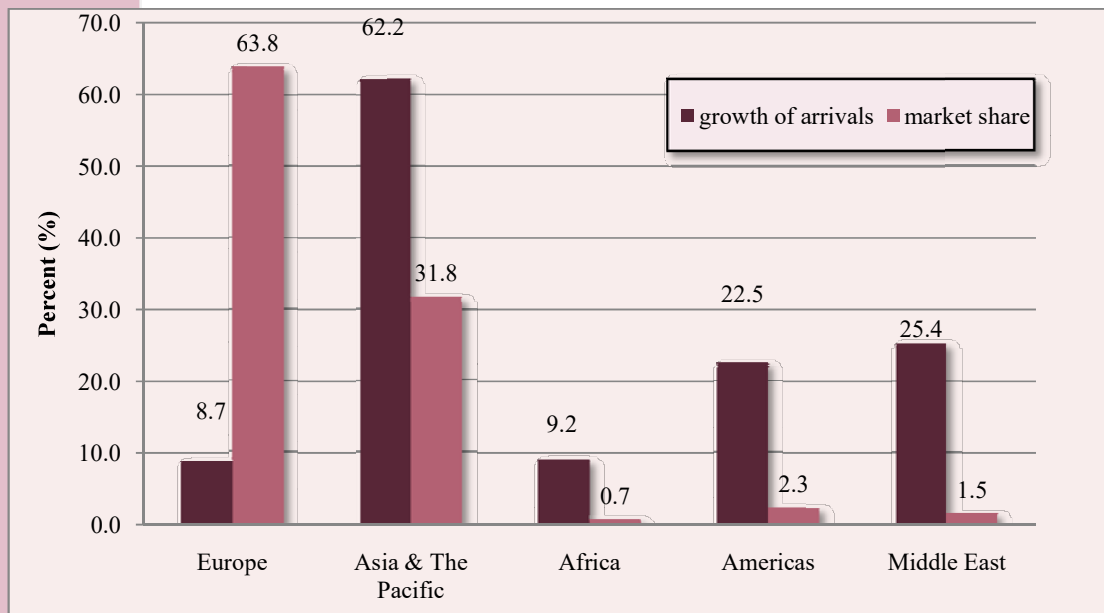
Source: Ministry of Tourism, Arts and Culture

## Major Markets

Europe continues to capture the largest share of tourist arrivals to the Maldives with 63.8%, at the end of September 2010. This is a decline of -7.8% of market share that was captured by Europe at the end of September 2009. Asia and the Pacific is the second highest market generator with 31.8% market share. Market share of the Americas has remained the same as last year with 2.3% while Middle East region captured a market share of 1.5% with a 0.1% growth in share compared to the same period in 2009. (Refer Figure 4)

All regions have recorded an increase in tourist arrivals during the period January to September 2010. The highest growth in arrivals was recorded for Asia and the Pacific with 62.2%. Although Europe recorded the lowest growth in arrivals with 8.7%, this region remained as the top market generator to the Maldives. (Refer Figure 4)

**Figure 4: Market Share and Growth Percent by Regions- January to September 2010**



Source: Ministry of Tourism, Arts and Culture

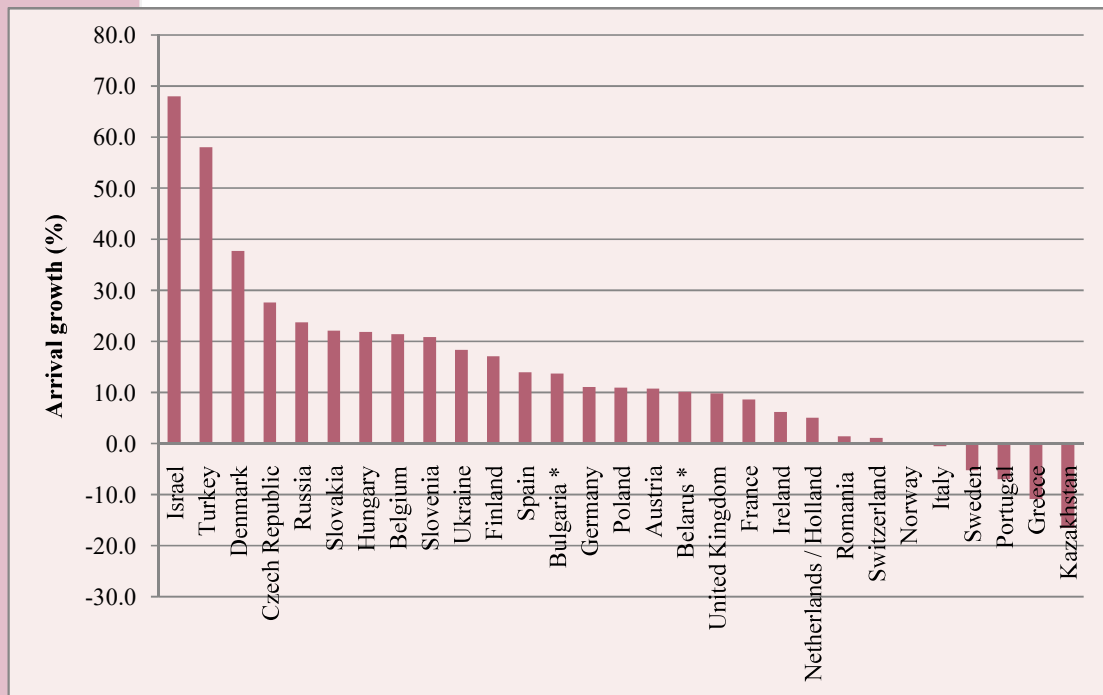
## Performance of European Markets

able performance from the European region, for the period January to September recorded for the Israeli market with a positive growth of 68.0% compared with the 1 in 2009. The Turkish market comes second with 58.0% growth in arrivals while market comes third with 37.7% growth in arrivals.

led a negative growth of -0.6% compared to the same period of January to 2009 while markets such as Sweden, Portugal, Greece and Kazakhstan also decline in arrivals with -5.2%, -7.0%, -10.9% and -16.5% respectively.

the major markets from this region, at the end of September 2010, United Kingdom second highest tourist generating market to the Maldives with 15.0% market share 9.8% increase in arrivals. Germany, France, Russia and Switzerland are also top ten most tourist generating markets capturing 9.4%, 6.7%, 6.0% and 3.3% of t share respectively. Germany recorded a growth in arrivals of 11.1%, France 23.8% and Switzerland 1.1% compared to the same period of January to 2009. (Refer Figure 5)

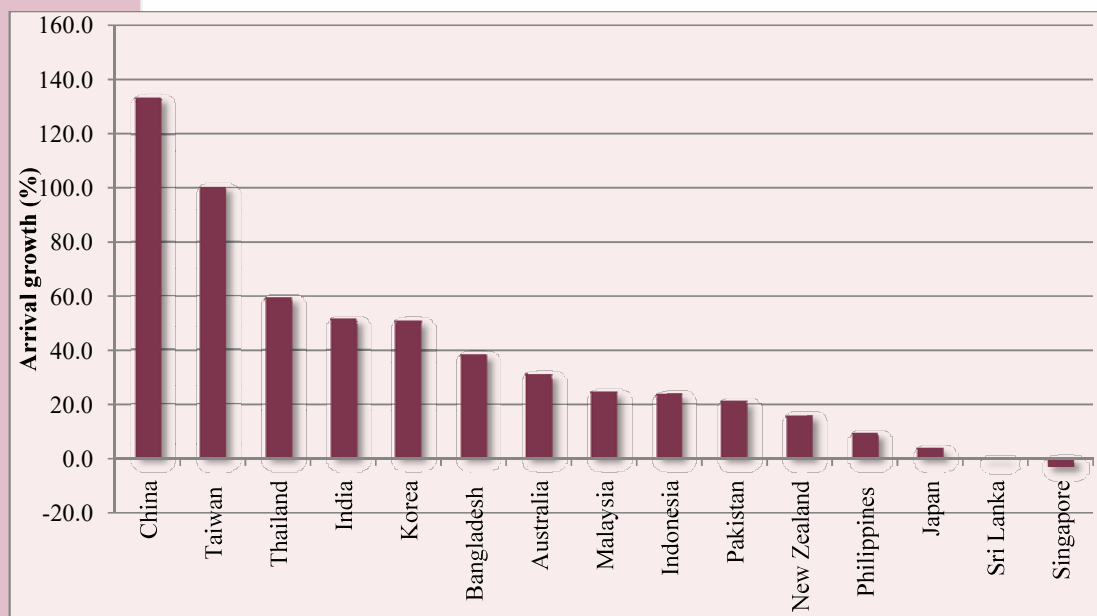
**Growth Percentage of Major European Markets – January to September 2010**



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## Performance of Markets in Asia & the Pacific Region

Figure 6: Growth Percentage of Major Asian Markets – January to September 2010



Source: Ministry of Tourism, Arts and Culture

China, Taiwan and Thailand maintained the highest positive growths of 133.4%, 100.4% and 59.1% respectively at the end of September 2010 from this region. Sri Lanka and Singapore are the only markets in this region that recorded negative growth with -0.5% and -3.2% respectively compared to the same period in 2009. (Refer Figure 6)

India, Korea and Japan which are among the top ten tourist generating markets maintained positive growths of 51.4%, 51.1% and 3.6% respectively.

It is important to note that China capturing 15.9% of total market share, with the highest growth in arrivals is also the top tourist generating market since August 2010 and is also the first Asian market to achieve this position.