

MALDIVES VISITOR SURVEY

OCTOBER 2013

Ministry of Tourism Arts & Culture



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The Ministry of Tourism expresses its wholehearted gratitude to the tourists who have participated in this survey for their valuable time and sincere responses.

The Ministry of Tourism also extends sincere thanks to CDE Consulting, for their hard work and professionalism in carrying out the survey and compiling this report.

SUMMARY OF KEY FINDINGS

The Maldives Visitor Survey of August 2013 was conducted in the Departure Terminal of Ibrahim Nasir International Airport. The survey was conducted for a period of 21 days between 11 and 31 August 2013. The questionnaire was distributed in seven different languages of English, Italian, German, French, Japanese, Chinese and Russian. Sample size of language was based on the top ten nationalities of 2012 arrivals. By the end of the survey period the number of questionnaires distributed was 1,371 and 1,362 questionnaires were collected. Results presented are based on 1,359 questionnaires that were fit for analysis.

VISITOR ARRIVALS

In the year 2012, Europe was the largest source of visitors to the Maldives with 54.0% followed by Asia and The Pacific with 40.1%. However, in August 2013, the largest source of visitors to the Maldives by region was Asia and The Pacific (53.9%) followed by Europe (37.3%) (Tourism Yearbook 2013). Chinese arrivals continue to be the largest inbound single market to the Maldives (24.0%).

The majority of the participants of the Maldives Visitor Survey in August 2013 were from Europe (62%) followed by Asia & the Pacific (27%). The top nationality among the participants of the survey is Chinese (18.5%).

DEMOGRAPHICS

The majority of international visitors who responded to the survey are in the 25 to 44 years age group (57%).

PURPOSE OF VISIT

The main reason visitors came to the Maldives was for rest and relaxation (34%). The second most popular reason was for their honeymoon (19%) followed by diving (11%).

French (50%), Swiss (48%), Chinese (48%) and Italians (45%) visited the Maldives for Rest and Relaxation. Of the visitors, 45% of British, 33% of Russians and 25% of Spanish stated honeymoon as their main purpose of visit to the Maldives.

The main reasons for choosing the Maldives as a holiday destination were the beach (19%), underwater beauty (17%) and peacefulness (13%).

SOCIO-ECONOMIC PROFILE

Sales and Customer Service (88%) account for the largest proportion of international visitors to the Maldives followed by professionals (21%).

TRIP PLANNING

Of the international visitors, 39% booked via the internet on travel agency/tour operator website. 36% of visitors visited a travel agency to book their visit to the Maldives. 10% made direct bookings with the resort via the internet.

INFORMATION SOURCES AND INTERNET USAGE

Internet (25%) and word of mouth (22%) were the two most popular sources of information about the Maldives for international visitors. Travel agents (14%) was the third most widely used source, followed by magazines (11%).

TRAVEL PARTY

Of all international visitors to the Maldives, 46% travelled with a partner; while 42% travelled with family, 6% with friends; and 5% as alone/single traveler.

In terms of size of travel group, 63% of visitors travelled in a group of two while 6% travelled in groups of six or more. Most of the international visitors (80%) travelled without children.

REPEAT VISITORS

Among the visitors, 78% came to the Maldives for the first time visitors while 29% were repeat visitors.

First time visitors were highest among Chinese (94%), French (81%) and British (80%). Repeat visitors were highest among Italians (43%), Japanese (32%) and Germans (32%).

ADVANCE BOOKING PERIOD

24% of visitors booked their holiday 3 to 5 months in advance and 21% booked 1 to 2 months in advance. Bookings were made 6 to 12 months in advance by 17% and 2 to 4 weeks by 16% of the visitors.

PLACE OF STAY

Resorts were the most popular place of stay with 85% while 8% stayed in hotels, 3% stayed on safari vessels and 3% stayed in cruisers. Only 2% stayed in guesthouses.

MEAL PLAN

Of the international visitors, 39% chose all-inclusive while 24% opted for half board, 23% chose full board and 13% chose bed and breakfast.

LENGTH OF STAY

The majority of international visitors (46%) stayed between 4 to 7 nights in the Maldives.

ACTIVITIES

Snorkeling is the most popular activity with 59% of visitors rating it as excellent. 53% of visitors found diving, 51% dolphin watching and 49 % surfing, excellent.

While in the Maldives, 49% percent of visitors visited resorts, 23% local islands and 19% Male'. 2% visited the Baa Atoll Biosphere Reserve.

EXPENDITURES

The majority of responding visitors spent over USD 5,000 within the Maldives during their visit. Except for Japanese, majority of top ten nationalities spent more than USD5000 within the Maldives.

QUALITY OF AIRPORT SERVICES

All the services at the airport except for services at cafés/restaurants, shopping and lounge services are rated at 50% or above.

Check-in is rated the highest. The majority of the visitors rated security screening and customs clearance as excellent or very good.

QUALITY OF HOTEL TRANSFER

International visitors are mostly happy with service quality of hotel transfers, rated at 60% and above. Service quality of hotel transfer is rated 'excellent' by 43%, 'very good' by 42% and 'average' by 13%. While 2% rated information briefing for hotel as 'very poor', 1% rated service quality of hotel transfer and comfort of hotel transfer as 'poor'.

QUALITY OF PLACE OF STAY

On average, 49% of international visitors rated their place of stay as 'excellent' in all seven categories, consisting of dining experience, public areas, management, guest services, cleanliness, in-room entertainment and room, evaluated in the August 2013 survey.

Overall all services at their place of stay except for in-room entertainment is rated 80% and above. In-room entertainment is rated as 'excellent' by 33% of international visitors, Room is rated 'excellent' by 59% of visitors and guest services is rated 'excellent' by 52%. Dining Experience and Management is rated as 'excellent' by 48% and 50% respectively.

PRICE PERCEPTIONS

Of the international visitors to the Maldives, 71% consider accommodation prices as 'value for money' while 27% perceive the prices to be 'expensive'. Of the visitors, 60% consider food prices as 'value for money' while 37% consider them to be 'expensive'. The prices charged for drinking water in the resorts of the Maldives are also considered 'value for money' by 52% while it is perceived to be 'expensive' by 39% of the visitors. Alcoholic beverages considered 'expensive' by 52% of the international visitors while 46% feel that it is 'value for money'.

Souvenir items are considered 'expensive' by 60% of visitors. In case of transportation, 68% of visitors perceive air transport prices to be 'value for money' while 27% consider them to be expensive. Sea transportation prices are seen as 'value for money' by 63% of the visitors and 29% of them thought prices as generally expensive.

MEETING EXPECTATIONS

81% of the visitors stated that the holiday met their expectations while 5% of visitors felt that the holiday did not meet their expectations.

The top five similar destinations visited are Seychelles, Thailand, Mauritius, Caribbean and Indonesia.

From the 30% of international visitors who have visited similar destinations, underwater environment (62%) and beach of the Maldives (59%) were rated better compared to similar destinations. Value for money is considered the weakest aspect (29%) of the Maldives.

INTRODUCTION

This is the sixth report in the series of the Maldives Visitor Survey conducted by Ministry of Tourism, Arts and Culture. This survey is undertaken as part of the efforts to improve the quality of tourism services in the Maldives. These reports are published with the aim of providing a useful resource for decision-making by industry managers as well as policy makers.

Previous reports of the series were published in 1999, 2004, 2008, 2011, 2012 and in February 2013. This report provides findings of the survey undertaken in August 2013 to capture off-peak season.

Conducting the Maldives Visitor Survey, processing the data and compilation of the report has been outsourced to Commerce, Development and Environment Pvt Ltd (CDE Pvt Ltd) through a public tender process. Hence, this report is compiled and prepared by CDE Pvt Ltd based on the data collected and with the guidance of the Ministry of Tourism, Arts and Culture.



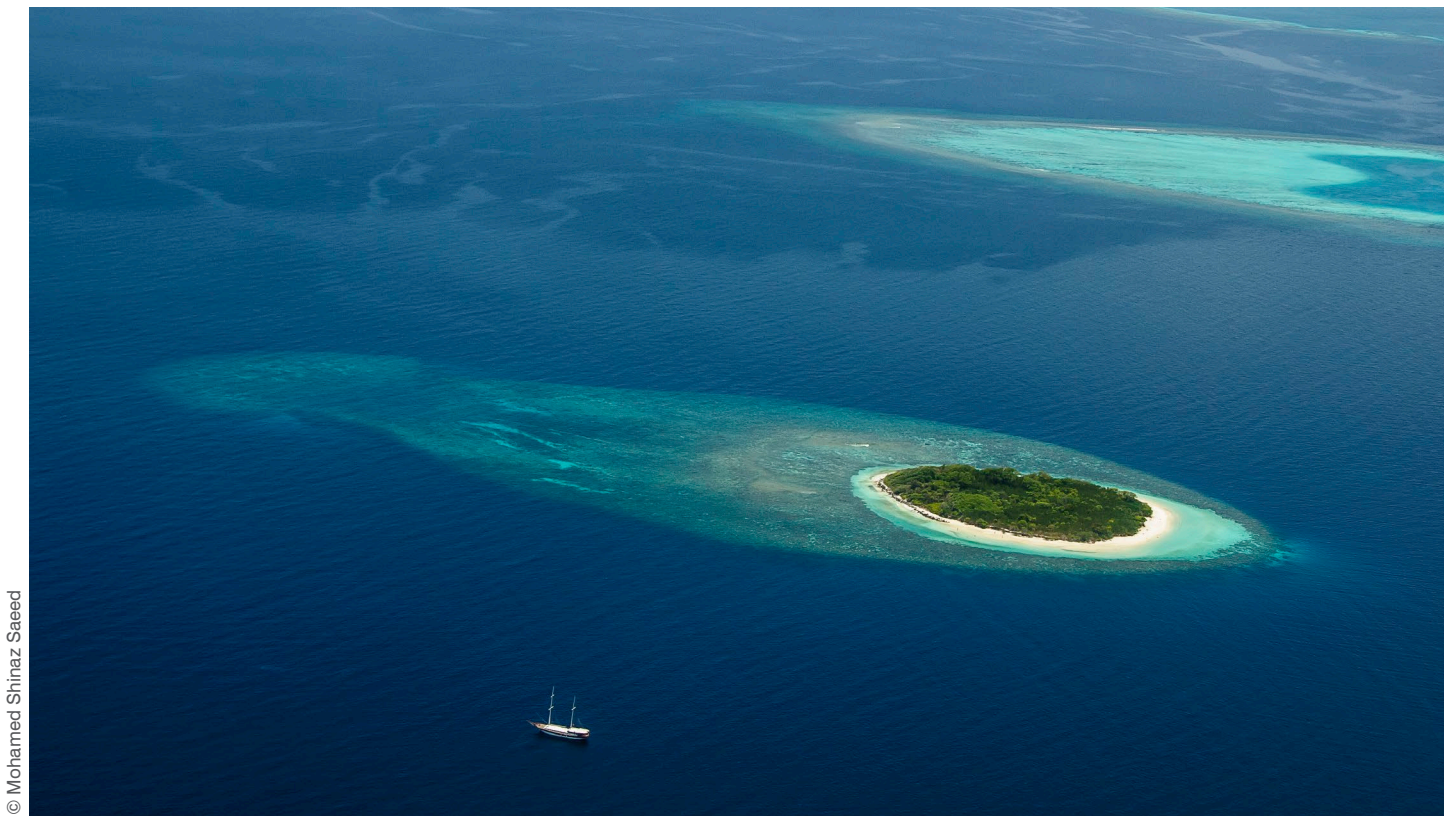
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2.1 GOALS AND OBJECTIVES

The primary goal of the Maldives Visitor Survey 2013 is to contribute to the efforts to enhance the tourism industry in the Maldives by providing those in industry and government with a resource which details the characteristics, preferences and expectations of tourists who visit the Maldives. This report provides comparison of data across previous surveys of 2008, 2011, 2012 and February 2013 in Annex 1. In addition, the report will provide a breakdown of responses from the top ten nationalities of the survey where possible. The key areas studied in this report are:

- Demographic, economic, social, and geographic profile of tourists who visit the Maldives;
- Opinions of tourists about their place of stay in the Maldives; services and facilities; modes of travel to the Maldives;
- Sources of information about the Maldives as a tourist destination;
- Patterns of visit; perceptions of value for money; holiday preferences and interests;
- Tourist expenditure in the Maldives.

VISITOR PROFILE, TRENDS AND OPINIONS



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3.1 GEOGRAPHIC PROFILE

3.1.1 Nationality and Place of Residence

Europe remains the largest source of visitors to the Maldives with 56.4% in 2012. The second largest regional group was Asia & the Pacific (Tourism Yearbook 2013). Chinese arrivals continue to be the largest inbound market for the Maldives with a 15.6% increase from 198,655 in 2011 to 229,551 in 2012.

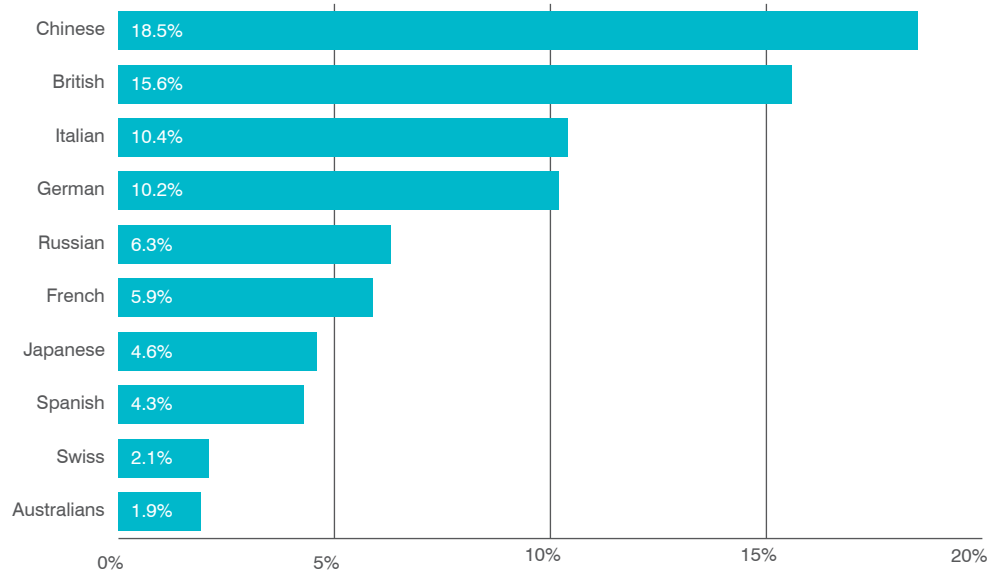
In August 2013, when the Maldives Visitor Survey was conducted, 53.9% of arrivals were from Asia and the Pacific and 37.3% of arrivals were from Europe (Tourism Yearbook 2013). China was the largest inbound market with 36.4% in the month of August 2013. United Kingdom (7.5%) was the second largest market of international visitors followed by Germany (6.0%), Italy (5.5%) and Russia (5.3%). The majority of participants of the Maldives Visitor Survey in August

2013 were from Europe (62%) followed by Asia & the Pacific (27%).

Figure 1 shows the top ten nationalities of survey. The largest number of participants was Chinese (18.5%) followed by British (15.6%) and Italian (10.4%). The top ten nationalities represent 79.8 per cent of the total number of survey participants.

	Chinese	British	Italian	German	Russian	French	Japanese	Spanish	Swiss	Australian
Number of Respondents	251	212	142	138	86	80	62	59	28	26
Percentage	18.5%	15.6%	10.4%	10.2%	6.3%	5.9%	4.6%	4.3%	2.1%	1.9%

Figure 1: Participants by region of the Maldives Visitor Survey 2011

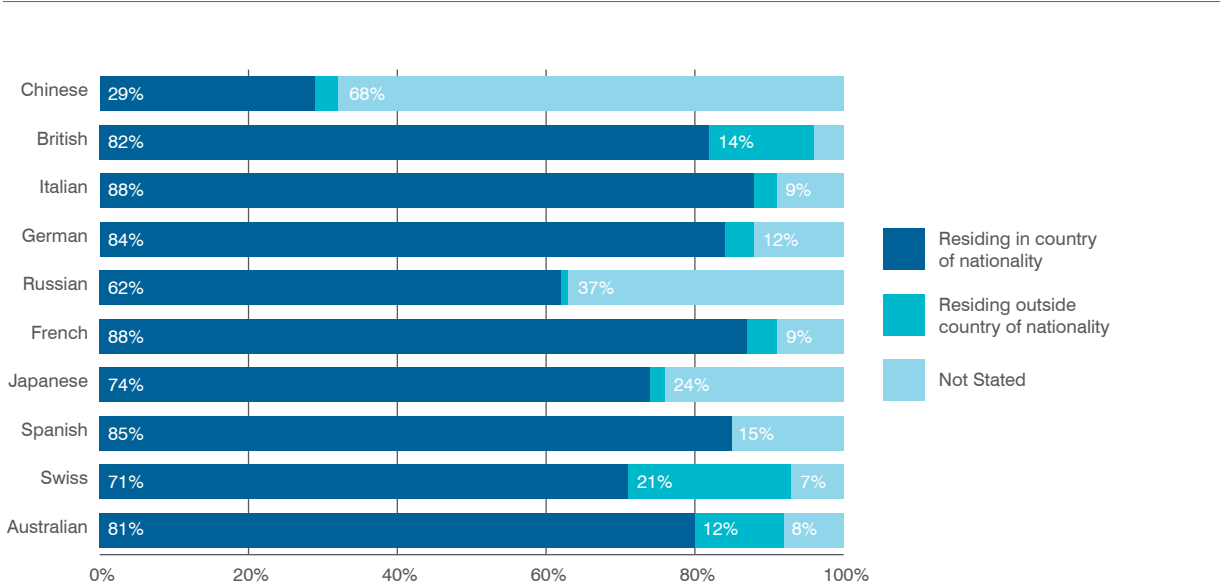


Majority of visitors that participated in the survey resided in their country of nationality. Of international visitors to the Maldives, 21% of Swiss nationals and 14% of British nationals stated they resided in a country other than their country of nationality (Figure 2).

From the 14% of British nationals residing in a country other than their country of nationality, 48% reside in British Indian Ocean Territory (Chagos Islands) and 17% in UAE. All Swiss nationals residing in a country other than their country of nationality is residing in Swaziland.

The low percentage of Chinese visitors residing in China is low (29%) possibly due to an error in data. The February 2013 survey shows that 80% of Chinese nationalities who participated in the survey resided in China while 17% resided in other countries.

Figure 2: Place of residence of top ten nationalities



3.2 DEMOGRAPHIC PROFILE

3.2.1 Age and Gender

The majority of international visitors who responded to the survey are in the 25 to 34 years age group (35%) (Figure 3). The second highest age group is 35-44 years (22%), closely followed by 45-54 years age group (14%).

Figure 3: International visitor arrivals by age group

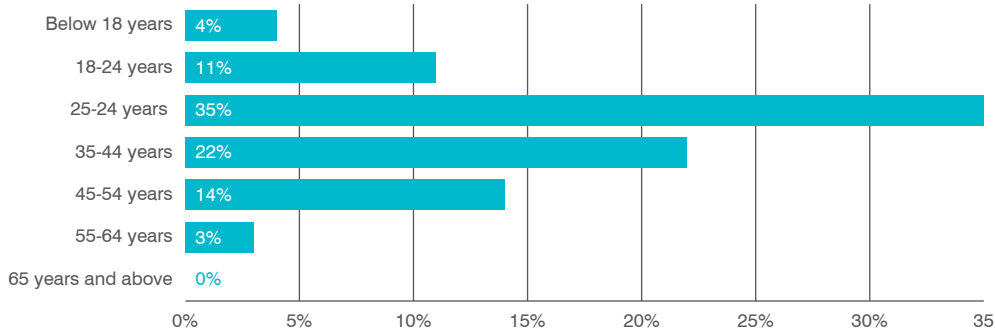


Figure 4: International visitor arrivals by region and age group

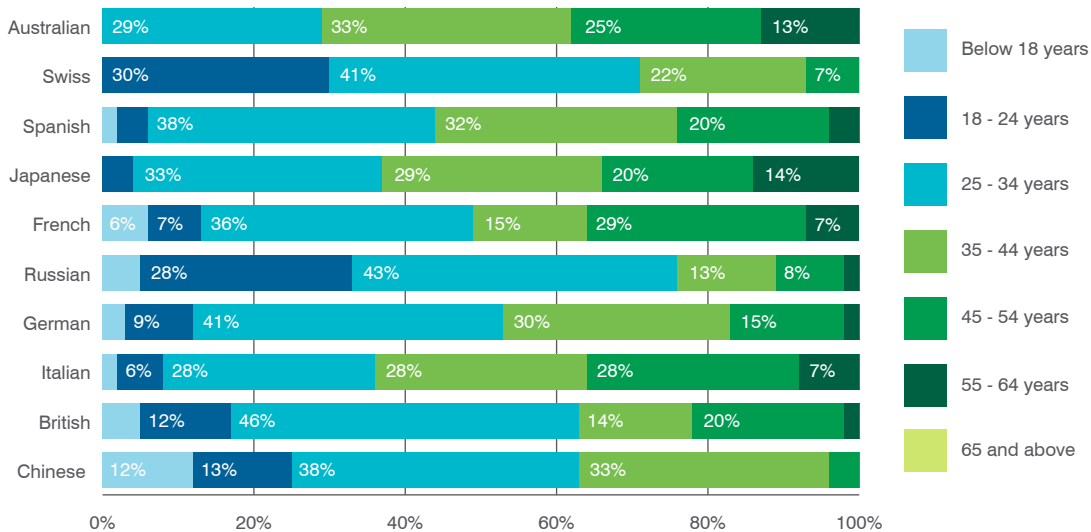
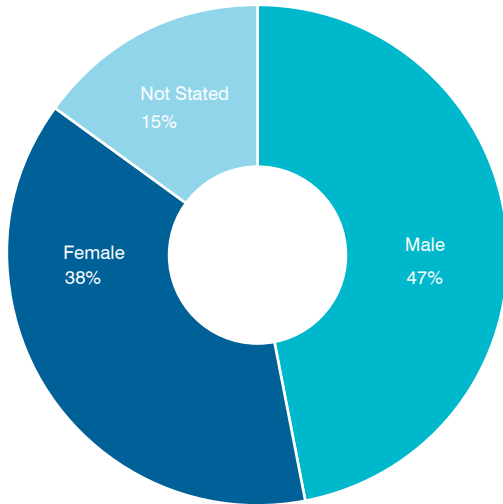


Figure 5: International visitors by gender

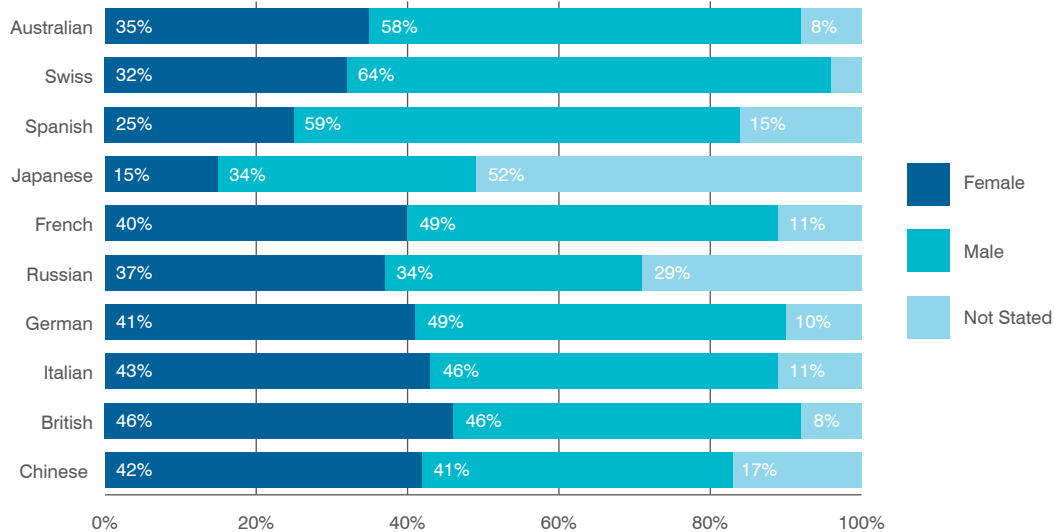


In the top ten nationalities of the survey, majority of visitors are in the 25-34 years age group among British (46%), Russian (43%), German and Swiss (41%) nationalities. Most visitors are in the 35-44 years age group among Australian (33%), Chinese (33%) and Spanish (32%) nationalities.

The number of male tourists (48%) who participated in the survey is greater than females (38%) (Figure 5).

Male visitors are higher than females among French, Italian, Japanese, German, Swiss, Australian and Spanish. While female visitors are higher than male visitors among Chinese and Russians (Figure 6).

Figure 6: International visitors to the Maldives by region and gender



3.3 PURPOSE OF VISIT

3.3.1 Purpose

The main reason visitors came to the Maldives was for rest and relaxation (34%). The second most popular reason was for their honeymoon (19%) followed by diving (11%). Snorkeling, health and wellness, surfing and wedding are stated as other purposes of visit.

French (50%), Swiss (48%), Chinese (48%) and Italians (45%) visited the Maldives for rest and relaxation. Of the visitors, 45% of British, 33% of Russians and 25% of Spanish stated honeymoon as their main purpose of visit to the Maldives.

Figure 7: Purpose of visit to the Maldives

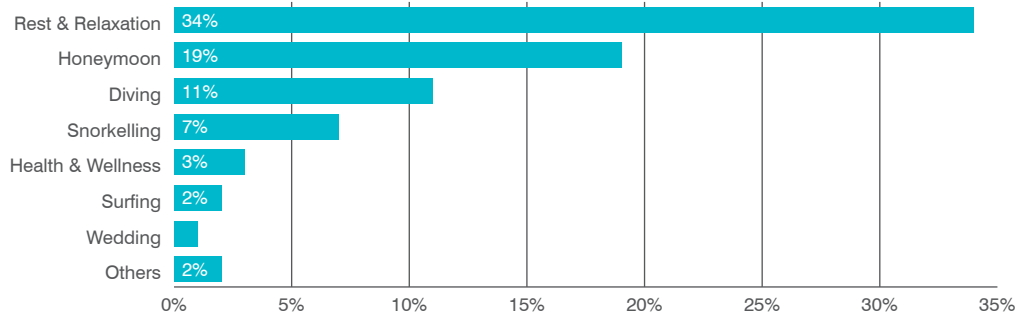
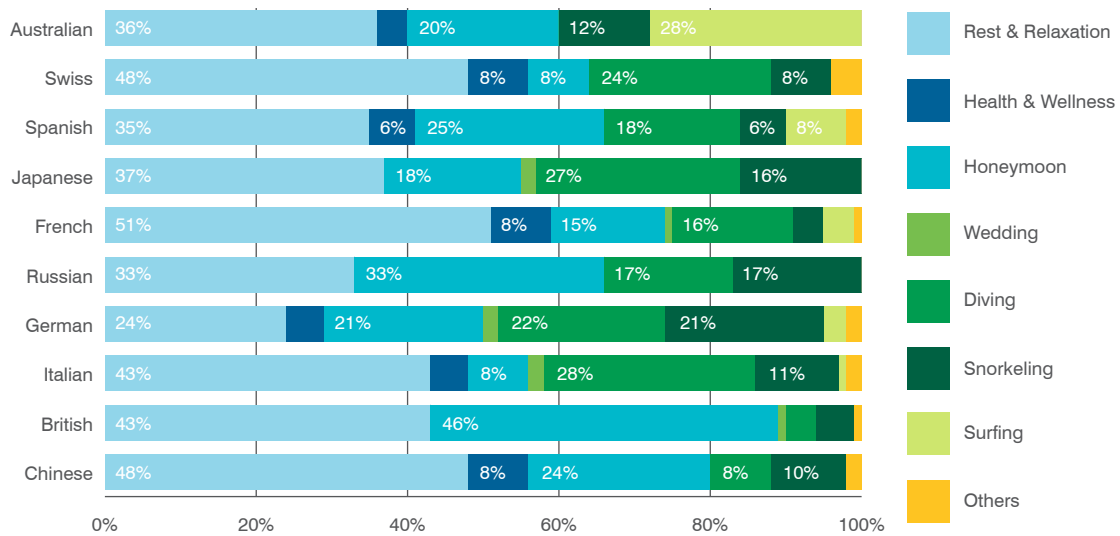
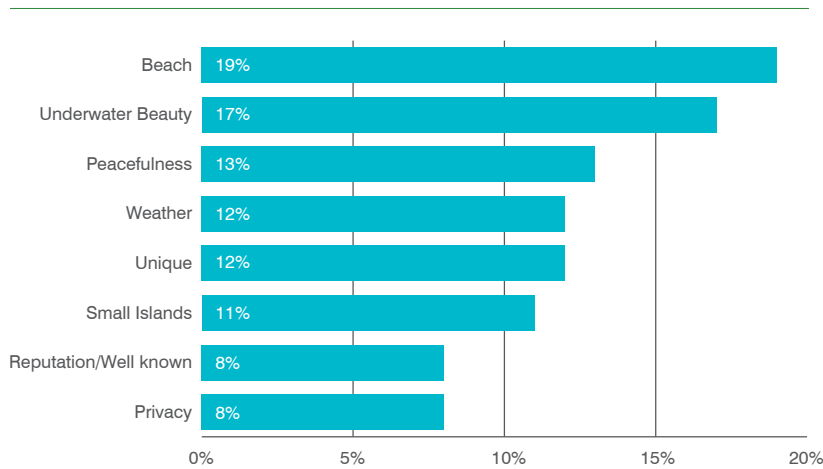


Figure 8: Purpose of visit to the Maldives by continent



3.3.2 Maldives as a Holiday Destination

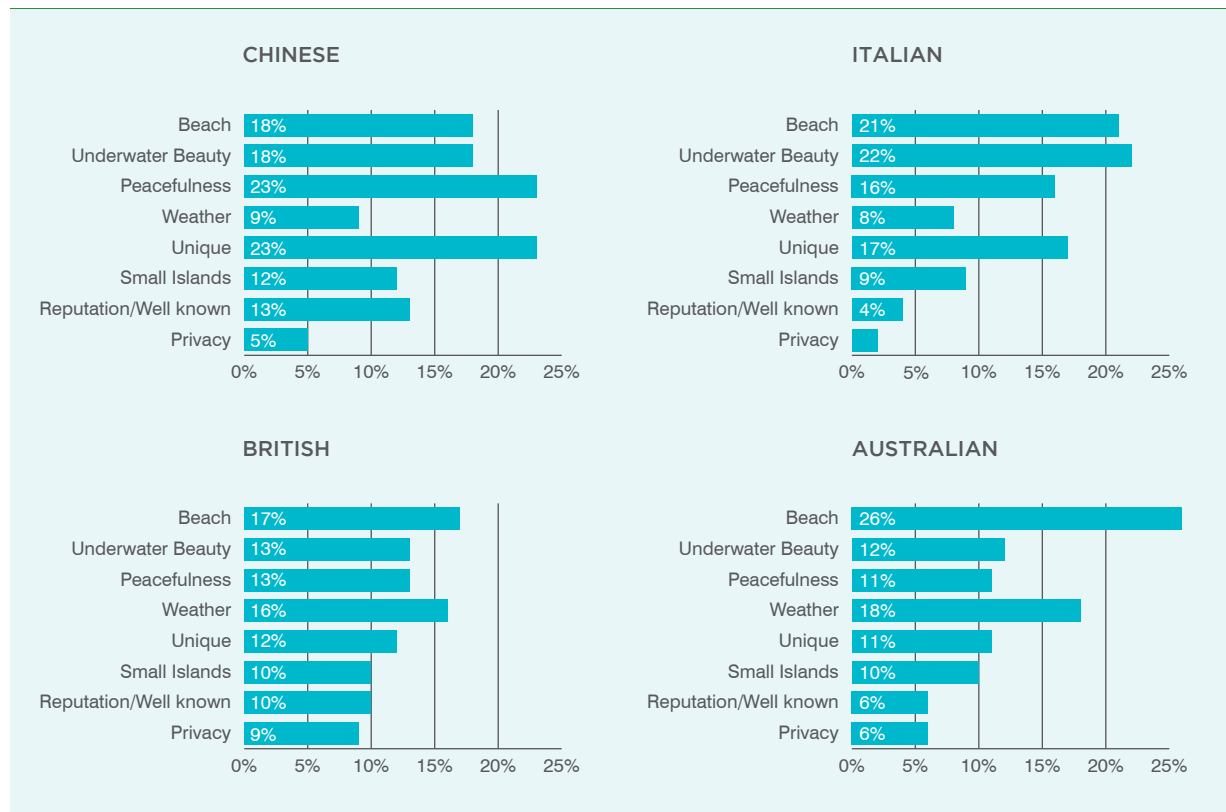
Figure 9: Motivators for choosing the Maldives



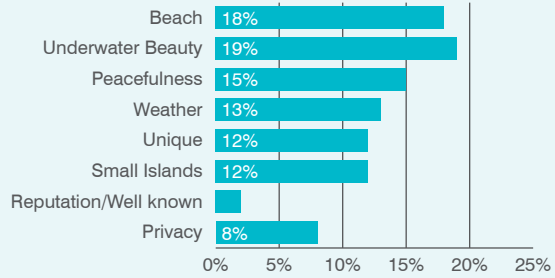
The main reason for choosing the Maldives as a holiday destination is the natural environment. As depicted in Figure 9, the beach (19%), underwater beauty (17%) and peacefulness (13%) were selected as the main motivators for choosing the Maldives.

Figure 10 details the main reasons why the Maldives is chosen as a holiday destination for the top ten nationalities.

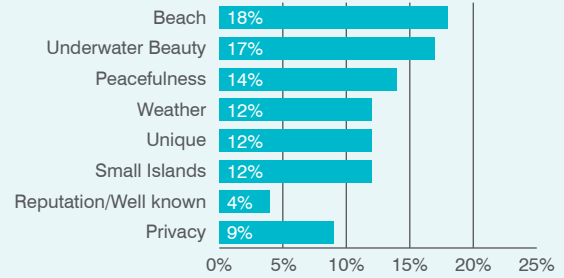
Figure 10: Motivators for choosing the Maldives by top ten nationalities



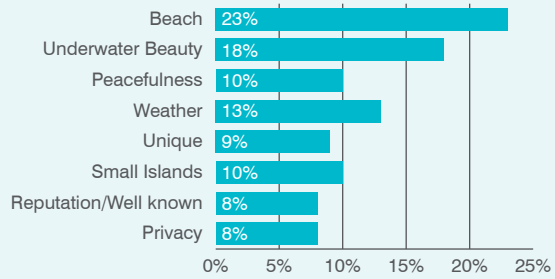
GERMAN



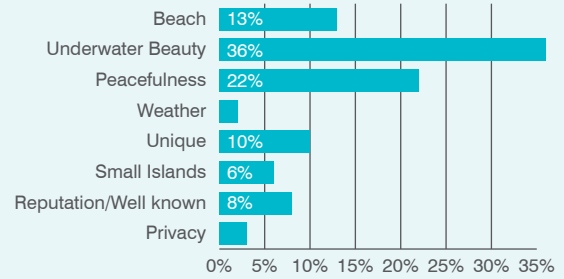
SWISS



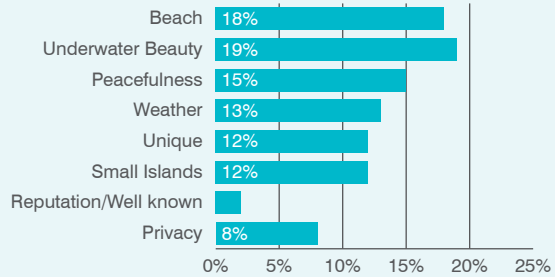
SPANISH



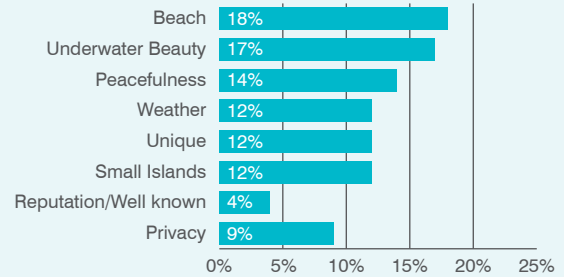
JAPANESE



FRENCH



RUSSIAN



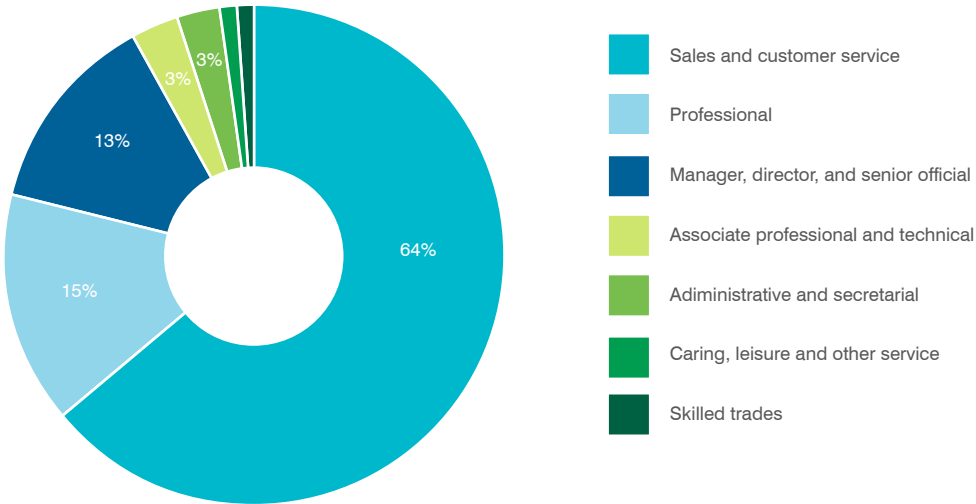
3.4 SOCIO-ECONOMIC PROFILE

3.4.1 Professions of International Visitors

The majority of international visitors (62%) were employed while 12% were self-employed.

Sales and Customer Service (88%) account for the largest proportion of international visitors to the Maldives followed by professionals (21%) (Figure 11).

Figure 11: International visitors to the Maldives by occupational categories



3.5 TRAVEL ORGANIZATION

3.5.1 Source of Information

The internet (25%) and word of mouth (22%) were the two most popular sources of information about the Maldives for international visitors. Travel agents (14%) were the third most widely used source, followed by magazines (11%). (Figure 12)

The internet is the main source of information for British visitors (25%) as well as Italian (23%) visitors. Word of the mouth is the main source of information for the Chinese (28%), French (26%) and Australian (37%) visitors.

Figure 12: Source of pre-arrival information about the Maldives

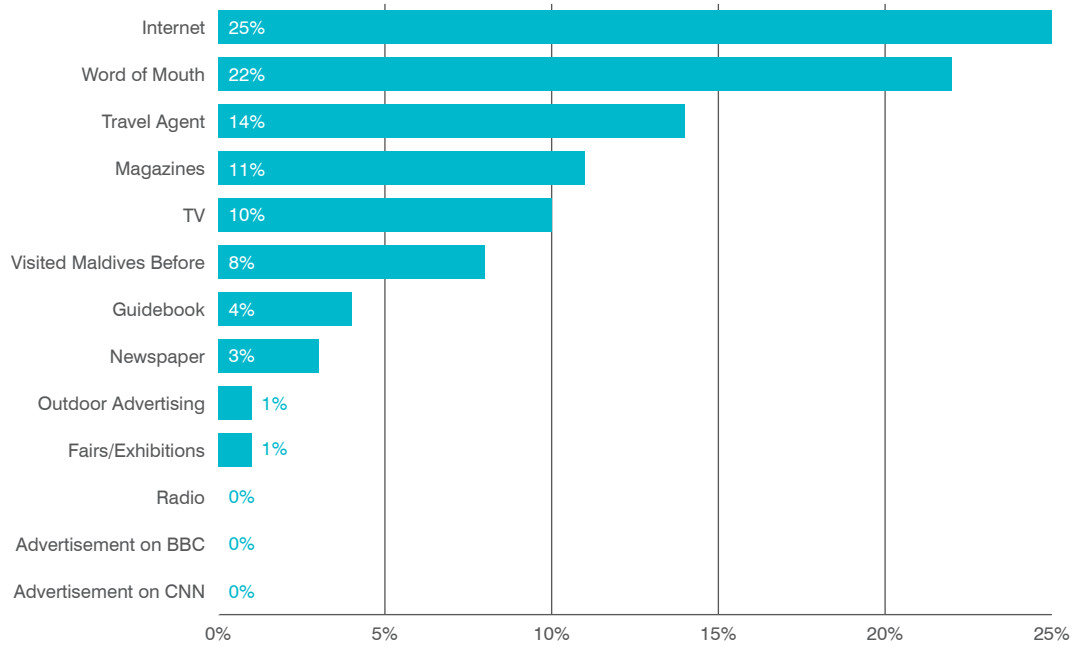
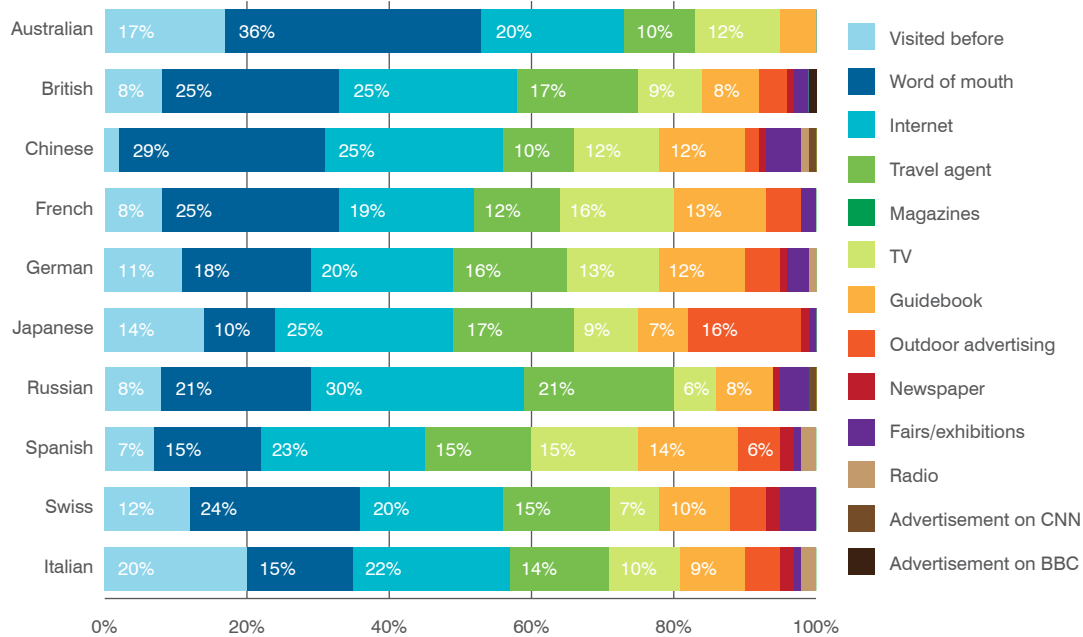


Figure 13: Sources of information for the top ten nationalities of the survey



3.5.2 Mode of Trip Organization

Of the international visitors, 39% booked via internet on travel agency/tour operator website. 36% visitors visited

a travel agency to book their visit to the Maldives. 10% made direct booking with the resort via internet.

Figure 14: Mode of trip organization used by international visitors

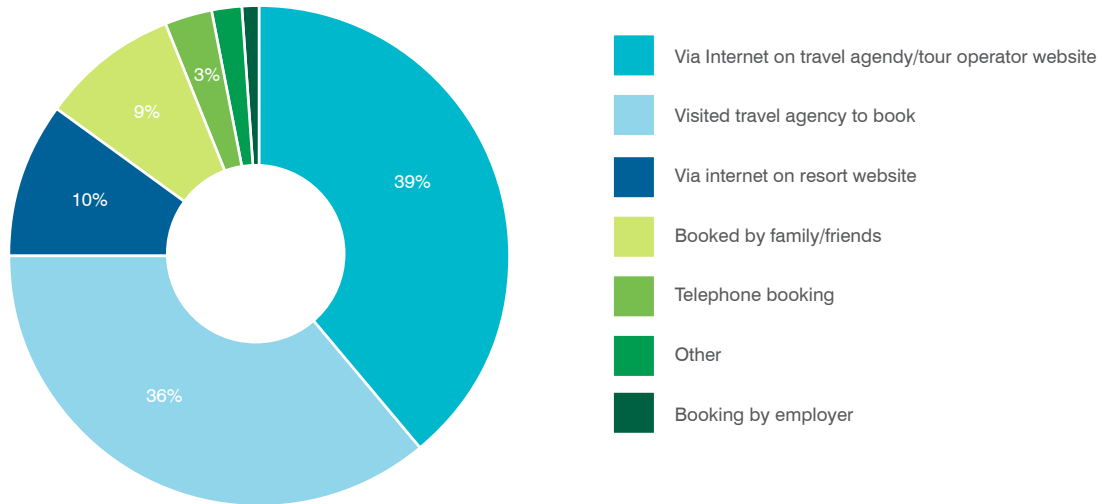
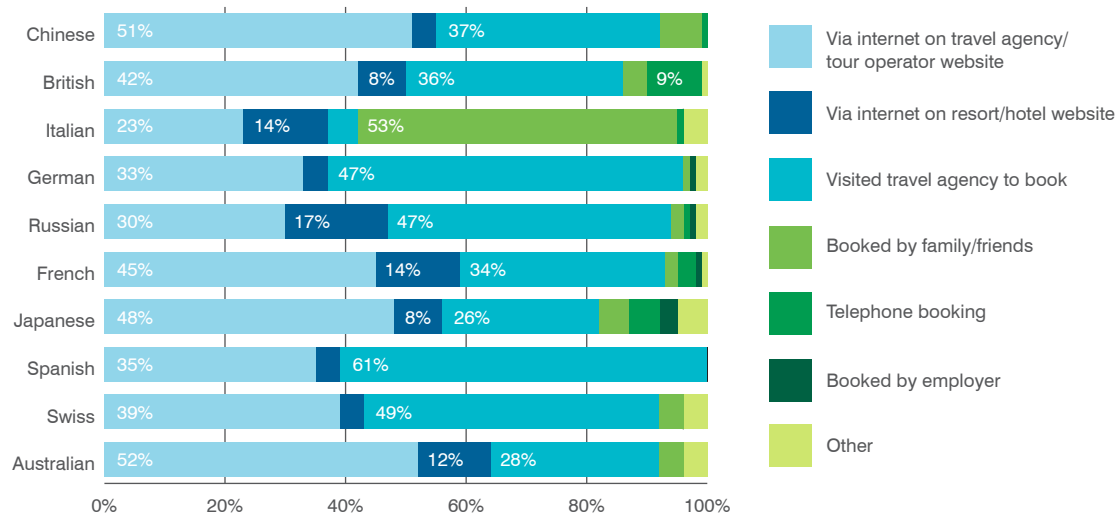


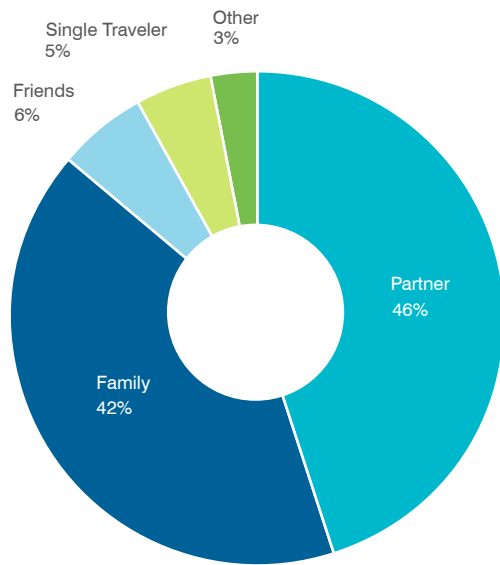
Figure 15: Mode of trip organization by top ten nationalities



3.5.3 Traveling Companion

Of all the international visitors to the Maldives, 46% travelled with a partner; while 42% travelled as a family, 6% with friends and 5% as alone/single traveler.

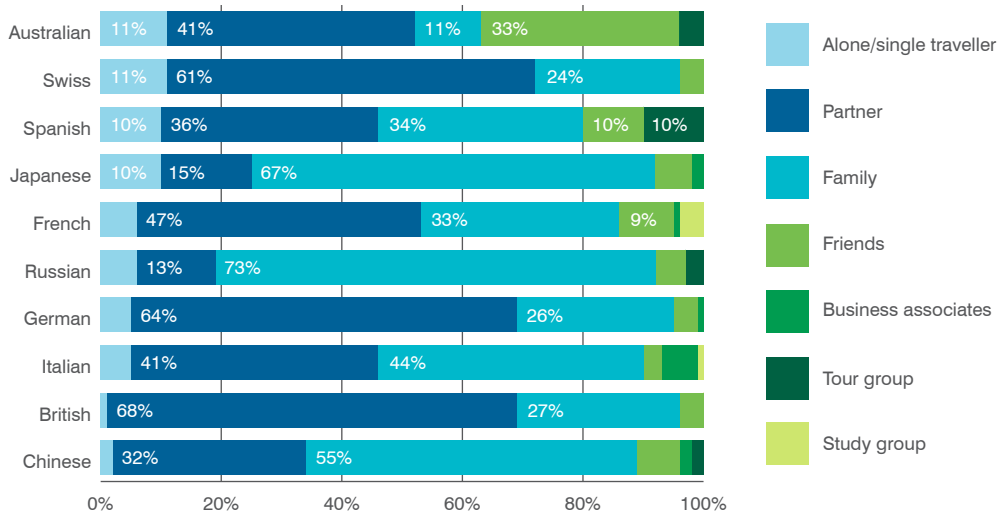
Figure 16: Type of travel companion



Travel companions of the top ten nationalities are detailed in Figure 17.

Except for Russians, Chinese and Japanese, visitors from the top ten nationalities travel mostly with their partner. Russians (74%), Chinese (56%) and Japanese (68%) traveled mostly with family members. Friends were chosen as their travel partner by Australian (33%), Spanish (10%) and French (9%).

Figure 17: Type of travel companion by nationality



In terms of size of travel group, 63% of visitors travelled in a group of two while 6% travelled in groups of six or more. Most of the international visitors travelled without children (80%) (Figure 18).

Figure 18: Size of the travel group

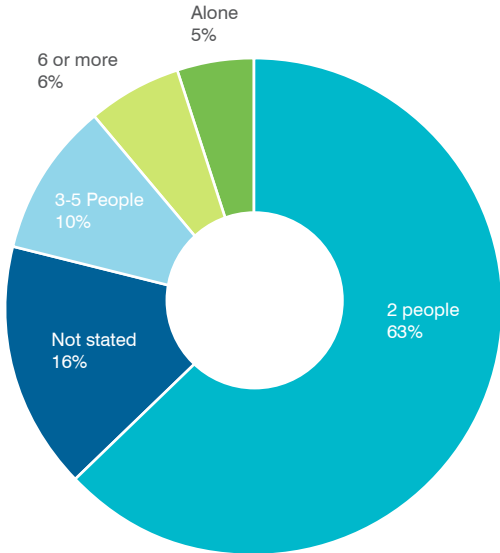
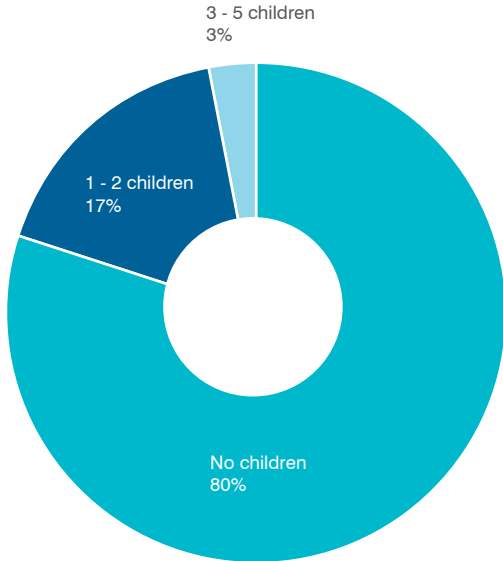


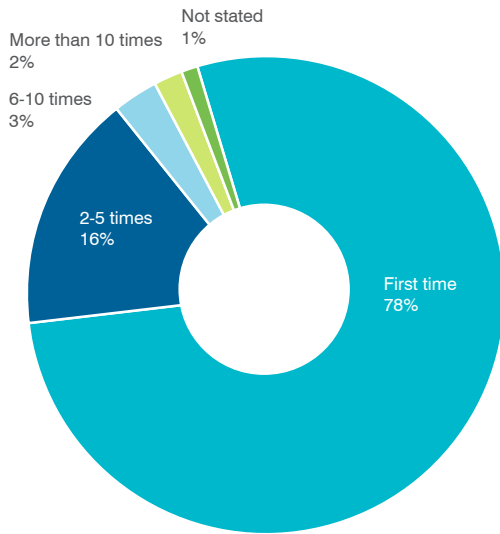
Figure 19: Size of travel group size by children



3.5.4 Frequency of Visit

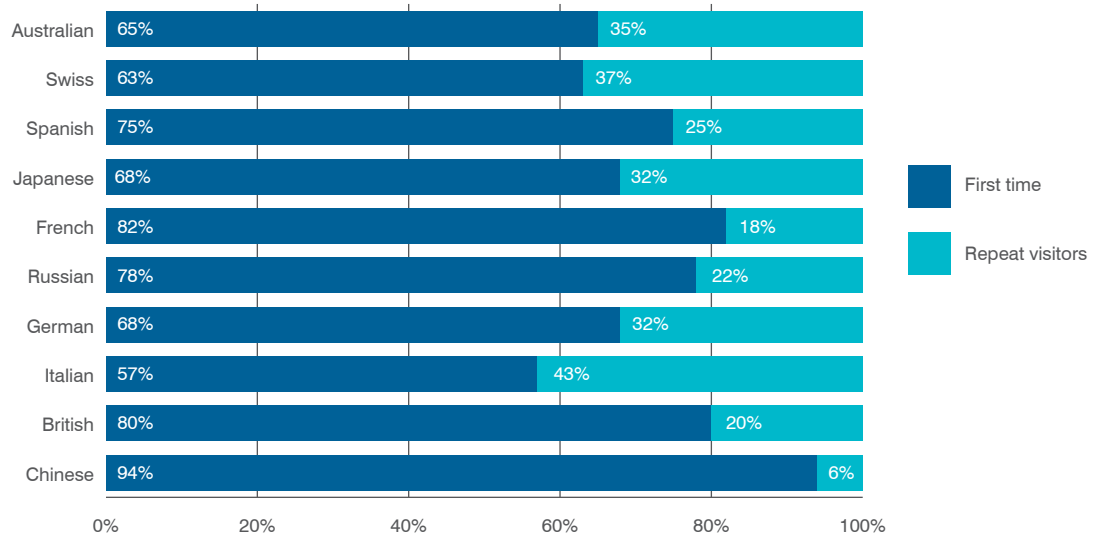
Among the visitors, 78% came to the Maldives for the first time while 29% were repeat visitors.

Figure 20: First time visitors and repeat visitors by nationality



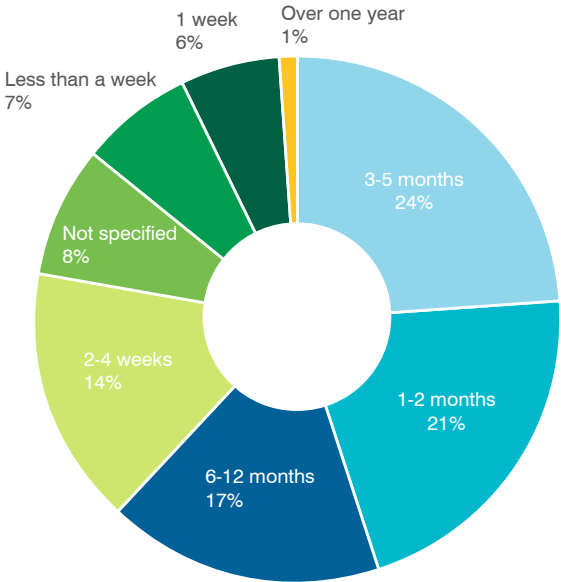
First time visitors were highest among the Chinese (94%), French (81%) and British (80%). Repeat visitors were highest among Italians (43%), Japanese (32%) and Germans (32%).

Figure 21: Number of visits to the Maldives



3.5.5 Length of Advance Booking Period

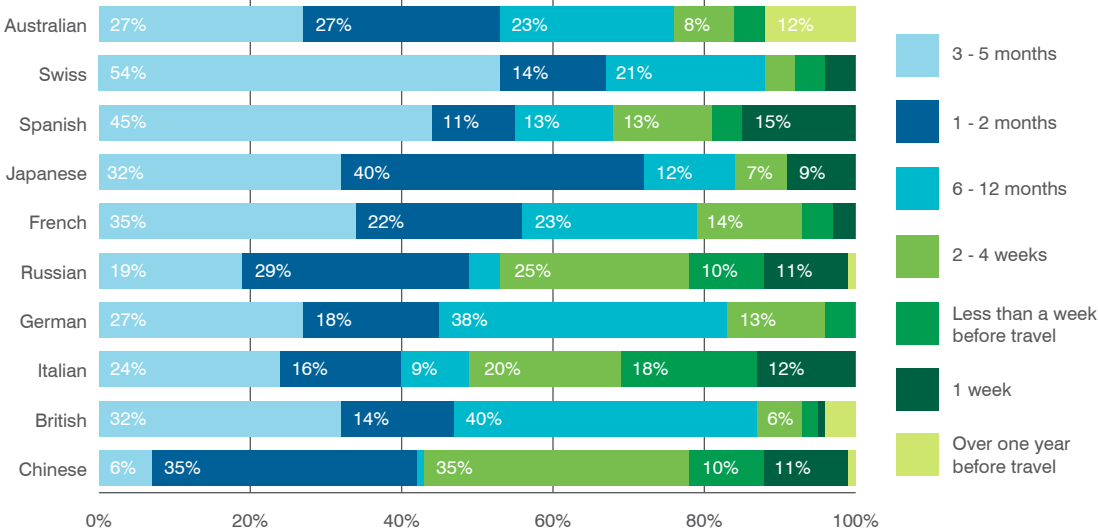
Figure 22: Duration of advance booking of holiday by visitors



From the respondents, 24% of visitors booked their holiday 3 to 5 months in advance and 21% booked 1 to 2 months in advance. Bookings were made 6 to 12 months in advance by 17% and 2 to 4 weeks by 16% of visitors (Figure 22).

Figure 23 gives the duration of advanced booking for the top ten nationalities. Holidays were booked 3 to 5 months in advance mostly by Swiss (54%), Spanish (45%) and French (35%). Bookings were made within 1 to 2 months by majority of the Chinese (35%), Japanese (40%) and German (29%). British (40%) and Germans (38%) booked their holidays 6-12 months in advance.

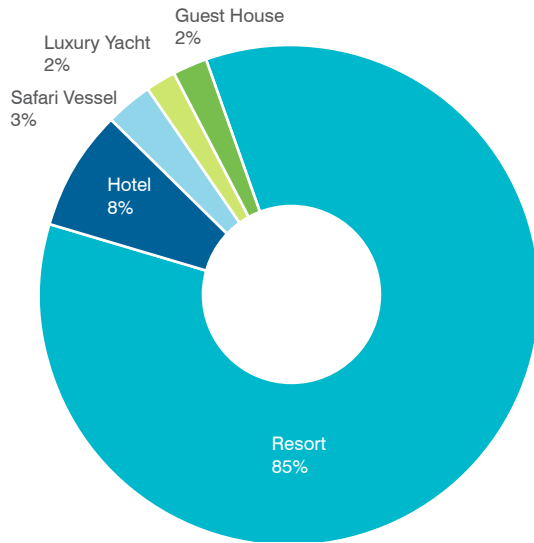
Figure 23: Duration of advance booking of holiday by top ten nationalities



3.6 EXPERIENCES AND ACTIVITIES

3.6.1 Place of Stay

Figure 24: Type of accommodation selected by international visitors



Resorts were the most popular place of stay at 85% while 8% stayed in hotels, 3% stayed on safari vessels and 3% stayed in cruisers. Only 2% stayed in guesthouses. (Figure 24)

Figure 25 provides the choice of accommodation for the top ten nationalities. Main type of accommodation was resorts for all the top ten nationalities. Hotels were popular amongst Chinese (22%) and French (15%).

Figure 25: Type of accommodation selected by international visitors of top ten nationalities

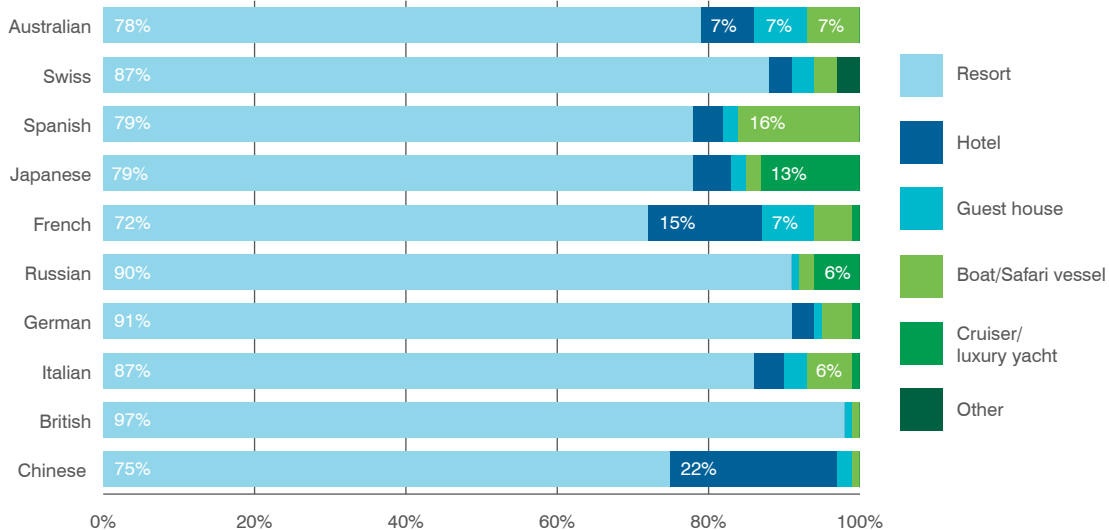
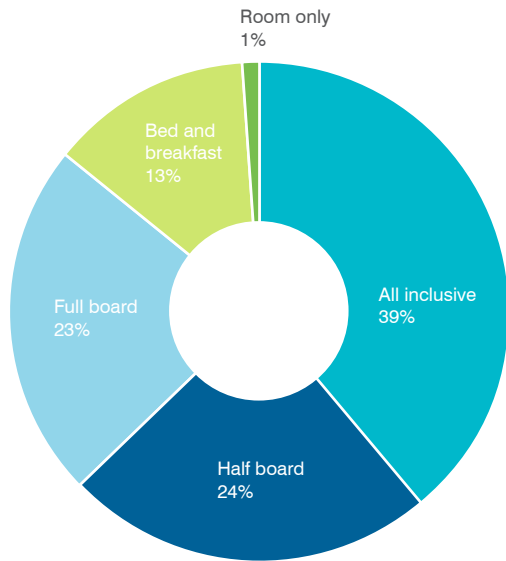


Figure 26: Types of meal-plan chosen by international visitors

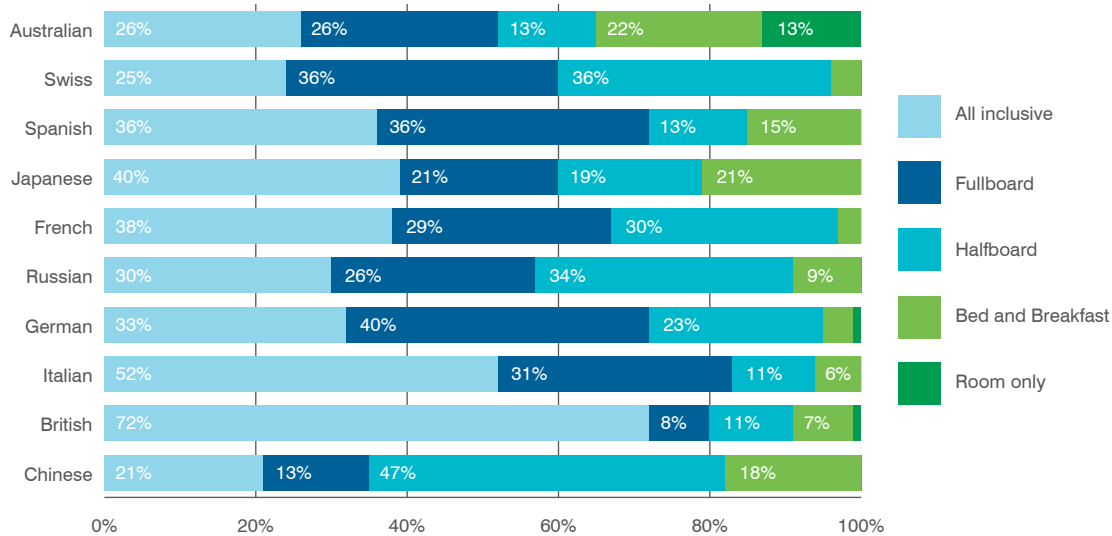


Five different meal plans are offered in the Maldives to international visitors. Of the international visitors, 39% chose all-inclusive, while 24% opted for half board, 23% chose full board and 13% chose bed and breakfast. (Figure 26)

The meal plans chosen by the top ten nationalities are given in Figure 27.

All inclusive was chosen by majority of the nations except Swiss, Chinese, Russians and Germans. Main type of meal plan chosen by the Germans (20%) and Swiss (36%) was full board and, Chinese (47%) and Russians (34%) was half board.

Figure 27: Types of meal plan chosen by top ten nationalities



3.6.2 Duration of Stay

The majority of international visitors stayed between 4 to 7 nights in the Maldives (46%). 19% spent 8 to 11 nights in the Maldives and 19% spent 0 to 3 nights in the Maldives (Figure 28).

Figure 28: Number of nights spent in the Maldives

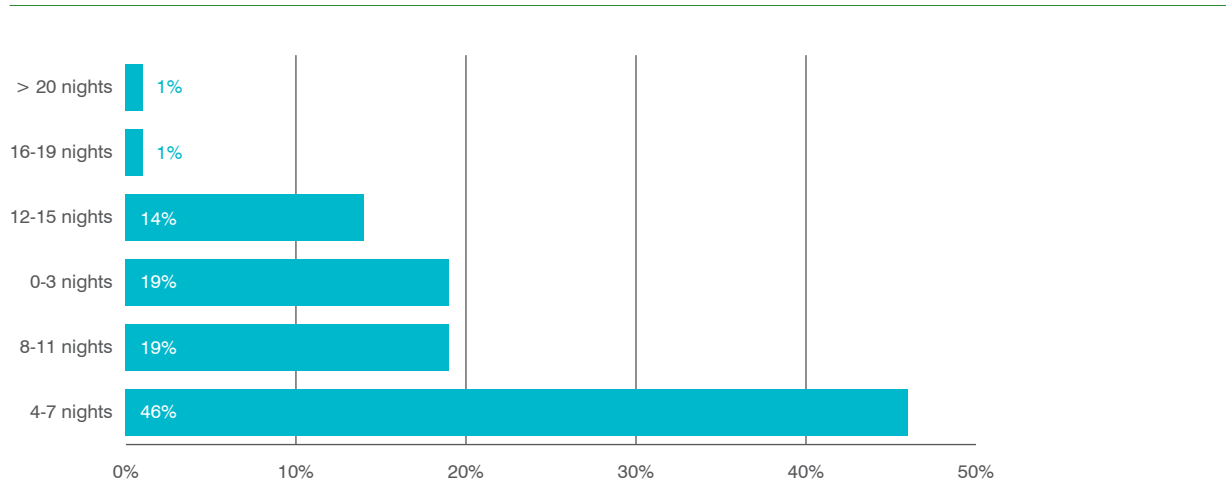
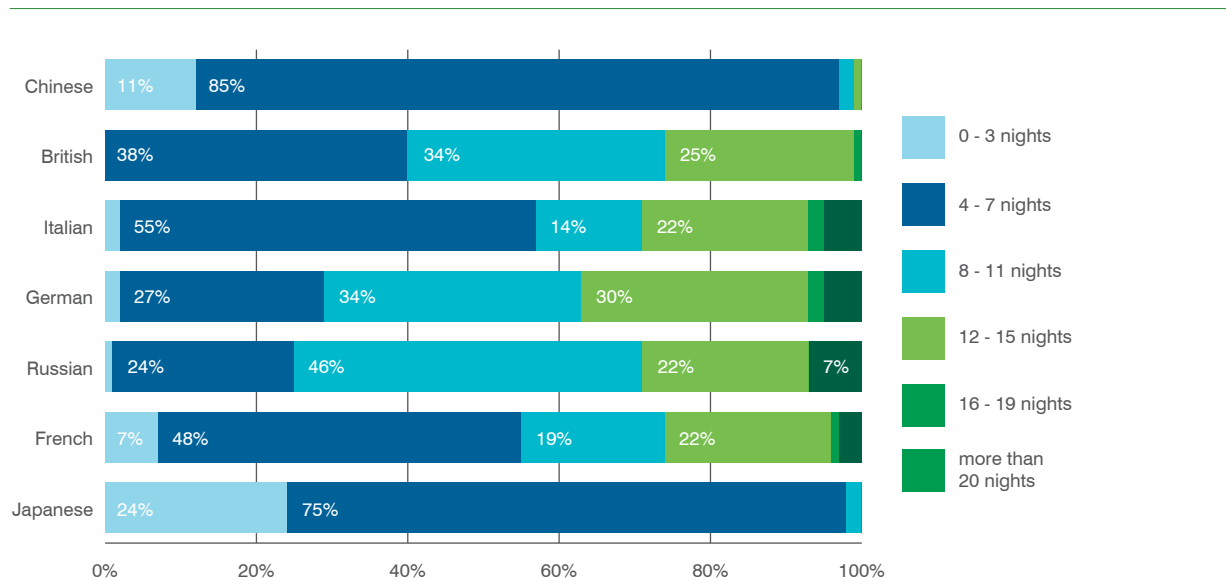


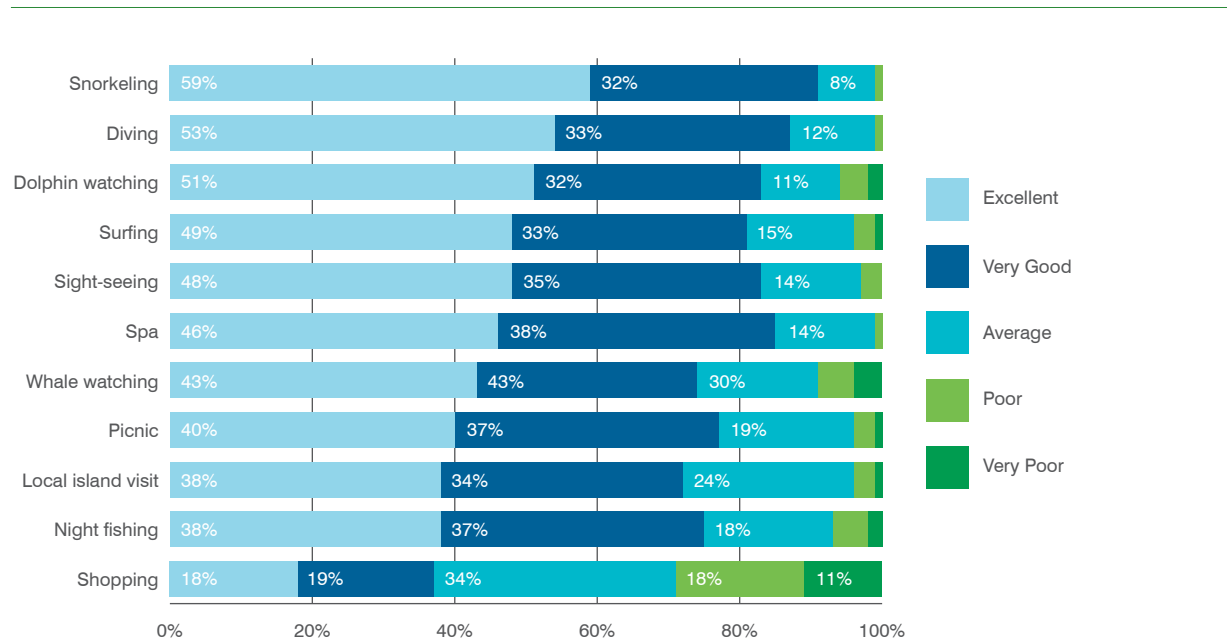
Figure 29: Length of stay for the top seven nationalities



3.6.3 Activities Enjoyed by International Visitors

Snorkeling is the most popular activity with 59% of visitors rating it as excellent. 53% of visitors found it as excellent. 53% of visitors found diving, 51% dolphin watching and 49 % surfing, excellent (Figure 30).

Figure 30: Activities most enjoyed by international visitors



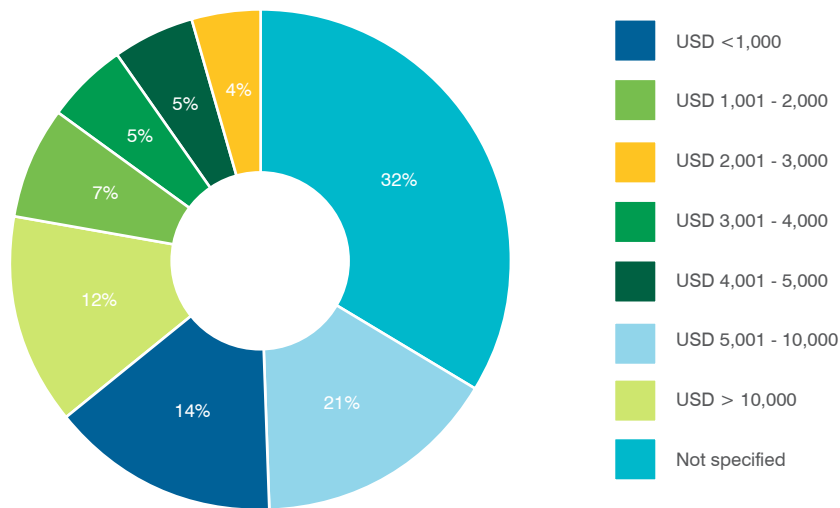
3.7 EXPENDITURE

All the amounts have been converted to USD values using the most recent exchange rates for all foreign currencies.

3.7.1 Expenditure within the Maldives excluding Tour Package Price

The majority of responding visitors spent over USD 5,000 within the Maldives during their visit (Figure 31).

Figure 31: Expenditure per trip by visitors in the Maldives (excluding tour package)

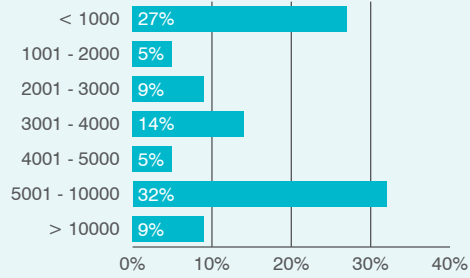


Expenditure within the Maldives by top ten nationalities is shown in Figure 32. Except for Japanese, majority of top ten nationalities spent more than USD5000 within the Maldives.

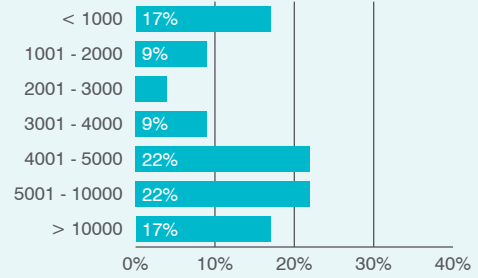
Figure 32: Expenditure within the Maldives by top ten nationalities



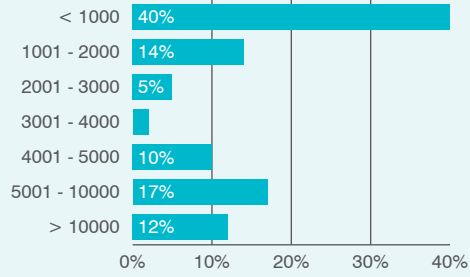
SWISS



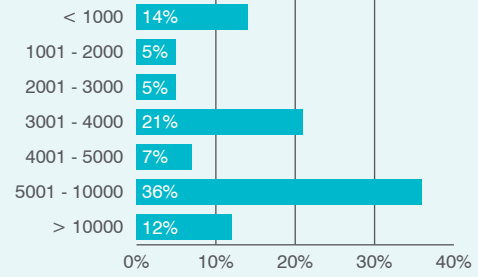
AUSTRALIAN



JAPANESE



SPANISH



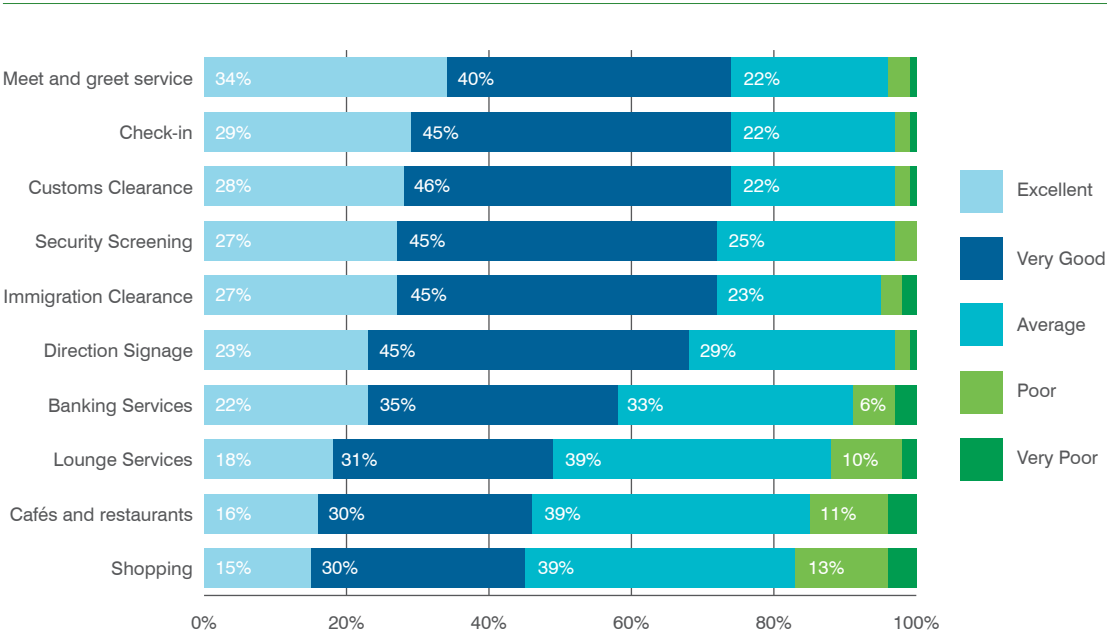
3.8 VISITOR SATISFACTION

3.8.1 Services at the Ibrahim Nasir International Airport

All the services at the airport except for services at cafés/restaurants, shopping and lounge services are rated at 50% or above. (Figure 32)

Check-in is rated the highest. The majority of the visitors rated security screening and customs clearance as excellent or very good.

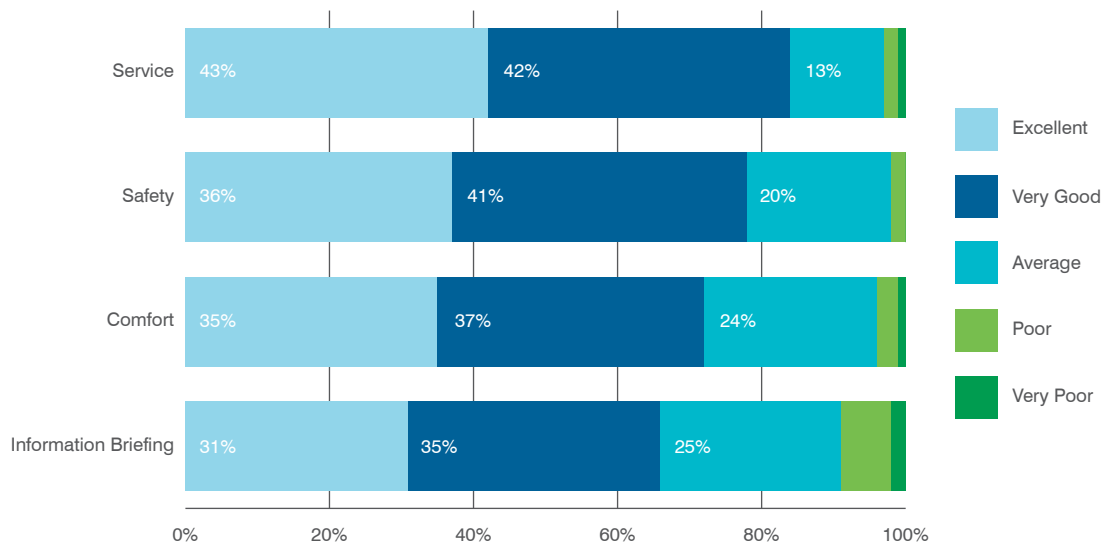
Figure 33: Ratings on services provided at the Ibrahim Nasir International Airport



3.8.2 Quality of Hotel Transfer

International visitors are mostly happy with service quality of hotel transfers, rated at 60% and above. (Figure 34). Service quality of hotel transfers is rated 'excellent' by 43%, 'very good' by 42% and 'average' by 13%. While 2% rated information briefing for hotels as 'very poor', 1% rated service quality of hotel transfers and comfort of hotel transfers as 'poor'.

Figure 34: Ratings on quality of transportation services and comfort at hotel



3.8.3 Services at the Place of Stay

The quality of place of stay is assessed on both front-line services and facilities

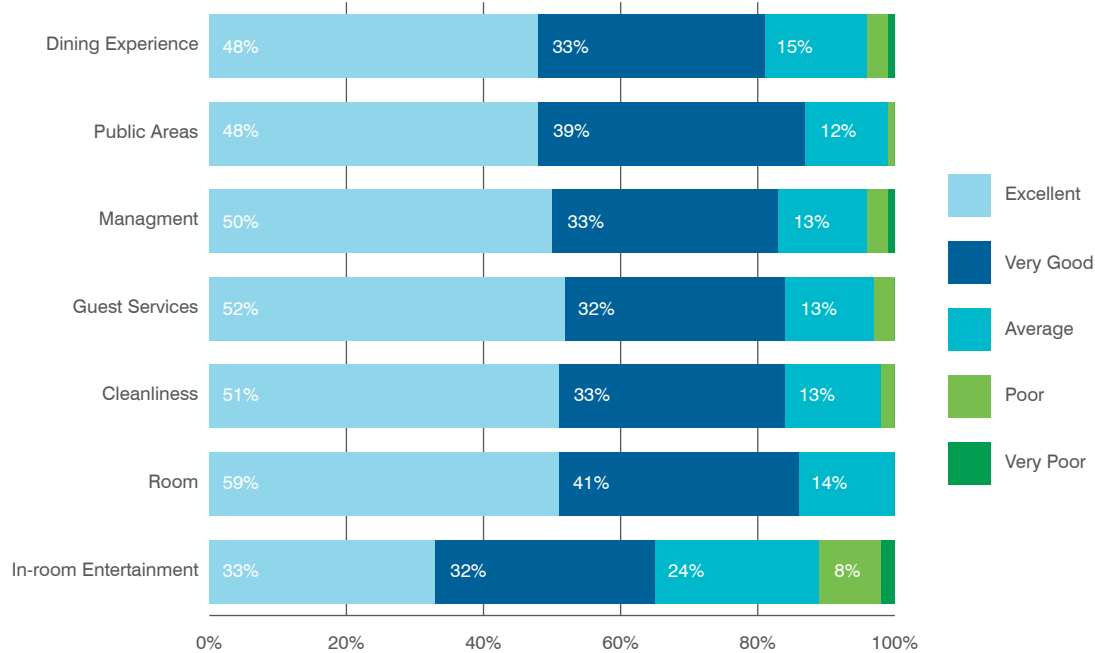
On average, 49% of international visitors rated their place of stay as 'excellent' in all seven categories consisting of: dining experience, public areas, management, guest services, cleanliness, in-room

entertainment and room, evaluated in the August 2013 survey (Figure 35).

Overall, all services at their place of stay except for in-room entertainment is rated 80% and above. In-room entertainment is rated as 'excellent' by 33% of international visitors, Room is rated 'excellent' by 59%

of visitors and guest services is rated 'excellent' by 52%. Dining experience and Management is rated as 'excellent' by 48% and 50% visitors respectively.

Figure 35: Service rating for place of stay in the Maldives



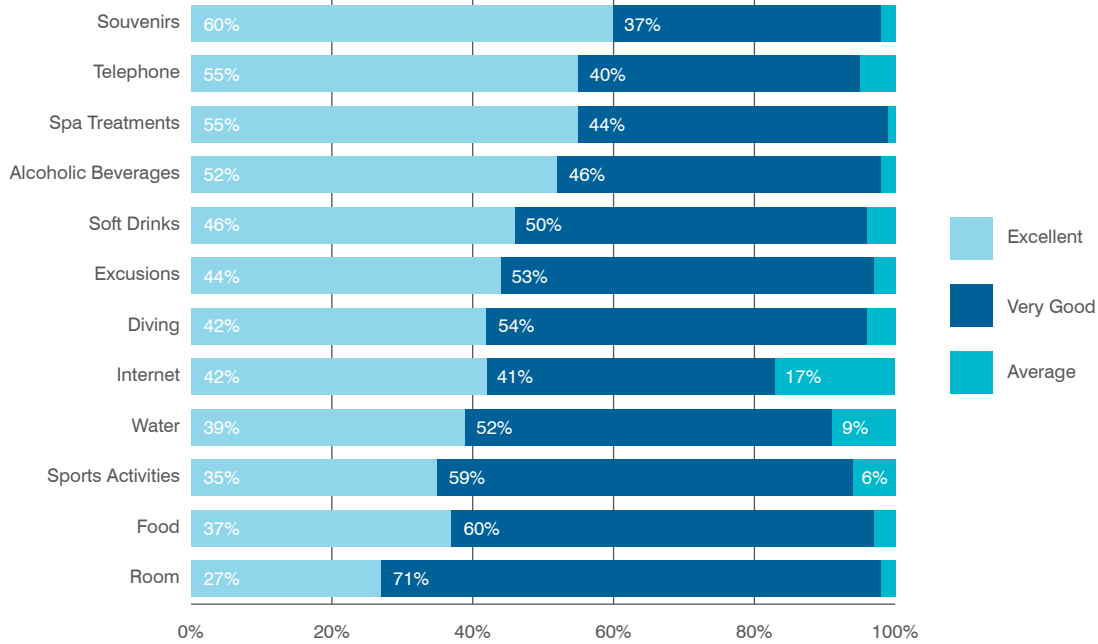
3.8.4 Perception of Prices

The survey also gathered the visitors' perception on the prices charged on accommodation, transportation, food and beverages, telecommunication, recreational activities and shopping.

Prices charged for accommodation, food, beverage and transportation in the Maldives are considered reasonable (Figure 36).

Of the international visitors to the Maldives 71% consider accommodation prices as 'value for money' while 27% perceive the prices to be 'expensive'. Of the visitors, 60% consider food prices as 'value for money' while 37% consider them to be 'expensive'. The prices charged for drinking water in the resorts of the Maldives are also considered 'value for money' by 52% while it is perceived to be 'expensive' by 39% of the visitors. Alcoholic beverages are considered 'expensive' by 52% of the international visitors while 46% of the visitors feel that it 'value for money'.

Figure 36: Perception of prices charged for the services



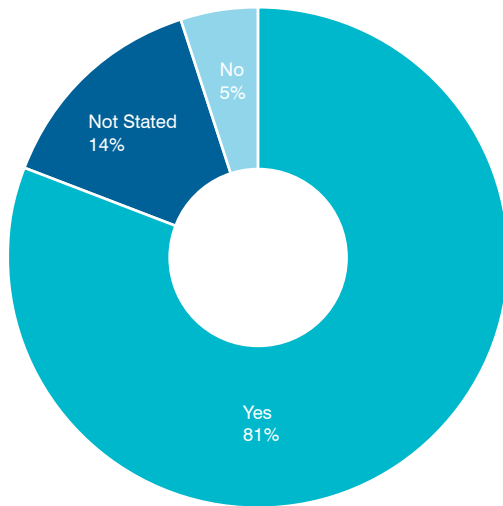
Souvenir items are considered 'expensive' by 60% of visitors. In the case of transportation, 68% of visitors perceive air transport prices to be 'value for money' while 27% consider them to be expensive. Sea transportation prices are seen as 'value for money' by 63% of the visitors and 29% of them thought prices as generally expensive.

3.9 OVERALL PERCEPTION OF THE HOLIDAY

3.9.1 Overall Satisfaction

An overwhelming majority of international visitors stated that the holiday met their expectations (81%) (Figure 37). Of the visitors, 5% felt that the holiday did not meet their expectations.

Figure 37: Holiday met with expectation



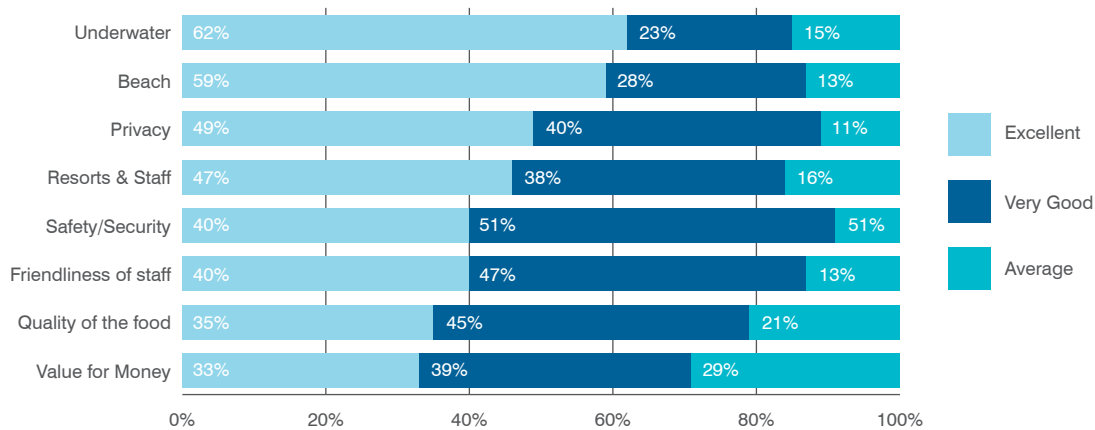
3.9.2 Comparison with Similar Destinations

From the respondents, 30% of the visitors have been to a destination similar to the Maldives. On the other hand, 52% of visitors have not visited a destination similar to the Maldives and 18% did not state an answer.

Among the visitors who had visited similar destinations to the Maldives, the top five countries are Seychelles, Thailand, Mauritius, Caribbean and Indonesia.

Figure 38 shows the comparison of the Maldives to similar destinations, in terms of seven different aspects. From the 30% international visitors who have visited similar destination, 62% rated the underwater environment of the Maldives better than other similar destinations and 59% rated the beach of the Maldives better. Security and friendliness of staff are considered the same as in other destinations by most respondents. Value for money of the holiday is considered the weakest aspect (29%) of the Maldives in comparison to other similar destinations.

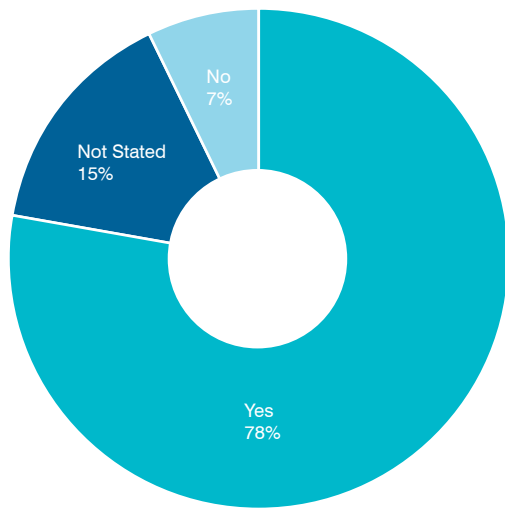
Figure 38: Rating of the Maldives compared to similar destinations



3.9.3 Intention to Visit Again

Of the international visitors, 81% are very happy with their holiday experience in the Maldives and 8% of them expressed that they intend to visit the Maldives again (Figure 39).

Figure 39: Intention to visit the Maldives again



Of the 15% of visitors who stated that they did not intend to visit again, the main reasons given are: the Maldives is too expensive, long distance of traveling and their desire to see new places.

CONCLUSION

In conclusion, the Maldives Visitor Survey was conducted in the Departure Terminal of Ibrahim Nasir International Airport. It is a survey that was written and conducted by CDE that aimed to find out what the visitor's perception about their experience in the Maldives. The survey included aspects such as: planning the trip, booking, reasons for visiting, how they heard about the Maldives, travel groups, place of stay, prices, length of stay, activities, similar destinations and satisfaction.

The majority of visitors were first time visitors (78%) with 29% being repeat visitors. The top ten nationalities to take part in the survey were Chinese, British, German, Russian, French, Japanese, Spanish, Swiss and Australian. From the respondents, 49% of visitors planned their trip via the internet while 36% visited a travel agency. 24% of visitors booked their trips 3-5 months in advance while 21% booked their trip 1-2 months in advance. The main reason for visiting was rest and relaxation with people rating the beach, underwater beauty and peacefulness as attractions. 25% of visitors heard about the Maldives through the internet and 22% through word of mouth.

63% of the visitors travelled in a group of two and 25% of visitors stayed at resorts. 71% of visitors rated their accommodation as value for money with 68% rating transportation, 63% rating sea transportation and 46% alcohol, as the same. 46% of visitors stayed in the Maldives between 4-7 nights with snorkeling, diving, dolphin watching and surfing being the most popular activities. Destinations similar to the Maldives included Seychelles, Thailand, Mauritius, The Caribbean and Indonesia. Maldivian beaches and underwater beauty were rated high against similar destinations with value for money being the weakest point. Overall, 81% percent of visitors said their holiday to the Maldives met their expectations.

RECOMMENDATIONS

FOR FUTURE RESEARCH

- Collaborate with resorts, tour operators and travel agencies to collect data of visitor satisfaction surveys conducted by each stakeholder in order to capture wider markets.
- Conduct MVS in exit terminals of all international and domestic airports of Maldives.
- Focus surveys on the Chinese market as it is the largest inbound market at present and is relatively unstudied.
- Increase the frequency of surveys to ensure that seasonal changes in arrival markets and changing market conditions are studied.

ON FUTURE SURVEYS

- The questionnaire should be shortened from the current 34 questions to encourage respondents to complete the questionnaire.
- Use the same questionnaire in more than one survey in order to allow better comparison.
- Use mobile devices such as mini iPads to conduct the survey to increase efficiency of data collection and processing as well as enhance image of Maldives tourism industry.
- Improve dissemination of survey results to increase usefulness of the survey and ensure valuable input from key stakeholders.

RELATING TO POLICIES

- There is a need to cater to Chinese market, the new dominant market in terms of facilities and services, language and communication and cultural sensitivity.
- With the opening of tourism to inhabited islands, issues of food hygiene, waste management, freshwater supply and sewerage needs to urgently addressed to maintain the image of brand Maldives in the global tourism industry.
- MPRC should strengthen their presence on the internet with daily promotional materials online magazines, guidebooks and mechanisms for visitors to post views online.
- Resorts should be encouraged to provide free and fast internet in public spaces such as lobby, bars and coffee shop to maximize the advantage of free marketing by visitors.
- Services at the airport particularly shopping, food and beverages and lounge services should be improved to ensure a strong first and last impression of Maldives.
- Dining experience at place of stay should be enriched with diversity of food especially quality of Asian food. In addition, Maldives cuisine needs to be made more attractive and made more appealing.

METHODOLOGY

The questionnaire for the Maldives Visitor Survey undertaken in August 2013 was prepared based on the questionnaires for the previous surveys, results of February 2013 survey and feedback from stakeholders in the presentation of results.

Consultations were undertaken with Ministry of Tourism and the Maldives Association for Tourism Industry (MATI) in the preparation and finalization of the questionnaire. The questionnaire consisted of four sections and 34 questions in total.

The questionnaire was prepared in seven different languages of English, Italian, German, French, Japanese, Chinese and Russian. Translation and proofreading of the questionnaire was organized and conducted by CDE Consulting.

Total required number of questionnaires for distribution was 1,500. Sample size for each language was decided based on the top ten nationalities of year 2012 arrivals and August 2012. Derivation of sample size is given in Table 1 to Table 3. Based on the top ten nationalities, the targeted distribution was 1,800.

Table 1: Derivation of sample size

Top 10 nationalities	2012 arrivals		Top 10 nationalities	August 2012 arrivals		Questionnaires based on Aug top ten	Language relevant to nationality	No. of questionnaires
	Nos	%		Nos	%			
China	229,551	24%	China	25,138	32%	200	Chinese	250
Germany	98,351	10%	UK	7,450	9%	200	English	600
UK	91,776	10%	Germany	6,485	8%	200	German	250
Russia	66,378	7%	Italy	5,225	7%	200	Italian	200
Italy	62,782	7%	Russia	4,562	6%	200	Russian	200
France	56,775	6%	Japan	4,338	5%	100	Japanese	200
Japan	36,438	4%	France	2,785	3%	100	French	200
Switzerland	35,457	4%	India	2,264	3%	100	English	
India	31,721	3%	Spain	1,461	2%	100	English	
Korea	23,933	2%	U.S.A.	1,314	2%	100	English	

The questionnaires were colour-coded depending on availability of coloured paper in required number.

The survey was carried out by two team leaders and six enumerators. A half day training was held for the enumerators prior to the commencement of the survey.

Each questionnaire was designed to have three serial numbers: a number prior to the commencement of the survey, a number upon collection of the questionnaire after the survey and a number for the purpose of data entry.

The survey was conducted for a period of 21 days between 11 and 31 August at Departure Hall of Ibrahim Nasir International Airport. By the end of the survey period the number of questionnaires distributed was 1,371. Respondents to the survey averaged at 65 per day. The dates and hours of surveying were selected based on flights schedule obtained from the airport.

Questionnaires were distributed after Immigration clearance and collected at departure gates. Banners were put up outside at the entrance of the Departure Terminal. The collected questionnaires were organized

by language and serial number for collection at CDE at the end of each day.

Altogether 1,362 questionnaires were collected. Table 2 shows the number of questionnaires printed, distributed and completed. Out of the 1,362 questionnaires that were collected 1,359 questionnaires were fit for analysis.

Table 2: Questionnaires printed, distributed and completed in different languages

Language	Numbers			Percentage		
	Printed	Distributed	Collected	Printed	Distributed	Collected
English	600	581	579	32%	42%	43%
Chinese	250	250	249	13%	18%	18%
German	250	164	163	13%	12%	12%
Italian	200	138	137	11%	10%	10%
Russian	200	88	86	11%	6%	6%
Japanese	200	55	54	11%	4%	4%
French	200	95	94	11%	7%	7%
	1900	1371	1362	100%	100%	100%

A database was created using PHP, MySQL and SPSS. Each completed questionnaire was given a serial number for data entry purposes. A two-hour training was conducted on data entry for the staff. Data entry was done in August and September. Data entry was carried out by five staff including enumerators of the survey. Data analysis was undertaken using Statistical Package for the Social Sciences (SPSS).

Tourist arrivals in 2012 were 958,027 and arrivals was 98,338 in August 2013. The survey sample that was analysed thus amounted to 0.14% of all arrivals during 2012 and 1.4% of arrivals during the survey month of August 2013. This represents one in every 650 tourists that arrived during the year 2012 or one in every 70 of those who arrived in February 2013 (Table 3).

Table 3: Comparison of Tourist arrivals in 2012, February 2013 and Surveyed

Region	Arrivals 2012	Arrivals August 2012	Surveyed		
			Number	Percentage (2012)	Percentage (Feb 2013)
Europe	517,809	36,640	848	0.16%	2.3%
Asia & the Pacific	384,506	53,025	370	0.10%	0.70%
America	7,095	2,312	30	0.42%	1.3%
Africa	26,774	788	11	0.04%	1.4%
Middle East	21,843	5,573	61	0.28%	1.1%
Others			12		
Not stated			27		
Total	958,027	98,338	1359	0.14%	1.4%

ANNEX 1 - COMPARISON

Geographic Profile . Nationality and Place of Residence

	2011	2012	2013 (Feb)	2013 (Aug)
Largest Regional groups	Europe (57.7%) followed by Asia (35.9%).	Europe (8.4% decrease to 49.3%) followed by Asia (8.2% increase to 44.1%).	Europe (51.6%) followed by Asia and The Pacific (43.7%)	Europe (2.3% increase to 51.6%) followed by Asia and The Pacific (0.4% decrease to 43.7%).
Largest Inbound markets	China (15%), then Britain (14.4%), Italy (11.3%), Germany (9.7%) and France (6.9%).	China (13.5% increase to 28.5%), then Germany (1.8% increase to 11.5%), Britain (5% decrease to 9.4%), France (2.8% decrease to 4.1%), and Italy (7.3% decrease to 4.0%).	China (32.1%), then Italy (7.5%), Germany (7.4%), United Kingdom (7.4%), France (7.3%) and Russia (6.4%).	China (3.6% increase to 32.1%), then Italy (3.5% increase to 7.5%), Germany (4.1% decrease to 7.4%), United Kingdom (2% decrease to 9.4%), and France (3.2% increase to 7.3%).

Demographic Profile . Age and Gender

	2011	2012	2013 (Feb)	2013 (Aug)
Age Groups	Majority of international visitors (42%) were in 25-44 years age group. While 44% were in 45-64 years age group.	48% of international visitors were in 25-34 years age group. While 19% were in the 35-44 years age group and then 16% in the 45-54 years age group.	34% of international visitors were in 25-34 years age group. While 21% were in the 35-44 years age group and then 18% were in the 45-54 years age group	35% of international visitors were in 25-34 years age group. While 22% were in the 35-44 years age group and then 14% were in the 45-54 years age group
Gender	Out of 644,425 tourist arrivals in 2011, 50.6% were female while 49.4% were male.	52% of tourists who took the survey were male while 44% were female.	The number of male tourists who took the survey (48%) exceeds female tourists (43%).	The number of male tourists who took the survey (48%) exceeds female tourists (38%).

Purpose of Visit . Purpose

	2011	2012	2013 (Feb)	2013 (Aug)
Holiday	64%	18%	17%	34%
Honeymoon	20%	42%	23%	19%
Diving	10%	17%	19%	18%
Wedding	1%	2%	1%	1%
Business	2%	1%	1%	1%
Incentive visit	1%	3%	5%	2%
Other	2%	23%	33%	4%

Purpose of Visit . Maldives as a Holiday Destination

	2011	2012	2013 (Feb)	2013 (Aug)
Beach	23%	49%	21%	19%
Underwater Beauty	22%	42%	21%	17%
Peacefulness	13%	23%	12%	13%
Weather	16%	27%	15%	12%
Unique	13%	28%	12%	12%
Small Islands	2%	5%	2%	11%
Reputation	11%	25%	10%	8%
Privacy	2%	16%	7%	8%

Socio-Economic Profile . Professions of International Visitors

	2011	2012	2013 (Feb)	2013 (Aug)
Professional	28%	33%	15%	15%
Manager, Senior official and director	15%	17%	20%	13%
Administrative and secretarial	10%	16%	6%	1%
Associate professional and technical	8%	11%	6%	3%
Sales and Customer service	5%	11%	5%	64%
Skilled traders and craftsmen	5%	1%	4%	1%
Others and not stated	32%	11%	44%	3%

Travel Organization . Source of Information

	2011	2012	2013 (Feb)	2013 (Aug)
Word of mouth	28%	41%	26%	22%
Internet	24%	45%	26%	25%
Travel Agent	11%	22%	18%	14%
Magazines	11%	15%	10%	11%
TV	8%	14%	9%	10%
Tour Operator	7%	5%	3%	8%
Guidebook	5%	6%	4%	4%
Outdoor advertising	3%	2%	2%	1%
Newspaper	2%	3%	2%	3%
Exhibitions	1%	1%	0.4%	1%
Radio	0.5%	1%	0.4%	0%

Travel Organization . Mode of Trip Organization

	2011	2012	2013 (Feb)	2013 (Aug)
Visited a travel agency to book	56%	56%	65%	36%
Direct booking with tour operator via internet	12%	16%	20%	39%
Direct booking with resort via internet	14%	17%	11%	10%
Others	17%	1%	3%	2%
Not Stated	1%	10%	1%	1%
Incentive visit	0%	0%	0%	0%
Radio	0.5%	1%	0.4%	0%

Travel Organization . Mode of Trip Organization

	2011	2012	2013 (Feb)	2013 (Aug)
Partner	59%	66%	57%	46%
Family	18%	21%	29%	42%
Friends	13%	8%	9%	6%
Single Traveler	6%	3%	3%	5%
Other	4%	2%	2%	3%

Travel Organization . Frequency of Visit

	2011	2012	2013 (Feb)	2013 (Aug)
First time	73%	78%	70%	78%
2-5 times	20%	16%	21%	16%
6-10 times	4%	3%	5%	3%
More than 10 times	3%	2%	3%	2%

Travel Organization . Length of Advanced Booking Period

	2011	2012	2013 (Feb)	2013 (Aug)
Less than a week	4%	5%	5%	7%
1 week	5%	4%	5%	6%
2-4 weeks	14%	17%	19%	16%
1-2 months	30%	25%	27%	21%
3-5 months	25%	27%	27%	24%
6-12 months	14%	19%	15%	17%
Over one year	2%	2%	1%	1%
Not specified	2%	1%	0%	8%

Experience and Activities . Duration of Stay

	2011	2012	2013 (Feb)	2013 (Aug)
0-3 nights	8%	4%	7%	19%
4-7 nights	60%	50%	52%	46%
8-11 nights	16%	25%	21%	19%
12-15 nights	12%	17%	12%	12%
16-19 nights	1%	1%	1%	1%
>20 nights	3%	1%	2%	1%

Experience and Activities . Activities enjoyed by International Visitors

	2011	2012	2013 (Feb)	2013 (Aug)
Snorkeling	41%	78%	40%	59%
Diving	17%	31%	17%	53%
Spa	17%	29%	14%	46%
Water Sports	11%	22%	10%	49%
Local island visit	10%	13%	8%	38%
Others	1%	10%	5%	38%
Land based Sports	3%	7%	4%	18%
Picnic	0%	4%	3%	40%

Expenditure . Expenditure within Maldives excluding Tour Package Price

	2011	2012	2013 (Feb)	2013 (Aug)
USD <1000	57%		20%	14%
USD 1001-2000	15%		5%	7%
USD 2001-3000	7%		4%	4%
USD 3001-4000	4%		6%	5%
USD 4001-5000	3%		4%	5%
USD 5001-10000	12%		33%	21%
USD >10000	0%		-	12%
Not specified	2%		28%	32%

*2012: Did not include a section on expenditure.

Visitor Satisfaction . Services at Ibrahim Nasir International Airport

	2011	2012	2013 (Feb)	2013 (Aug)
Passport Clearance	32% rated 'excellent'	33% rated 'excellent'	39% rated 'excellent'	27% rated 'excellent'
Customs Clearance	31% rated 'excellent'	33% rated 'excellent'	37% rated 'excellent'	28% rated 'excellent'
Information & Signage	31% rated 'excellent'	25% rated 'excellent'	28% rated 'excellent'	23% rated 'excellent'
Friendliness of Immigration Staff	32% rated 'excellent'	36% rated 'excellent'	40% rated 'excellent'	
Friendliness of Customs Staff	30% rated 'excellent'	36% rated 'excellent'		
Shopping	14% rated 'excellent'	17% rated 'excellent'	18% rated 'excellent'	15% rated 'excellent'
Cafés & Restaurants	9% rated 'excellent'	15% rated 'excellent'	16% rated 'excellent'	16% rated 'excellent'

Visitor Satisfaction . Quality of Hotel Transfer

	2011	2012	2013 (Feb)	2013 (Aug)
Comfort	40% rated 'excellent'	42% rated 'excellent'	42% rated 'excellent'	35% rated 'excellent'
Service	45% rated 'excellent'	47% rated 'excellent'	47% rated 'excellent'	43% rated 'excellent'
Waiting Time	39% rated 'excellent'	43% rated 'excellent'	41% rated 'excellent'	

*2013: Did not feature waiting time but included 'Safety' which was rated 'excellent' by 36% of tourists and 'Information Briefing' which was rated 'excellent' by 31% of tourists.

Visitor Satisfaction . Services at the Place of Stay

	2011	2012	2013 (Feb)
Accommodation	40% rated 'excellent'	64% rated 'excellent'	58% rated 'excellent'
Food	50% rated 'excellent'	53% rated 'excellent'	53% rated 'excellent'
Beverages	45% rated 'excellent'	52% rated 'excellent'	48% rated 'excellent'
Cleanliness	54% rated 'excellent'		
Friendliness of Staff	65% rated 'excellent'	74% rated 'excellent'	70% rated 'excellent'
Recreational facilities	46% rated 'excellent'	52% rated 'excellent'	48% rated 'excellent'
Physical Setup	50% rated 'excellent'		

*2012 & 2013 (Feb): in the Services at the Place of Stay section, 'Physical Setup' and 'Cleanliness' were not included.

	2013 (Aug)
Dining experience	48% rated 'excellent'
Public areas	48% rated 'excellent'
Management	50% rated 'excellent'
Guest services	52% rated 'excellent'
Cleanliness	50% rated 'excellent'
Room	50% rated 'excellent'
In-room entertainment	33% rated 'excellent'

Visitor Satisfaction . Perception of Prices

	2011	2012	2013 (Feb)	2013 (Aug)
Souvenirs	28% rated 'value for money'	32% rated 'value for money'	43% rated 'excellent'	37% rated 'value for money'
Telephone	26% rated 'value for money'	26% rated 'value for money'	29% rated 'excellent'	40% rated 'value for money'
Spa Treatments	26% rated 'value for money'	30% rated 'value for money'	35% rated 'excellent'	44% rated 'value for money'
Alcoholic Beverages	30% rated 'value for money'	34% rated 'value for money'	41% rated 'excellent'	46% rated 'value for money'
Soft Drinks	34% rated 'value for money'	38% rated 'value for money'	38% rated 'excellent'	50% rated 'value for money'
Excursions	30% rated 'value for money'	34% rated 'value for money'	27% rated 'excellent'	53% rated 'value for money'
Diving	33% rated 'value for money'	37% rated 'value for money'	25% rated 'excellent'	54% rated 'value for money'
Internet	26% rated 'value for money'	29% rated 'value for money'	32% rated 'excellent'	41% rated 'value for money'
Water	35% rated 'value for money'	42% rated 'value for money'	37% rated 'excellent'	52% rated 'value for money'
Sports Activities	36% rated 'value for money'	40% rated 'value for money'	25% rated 'excellent'	59% rated 'value for money'
Food	39% rated 'value for money'	42% rated 'value for money'	39% rated 'excellent'	60% rated 'value for money'
Room	40% rated 'value for money'	54% rated 'value for money'	39% rated 'excellent'	71% rated 'value for money'

Overall Perception of the Holiday . Overall Satisfaction

	2011	2012	2013 (Feb)	2013 (Aug)
Successfully met expectations	88%	93%	94%	81%
Failed to meet expectations	3%	4%	4%	5%
Not stated	9%	3%	2%	14%

Overall Perception of the Holiday . Comparison with Similar Destinations

	2011	2012	2013 (Feb)	2013 (Aug)
Friendliness of Staff	52% rated 'higher'	44% rated 'higher'	41% rated 'higher'	40% rated 'higher'
Quality of Product	54% rated 'higher'	45% rated 'higher'	41% rated 'higher'	47% rated 'higher'
Quality of Services	53% rated 'higher'	45% rated 'higher'	37% rated 'higher'	47% rated 'higher'
Natural Environment	64% rated 'higher'	60% rated 'higher'	56% rated 'higher'	59% rated 'higher'
Safety/Security	53% rated 'higher'	49% rated 'higher'	43% rated 'higher'	40% rated 'higher'
Recreational Activities	43% rated 'higher'	39% rated 'higher'	31% rated 'higher'	
Value of Money	40% rated 'higher'	25% rated 'higher'	26% rated 'higher'	33% rated 'higher'

*2013: 'Recreational Activities' were not included in the section on Comparison with Similar Destinations

Overall Perception of the Holiday . Intention to Visit Again

	2011	2012	2013 (Feb)	2013 (Aug)
Yes	86%	88%	87%	78%
No	4%	9%	8%	7%
Not stated	10%	3%	5%	15%

ANNEX 2 - DATA TABLES

Q 1: How many times have you visited the Maldives?

No of times visited	Frequency	Percentage
First Time	1059	77.92
2 - 5 times	219	16.11
6 -10 times	45	3.31
more than 10 times	29	2.13
Not stated	7	0.52
Total	1359	100.00

Top ten nationalities	First Time		Repeat Visitors	
	Number	Percentage	Number	Percentage
Australian	17	65%	9	35%
Swiss	17	63%	10	37%
Spanish	44	75%	15	25%
Japanese	42	68%	20	32%
French	65	82%	14	18%
Russian	66	78%	19	22%
German	93	68%	44	32%
Italian	81	57%	61	43%
British	169	80%	42	20%
Chinese	234	94%	15	6%

Q 2: With whom did you travel?

	Frequency	Percent
Alone/Single traveler	63	5%
Partner	626	46%
Family	566	42%
Friends	82	6%
Business associates	25	2%
Tour group	17	1%
Study group	5	0%
Total	1359	100%

Top ten nationalities	Whom travelled with													
	Alone/Single traveler		Partner		Family		Friends		Business associates		Tour group		Study group	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Australian	3	11%	11	41%	3	11%	9	33%	0	0%	1	4%	0	0%
Swiss	3	11%	17	61%	7	25%	1	4%	0	0%	0	0%	0	0%
Spanish	6	10%	22	36%	21	34%	6	10%	0	0%	6	10%	0	0%
Japanese	6	10%	9	15%	42	68%	4	6%	1	2%	0	0%	0	0%
French	5	6%	38	48%	26	33%	7	9%	1	1%	0	0%	3	4%
Russian	5	6%	11	13%	65	74%	4	5%	0	0%	3	3%	0	0%
German	7	5%	92	65%	37	26%	4	3%	1	1%	0	0%	0	0%
Italian	8	5%	61	41%	64	43%	5	3%	8	5%	0	0%	2	1%
British	3	1%	144	68%	58	27%	7	3%	1	0%	0	0%	0	0%
Chinese	4	2%	83	32%	145	56%	19	7%	5	2%	5	2%	0	0%

Top ten nationalities	Whom travelled with									
	Resort		Hotel		Guest House		Boat/Safari Vessel		Cruiser/Luxury Yacht	
	#	%	#	%	#	%	#	%	#	%
Alone/Single traveler	34	3%	10	5%	5	14%	7	16%	4	20%
Partner	530	50%	74	38%	11	30%	8	19%	3	15%
Family	428	40%	93	48%	16	43%	7	16%	8	40%
Friends	50	5%	8	4%	5	14%	11	26%	0	0%
Business associates	16	2%	5	3%	0	0%	2	5%	0	0%
Tour group	4	0%	2	1%	0	0%	6	14%	4	20%
Study group	0	0%	1	1%	0	0%	2	5%	1	5%
Total	1062	100%	193	100%	37	100%	43	100%	20	100%

Q 3: Visitor arrivals by age group

No. of Adults	Frequency	Percentage
Alone	72	5%
2 people	855	63%
3-5 people	140	10%
6 or more	75	6%
not stated	217	16%
Total	1359	100%

Q 4: How did you learn about the Maldives?

No. of Adults	Frequency	Percentage
Visited Maldives Before	220	8%
Word of Mouth	612	22%
Internet	684	25%
Travel Agent	380	14%
Magazines	306	11%
TV	286	10%
Guidebook	108	4%
Outdoor Advertising	32	1%
Newspaper	69	3%
Fairs/Exhibitions	16	1%
Radio	13	0%
Advertisement on CNN	2	0%
Advertisement on BBC	4	0%
Total	2732	100%

Top ten nationalities	Number												
	Visited Maldives Before	Word of Mouth	Internet	Travel Agent	Magazines	TV	Guidebook	Outdoor Advertising	Newspaper	Fairs/Exhibitions	Radio	Advertisement on CNN	Advertisement on BBC
Australian	7	15	8	4	5	2	0	0	0	0	0	0	0
British	37	113	110	77	39	36	19	3	7	0	1	0	3
Chinese	11	151	137	55	66	67	11	8	26	5	7	0	0
French	14	44	32	20	27	22	9	0	4	0	0	0	0
German	35	55	59	48	41	36	15	4	10	2	1	0	0
Japanese	17	12	33	21	11	9	20	1	1	0	0	0	0
Russian	10	27	40	28	8	11	0	1	5	0	1	0	0
Spanish	8	18	30	18	19	17	7	2	1	3	0	0	0
Swiss	7	14	12	9	4	6	3	1	3	0	0	0	0
Italian	47	35	55	34	24	21	12	5	2	4	1	1	0

Top ten nationalities	Percentage												
	Visited Maldives Before	Word of Mouth	Internet	Travel Agent	Magazines	TV	Guidebook	Outdoor Advertising	Newspaper	Fairs/Exhibitions	Radio	Advertisement on CNN	Advertisement on BBC
Australian	17%	20%	37%	10%	12%	5%	0%	0%	0%	0%	0%	0%	0%
British	8%	25%	25%	17%	9%	8%	4%	1%	2%	0%	0%	0%	1%
Chinese	2%	28%	25%	10%	12%	12%	2%	1%	5%	1%	1%	0%	0%
French	8%	26%	19%	12%	16%	13%	5%	0%	2%	0%	0%	0%	0%
German	11%	18%	19%	16%	13%	12%	5%	1%	3%	1%	0%	0%	0%
Japanese	14%	10%	26%	17%	9%	7%	16%	1%	1%	0%	0%	0%	0%
Russian	8%	21%	31%	21%	6%	8%	0%	1%	4%	0%	1%	0%	0%
Spanish	7%	15%	24%	15%	15%	14%	6%	2%	1%	2%	0%	0%	0%
Swiss	12%	24%	20%	15%	7%	10%	5%	2%	5%	0%	0%	0%	0%
Italian	20%	15%	23%	14%	10%	9%	5%	2%	1%	2%	0%	0%	0%

Q 5: What motivated you to choose Maldives?

Motivators	Frequency	Percentage
Privacy	382	8%
Reputation/well-known	398	8%
Small Islands	525	11%
Unique	572	12%
Weather	582	12%
Peacefulness	628	13%
Underwater Beauty	820	17%
Beach	905	19%
Total	4812	100%

Top ten nationalities	Motivators							
	Beach	Weather	Underwater Beauty	Reputation	Uniqueness	Peacefulness	Privacy	Small Islands
Chinese	136	66	138	100	95	95	41	95
British	174	160	132	107	121	133	89	104
Italian	70	27	73	13	57	53	8	31
German	105	73	112	12	69	88	47	69
Russian	59	39	47	23	33	27	50	29
French	52	43	61	27	27	37	18	38
Japanese	19	3	51	11	15	32	4	8
Spanish	42	24	32	15	17	19	14	19
Swiss	25	17	23	6	17	19	13	17
Australian	23	16	11	5	10	10	5	9

Top ten nationalities	Motivators							
	Beach	Weather	Underwater Beauty	Reputation	Uniqueness	Peacefulness	Privacy	Small Islands
Chinese	18%	9%	18%	13%	12%	12%	5%	12%
British	17%	16%	13%	10%	12%	13%	9%	10%
Italian	21%	8%	22%	4%	17%	16%	2%	9%
German	18%	13%	19%	2%	12%	15%	8%	12%
Russian	19%	13%	15%	7%	11%	9%	16%	9%
French	17%	14%	20%	9%	9%	12%	6%	13%
Japanese	13%	2%	36%	8%	10%	22%	3%	6%
Spanish	23%	13%	18%	8%	9%	10%	8%	10%
Swiss	18%	12%	17%	4%	12%	14%	9%	12%
Australian	26%	18%	12%	6%	11%	11%	6%	10%

Q 6: What is the main purpose of your visit?

Purpose of visit	Frequency	Percentage
Fishing	1	0%
Sailing	2	0%
Incentive Visit	3	0%
Business Conference	4	0%
Birthday Celebration	10	1%
Wedding	13	1%
Surfing	25	2%
Health & Wellness	38	3%
Snorkeling	92	7%
Diving	151	11%
Honeymoon	264	19%
Rest & Relaxation	460	34%
Total	4812	100%

Top ten nationalities	Main purpose of visit							
	Rest & Relaxation	Health & Wellness	Honeymoon	Wedding	Diving	Snorkeling	Surfing	Others
Chinese	62	10	31	0	11	13	0	3
British	86	1	93	3	9	10	0	3
Italian	59	7	10	2	37	14	1	2
German	33	6	28	2	29	27	4	2
Russian	2	0	2	0	1	1	0	0
French	37	6	11	1	12	3	3	1
Japanese	19	0	9	1	14	8	0	0
Spanish	18	3	13	0	9	3	4	1
Swiss	12	2	2	0	6	2	0	1
Australian	9	1	5	0	0	3	7	0

Top ten nationalities	Main purpose of visit							
	Rest & Relaxation	Health & Wellness	Honeymoon	Wedding	Diving	Snorkeling	Surfing	Others
Chinese	48%	8%	24%	0%	8%	10%	0%	2%
British	42%	0%	45%	1%	4%	5%	0%	1%
Italian	45%	5%	8%	2%	28%	11%	1%	2%
German	25%	5%	21%	2%	22%	21%	3%	2%
Russian	33%	0%	33%	0%	17%	17%	0%	0%
French	50%	8%	15%	1%	16%	4%	4%	1%
Japanese	37%	0%	18%	2%	27%	16%	0%	0%
Spanish	35%	6%	25%	0%	18%	6%	8%	2%
Swiss	48%	8%	8%	0%	24%	8%	0%	4%
Australian	36%	4%	20%	0%	0%	12%	28%	0%

Top ten nationalities	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Fishing	0%	0%	0%	0%	37%
Sailing	0%	0%	0%	0%	0%
Incentive Visit	0%	0%	3%	0%	0%
Business Conference	0%	2%	0%	0%	0%
Birthday Celebration	1%	0%	0%	0%	0%
Wedding	1%	2%	0%	0%	0%
Surfing	2%	0%	14%	0%	0%
Health & Wellness	4%	2%	3%	0%	0%
Snorkeling	9%	12%	0%	0%	63%
Diving	12%	15%	24%	63%	0%
Honeymoon	26%	26%	14%	0%	0%
Rest & Relaxation	44%	42%	41%	37%	0%
Total	100%	100%	100%	100%	100%

Q 7: How did you book your trip?

Method of trip booking	Frequency	Percentage
Via Internet on Travel Agency/Tour Operator Website	537	40%
Via Internet on Resort Website	134	10%
Visited Travel Agency to book	486	36%
Booked by family/friends	123	9%
Telephone booking	36	3%
Booked By Employer	10	1%
Other	29	2%
Not Specified	4	0%
Total	1359	100%

Q 8: Did you use any of the following websites to plan/organize your trip to the Maldives?

Website	Frequency	Percentage
Orbitz	0	0%
Virtual Tourist	0	0%
Cheap Tickets	1	0%
Priceline	2	0%
Hotwire	4	0%
TravelPod	5	0%
Makemytrip	6	0%
Travelzoo	8	1%
Travelocity	10	1%
eLong.com	10	1%
Yahoo! Travel	24	2%
Kayak	26	2%
Qunar.com	35	3%
Lonely Planet	60	4%
Hotels.com	61	5%
Agoda	85	6%
cTrip	88	7%
Expedia	95	7%
Visited Maldives before	170	13%
Booking.com	174	13%
TripAdvisor	485	36%
Total	1349	100%

Q 9: When did you book your visit to the Maldives?

Top ten nationalities	Advance booking period							Total
	Less than a week before travel	1 week	2-4 weeks	1-2 months	3-5 months	6-12 months	Over one year before travel	
Chinese	21	22	72	72	12	2	2	203
British	5	3	13	29	67	85	9	211
Italian	25	17	28	23	34	13	0	140
German	6	0	17	25	37	51	0	136
Russian	8	9	20	23	15	3	1	79
French	3	2	11	17	28	18	0	79
Japanese	0	5	4	23	18	7	0	57
Spanish	2	8	7	6	25	7	0	55
Swiss	1	1	1	4	15	6	0	28
Australian	1	0	2	7	7	6	3	26

Top ten nationalities	Advance booking period							Total
	Less than a week before travel	1 week	2-4 weeks	1-2 months	3-5 months	6-12 months	Over one year before travel	
Chinese	10%	11%	35%	35%	6%	1%	1%	100%
British	2%	1%	6%	14%	32%	40%	4%	100%
Italian	18%	12%	20%	16%	24%	9%	0%	100%
German	4%	0%	13%	18%	27%	38%	0%	100%
Russian	10%	11%	25%	29%	19%	4%	1%	100%
French	4%	3%	14%	22%	35%	23%	0%	100%
Japanese	0%	9%	7%	40%	32%	12%	0%	100%
Spanish	4%	15%	13%	11%	45%	13%	0%	100%
Swiss	4%	4%	4%	14%	54%	21%	0%	100%
Australian	4%	0%	8%	27%	27%	23%	12%	100%

Advance booking period	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Less than a week before travel	73	18	9	2	0
1 week	66	17	1	5	1
2 to 4 weeks	164	41	6	8	2
1 to 2 months	221	53	3	7	3
3 to 5 months	269	35	9	14	9
6 to 12 months	208	21	5	7	4
Over one year before travel	15	1	1	1	0
Total	1016	186	34	44	19

Advance booking period	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Less than a week before travel	7%	10%	26%	5%	0%
1 week	6%	9%	3%	11%	5%
2 to 4 weeks	16%	22%	18%	18%	11%
1 to 2 months	22%	28%	9%	16%	16%
3 to 5 months	26%	19%	26%	32%	47%
6 to 12 months	20%	11%	15%	16%	21%
Over one year before travel	1%	1%	3%	2%	0%
Total	100%	100%	100%	100%	100%

Q 10: How would you rate the following services at Ibrahim Nasir International Airport?

Immigration clearance rating	Frequency	Percentage
Not specified	102	8%
Very Poor	25	2%
Poor	35	3%
Average	285	21%
Very Good	571	42%
Excellent	341	25%
Total	1359	100%

Customs clearance rating	Frequency	Percentage
Not specified	113	8%
Very Poor	13	1%
Poor	29	2%
Average	279	21%
Very Good	571	42%
Excellent	354	26%
Total	1359	100%

Direction signage rating	Frequency	Percentage
Not specified	146	11%
Very Poor	7	1%
Poor	28	2%
Average	357	26%
Very Good	545	40%
Excellent	276	20%
Total	1359	100%

Meet & greet services rating	Frequency	Percentage
Not specified	251	18%
Very Poor	14	1%
Poor	31	2%
Average	244	18%
Very Good	445	33%
Excellent	374	28%
Total	1359	100%

Check-in rating	Frequency	Percentage
Not specified	99	7%
Very Poor	14	1%
Poor	29	2%
Average	280	21%
Very Good	566	42%
Excellent	371	27%
Total	1359	100%

Security screening rating	Frequency	Percentage
Not specified	99	7%
Very Poor	14	1%
Poor	29	2%
Average	280	21%
Very Good	566	42%
Excellent	371	27%
Total	1359	100%

Shopping rating	Frequency	Percentage
Not specified	166	12%
Very Poor	42	3%
Poor	150	11%
Average	465	34%
Very Good	356	26%
Excellent	180	13%
Total	1359	100%

Cafes & restaurants rating	Frequency	Percentage
Not specified	198	15%
Very Poor	44	3%
Poor	123	9%
Average	458	34%
Very Good	351	26%
Excellent	185	14%
Total	1359	100%

Lounge services rating	Frequency	Percentage
Not specified	514	38%
Very Poor	19	1%
Poor	85	6%
Average	326	24%
Very Good	259	19%
Excellent	156	11%
Total	1359	100%

Q 11: What was the MAIN METHOD OF TRANSPORT from the International Airport to your place of stay?

Main method of transports from international airport to place of stay	Frequency	Percentage
Public Ferry Service	62	5%
Domestic Flight	154	11%
Sea plane transfer	506	38%
Speedboat transfer	621	46%
Total	1343	100%

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Q 12: How long did you have to wait at the airport (to get to your place of stay)?

Waiting time at airport	Frequency	Percentage
Less than 15 minutes	294	22%
15 - 30 minutes	276	20%
30 - 45 minutes	160	12%
45 -60 minutes	139	10%
1 - 2 hours	191	14%
2 - 3 hours	121	9%
3 hours or more	103	8%
Not specified	75	6%
Total	1359	100%

Q 13: How long did it take for you to get from the airport to your place of stay?

Transfer time from airport to place of stay	Frequency	Percentage
5 - 6 hours	16	1%
More than 6 hours	27	2%
3 - 4 hours	45	3%
1 - 2 hours	221	16%
Less than 30 minutes	357	26%
30 - 60 minutes	616	45%
Not specified	77	6%
Not specified	75	6%
Total	1359	100%

Q 14: How would you rate the quality of your hotel transfer?

Rating for service quality of hotel transfer	Frequency	Percentage
Not answered	82	6%
Not Applicable	19	1%
Very Poor	9	1%
Poor	28	2%
Average	163	12%
Very Good	523	38%
Excellent	535	39%
Total	1359	100%

Rating for comfort of hotel transfer	Frequency	Percentage
Not answered	93	7%
Not Applicable	15	1%
Very Poor	7	1%
Poor	32	2%
Average	305	22%
Very Good	465	34%
Excellent	442	33%
Total	1359	100%

Rating for safety of hotel transfer	Frequency	Percentage
Not answered	98	7%
Not Applicable	20	1%
Very Poor	2	0%
Poor	25	2%
Average	249	18%
Very Good	514	38%
Excellent	451	33%
Total	1359	100%

Rating for info briefing of hotel transfer	Frequency	Percentage
Not answered	145	11%
Not Applicable	131	10%
Very Poor	26	2%
Poor	73	5%
Average	266	20%
Very Good	379	28%
Excellent	339	25%
Total	1359	100%

Q 15: How did you find your prices charged for the following?

Rating for prices charged for speedboat transfer	Frequency	Percentage
Not answered	368	27%
Not Applicable	398	29%
Cheap	52	4%
Value for Money	371	27%
Expensive	170	13%
Very Good	379	28%
Excellent	339	25%
Total	1359	100%

Rating for prices charged for sea plane	Frequency	Percentage
Not answered	400	29%
Not Applicable	394	29%
Cheap	32	2%
Value for Money	300	22%
Expensive	233	17%
Very Good	379	28%
Excellent	339	25%
Total	1359	100%

Rating for prices charged for domestic flight	Frequency	Percentage
Not answered	549	40%
Not Applicable	474	35%
Cheap	16	1%
Value for Money	230	17%
Expensive	90	7%
Very Good	379	28%
Excellent	339	25%
Total	1359	100%

Q 16: Where did you stay during your visit to the Maldives?

Place of stay	Frequency	Percentage
Resort	1041	77%
Hotel	190	14%
Guest house	35	3%
Boat/Safari vessel	44	3%
Cruiser	20	1%
Others	1	0%
Total	28	100%

Whom travelled with	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Alone/Single traveler	34	10	5	7	4
Partner	530	74	11	8	3
Family	428	93	16	7	8
Friends	50	8	5	11	0
Business associates	16	5	0	2	0
Tour group	4	2	0	6	4
Study group	0	1	0	2	1
Total	1062	193	37	43	20

Whom travelled with	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Alone/Single traveler	3%	5%	14%	16%	20%
Partner	50%	38%	30%	19%	15%
Family	40%	48%	43%	16%	40%
Friends	5%	4%	14%	26%	0%
Business associates	2%	3%	0%	5%	0%
Tour group	0%	1%	0%	14%	20%
Study group	0%	1%	0%	5%	5%
Total	100%	100%	100%	100%	100%

Advance booking period	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Less than a week before travel	73	18	9	2	0
1 week	66	17	1	5	1
2 to 4 weeks	164	41	6	8	2
1 to 2 months	221	53	3	7	3
3 to 5 months	269	35	9	14	9
6 to 12 months	208	21	5	7	4
Over one year before travel	15	1	1	1	0
Total	1016	186	34	44	19

Advance booking period	Place of stay				
	Resort	Hotel	Guest house	Boat/Safari vessel	Cruiser
Less than a week before travel	7%	10%	26%	5%	0%
1 week	6%	9%	3%	11%	5%
2 to 4 weeks	16%	22%	18%	18%	11%
1 to 2 months	22%	28%	9%	16%	16%
3 to 5 months	26%	19%	26%	32%	47%
6 to 12 months	20%	11%	15%	16%	21%
Over one year before travel	1%	1%	3%	2%	0%
Total	100%	100%	100%	100%	100%

Q 17: State the number of nights stayed in the Maldives

No. of nights	Frequency	Percentage
> 20 nights	18	1%
16 - 19 nights	10	1%
12 - 15 nights	181	14%
0 - 3 nights	252	19%
8 - 11 nights	250	19%
4 - 7 nights	610	46%
Total	1321	100%

Q 18: What type of meal plan did you use where you stayed most of the time?

Meal plan	Frequency	Percentage
Room Only	18	1%
Bed and breakfast	155	11%
Fullboard	284	21%
Halfboard	304	22%
All inclusive	482	35%
Not specified	116	9%
Total	1359	100%

Top ten nationalities	Meal plan					
	Room Only	Bed and breakfast	Halfboard	Fullboard	All inclusive	Total
Chinese	0	40	104	29	46	219
British	2	15	23	17	149	206
Italian	0	8	14	40	66	128
German	1	5	29	51	42	128
Russian	0	7	26	20	23	76
French	0	2	23	22	29	76
Japanese	0	11	10	11	21	53
Spanish	0	8	7	20	20	55
Swiss	0	1	10	10	7	28
Australian	3	5	3	6	6	23

Top ten nationalities	Meal plan					
	Room Only	Bed and breakfast	Halfboard	Fullboard	All inclusive	Total
Chinese	0%	18%	47%	13%	21%	100%
British	1%	7%	11%	8%	72%	100%
Italian	0%	6%	11%	31%	52%	100%
German	1%	4%	23%	40%	33%	100%
Russian	0%	9%	34%	26%	30%	100%
French	0%	3%	30%	29%	38%	100%
Japanese	0%	21%	19%	21%	40%	100%
Spanish	0%	15%	13%	36%	36%	100%
Swiss	0%	4%	36%	36%	25%	100%
Australian	13%	22%	13%	26%	26%	100%

Q 19: In general, how did you find the prices for the following

Rating for room prices	Frequency	Percentage
Not answered	126	9%
Not Applicable	69	5%
Cheap	23	2%
Value for Money	824	61%
Expensive	317	23%
Total	1359	100%

Rating for food prices	Frequency	Percentage
Not answered	139	10%
Not Applicable	101	7%
Cheap	31	2%
Value for Money	675	50%
Expensive	413	30%
Total	1359	100%

Rating for water prices	Frequency	Percentage
Not answered	155	11%
Not Applicable	116	9%
Cheap	93	7%
Value for Money	571	42%
Expensive	424	31%
Total	1359	100%

Rating for prices of alcohol	Frequency	Percentage
Not answered	205	15%
Not Applicable	171	13%
Cheap	24	2%
Value for Money	451	33%
Expensive	508	37%
Total	1359	100%

Rating for price of internet	Frequency	Percentage
Not answered	209	15%
Not Applicable	231	17%
Cheap	160	12%
Value for Money	375	28%
Expensive	384	28%
Total	1359	100%

Rating for prices of sports	Frequency	Percentage
Not answered	216	16%
Not Applicable	188	14%
Cheap	54	4%
Value for Money	565	42%
Expensive	336	25%
Total	1359	100%

Rating for prices of diving	Frequency	Percentage
Not answered	214	16%
Not Applicable	231	17%
Cheap	33	2%
Value for Money	498	37%
Expensive	383	28%
Total	1359	100%

Rating for prices of spa	Frequency	Percentage
Not answered	215	16%
Not Applicable	197	14%
Cheap	11	1%
Value for Money	417	31%
Expensive	519	38%
Total	1359	100%

Rating for prices of excursions	Frequency	Percentage
Not answered	222	16%
Not Applicable	217	16%
Cheap	26	2%
Value for Money	485	36%
Expensive	409	30%
Total	1359	100%

Rating for prices of souvenirs	Frequency	Percentage
Not answered	195	14%
Not Applicable	171	13%
Cheap	23	2%
Value for Money	372	27%
Expensive	598	44%
Total	1359	100%

Rating for prices of phone calls	Frequency	Percentage
Not answered	265	19%
Not Applicable	438	32%
Cheap	30	2%
Value for Money	262	19%
Expensive	364	27%
Total	1359	100%

Q 20: How would you rate the following at where you stayed most of the time?

Rating for room	Frequency	Percentage
Not stated	81	6%
Not Applicable	6	0%
Very Poor	5	0%
Poor	21	2%
Average	153	11%
Very Good	451	33%
Excellent	642	47%
Total	1359	100%

Rating for in-room entertainment	Frequency	Percentage
Not stated	169	12%
Not Applicable	102	8%
Very Poor	27	2%
Poor	89	7%
Average	261	19%
Very Good	352	26%
Excellent	359	26%
Total	1359	100%

Rating for cleanliness	Frequency	Percentage
Not stated	98	7%
Not Applicable	6	0%
Very Poor	7	1%
Poor	28	2%
Average	164	12%
Very Good	420	31%
Excellent	636	47%
Total	1359	100%

Rating for guest services	Frequency	Percentage
Not stated	106	8%
Not Applicable	17	1%
Very Poor	9	1%
Poor	34	3%
Average	157	12%
Very Good	396	29%
Excellent	640	47%
Total	1359	100%

Rating for management	Frequency	Percentage
Not stated	103	8%
Not Applicable	13	1%
Very Poor	18	1%
Poor	33	2%
Average	160	12%
Very Good	405	30%
Excellent	627	46%
Total	1359	100%

Rating for public areas	Frequency	Percentage
Not stated	110	8%
Not Applicable	11	1%
Very Poor	5	0%
Poor	18	1%
Average	145	11%
Very Good	477	35%
Excellent	593	44%
Total	1359	100%

Rating for dining experience	Frequency	Percentage
Not stated	109	8%
Not Applicable	29	2%
Very Poor	18	1%
Poor	37	3%
Average	179	13%
Very Good	402	30%
Excellent	585	43%
Total	1359	100%

Q 21: How would you rate the following activities?

Rating for sightseeing	Frequency	Percentage
Not stated	0	0%
Not Applicable	465	34%
Very Poor	2	0%
Poor	18	1%
Average	124	9%
Very Good	316	23%
Excellent	434	32%
Total	1359	100%

Rating for spa	Frequency	Percentage
Not stated	303	22%
Not Applicable	315	23%
Very Poor	3	0%
Poor	11	1%
Average	101	7%
Very Good	284	21%
Excellent	342	25%
Total	1359	100%

Rating for picnic	Frequency	Percentage
Not stated	431	32%
Not Applicable	541	40%
Very Poor	4	0%
Poor	10	1%
Average	75	6%
Very Good	145	11%
Excellent	153	11%
Total	1359	100%

Rating for local island visit	Frequency	Percentage
Not stated	391	29%
Not Applicable	423	31%
Very Poor	6	0%
Poor	17	1%
Average	131	10%
Very Good	183	13%
Excellent	208	15%
Total	1359	100%

Rating for diving	Frequency	Percentage
Not stated	341	25%
Not Applicable	354	26%
Very Poor	3	0%
Poor	7	1%
Average	79	6%
Very Good	220	16%
Excellent	355	26%
Total	1359	100%

Rating for snorkelling	Frequency	Percentage
Not stated	182	13%
Not Applicable	111	8%
Very Poor	3	0%
Poor	12	1%
Average	81	6%
Very Good	339	25%
Excellent	631	46%
Total	1359	100%

Rating for dolphin watching	Frequency	Percentage
Not stated	385	28%
Not Applicable	403	30%
Very Poor	11	1%
Poor	24	2%
Average	65	5%
Very Good	180	13%
Excellent	291	21%
Total	1359	100%

Rating for whale watching	Frequency	Percentage
Not stated	466	34%
Not Applicable	590	43%
Very Poor	13	1%
Poor	16	1%
Average	53	4%
Very Good	92	7%
Excellent	129	9%
Total	1359	100%

Rating for shopping	Frequency	Percentage
Not stated	367	27%
Not Applicable	370	27%
Very Poor	66	5%
Poor	115	8%
Average	212	16%
Very Good	120	9%
Excellent	109	8%
Total	1359	100%

Rating for night fishing	Frequency	Percentage
Not stated	439	32%
Not Applicable	537	40%
Very Poor	9	1%
Poor	18	1%
Average	70	5%
Very Good	140	10%
Excellent	146	11%
Total	1359	100%

Q 22: What are the places you visited while in the Maldives?

Places visited while in Maldives	Frequency	Percentage
Local Island	351	23%
Picnic Island	120	8%
Male'	295	19%
Resort	761	49%
Baa Atoll Biosphere Reserve	24	2%
Total	1551	100%

Q 25: Have you ever visited any destination similar to the Maldives?

Visited a similar destination to Maldives	Frequency	Percentage
Not stated	237	17%
No	710	52%
Yes	412	30%
Total	1359	100%

Q 28: Did your holiday experience meet your expectations?

Holiday met expectation	Frequency	Percentage
Not stated	194	14%
No	66	5%
Yes	1099	81%
Total	1359	100%

Q 29: Do you intend to visit Maldives again?

Holiday met expectation	Frequency	Percentage
Not stated	202	15%
No	95	7%
Yes	1062	78%
Total	1359	100%

Q 30: Would you recommend the Maldives as a tourist destination to others?

Recommend Maldives to other	Frequency	Percentage
Not stated	178	13%
No	33	2%
Yes	1148	84%
Total	1359	100%

Q 32: Gender

Recommend Maldives to other	Frequency	Percentage
Unspecified	207	15.2
Female	520	38.3
Male	632	46.5
Total	1359	100%

Q 33: Age group

Recommend Maldives to other	Frequency	Percentage
Below 18 years	58	4%
Not Stated	150	11%
65 years and over	5	0%
18-24 years	148	11%
55-64 years	43	3%
45-54 years	184	14%
35-44 years	296	22%
25-34 years	475	35%
Total	1359	100%

Q 34: Economic status

Economic status	Frequency	Percentage
Home maker	32	2%
Not Stated	171	13%
Student	112	8%
Retired/Unemployed	8	1%
Self-employed	193	14%
Employed	843	62%
Total	1359	100%

Occupation	Frequency	Percentage
Caring, Leisure and Other Service	52	4%
Skilled trades	24	2%
Sales and Customer Service	1288	88%
Associate Professional and Technical	54	4%
Administrative and Secretarial	25	2%
Professional	307	21%
Manager, Director and Senior official	273	19%
Total	2023	100%

All Nationalities

Nationality	Frequency	Percentage
Algerian	2	.1
American	16	1.2
Argentinean	1	.1
Armenian	1	.1
Australian	26	1.9
Austrian	13	1.0
Azerbaijani	1	.1
Bahraini	1	.1
Belarusian	2	.1
bBelgian	16	1.2
Brazilian	9	.7
British	212	15.6
Canadian	1	.1
Chinese	251	18.5
Czech	5	.4
Danish	8	.6
Dutch	18	1.3
Egyptian	5	.4
Emirian	15	1.1
Filipino	1	.1
Finnish	1	.1
French	80	5.9
German	138	10.2
Greek	1	.1
Hungarian	2	.1
Indian	21	1.5
Iranian	1	.1
Iraqi	1	.1
Irish	5	.4
Israeli	1	.1
Italian	142	10.4
Ivorian	1	.1
Japanese	62	4.6
Jordanian	3	.2
Kazakhstani	1	.1
Kuwaiti	5	.4

Nationality	Frequency	Percentage
Lebanese	3	.2
Lithuanian	1	.1
Malaysian	6	.4
Mexican	2	.1
New zealander	1	.1
Nigerien	2	.1
Norwegian	11	.8
Omani	3	.2
Pakistani	5	.4
Polish	2	.1
Portuguese	5	.4
Qatari	3	.2
Romanian	1	.1
Russian	86	6.3
Saudi	21	1.5
Scottish	2	.1
Serbian	1	.1
Singaporean	2	.1
South african	7	.5
South korean	3	.2
Spanish	59	4.3
Sri lankan	6	.4
Sudanese	1	.1
Swedish	5	.4
Swiss	28	2.1
Tanzanian	1	.1
Thai	2	.1
Tunisian	1	.1
Turkish	2	.1
Ukrainian	3	.2
Venezuelan	1	.1
Translate	13	1.0
Total	1359	100

Top 10 Nationalities

Top ten nationalities	Frequency	Percentage
Chinese	251	18.5%
British	212	15.6%
Italian	142	10.4%
German	138	10.2%
Russian	86	6.3%
French	80	5.9%
Japanese	62	4.6%
Spanish	59	4.3%
Swiss	28	2.1%
Australian	26	1.9%

Top 10 Nationalities by Age Group

Top ten nationalities	Age group													
	Below 18 years		18-24 years		25-34 years		35-44 years		45-54 years		55-64 years		65 years and over	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Australian	0	0%	0	0%	7	29%	8	33%	6	25%	3	13%	0	0%
Swiss	0	0%	8	30%	11	41%	6	22%	2	7%	0	0%	0	0%
Spanish	1	2%	2	4%	19	38%	16	32%	10	20%	2	4%	0	0%
Japanese	0	0%	2	4%	17	33%	15	29%	10	20%	7	14%	0	0%
French	4	6%	5	7%	26	36%	11	15%	21	29%	5	7%	0	0%
Russian	3	5%	17	28%	26	43%	8	13%	5	8%	1	2%	0	0%
German	4	3%	12	9%	55	41%	40	30%	20	15%	2	2%	0	0%
Italian	3	2%	8	6%	36	28%	36	28%	36	28%	9	7%	2	2%
British	11	5%	25	12%	94	46%	28	14%	41	20%	5	2%	1	0%
Chinese	25	12%	28	13%	81	38%	71	33%	9	4%	1	0%	0	0%

Top 10 Nationalities by Gender

Top ten nationalities	Gender					
	Female		Male		Not stated	
	#	%	#	%	#	%
Australian	9	35%	15	58%	2	8%
Swiss	9	32%	18	64%	1	4%
Spanish	15	25%	35	59%	9	15%
Japanese	9	15%	21	34%	32	52%
French	32	40%	39	49%	9	11%
Russian	32	37%	29	34%	25	29%
German	56	41%	68	49%	14	10%
Italian	61	43%	65	46%	16	11%
British	98	46%	97	46%	17	8%
Chinese	105	42%	104	41%	42	17%

Top 10 Nationalities by Motivators for visiting Maldives

Top ten nationalities	Motivators															
	Beach		Weather		Underwater Beauty		Reputation/ well-known		Uniqueness		Peacefulness		Privacy		Small Islands	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Australian	23	26%	16	18%	11	12%	5	6%	10	11%	10	11%	5	6%	9	10%
Swiss	25	18%	17	12%	23	17%	6	4%	17	12%	19	14%	13	9%	17	12%
Spanish	42	23%	24	13%	32	18%	15	8%	17	9%	19	10%	14	8%	19	10%
Japanese	19	13%	3	2%	51	36%	11	8%	15	10%	32	22%	4	3%	8	6%
French	52	17%	43	14%	61	20%	27	9%	27	9%	37	12%	18	6%	38	13%
Russian	59	19%	39	13%	47	15%	23	7%	33	11%	27	9%	50	16%	29	9%
German	105	18%	73	13%	112	19%	12	2%	69	12%	88	15%	47	8%	69	12%
Italian	70	21%	27	8%	73	22%	13	4%	57	17%	53	16%	8	2%	31	9%
British	174	17%	160	16%	132	13%	107	10%	121	12%	133	13%	89	9%	104	10%
Chinese	136	18%	66	9%	138	18%	100	13%	95	12%	95	12%	41	5%	95	12%

Top 10 Nationalities by Mode of Booking

Top ten nationalities	Age group													
	Via internet on travel agency/ tour operator website		Via Internet on resort/hotel website		Visited a travel agency to book		Booked by family/friends		Telephone booking		Booked by employer		Other	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Australian	13	52%	3	12%	7	28%	1	4%	0	0%	0	0%	1	4%
Swiss	11	39%	1	4%	14	50%	1	4%	0	0%	0	0%	1	4%
Spanish	20	35%	2	4%	35	61%	0	0%	0	0%	0	0%	0	0%
Japanese	30	48%	5	8%	17	27%	3	5%	3	5%	2	3%	3	5%
French	38	44%	12	14%	29	34%	2	2%	3	3%	1	1%	1	1%
Russian	25	29%	14	16%	40	47%	2	2%	1	1%	1	1%	2	2%
German	45	33%	4	3%	80	59%	2	1%	0	0%	1	1%	3	2%
Italian	32	23%	20	14%	7	5%	73	53%	2	1%	0	0%	5	4%
British	91	42%	17	8%	79	36%	9	4%	19	9%	0	0%	3	1%
Chinese	124	51%	9	4%	91	37%	18	7%	2	1%	0	0%	0	0%

Top 10 Nationalities by Place of Stay

Top ten nationalities	Age group											
	Resort		Hotel		Guest house		Boat/Safari Vessel		Cruiser/luxury yacht		Other	
	#	%	#	%	#	%	#	%	#	%	#	%
Australian	21	78%	2	7%	2	7%	2	7%	0	0%	0	0%
Swiss	27	87%	1	3%	1	3%	1	3%	0	0%	1	3%
Spanish	45	79%	2	4%	1	2%	9	16%	0	0%	0	0%
Japanese	44	79%	3	5%	1	2%	1	2%	7	13%	0	0%
French	59	72%	12	15%	6	7%	4	5%	1	1%	0	0%
Russian	74	90%		0%	1	1%	2	2%	5	6%	0	0%
German	125	91%	4	3%	1	1%	6	4%	1	1%	0	0%
Italian	125	87%	6	4%	4	3%	8	6%	1	1%	0	0%
British	205	97%	1	0%	2	1%	3	1%	1	0%	0	0%
Chinese	163	75%	48	22%	4	2%	2	1%	1	0%	0	0%

Airlines

Name	Frequency	Percentage
Japanese Airline	1	.1
Jet Air	1	.1
Maldivian	1	.1
Korean Air	2	.1
Swiss Airline	2	.1
Air Berlin	4	.3
Turkish Airline	4	.3
Hainan Airlines	12	.9
Bangkok Airways	13	1.0
China Eastern Airlines	14	1.0
Edelweiss	18	1.3
Air India	19	1.4
Thomson Airways	19	1.4
Malaysian Airlines	23	1.7
Neos	23	1.7
Sichuan Airlines	23	1.7
Aeroflot	25	1.8
Condor Airlines	26	1.9
Hong Kong Airline	33	2.4
Singapore Airlines	43	3.2
Oman Air	46	3.4
Meridiana	48	3.5
Trans Aero	55	4.0
British Airways	71	5.2
Sri Lankan Airlines	116	8.5
Mega Maldives	137	10.1
Etihad Airways	141	10.4
Qatar Airways	183	13.5
Emirates Airlines	256	18.8
Total	1359	100.0

Top 10 Nationalities by Expenditure in the Maldives

	Expenditure									
	Chinese	British	Italian	German	Russian	French	Japanese	Spanish	Swiss	Australian
<1000	37	35	22	27	3	6	17	6	6	4
1001-2000	14	8	14	9	2	7	6	2	1	2
2001-3000	7	2	7	8	3	4	2	2	2	1
3001-4000	12	8	8	5	5	5	1	9	3	2
4001-5000	14	8	6	9	3	4	4	3	1	5
5001-10000	34	66	24	28	23	17	7	15	7	5
>10000	12	37	17	15	9	12	5	5	2	4
Total	130	164	98	101	48	55	42	42	22	23

	Expenditure									
	Chinese	British	Italian	German	Russian	French	Japanese	Spanish	Swiss	Australian
<1000	28%	21%	22%	27%	6%	11%	40%	14%	27%	17%
1001-2000	11%	5%	14%	9%	4%	13%	14%	5%	5%	9%
2001-3000	5%	1%	7%	8%	6%	7%	5%	5%	9%	4%
3001-4000	9%	5%	8%	5%	10%	9%	2%	21%	14%	9%
4001-5000	11%	5%	6%	9%	6%	7%	10%	7%	5%	22%
5001-10000	26%	40%	24%	28%	48%	31%	17%	36%	32%	22%
>10000	9%	23%	17%	15%	19%	22%	12%	12%	9%	17%

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