

# MALDIVES VISITOR SURVEY

SEPTEMBER 2022



Ministry of Tourism  
Republic of Maldives



Published by: Ministry of Tourism,  
Malé, Republic of Maldives,  
[www.tourism.gov.mv](http://www.tourism.gov.mv)



Prepared by: CDE Consulting, Orchidmaage (4th floor),  
Male', Republic of Maldives  
[www.cde.com.mv](http://www.cde.com.mv)

Cover photo: Baros Maldives

## TABLE OF CONTENTS

<b>1. INTRODUCTION .....</b>	<b>4</b>
<b>2. KEY FINDINGS .....</b>	<b>5</b>
<b>3. VISITOR MARKETS AND PROFILE .....</b>	<b>7</b>
3.1. SURVEY NATIONALITY .....	7
3.2. DEPARTING AIRLINES .....	7
3.3. RESIDENTIAL COUNTRY OF VISITORS .....	8
3.4. RESIDENTIAL CITIES OF VISITORS .....	9
3.5. AGE GROUP OF VISITORS.....	10
3.6. TRAVEL COMPANION .....	11
3.7. REPEAT VISITORS .....	13
3.8. PLACE OF STAY .....	14
3.9. DURATION OF STAY.....	15
<b>4. MOTIVATION AND PURPOSE.....</b>	<b>16</b>
4.1. MOTIVATION TO CHOOSE MALDIVES .....	16
4.2. PURPOSE OF VISIT .....	18
<b>5. INFORMATION AND BOOKING .....</b>	<b>19</b>
5.1. SOURCE OF INFORMATION ABOUT THE MALDIVES .....	19
5.2. WEBSITES USED TO PLAN/ORGANISE TRIP .....	21
5.3. WEBSITES USED TO BOOK TRIP .....	22
5.4. BOOKING PERIOD .....	23
5.5. RESORT/GUESTHOUSE/HOTEL/LIVEABOARD RESERVATIONS.....	24
5.6. AIRLINE RESERVATIONS .....	25
<b>6. VISITOR TRANSPORT WITHIN MALDIVES.....</b>	<b>26</b>
6.1. AIRPORT EXPERIENCE.....	26
6.2. MAIN METHOD OF TRANSPORTATION .....	27
6.3. WAIT TIME AT AIRPORT .....	27
6.4. TRANSFER TIME FROM AIRPORT TO PLACE OF STAY .....	28
6.5. SATISFACTION WITH TRANSFER.....	29
<b>7. ACCOMMODATION EXPERIENCE .....</b>	<b>30</b>
7.1. RATINGS FOR PLACE OF STAY .....	30
7.2. PERCEPTION OF PRICES OF ROOM AND SERVICES .....	31
RESORTS      GUESTHOUSES.....	31
<b>8. DINING EXPERIENCE .....</b>	<b>32</b>
8.1. MEAL PLAN AT PLACE OF STAY .....	32
8.2. PERCEPTION OF PRICES FOR FOOD AND BEVERAGES.....	33
8.3. RATINGS FOR DINING AT PLACE OF STAY.....	34
<b>9. ACTIVITY RATINGS .....</b>	<b>35</b>
9.1. RATINGS FOR ACTIVITIES AT PLACE OF STAY .....	35
9.2. PLACES VISITED DURING THE HOLIDAY.....	36

<b>10. VISITOR SATISFACTION .....</b>	<b>37</b>
10.1. DESCRIBING THE MALDIVES .....	37
10.2. MOST LIKED ABOUT THE MALDIVES .....	37
10.3. SHARING ON SOCIAL MEDIA .....	38
10.4. SATISFACTION.....	39
10.5. INTENTION TO RETURN.....	40
10.6. RECOMMEND MALDIVES .....	41
10.7. EXPERIENCE AT SIMILAR DESTINATION .....	43
<b>11. EXPENDITURE &amp; TRAVEL PACKAGE.....</b>	<b>44</b>
11.1. TRAVEL PACKAGE .....	44
11.2. STOPS ON THE WAY TO MALDIVES .....	44
11.3. STOPS ON THE WAY FROM MALDIVES.....	44
11.4. TRIP EXPENDITURE .....	45
<b>12. MARKETS .....</b>	<b>46</b>
12.1. INDIA .....	46
12.2. RUSSIA.....	48
12.3. SAUDI ARABIA .....	50
12.4. UNITED KINGDOM.....	52
12.5. ITALY .....	54
12.6. GERMANY .....	56
12.7. SPAIN .....	58
12.8. PORTUGAL .....	60
12.9. AUSTRALIA .....	62
12.10. UNITED STATES .....	64
<b>CONCLUSIONS .....</b>	<b>66</b>
<b>ANNEX 1: METHODOLOGY.....</b>	<b>67</b>

# 1. Introduction

This report presents the findings from the Maldives Visitor Survey (MVS) conducted in September 2022 by Ministry of Tourism, Government of the Maldives.

The MVS has been conducted biannually since 2013. However, the surveys planned for off-peak season 2020 had to be postponed due to the Maldives border closure from April - June 2020 resulting from the Covid-19 pandemic, followed by low arrivals during the rest of the year. Since then, the survey has been replanned and executed in December 2021, February 2022, and September 2022.

MVS presents the profiles of international visitors to the Maldives and their opinions about their holiday experience in the Maldives. The September 2022 survey captured the views of the international visitors to the Maldives during the off-peak tourist season in 2022.

This is the third visitor survey undertaken since the COVID-19 pandemic, after the February 2020 survey undertaken at the onset of the Covid-19 outbreak globally. China hasn't re-opened their borders for visitors to travel to the Maldives since their border closure due to the pandemic. Thus, Chinese visitors were not part of the survey respondents during this survey.

The survey was carried out at the International Departure Terminal of Velana International Airport in Hulhulé as an exit survey. The survey was conducted between 30 August 2022 and 12 September 2022.

The survey findings comprise of 1,605 responses from various nationalities and detailed nationality analysis consists of 11 markets comprising 75% of the responses. They are India, Russia, Germany United Kingdom, Italy, America, Australia, Portugal, France, and Saudi Arabia.

## 2.Key Findings

- Most respondents of the September 2022 survey resided in their home country.
- Most stated five cities of residence for respondents of the September 2022 survey were Mosco, London, Bangalore, Dubai, and Mumbai.
- Age groups between 25-34 years was the most common visitor age group.
- Most respondents travelled with their partner to the Maldives. Repeat visitors travelled more with their family.
- Majority of the respondents chose to stay at resorts only.
- 17% of visitors during this period were repeat visitors to the Maldives.
- The average duration of stay by visitors during the off-peak survey was 7.5 nights. Repeat visitors stayed on average 2.3 nights more than the first timers.
- Beach was stated as the number one motivator for visitors from all nationalities to the Maldives. Other aspects like the pristine underwaters, climate and peacefulness of the Maldives were also stated as key motivators to visit the Maldives.
- Rest and relaxation was the main purpose of visit stated by respondents from all nationalities except Indians, whose main purpose of visit was honeymoon
- Most respondents learned about the Maldives through recommendations from friends and family. Instagram was stated as the most popular online source of information about the Maldives.
- Accommodation reservations through OTAs and via resort hotel websites, and airline reservations through OTAs and airline website directly or through flight search engines continue to be the most common methods used for reservations.
- Instagram was the most used application to plan/organise the trip to the Maldives by respondents of the September 2022 survey, followed by TripAdvisor.
- Booking.com was the most popular website for booking the trip. Other popular websites used include Makemytrip, HolidayCheck, Expedia and Agoda.
- Most visitors booked their trip to the Maldives 3-5 months or 1-2 months in advance.
- Meet & greet was the highest rated airport experience at Velana International Airport.
- Majority of the visitors who took speedboats, seaplane, and domestic flights to their place of stay were very satisfied with their transfer, with domestic flight being rated the lowest.
- Friendliness of staff were ranked very highly by visitors who stayed in resorts and guesthouses.
- All-inclusive meal plan was the most popular option chosen by respondents in resorts, while bed-and-breakfast was the most common choice of meal plan by visitors who stayed in guesthouses.

- Dining experience including quality of food, Maldivian cuisine, and diversity of food choices was rated excellent by most visitors.
- Respondents most commonly used the words 'beautiful', 'paradise', 'amazing', and 'peaceful' to describe the Maldives.
- Respondents mostly liked the 'beaches', the 'people', and the 'sea' in the Maldives.
- Instagram was the most popular social media site used by visitors to share their holiday experience.
- 94% visitors rated their holiday satisfaction in the Maldives to be excellent or very good.
- 82% visitors were extremely likely or very likely to return to the Maldives again.
- An overwhelming majority of visitors would recommend the Maldives to others, with 95% stating they are extremely likely or very likely to recommend.

# 3. Visitor Markets and Profile

## 3.1. Survey Nationality

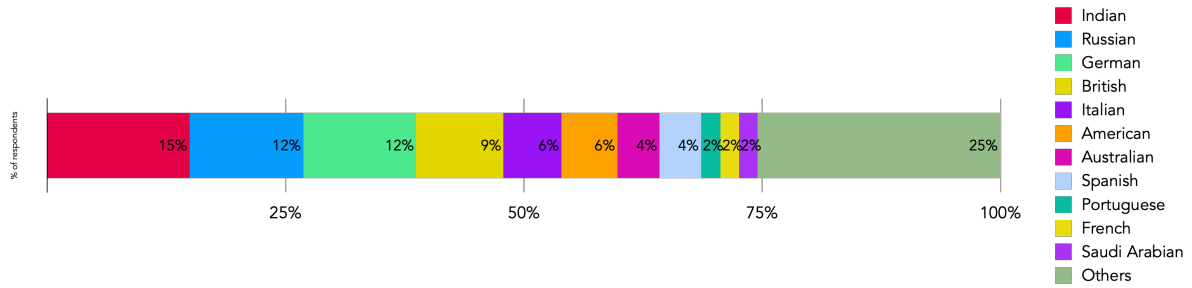


Figure 3.1.1 Visitor nationality (n=1,582)

## 3.2. Departing Airlines

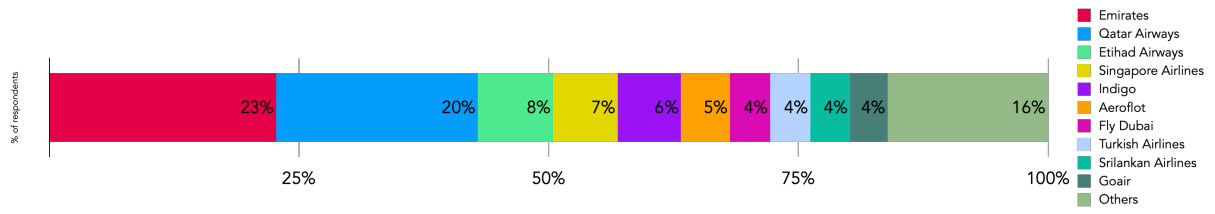


Figure 3.2.1 Departing airlines (n=1,567)

### 3.3. Residential Country of Visitors

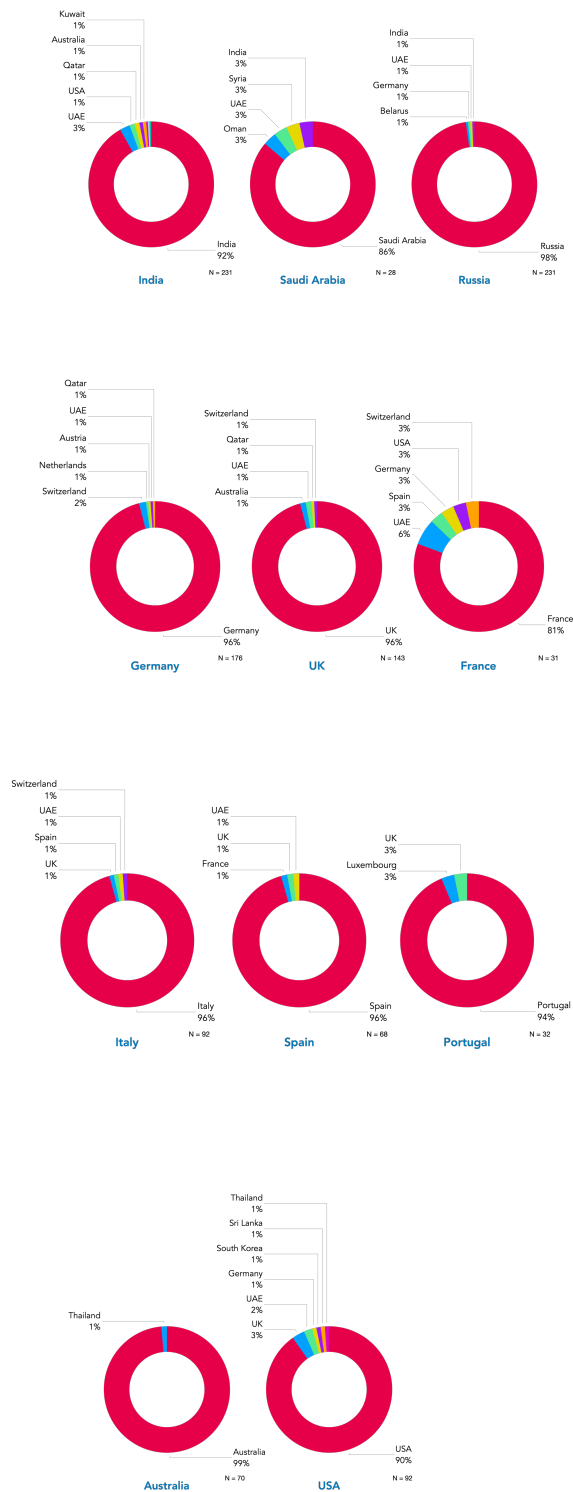


Figure 3.3.1: Place of residence of visitor nationality (n=1,194)

Most respondents of the survey resided in their home country.

### 3.4. Residential Cities of Visitors

Most stated five cities of residence for respondents of the September 2022 survey were Mosco (7.2%), London (2.9%), Bangalore (2.8%), Dubai (2.3%) and Mumbai (2.2%).

Table 3.4.1: Top 5 residential cities of visitors in the top 11 countries of respondents

<b>India</b>	Bangalore (18%)	Mumbai (15%)	Chennai	Kochi	Delhi
<b>Saudi Arabia</b>	Riyad (70%)	Jeddah (20%)	Al Khobar (5%)		
<b>Russia</b>	Mosco (59.4%)	Saint Petersburg (7.9%)	Kaliningrad (1.8%)	Rostov-on-don (1.8%)	Chelyabinsk (1.8%)
<b>Germany</b>	Stuttgart (8.9%)	Munich (6.3%)	Frankfurt (4.4%)	Berlin (3.8%)	Nuremberg (3.2%)
<b>UK</b>	London (26.0%)	Birmingham (4.0%)	Sheffield (3.3%)	Manchester (3.25%)	New castle (2.4%)
<b>France</b>	Paris (33.3%)	Nanterre (3.7%)	Saint- Auvent (3.7%)	Cergy (3.7%)	Voisins-le-Bretonneux (3.7%)
<b>Italy</b>	Milan (16.7%)	Turin (10.0%)	Rome (8.9%)	Naples (3.3%)	Bergamo (3.3%)
<b>Spain</b>	Madrid (29.9%)	Barcelona (20.1%)	Valencia (4.5%)	Bilbao (4.5%)	Zaragoza (2.9%)
<b>Portugal</b>	Lisbon (40%)	Braganca (16.7%)	Genoa City (13.3%)	Leiria (6.7%)	Lagos (3.3%)
<b>Australia</b>	Melbourne (25%)	Sydney (14.8%)	Brisbane (8.8%)	Gold Coast (7.4%)	Perth (7.4%)
<b>USA</b>	Los Angeles (8.4%)	New York City (8.4%)	Chicago (3.6%)	Atlanta (3.6%)	Houston (2.4%)

### 3.5. Age Group of Visitors

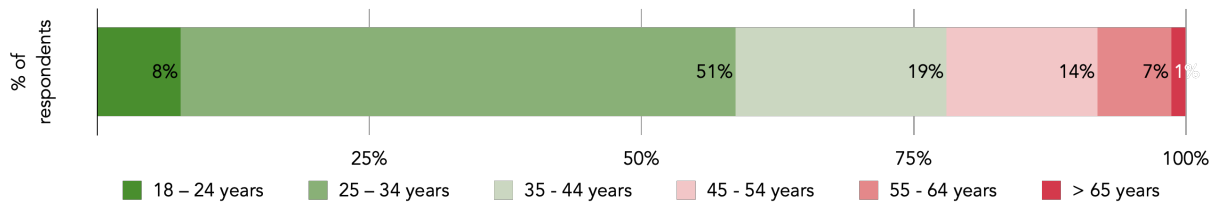


Figure 3.5.1: Visitor age group trends (n=1,578)

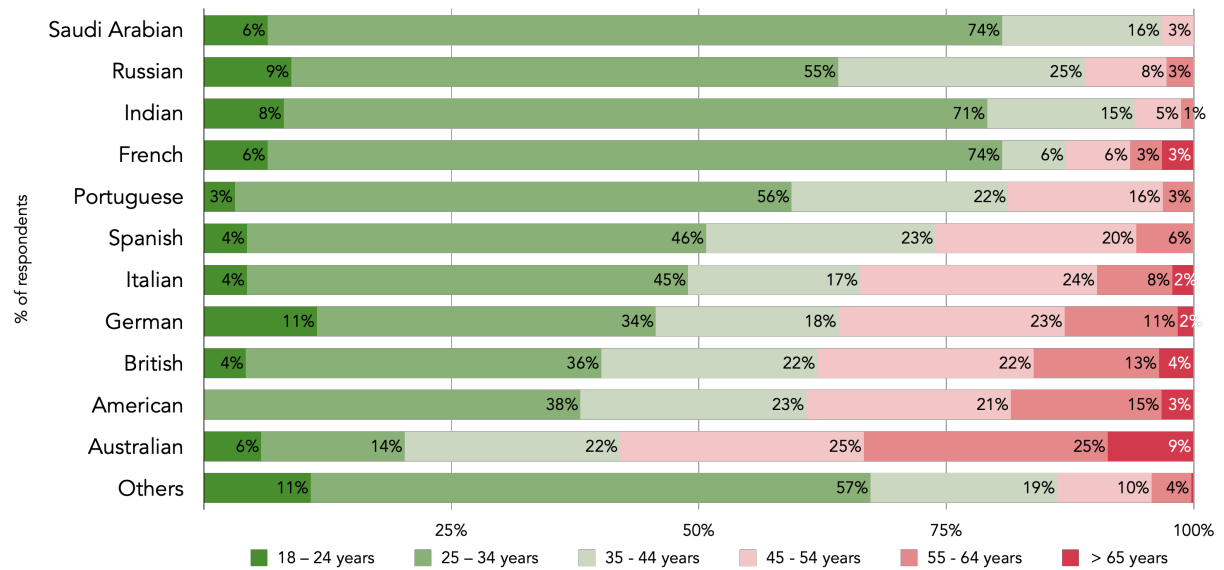


Figure 3.5.2: Visitor age group by nationality (n=1,556)

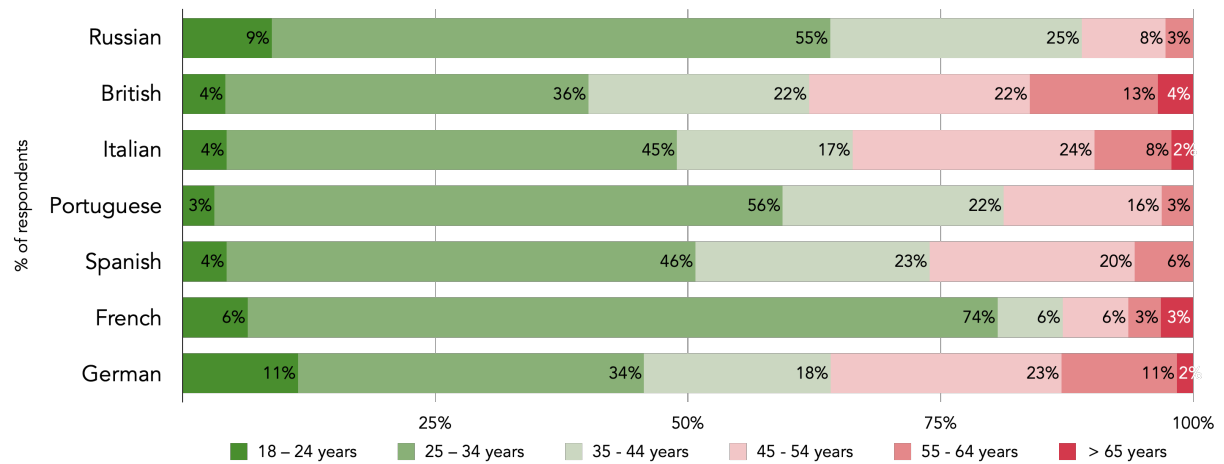


Figure 3.5.3: Visitor age group by European sub regions (n=731)

24 – 35 years is the most common age group of respondents of the September 2022 survey. This is consistent throughout all nationalities, except Australians, whose most common age groups of visitors were between 45 and 64 years. Age group below 44 years were most common amongst Saudi, Indian, Russian, French, and Portuguese respondents in the September 2022 survey.

### 3.6. Travel Companion

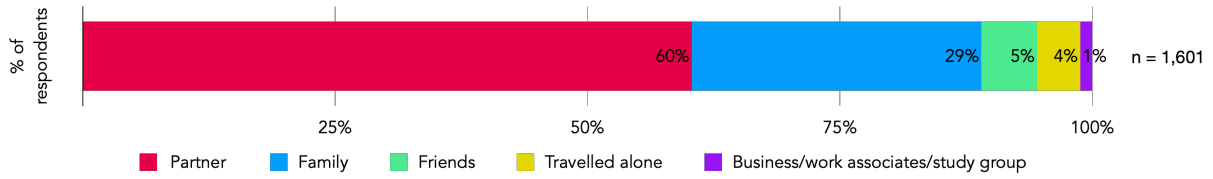


Figure 3.6.1: Travel companion (n=1,601)

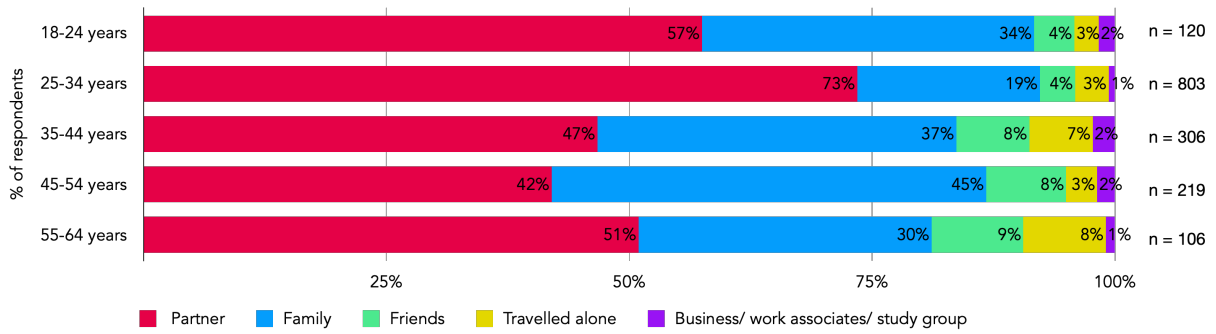


Figure 3.6.2: Travel companion by age group (n=1,554)

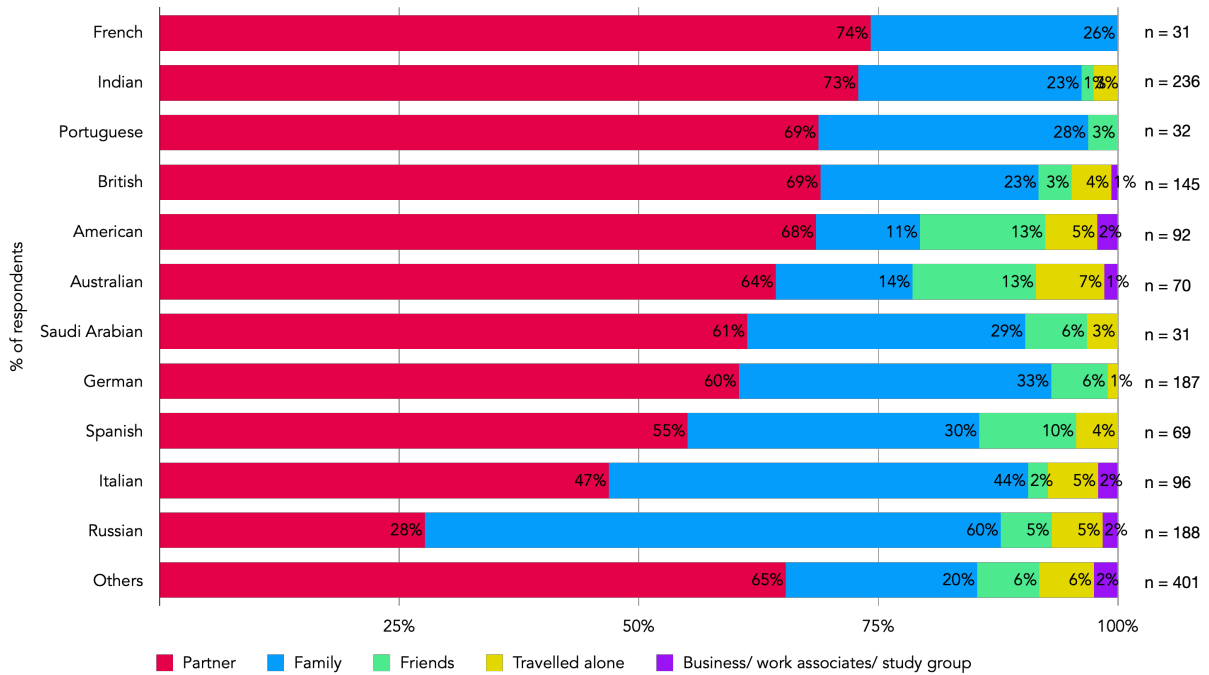


Figure 3.6.3: Travel companion by nationality (n=1,578)

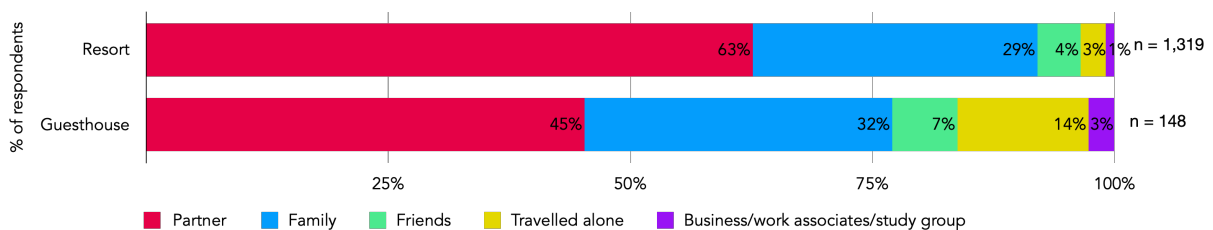


Figure 3.6.4: Travel companion by place of stay (n=1,467)

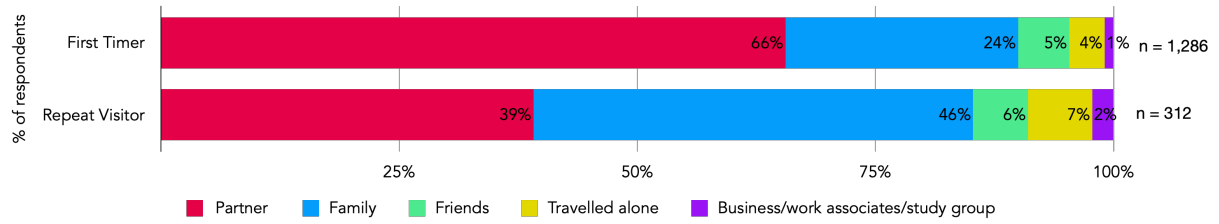


Figure 3.6.5: Travel companion by repeat visitors (n=1,598)

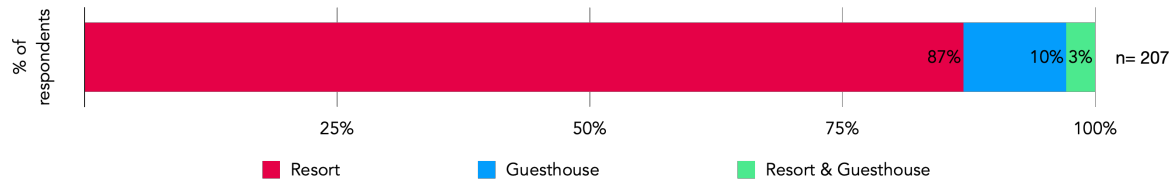


Figure 3.6.6: Place of stay of visitors who travelled with children (n=207)

Most respondents of the September 2022 survey travelled to the Maldives with their partners. Russians were the only nationality to have travelled more with their family than their partner.

Most respondents who travelled with their partners stayed in resorts, while most respondents who travelled alone stayed in guesthouses.

Repeat visitors travelled more with their family.

Most visitors who travelled with children stayed on resorts.

### 3.7. Repeat Visitors

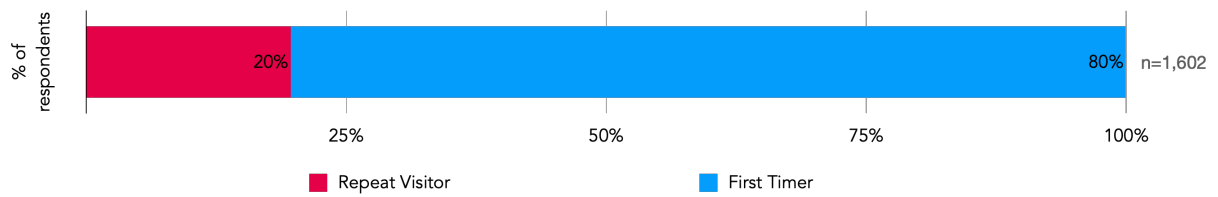


Figure 3.7.1: Repeat visitors (n=1,602)

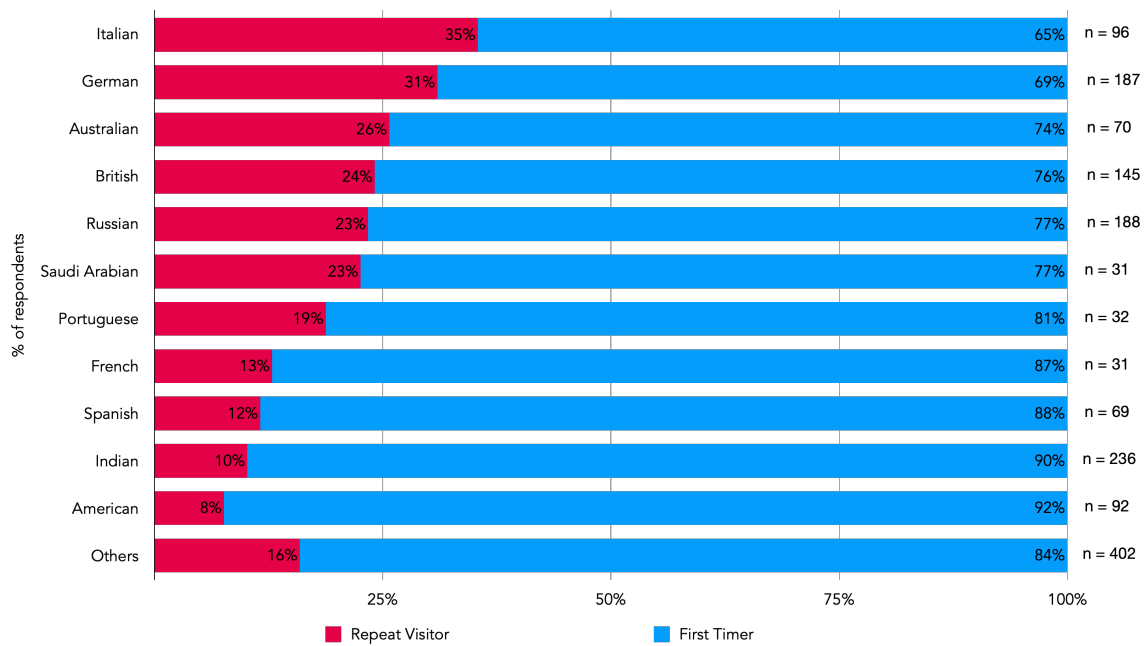


Figure 3.7.2: Repeat visitors by nationality (n=1,579)

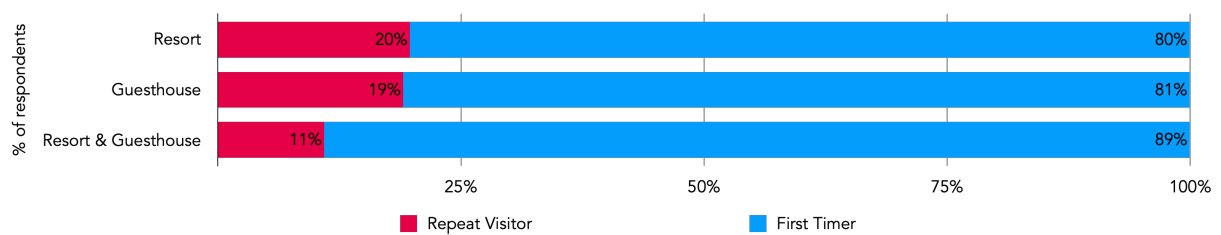


Figure 3.7.3: Repeat visitors by place of stay (n=1,532)

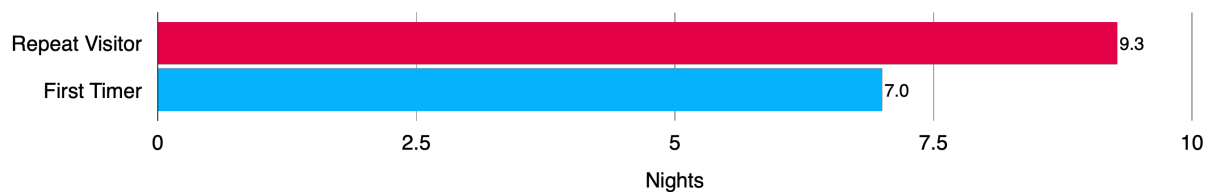


Figure 3.7.4: Repeat visitors by average nights (N=1,602)

Repeat visitors were most common from Italy, Germany, and Australia in the September 2022 survey. More than eight out of ten respondents were first timers to the Maldives.

Repeat visitors stayed on average 2.3 nights more than the first timers.

### 3.8. Place of Stay

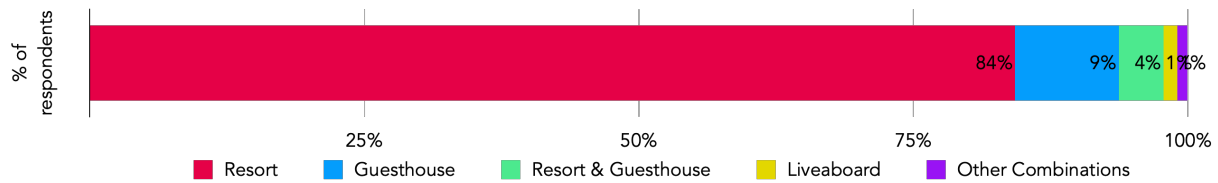


Figure 3.8.1: Place of stay of visitors (n=1,570)

\*Respondents who stated they stayed on liveaboards were too less for additional analysis.

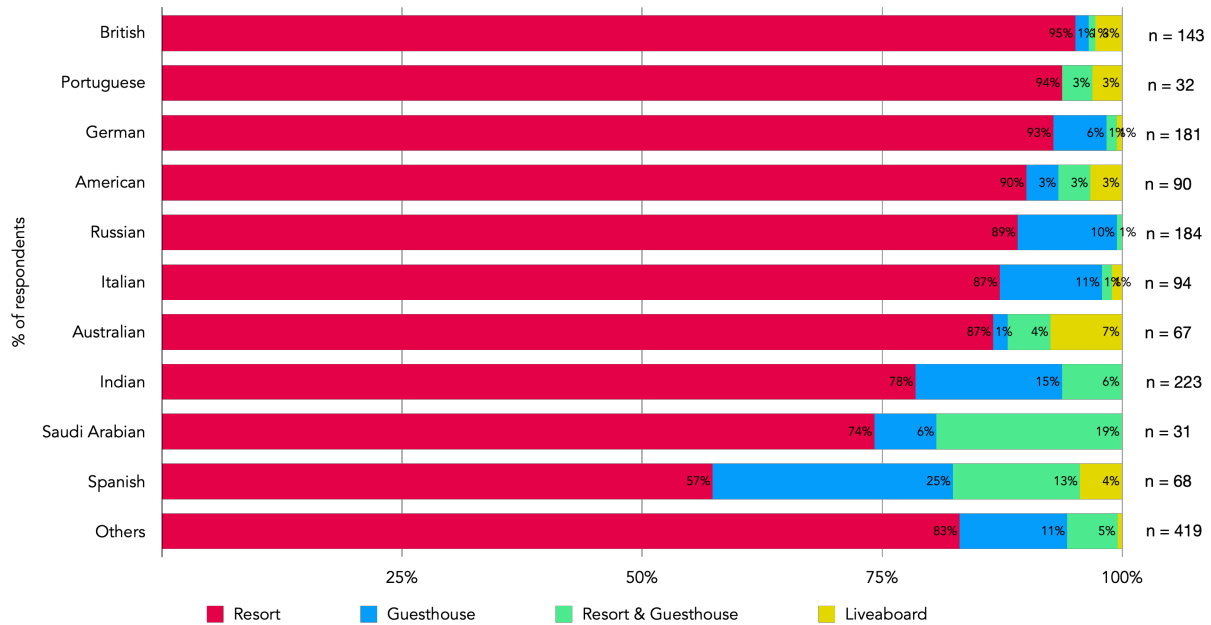


Figure 3.8.2: Place of stay of visitors by nationality (n=1,532)

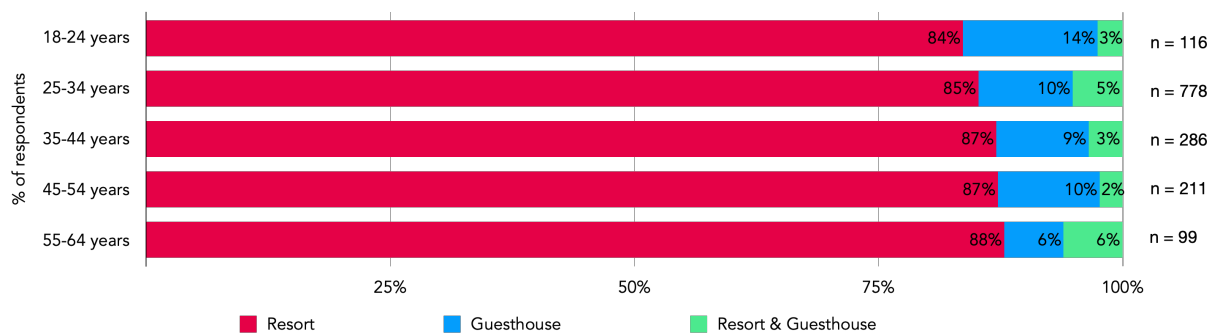


Figure 3.8.3: Place of stay of visitors by age group (n=1,490)

Resorts was the most popular stay for over 80% of the respondents in the September 2022 survey. Spanish respondents were the most likely to have stayed in accommodations other than a resort.

Amongst a few respondents who said other combinations include stay in both guesthouse and liveaboard, both resort and liveaboard, and resort, guesthouse and liveaboards.

### 3.9. Duration of Stay

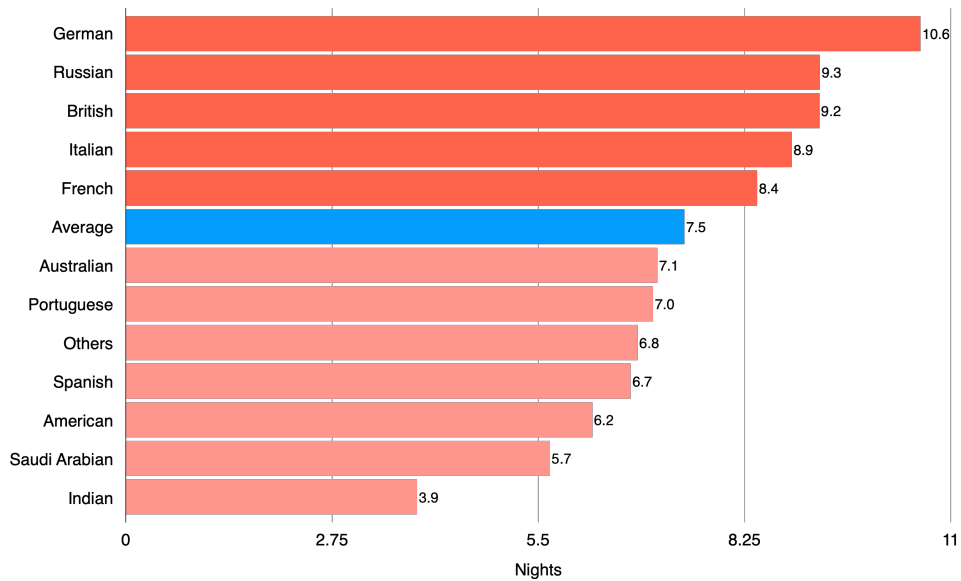


Figure 3.9.1: Average number of nights by nationality (n=1,582)

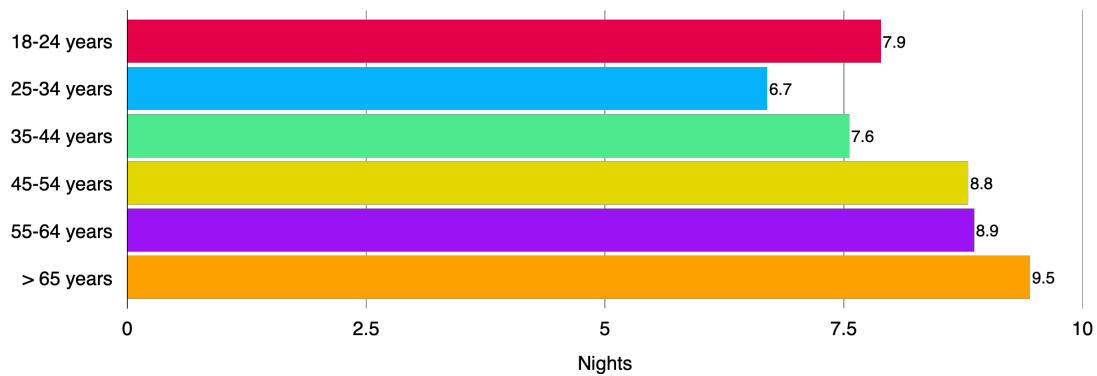


Figure 3.9.2: Average number of nights by age group (n=1,578)

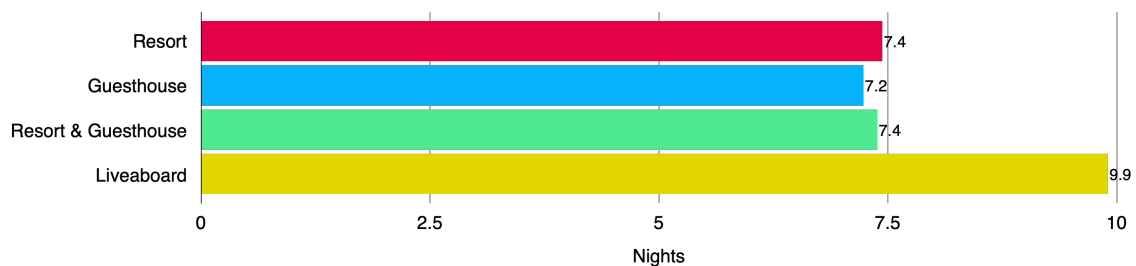


Figure 3.9.3: Average number of nights by place of stay (n=1,555)

Respondents from Germany spent the longest duration of time in the Maldives and respondents from India spent the shortest.

Average nights of visitors who stayed on liveaboards was 2.6 nights more than respondents who stayed in resorts and guesthouses.

# 4. Motivation and Purpose

## 4.1. Motivation to choose Maldives

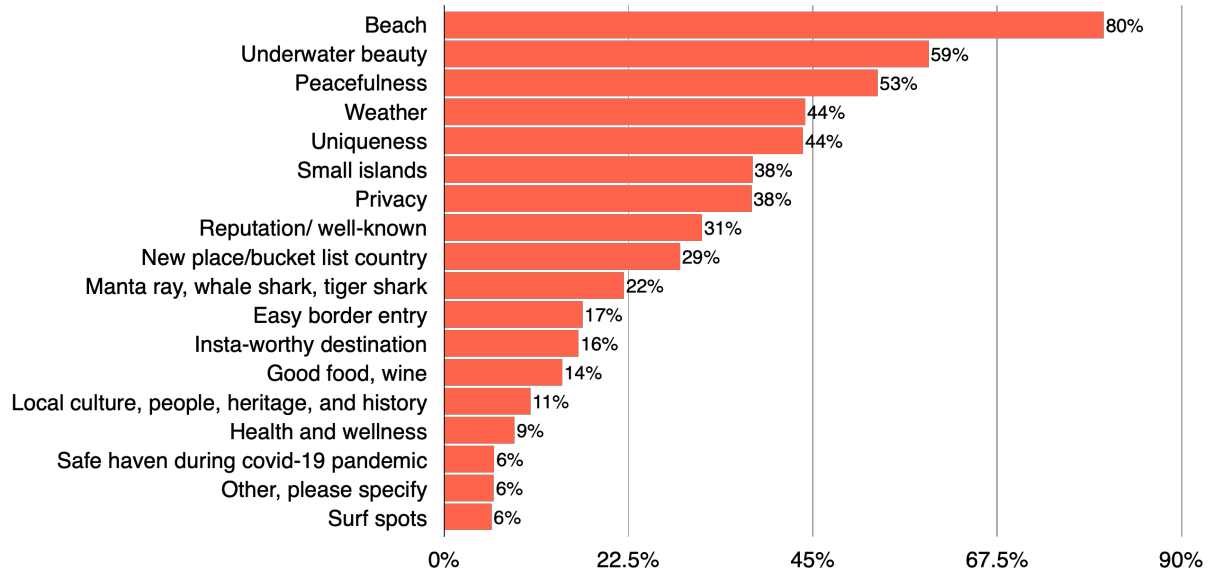


Figure 4.1.1: Motivation to choose Maldives (n=8,385)

\*Multiple response question

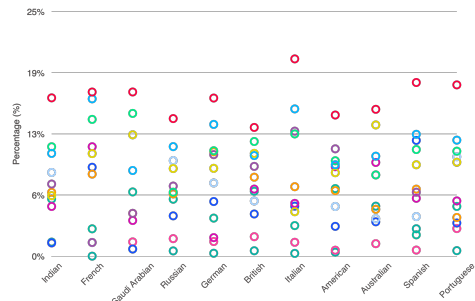


Figure 4.1.2: Motivation by nationality

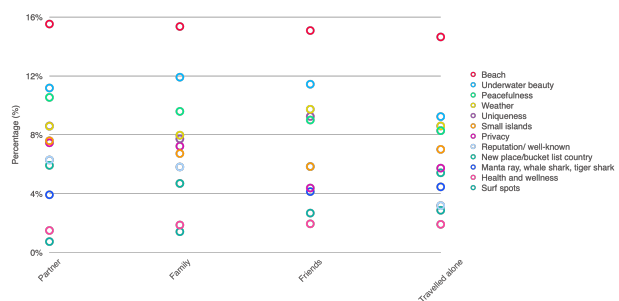


Figure 4.1.3: Motivation by travel companion

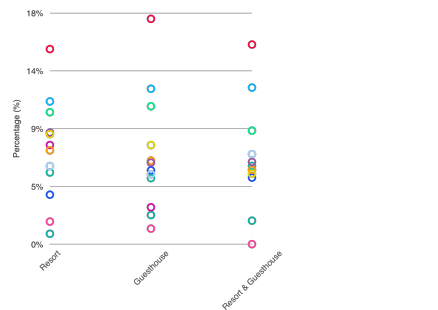


Figure 4.1.4: Motivation by place of stay



Figure 4.1.5: Motivation by age group

Table 4.1.1: Top 5 motivating factors to visit Maldives by nationality

<b>India</b>	Beach (16.2%)	Weather (11.2%)	Privacy (10.5%)	Reputation (8.6%)	Small islands (7.4%)
<b>Saudi Arabia</b>	Beach (16.8%)	Peacefulness (14.6%)	Weather (12.4%)	Privacy (12.4%)	Underwater beauty (8.8%)
<b>Russia</b>	Beach (14.1%)	Underwater beauty (11.2%)	Privacy (9.8%)	Weather (9%)	Uniqueness (7.2%)
<b>Germany</b>	Beach (16.2%)	Underwater beauty (13.5%)	Peacefulness (10.8%)	Small islands (10.7%)	Uniqueness (10.4%)
<b>UK</b>	Beach (13.2%)	Peacefulness (11.7%)	Weather (10.5%)	Underwater beauty (10.3%)	Uniqueness (9.2%)
<b>France</b>	Beach (16.8%)	Underwater beauty (16.1%)	Peacefulness (14%)	Reputation (11.2%)	Weather (10.5%)
<b>Italy</b>	Beach (20.2%)	Underwater beauty (15.1%)	Uniqueness (12.8%)	Peacefulness (12.5%)	Small islands (7.1%)
<b>Spain</b>	Beach (17.8%)	Underwater beauty (12.5%)	Manta ray, whale shark, tiger shark (11.8%)	Peacefulness (10.9%)	Weather (9.3%)
<b>Portugal</b>	Beach (17.5%)	Underwater beauty (11.9%)	Peacefulness (10.7%)	Privacy (10.2%)	Weather (9.6%)
<b>Australia</b>	Beach (15%)	Weather (13.4%)	Underwater beauty (10.2%)	Reputation (9.6%)	Uniqueness (8.3%)
<b>USA</b>	Beach (14.4%)	Uniqueness (11%)	Peacefulness (9.8%)	Underwater beauty (9.3%)	Reputation (9.1%)

Beach was the number one motivator for respondents from all nationalities visiting the Maldives.

Aspects about the Maldives such as underwater beauty, weather, peacefulness, uniqueness, privacy, small islands, and reputation were other top motivators to choose the Maldives.

## 4.2. Purpose of visit

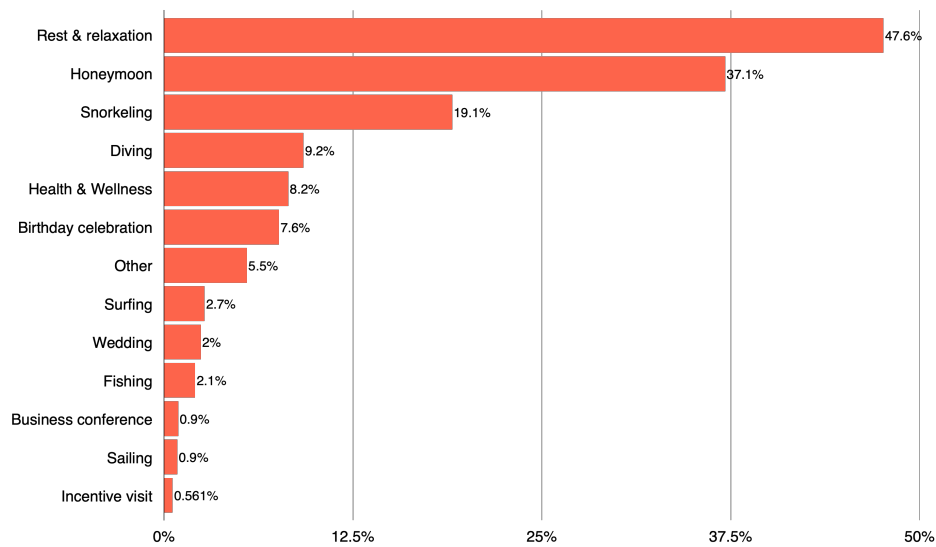


Figure 4.2.1: Purpose of visit (n=2,309)

\*Multiple response question

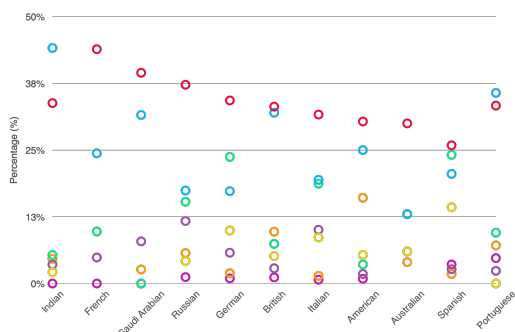


Figure 4.2.2: Purpose by nationality

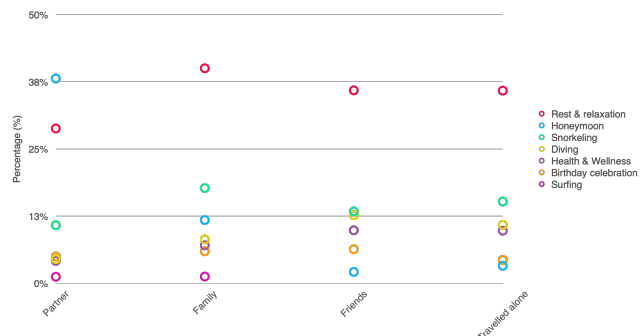


Figure 4.2.3: Purpose by travel companion

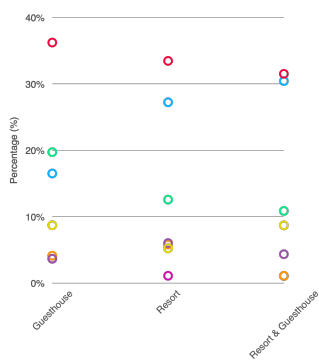


Figure 4.2.4: Purpose by place of stay

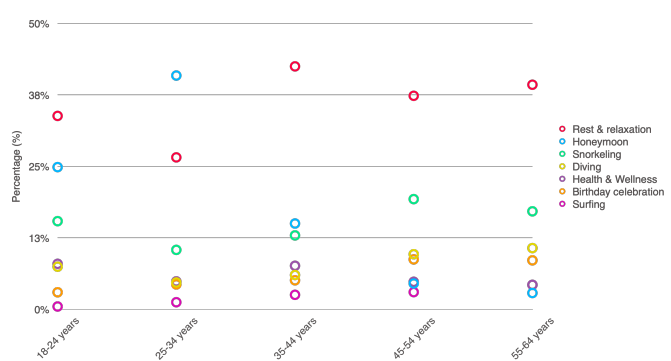


Figure 4.2.5: Purpose by age group

Rest-and-relaxation was the main purpose of visit stated by respondents from all nationalities except Indians and Portuguese, whose main purpose of visit were honeymoon. Those who stated honeymoon as the main purpose of visit were mostly between the age group 25–34 years.

Amongst a very few visitors who stated other reasons to travel include anniversary, babymoon, concert, engagement as their main purpose of visit.

# 5. Information and Booking

## 5.1. Source of information about the Maldives

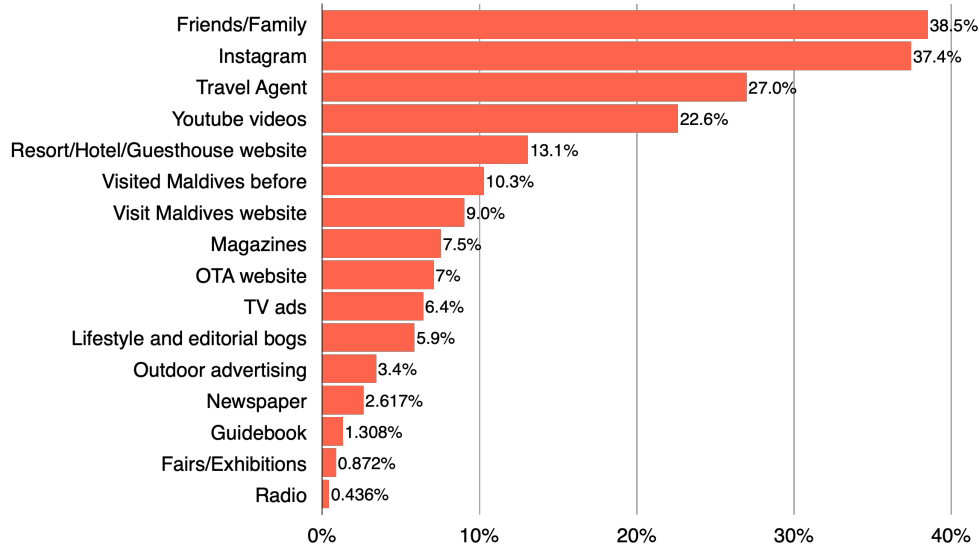


Figure 5.1.1: Source of information about the Maldives (n=3,788)

\*Multiple response question

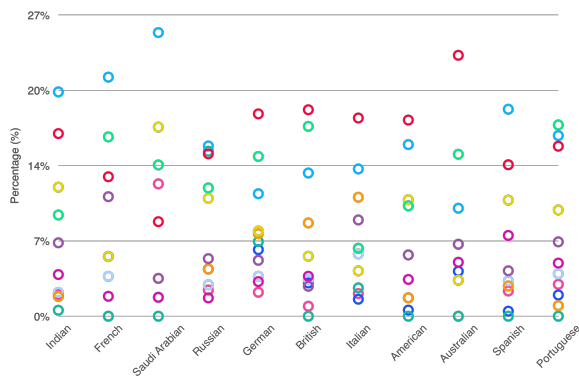


Figure 5.1.2: Source of Information by nationality

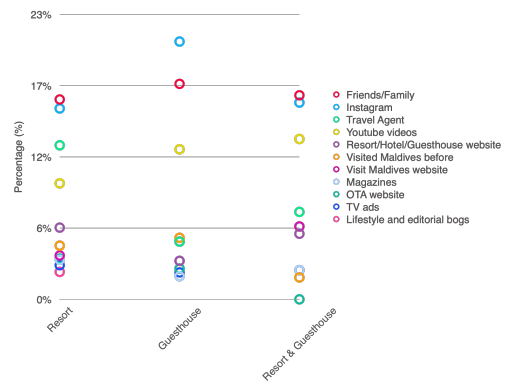


Figure 5.1.3: Source of Information by place of stay

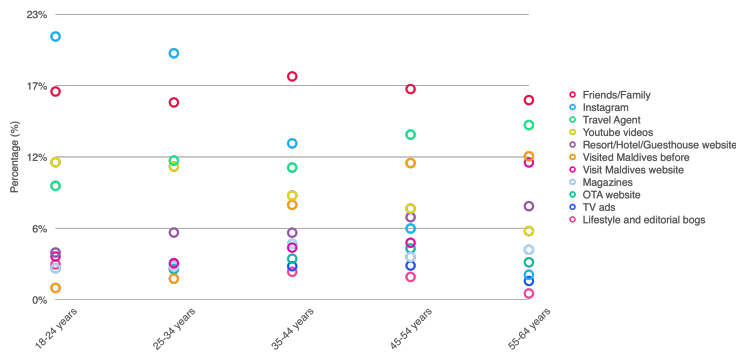


Figure 5.1.4: Source of Information about the Maldives by age group

September 2022 survey shows that family and friends, online sources, and travel agents were the most common sources of information about the Maldives. Amongst the online sources, Instagram, YouTube videos, resort/guesthouse/ website were most common, with Instagram being the most popular online source of information.

Instagram were particularly common amongst Indian, French, Saudi and Spanish respondents.

Respondents to the September 2022 survey used on average 1.9 sources of information.

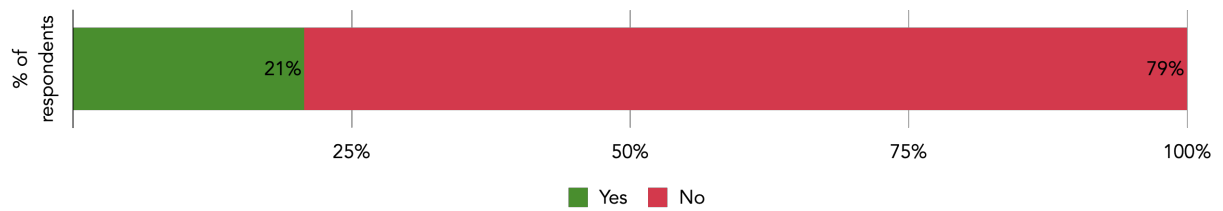


Figure 5.1.5: Use of VisitMaldives as a source of information (n=1,558)

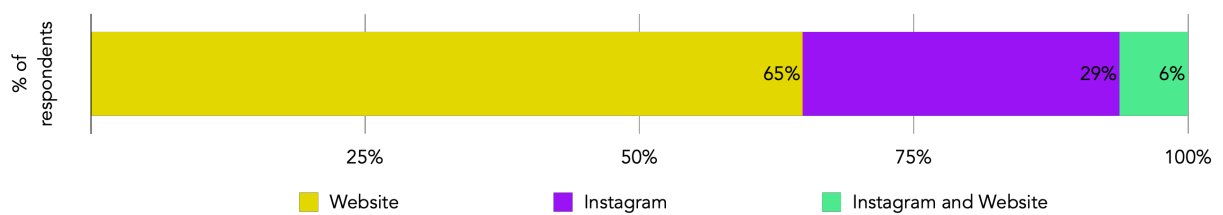


Figure 5.1.6: Use of VisitMaldives as a source of information by platform used (n=336)

A little more than 20% of respondents used VisitMaldives as a source of information about the Maldives. Out of those that did, majority used the VisitMaldives website.

## 5.2. Websites used to plan/organise trip

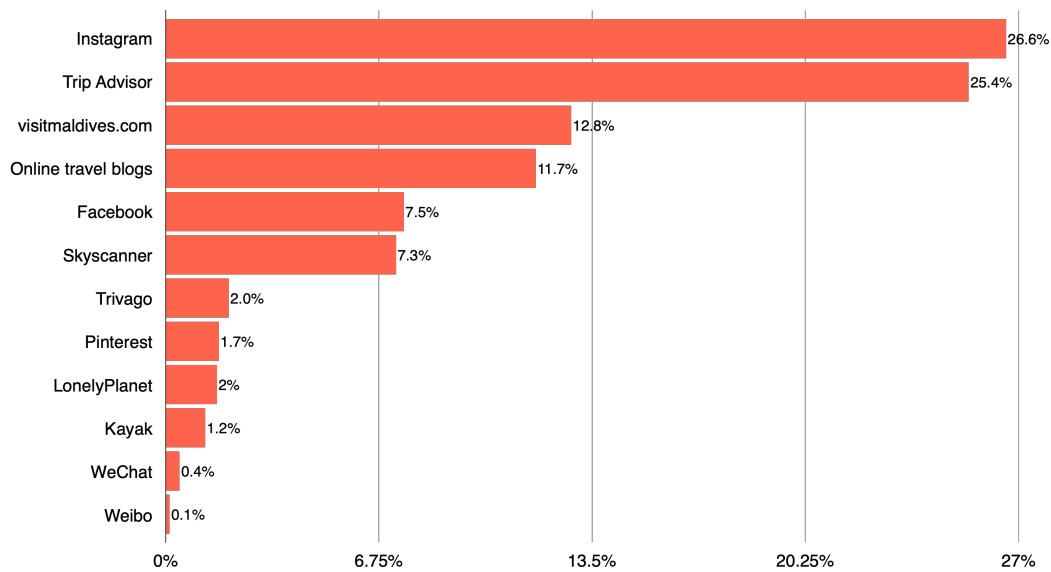


Figure 5.2.1: Websites used to plan/organise trip (n=1,581)

\* Multiple response question

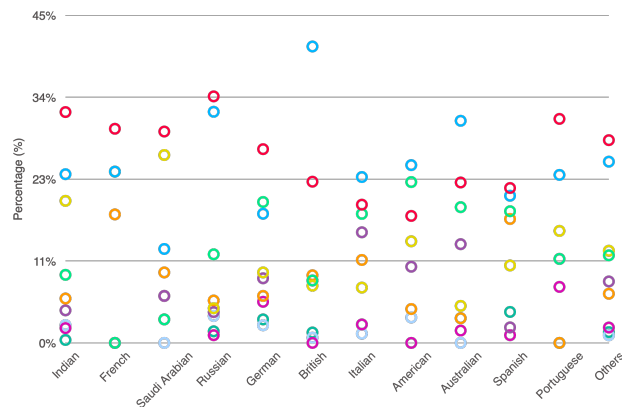


Figure 5.2.2: Websites by nationality

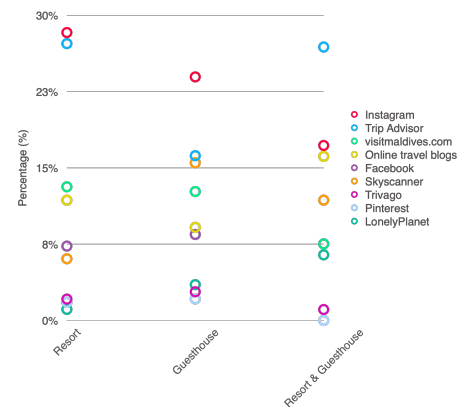


Figure 5.2.3: Websites by place of stay

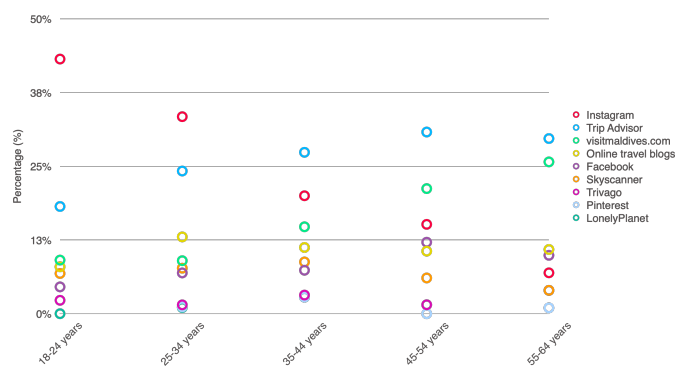


Figure 5.2.4: Websites used to plan/organise Trip by age group

Instagram was the most used application to plan/organise the trip to the Maldives by respondents of the September 2022 survey. Instagram was particularly popular amongst Indian, Saudi, Russian, French, German, Portuguese, and Spanish respondents to plan their holiday. Trip advisor was the second most used website with British, Italian, American and Australian respondents having used it the most.

### 5.3. Websites used to book trip

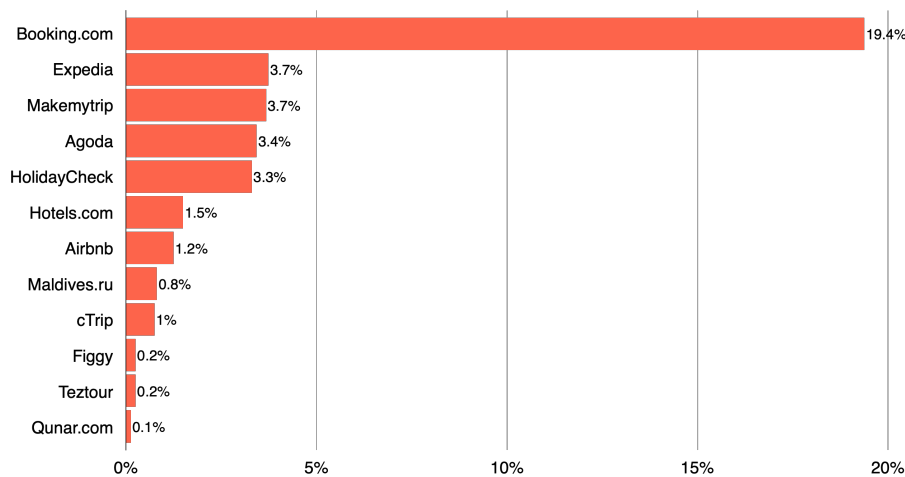


Figure 5.3.1: Websites used to book trip (n=617)

\*Multiple response question

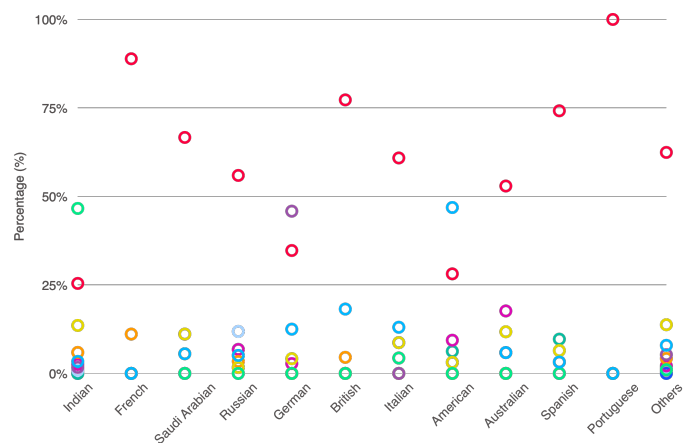


Figure 5.3.2: Websites by nationality

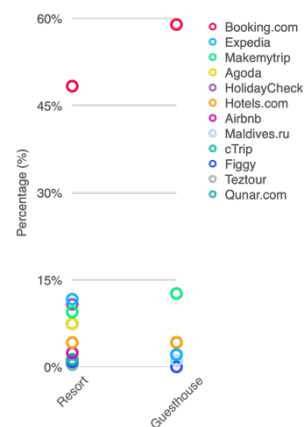


Figure 5.3.3: Websites by place of stay

Booking.com was the most frequently used booking website across all nationalities who made their bookings through an OTA, except Indians, Germans, and Americans. Makemytrip was the most popular amongst Indians, while German respondents said HolidayCheck and Americans said Expedia.

## 5.4. Booking Period

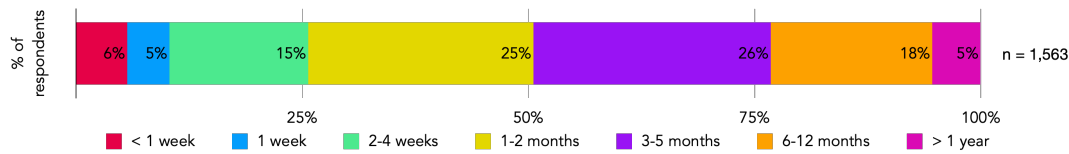


Figure 5.4.1: Booking period (n=1,563)

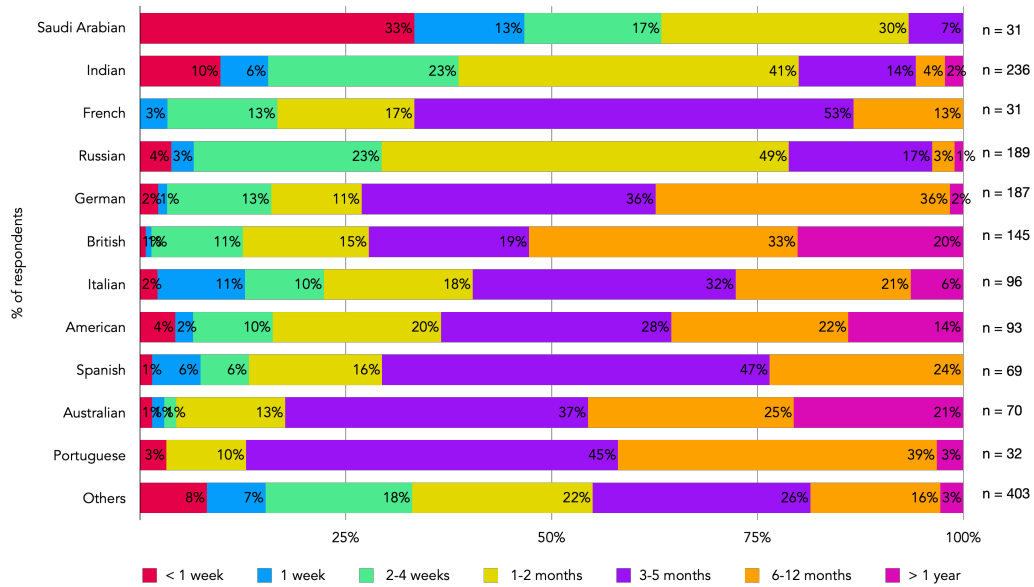


Figure 5.4.2: Booking period by nationality (n=1,582)

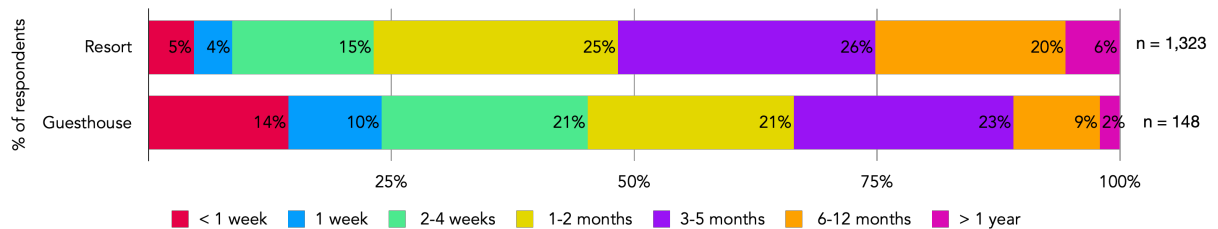


Figure 5.4.3: Booking period by place of stay (n=1,471)

Booking period varied across visitors from different countries.

Australian and British respondents took the most time to plan their holiday with about one in every five respondents having booked one year in advance. In contrast Saudis took the least time to book, with one third of respondents having booked under a week.

## 5.5. Resort/Guesthouse/Hotel/Liveboard Reservations

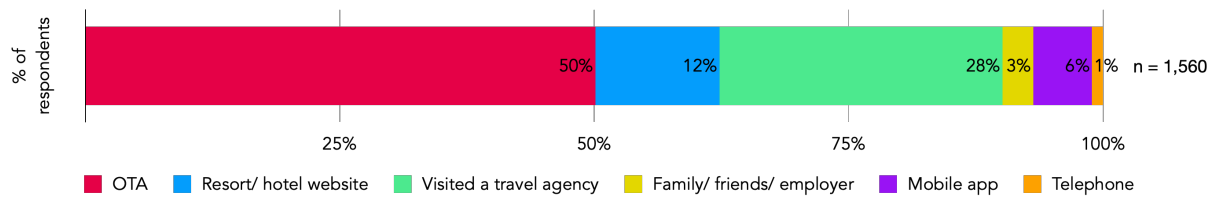


Figure 5.5.1: Accommodation reservations (n=1,560)

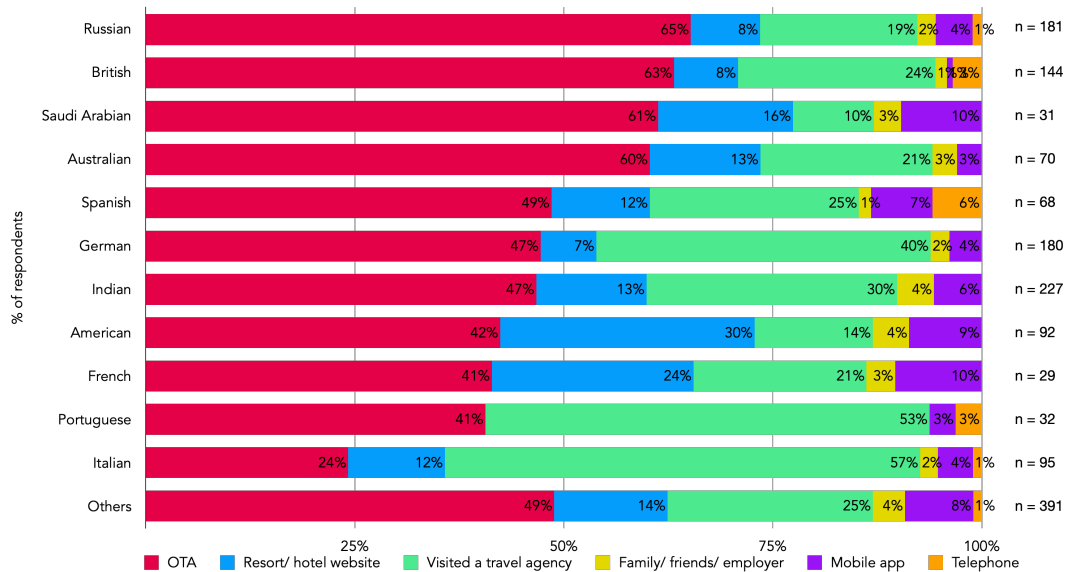


Figure 5.5.2: Accommodation reservations by nationality (N=1,538)

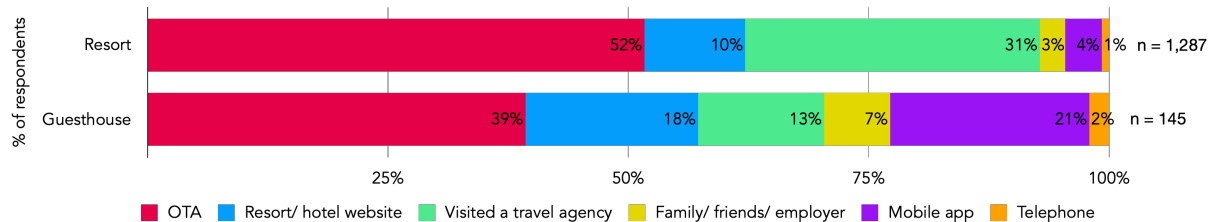


Figure 5.5.3: Accommodation reservations by place of stay (n=1,432)

Respondents from most nationalities made their accommodation reservations via travel agency/tour operator website, except Portuguese and Italians who said they visited a travel agency to book. Americans and French were the most likely to have booked via resort/hotel website compared to visitors from other nationalities.

Respondents who stayed in resorts were more likely to have visited a travel agency to book, while respondents who stayed in guesthouses were more likely to have booked through a mobile application compared to respondents who stayed on resorts.

## 5.6. Airline Reservations

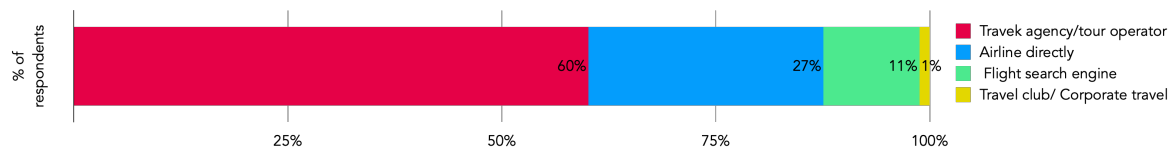


Figure 5.6.1: Airline reservations (n=1,569)

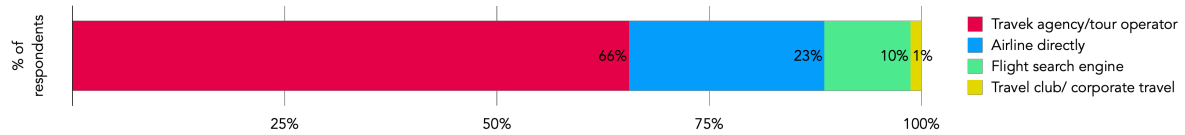


Figure 5.6.2: Airline reservations of accommodation bookings via Online Travel Agent (n=778)

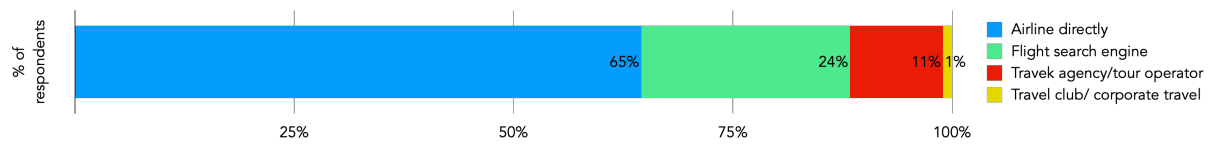


Figure 5.6.3: Airline reservations of accommodation bookings through resort/Hotel website (n=189)

Airline reservations of those who booked their accommodation via OTAs were also mainly made through a travel agency or tour operator. However, those who booked their accommodation through resort or hotel website booked their airline reservations mainly through airline directly or through a flight search engine.

# 6. Visitor Transport within Maldives

## 6.1. Airport Experience

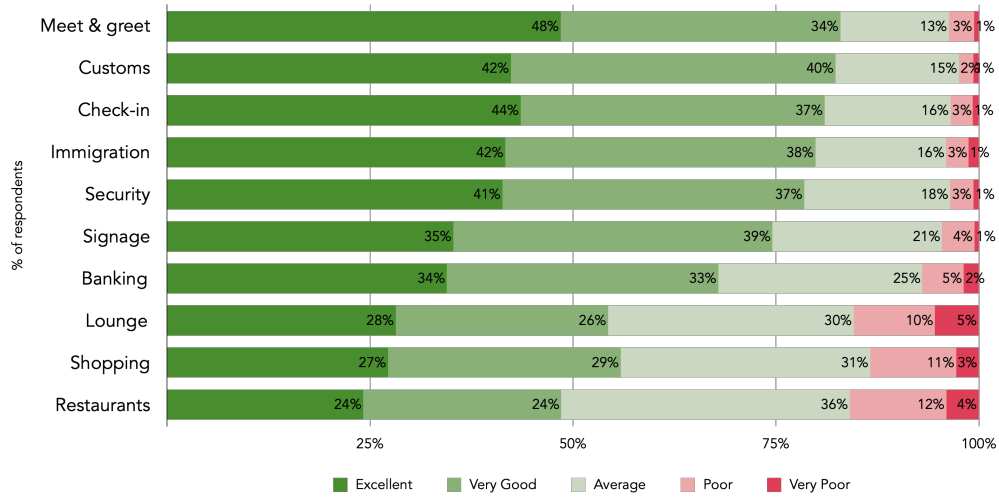


Figure 6.1.1: Airport experience (n=13,412)

Respondents were asked to rank the airport experience at Velana International Airport. Meet & greet was the highest rated airport experience. Restaurants, shopping, lounge experience were the lowest rated experiences at the Velana International Airport.

## 6.2. Main method of transportation

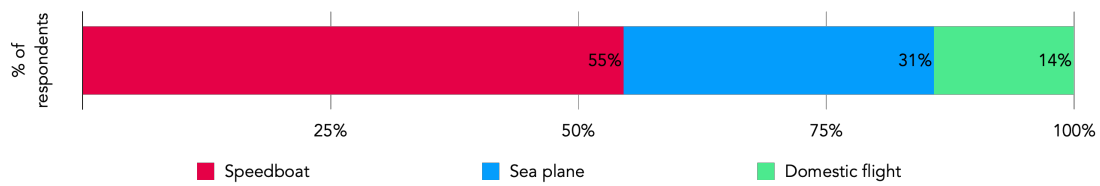


Figure 6.2.1: Main method of transport (n=1,556)

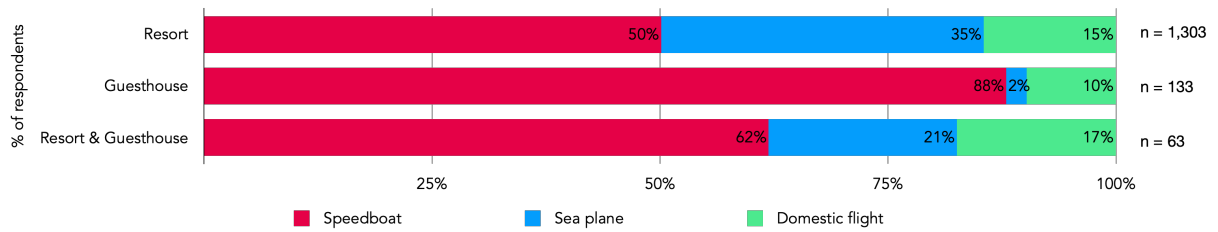


Figure 6.2.2: Main method of transport by place of stay (n=1,499)

## 6.3. Wait time at airport

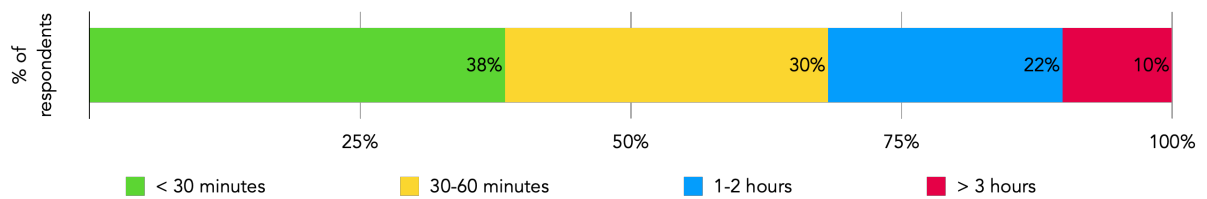


Figure 6.3.1: Wait time at airport (n=1,579)

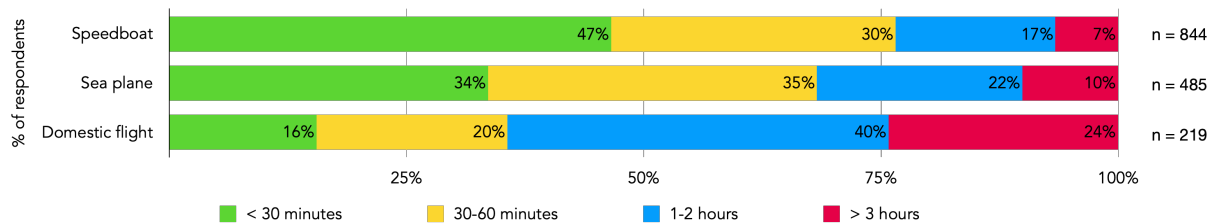


Figure 6.3.2: Wait time at airport by method of transport (n=1,548)

Most respondents experienced a less than 30-minute wait time at the airport. The wait time duration at Velana International Airport was longest for domestic flight users.

## 6.4. Transfer time from airport to place of stay

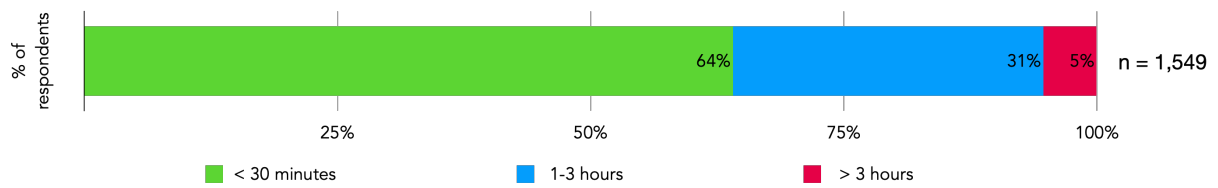


Figure 6.4.1: Transfer time (n=1,549)

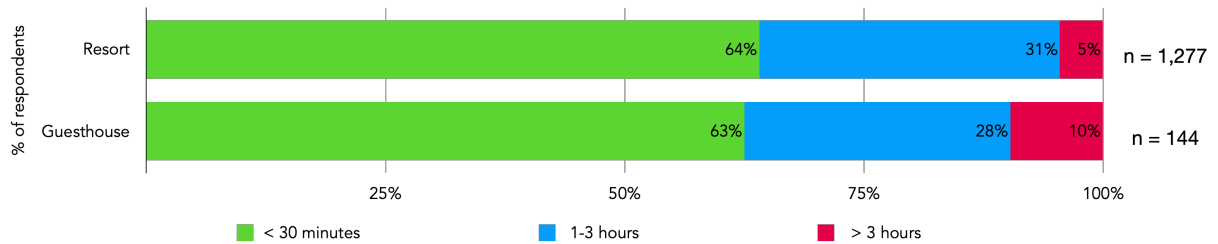


Figure 6.4.2: Transfer time to place of stay by place of stay (n=1,421)

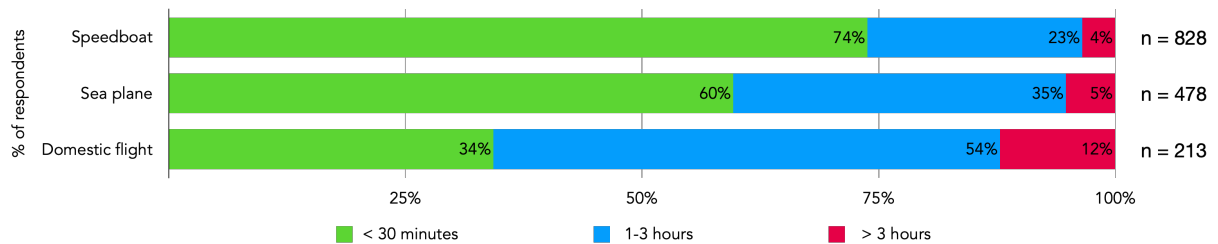


Figure 6.4.3: Transfer time by method of transport (n=1,519)

\*Speedboat and public ferry have been used interchangeably

Most respondents reached their place of stay in under 30 minutes. Respondents who took a domestic flight to reach their place of stay experienced the longest wait time.

## 6.5. Satisfaction with transfer

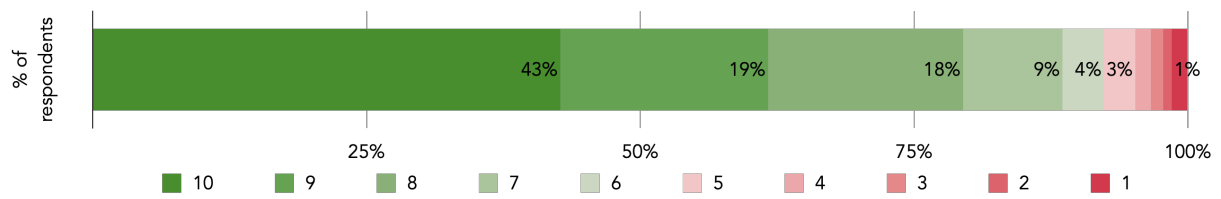


Figure 6.5.1: Satisfaction with transfer (N=1,562)

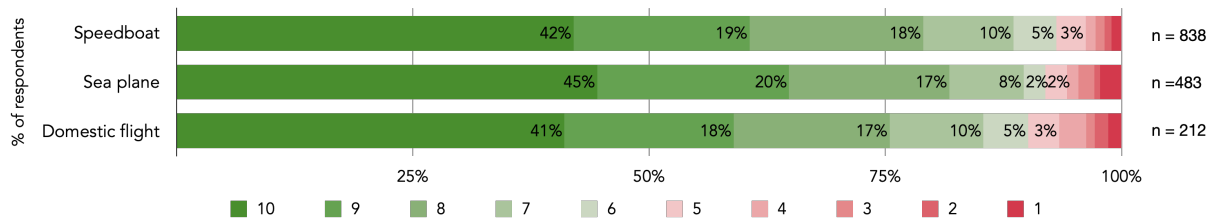


Figure 6.5.2: Satisfaction with transfer by method of transport (n=1,533)

Speedboat was the main method of transport to the place of stay for majority of the respondents. Responds who travelled via domestic flight experienced the longest wait time at airport and the longest travel time to their place of stay.

Majority of the visitors who took all three modes of transport were very satisfied with their transfer. When rated on a scale from 1-10, with 10 being the highest score, 40% rated their transfer 10/10, while 21% rated 9/10, 17% rated 8/10 and 8% rated 7/10.

# 7. Accommodation Experience

## 7.1. Ratings for place of stay

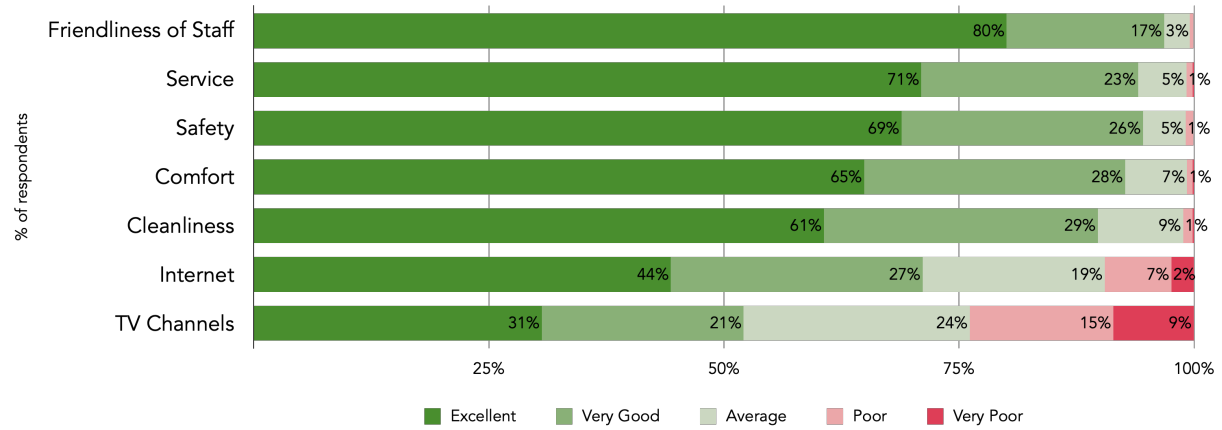


Figure 7.1.1: Ratings for place of stay (N=13,834)

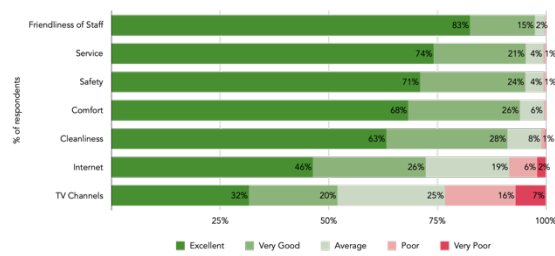


Figure 7.1.2: Ratings for place of stay for resort (n=8167)

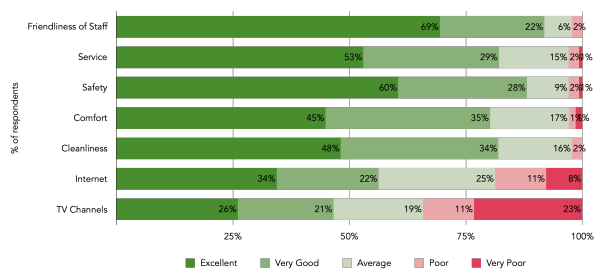


Figure 7.1.3: Ratings for place of stay for guesthouses (n=872)

Friendliness of staff was the highest rated aspect at their place of stay by respondents who stayed in resorts as well as guesthouses. Overall ratings were higher in resorts compared to guesthouses.

## 7.2. Perception of prices of room and services

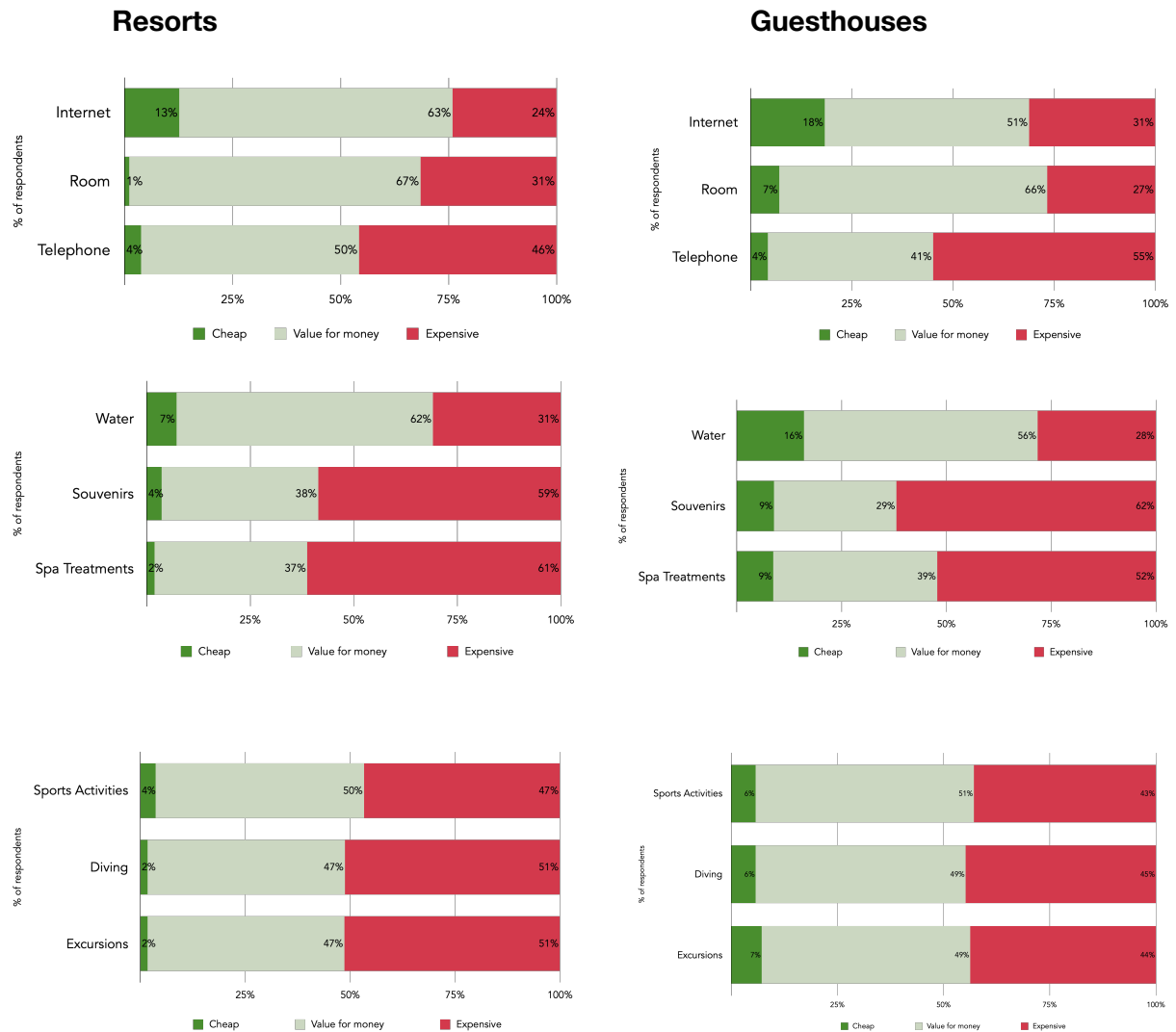


Figure 7.2.1: Perception of price charged for room & services by place of stay at resorts and guesthouses

Respondents in resorts and guesthouses rated the prices of room and services mostly value for money. However, souvenirs, spa treatments and telephone services were rated to be expensive by respondents who stayed in both resorts and guesthouses.

# 8. Dining Experience

## 8.1. Meal plan at place of stay

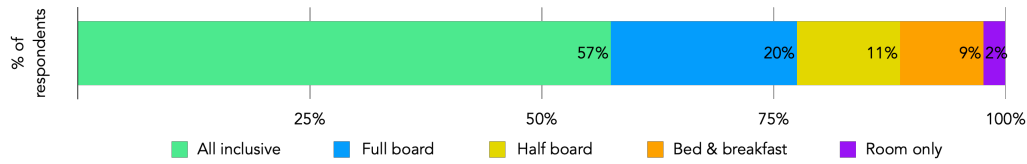


Figure 8.1.1: Meal plan (n=1,543)

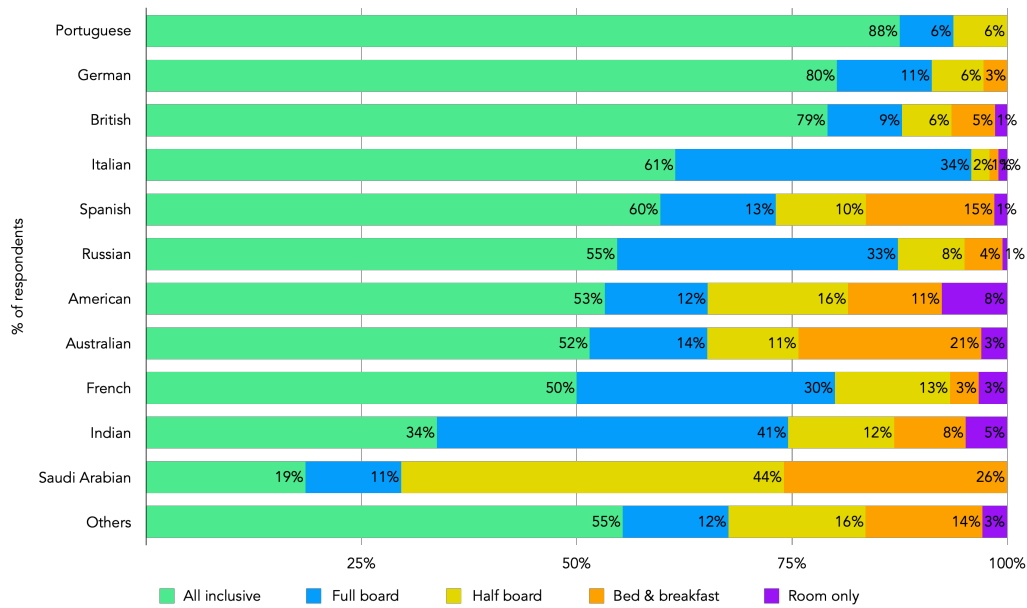


Figure 8.1.2: Meal plan by nationality (n=1,523)

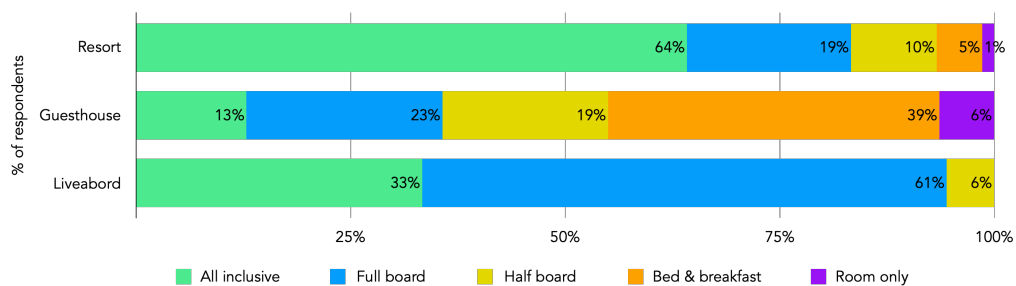


Figure 8.1.3: Meal plan by place of stay (n=1,433)

Most respondents stayed in the Maldives on an all-inclusive meal plan. Indians were most likely to have stayed on a full board plan, while Saudis were more likely to have opted for half board or bed breakfast.

Respondents who stayed on resorts mostly chose the all-inclusive meal plan, while those who stayed on liveaboards mostly chose the full board meal plan and respondents who stayed in guesthouses mostly opted for the bed and breakfast meal plan.

## 8.2. Perception of prices for food and beverages

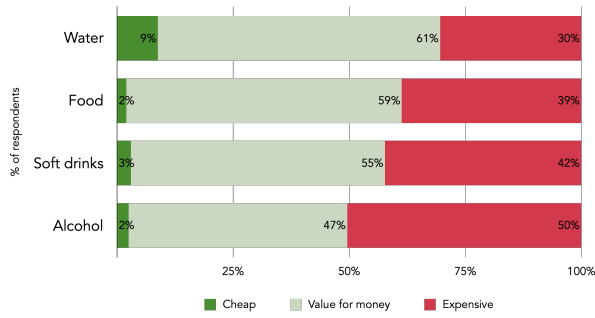


Figure 8.2.1: Perception of prices, resorts

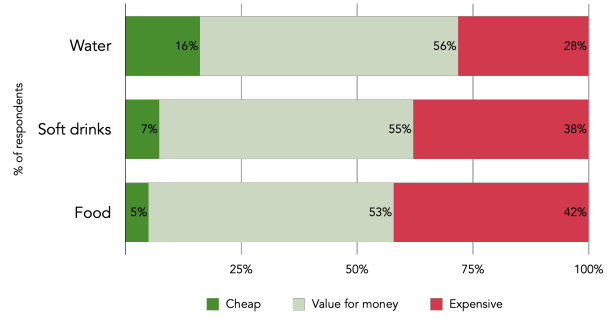


Figure 8.2.2: Perception of prices, guesthouses

Respondents who stayed in both resorts as well as guesthouses mostly rated their prices charged for food and beverage as value for money. Alcohol was rated to be expensive by visitors who stayed in resorts.

### 8.3. Ratings for dining at place of stay

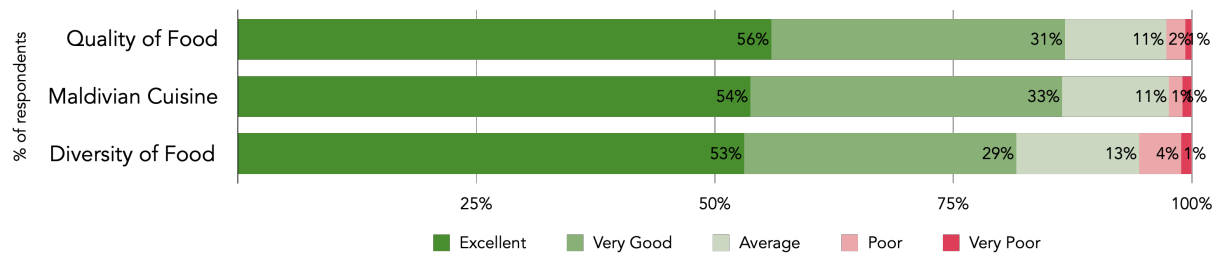


Figure 8.3.1: Ratings for dining experience at place of stay (n=4,267)

Dining experience at place of stay was rated excellent or very good by majority of responds.

# 9. Activity Ratings

## 9.1. Ratings for activities at place of stay

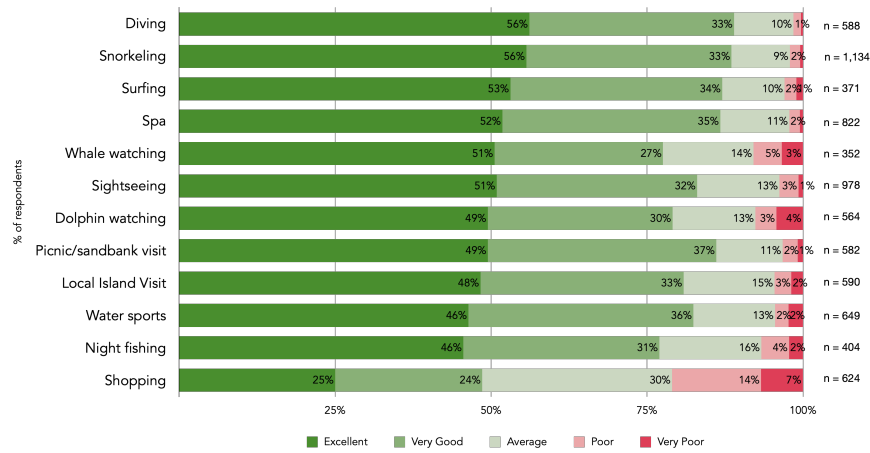


Figure 9.1.1: Ratings for activities at place of stay (N=7,658)

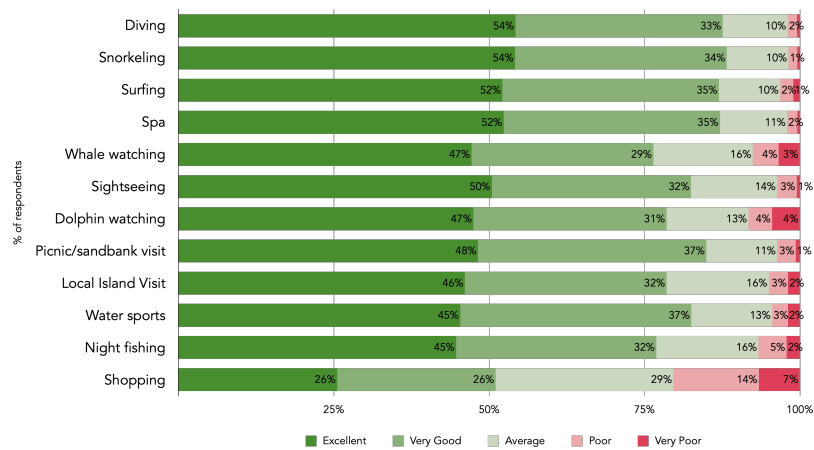


Figure 9.1.2: Activity ratings, resorts (N=6,087)

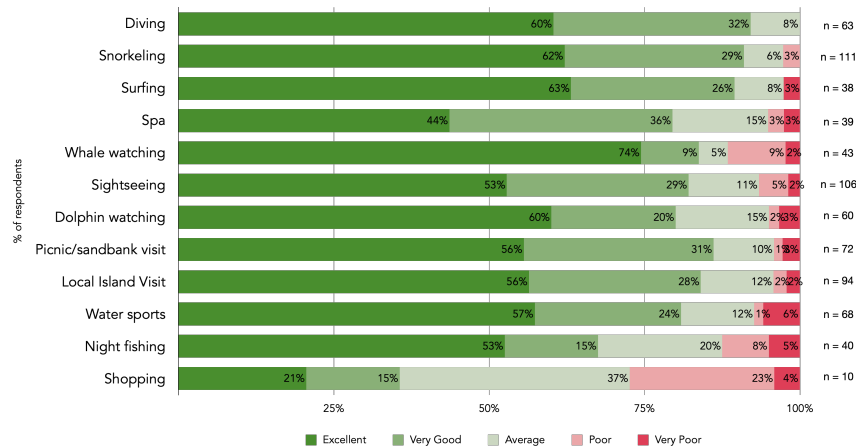


Figure 9.1.3 Activity ratings, guesthouses (n=807)

## 9.2. Places visited during the holiday

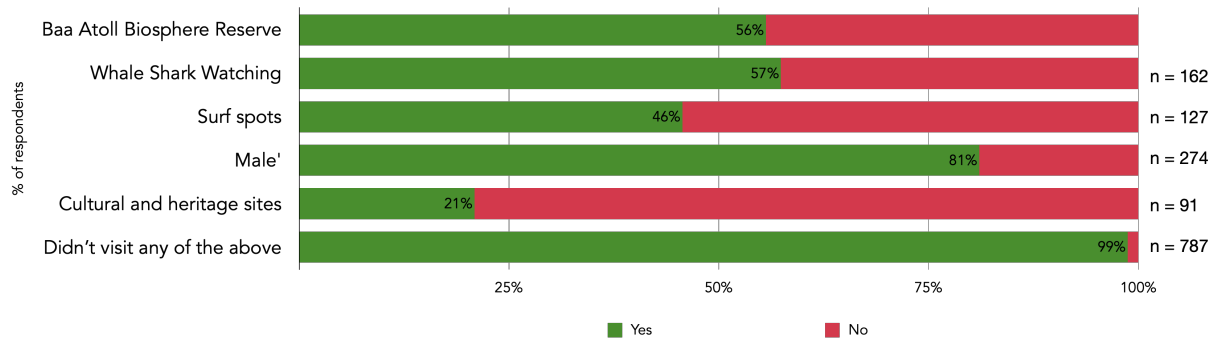


Figure 9.2.1: Places visited while in the Maldives (1,592)

\*Multiple response question



### 10.3. Sharing on Social Media

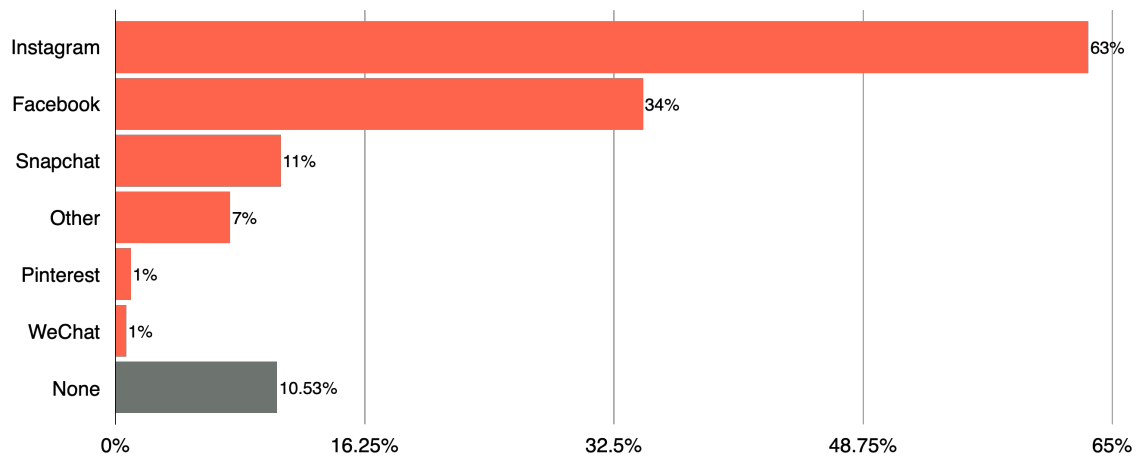


Figure 10.3.1: Sharing on social media (n =2060)

*\*Multiple response question*

Most respondents who shared their holiday experience on social media apps, shared on Instagram.

Amongst the other options stated include messaging apps, twitter, and individual blogs. Russians opted to share on vk.com.

## 10.4. Satisfaction

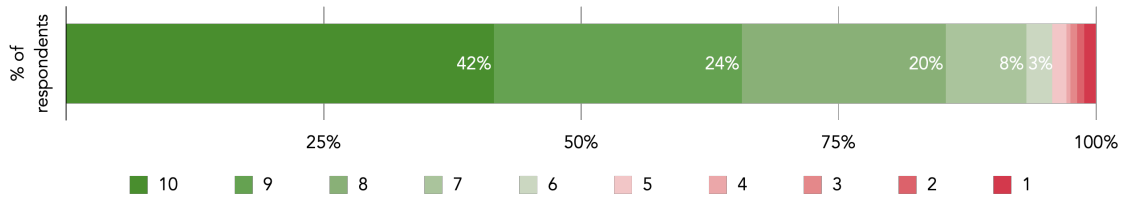


Figure 10.4.1: Satisfaction with holiday (N=1,460)

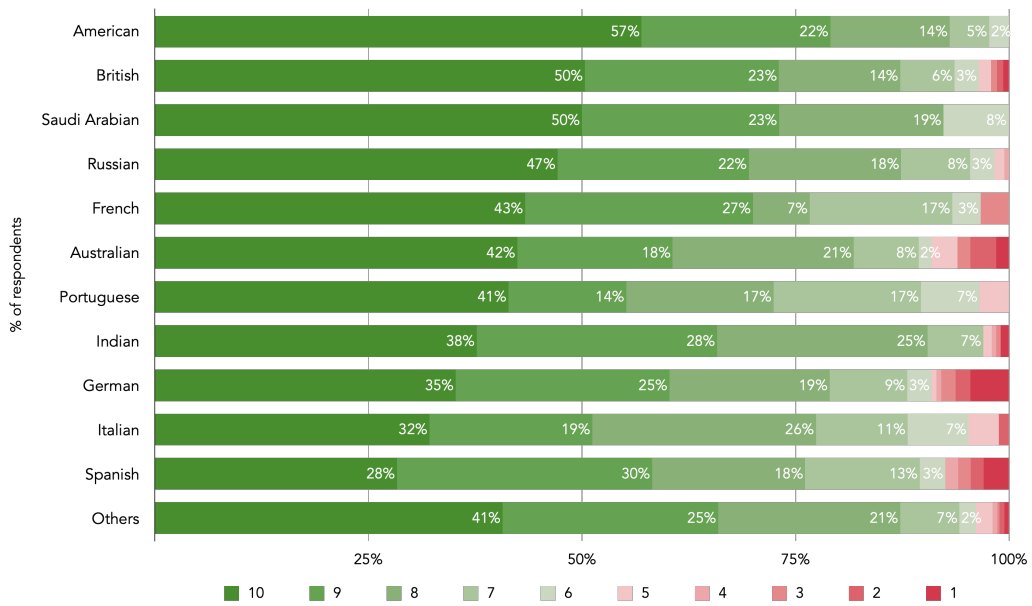


Figure 10.4.2: Satisfaction with holiday by nationality (N=1,439)

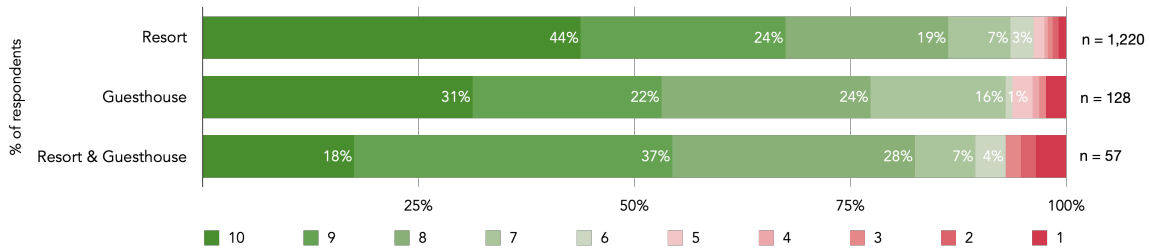


Figure 10.4.3: Satisfaction with holiday by place of stay (N=1,405)

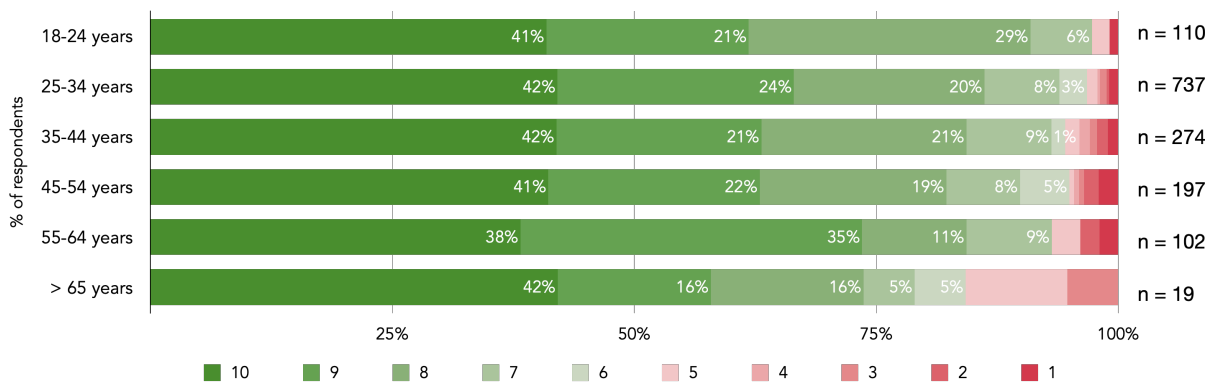


Figure 10.4.4: Satisfaction with holiday by age group (N=1,439)

Overwhelming majority of the respondents of the September 2022 survey rated their holiday satisfaction highly. Reasons stated for high satisfaction included weather, perfect holiday experience and relaxation. Bad weather contributed the most to lower ratings by a few respondents.

### 10.5. Intention to return

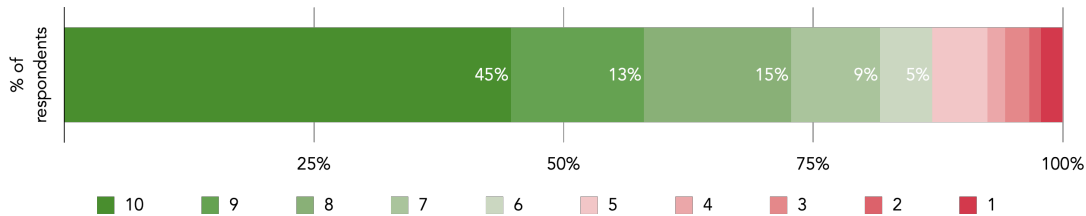


Figure 10.5.1: Intention to return to Maldives (N=1,454)

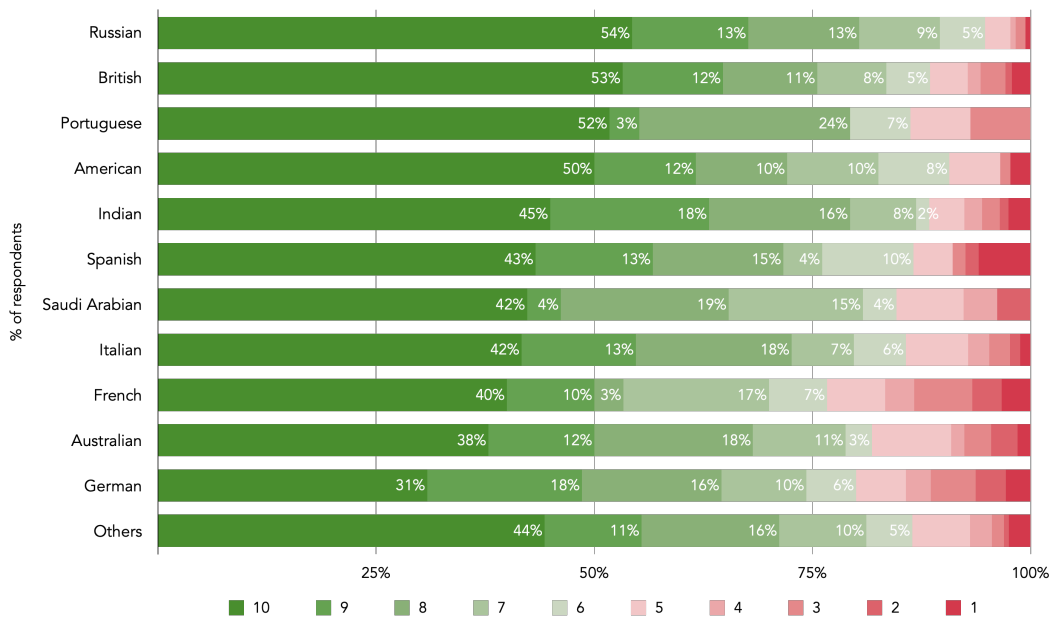


Figure 10.5.2: Intention to return to Maldives by nationality (N=1,434)

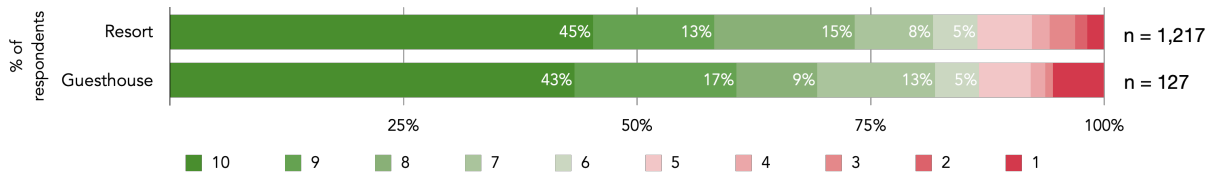


Figure 10.5.3: Intention to return to Maldives by place of stay (N=1,344)

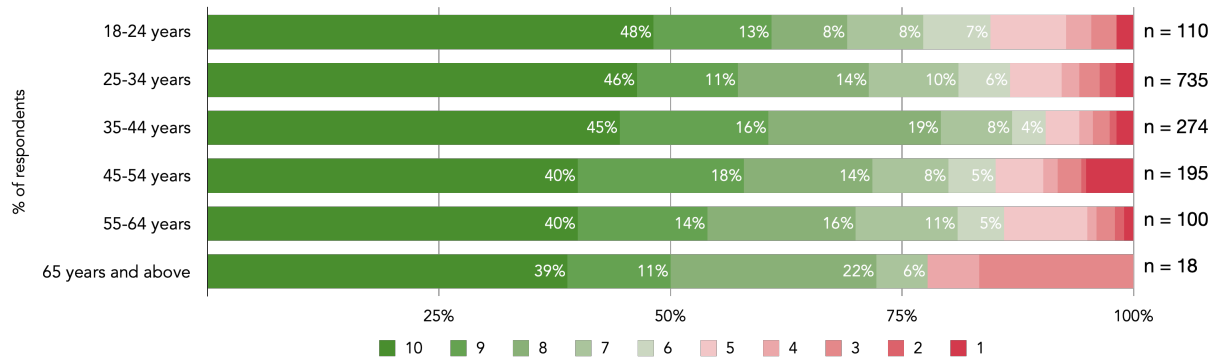


Figure 10.5.4: Intention to return to Maldives by age group (N=1,432)

An overwhelming majority of respondents said they intend to return to the Maldives.

Reasons for intention to return included beaches and great experiences. Reasons for not intending to visit included price, distance and wanting to explore other destinations.

## 10.6. Recommend Maldives

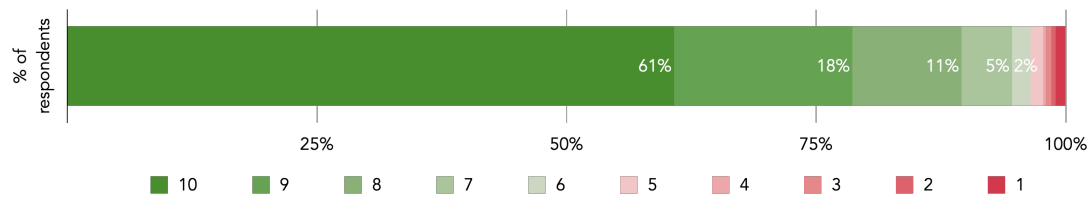


Figure 10.6.1: Recommend Maldives (N=1,445)

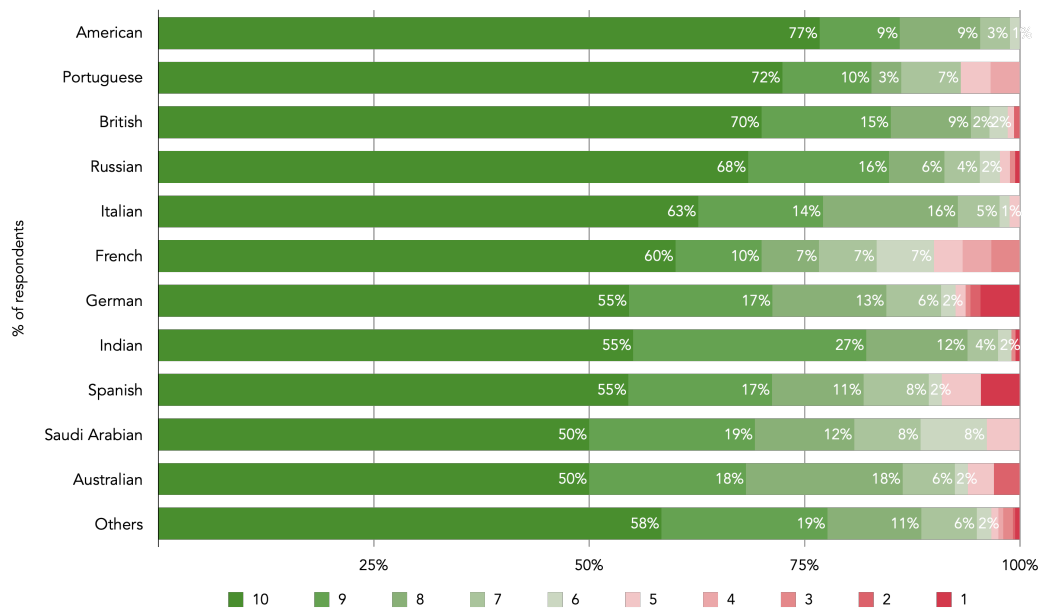


Figure 10.6.2: Recommend Maldives by nationality (N=1,425)

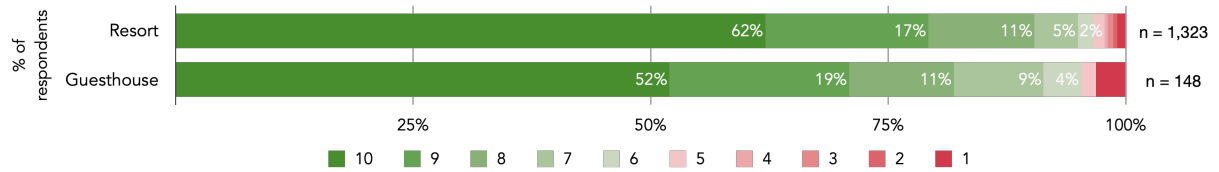


Figure 10.6.3: Recommend Maldives by place of stay (N=1,471)

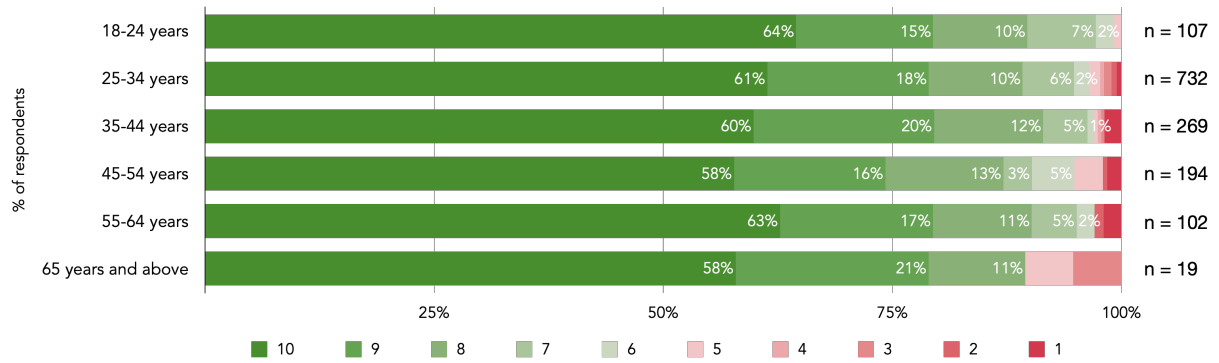


Figure 10.6.4: Recommend Maldives by age group (N=1,423)

An overwhelming majority of respondents who stayed in resorts and guesthouses said they would recommend the Maldives to others. Words used to describe the reason for recommending to others were stated to be beauty, bucket list country, amazing and perfect.

## 10.7. Experience at Similar Destination

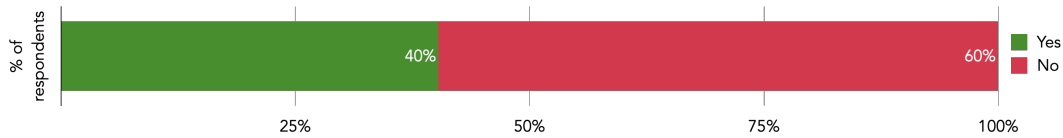


Figure 10.7.1: Visited a Similar destination (n=1371)

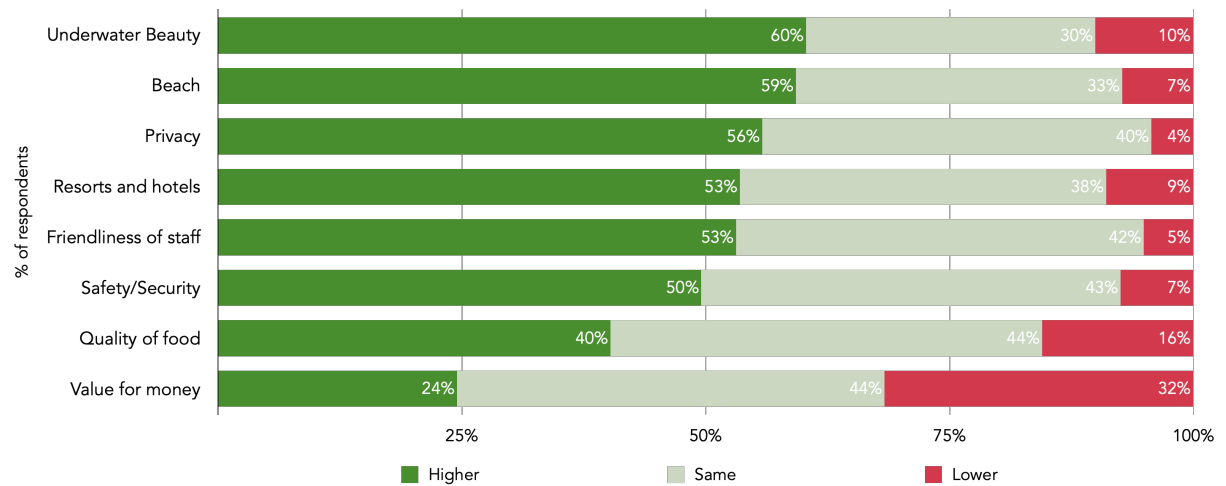


Figure 10.7.2: Ratings with similar destinations (n=4305)

Two out of every five respondent stated having visited similar destinations to the Maldives. Most stated similar destinations stated by respondents in the September 2022 survey were Thailand, Mauritius, Seychelles, Indonesia, and Dominican Republic.

# 11. Expenditure & Travel Package

## 11.1. Travel Package

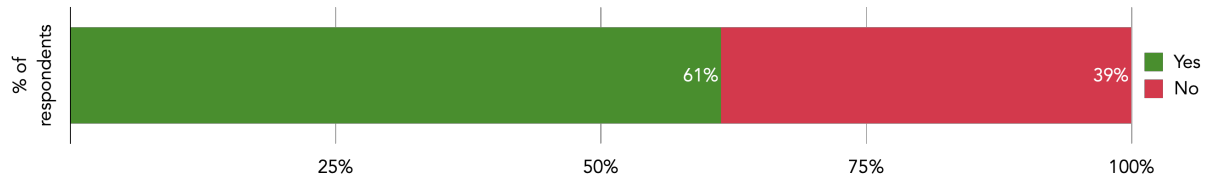


Figure 11.1.1: Travel package

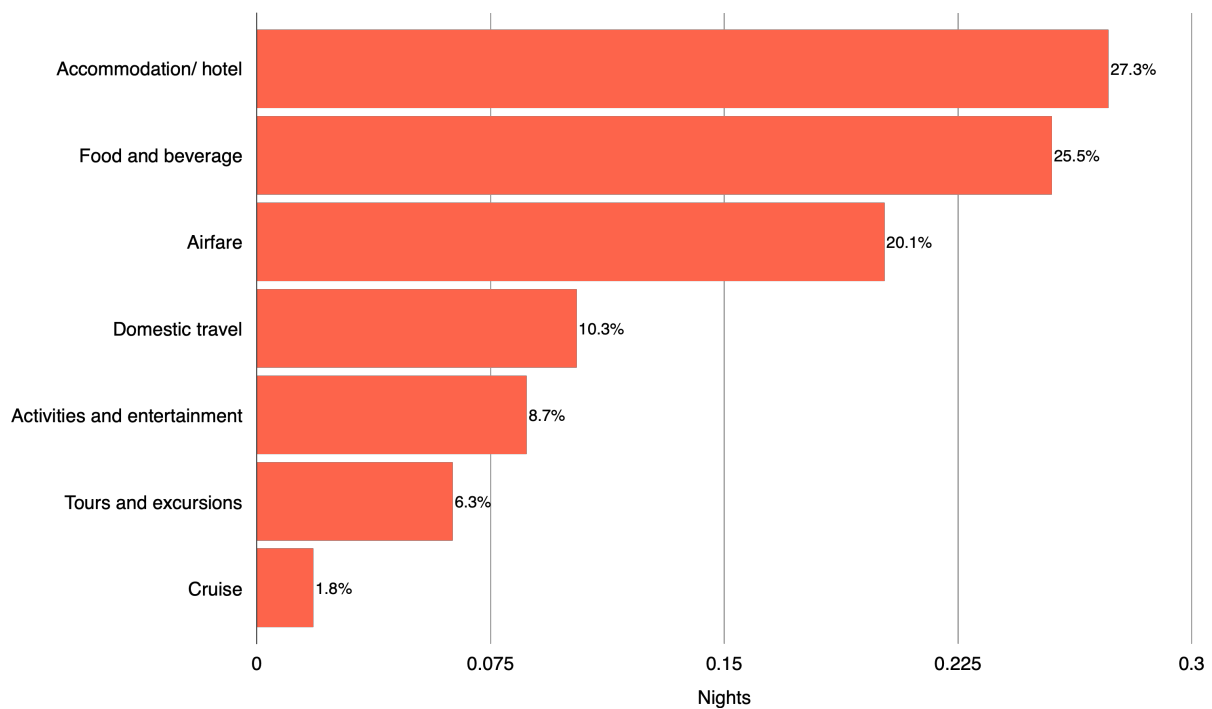


Figure 11.1.2: Travel package inclusion

\*Multiple response question

61% of the respondents visited the Maldives as part of a travel package.

## 11.2. Stops on the way to Maldives

On route to the Maldives, majority of the stops were made in the UAE, Singapore, Sri Lanka, India, Turkey, and Thailand.

## 11.3. Stops on the way from Maldives

On route to their home country, majority of the stops were made in the UAE, Singapore, Thailand, India, Turkey, and Sri Lanka.

## 11.4. Trip Expenditure

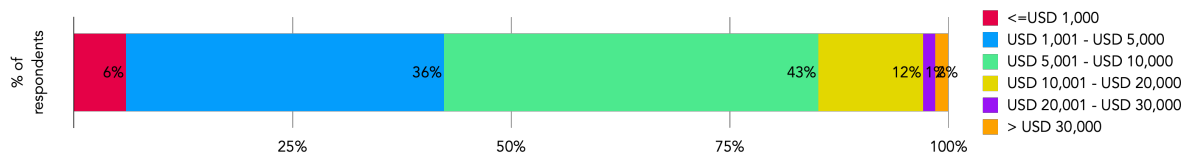


Figure 11.4.1: Trip expenditure

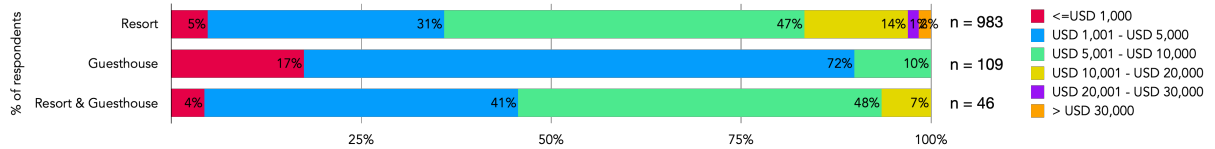


Figure 11.4.2: Trip expenditure by place of stay

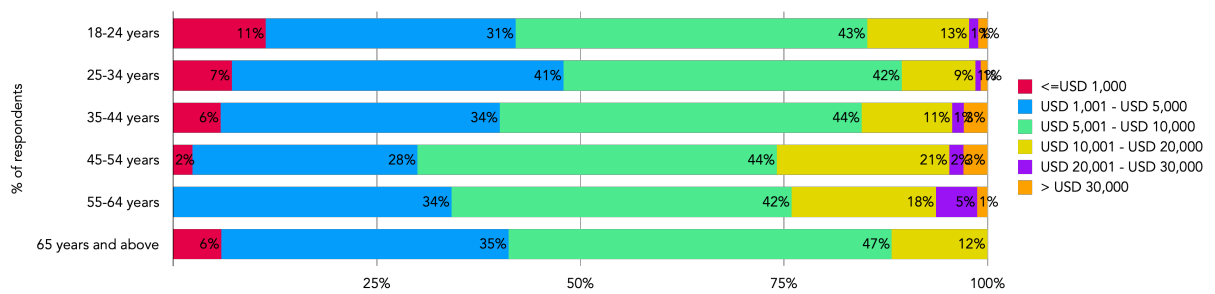


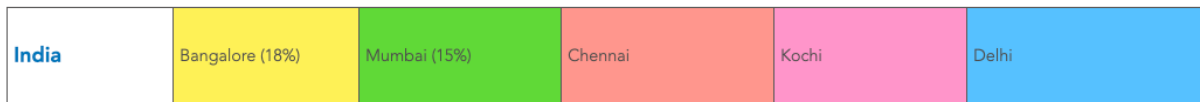
Figure 11.4.3: Trip expenditure by age group

Most respondents spent between USD 5,001-10,000 during their holiday in the Maldives.

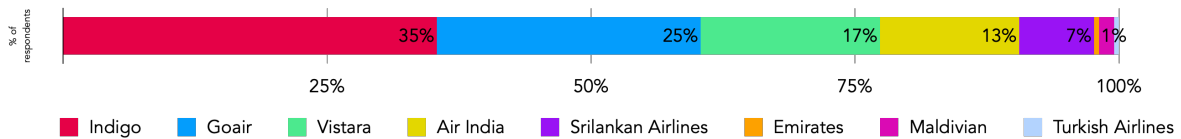
# 12. Markets

## 12.1. INDIA

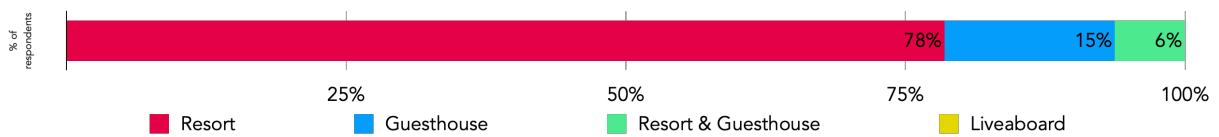
### Resident cities



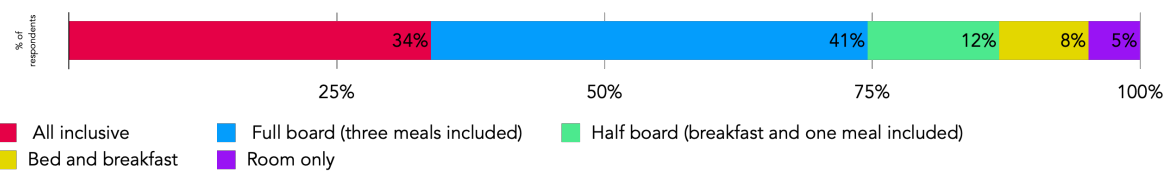
### Departing airlines



### Place of stay



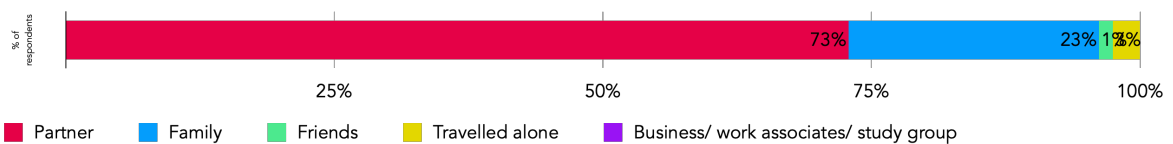
### Meal plan



### Average duration of stay

3.9 nights

### Travel companion



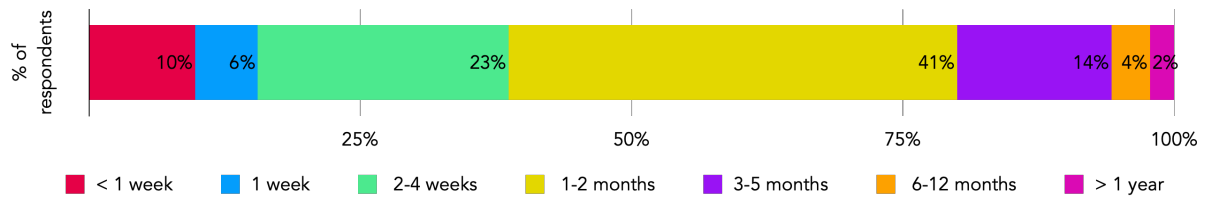
### Motivation to choose Maldives



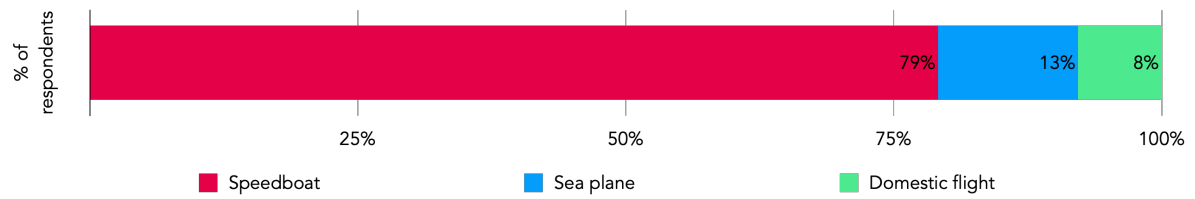
### Purpose of visit



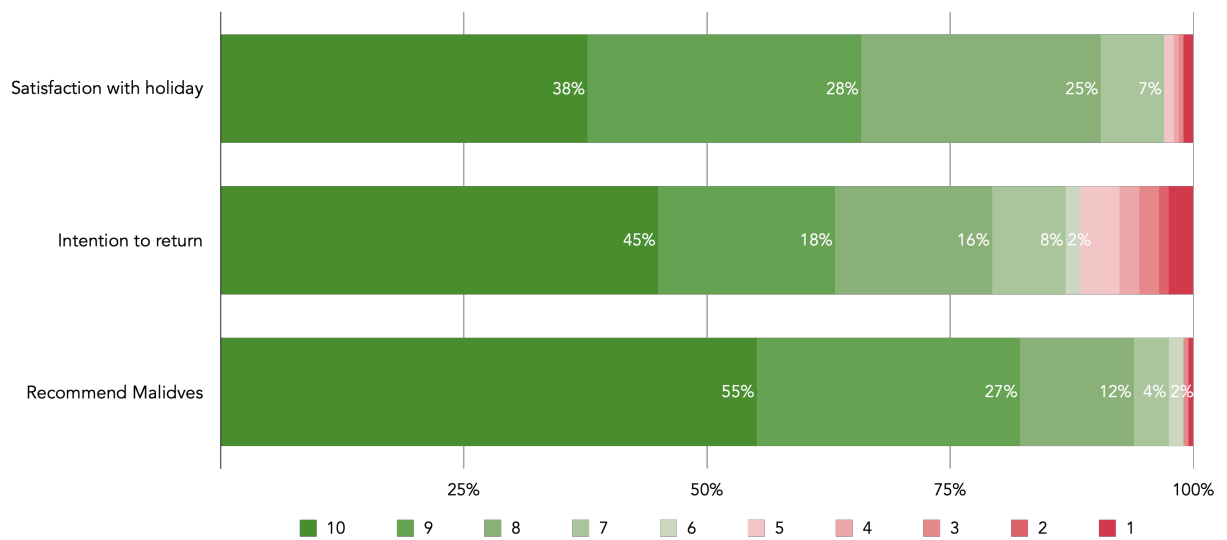
### Booking period



### Transport method to place of stay

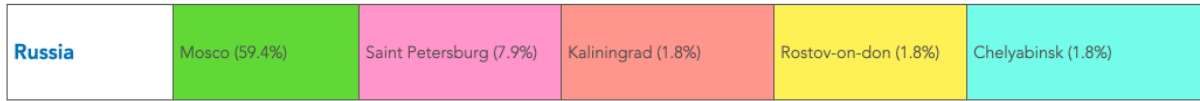


### Satisfaction with holiday

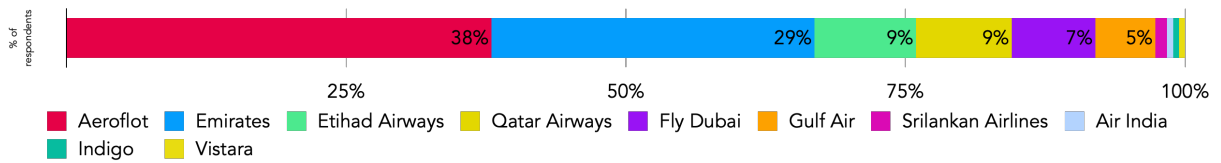


## 12.2. RUSSIA

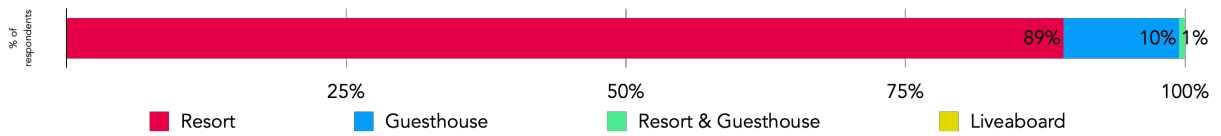
### Resident cities



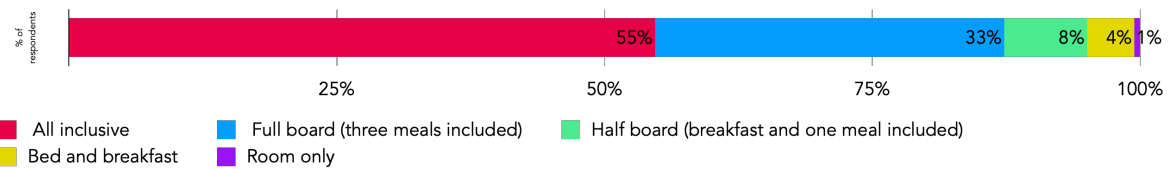
### Departing airlines



### Place of stay



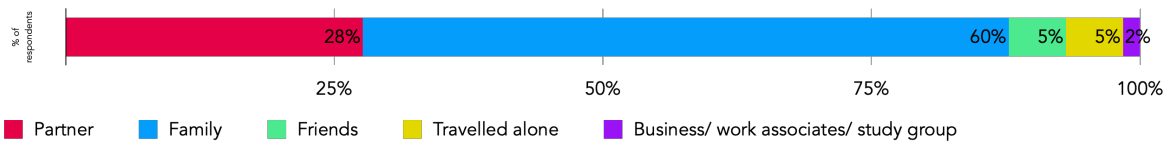
### Meal plan



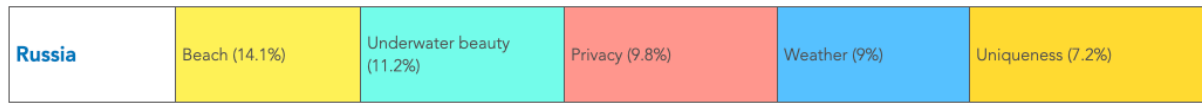
### Average duration of stay

9.3 nights

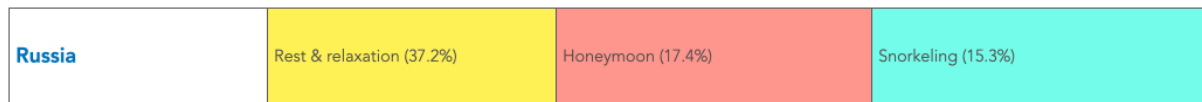
### Travel companion



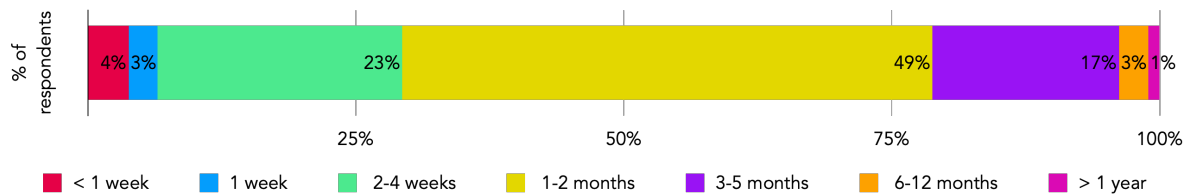
## Motivation to choose Maldives



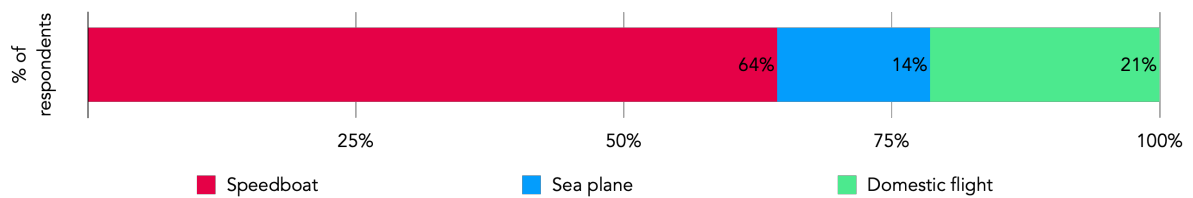
## Purpose of visit



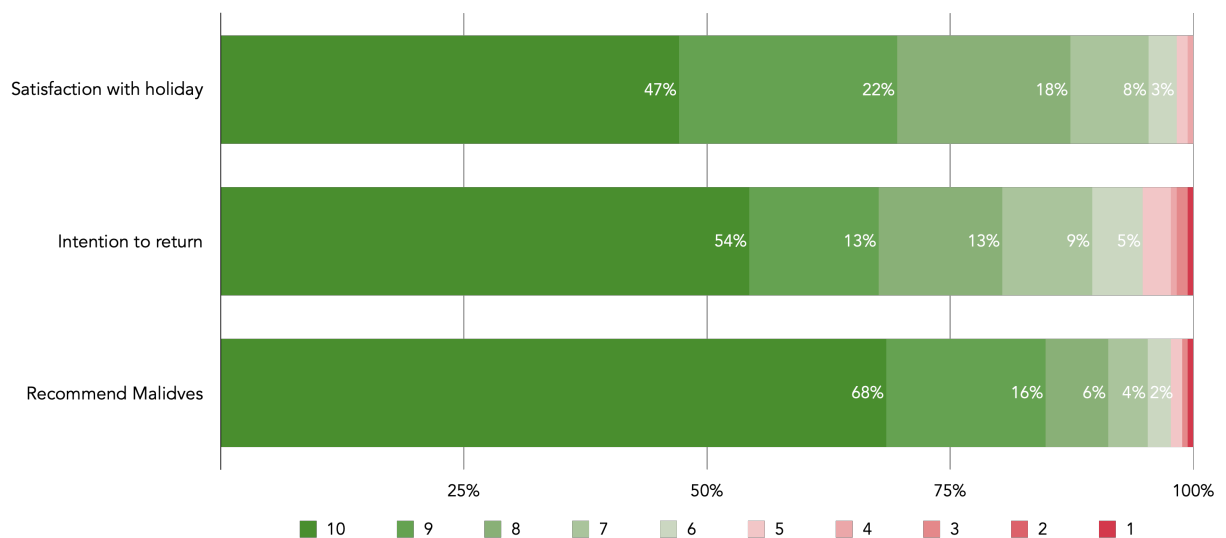
## Booking period



## Transport method to place of stay

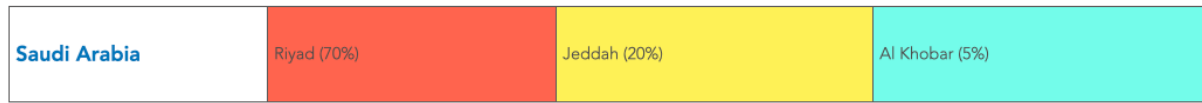


## Satisfaction with holiday

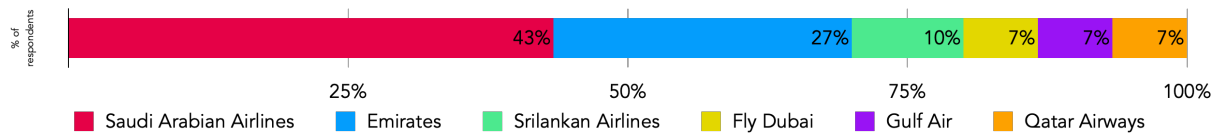


## 12.3. SAUDI ARABIA

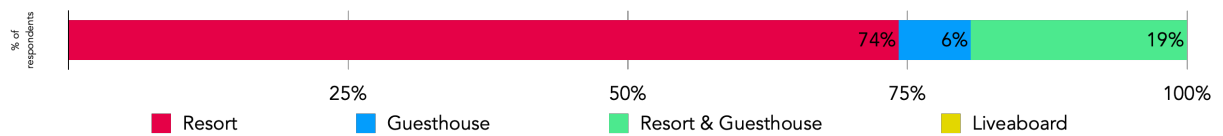
### Resident cities



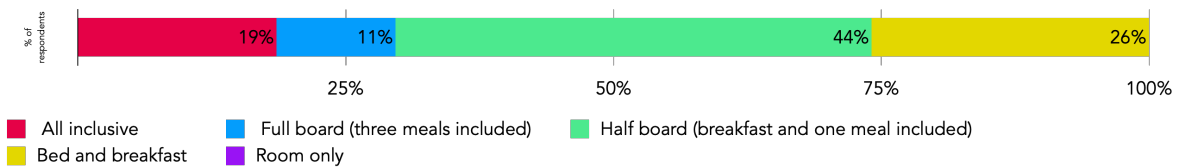
### Departing airlines



### Place of stay



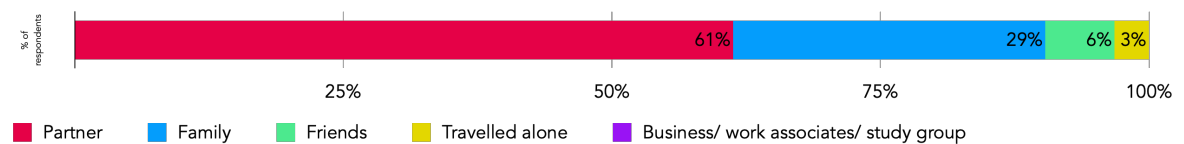
### Meal plan



### Average duration of stay

5.7 nights

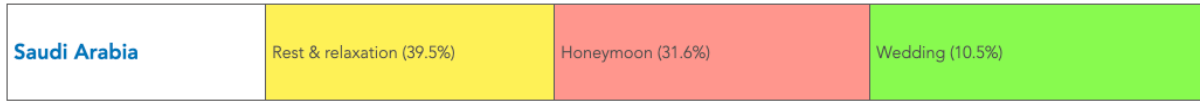
### Travel companion



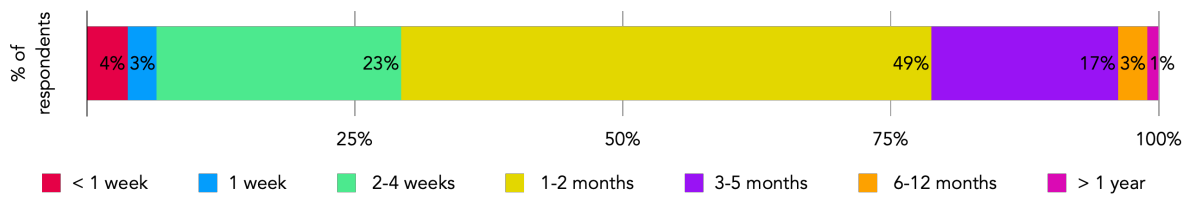
### Motivations to visit Maldives



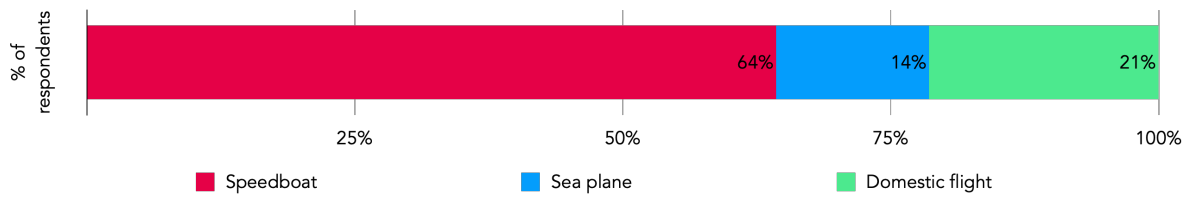
### Purpose of visit



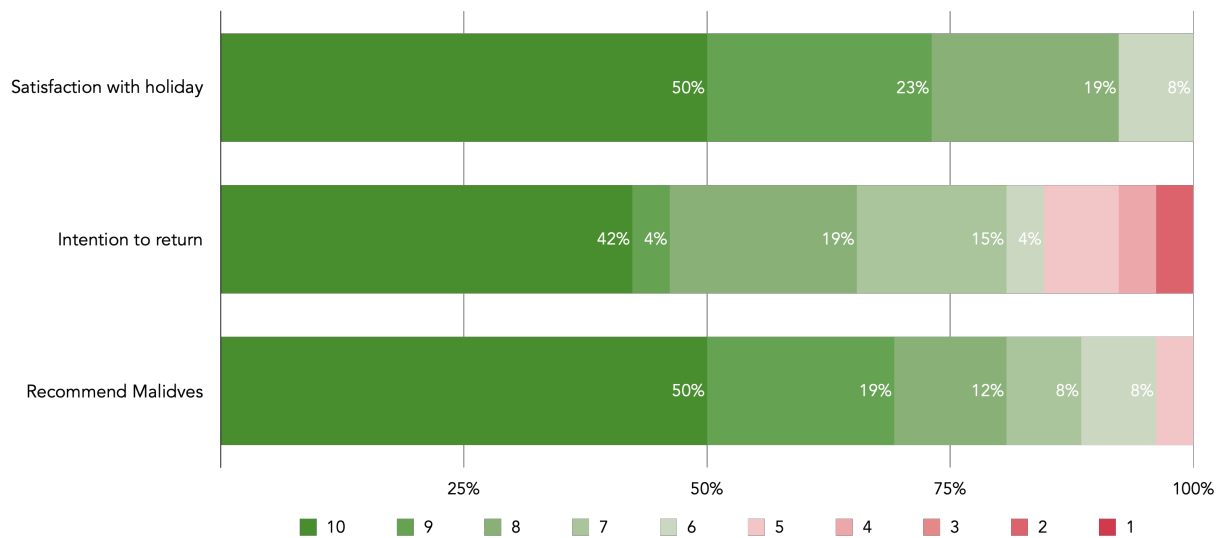
### Booking period



### Method of transport

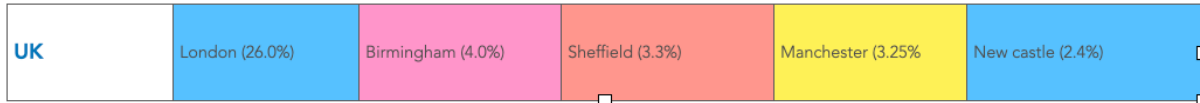


### Satisfaction with holiday

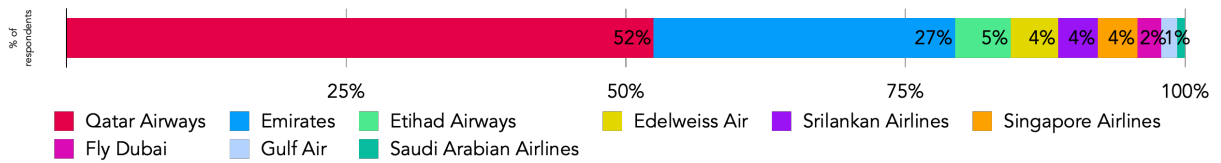


## 12.4. UNITED KINGDOM

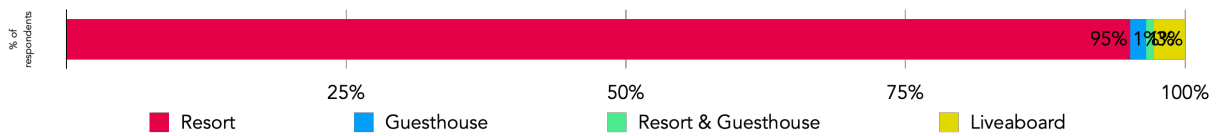
### Resident cities



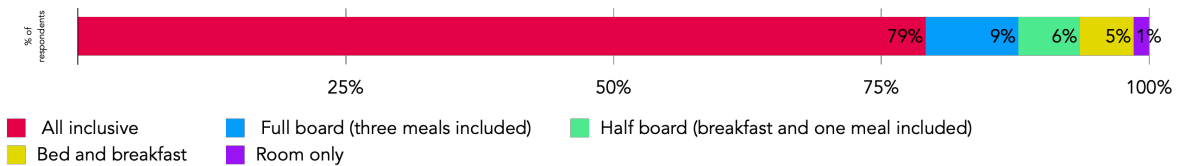
### Departing airlines



### Place of stay



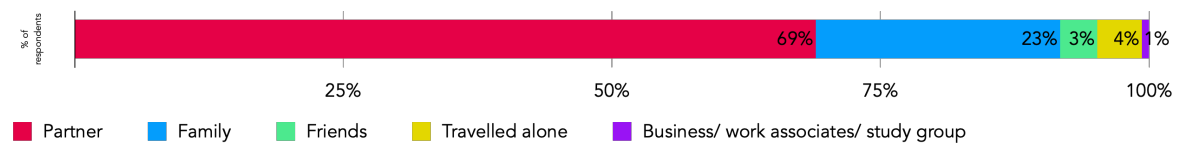
### Meal plan



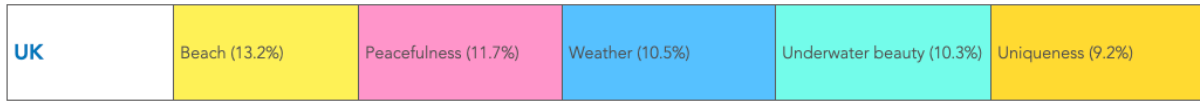
### Average duration of stay

9.2 nights

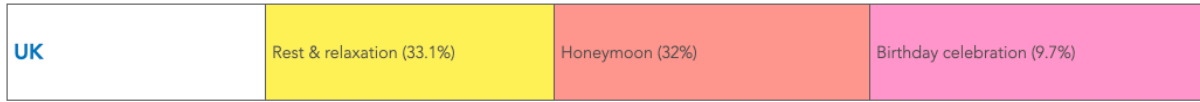
### Travel companion



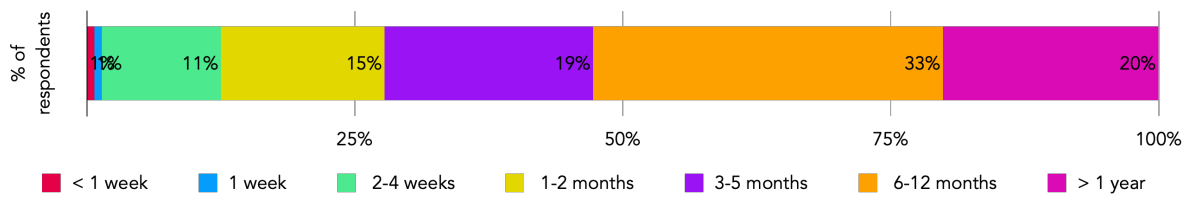
### Motivations to choose Maldives



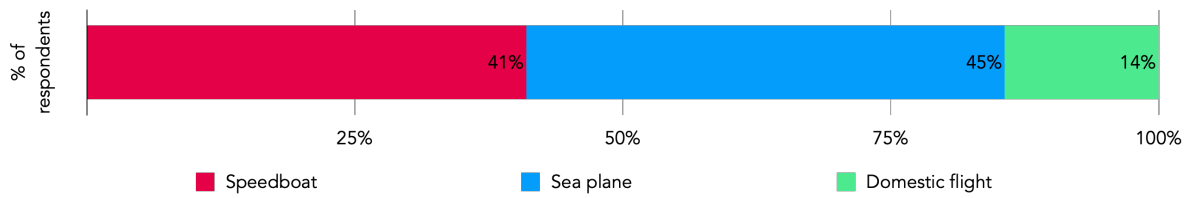
### Purpose of visit



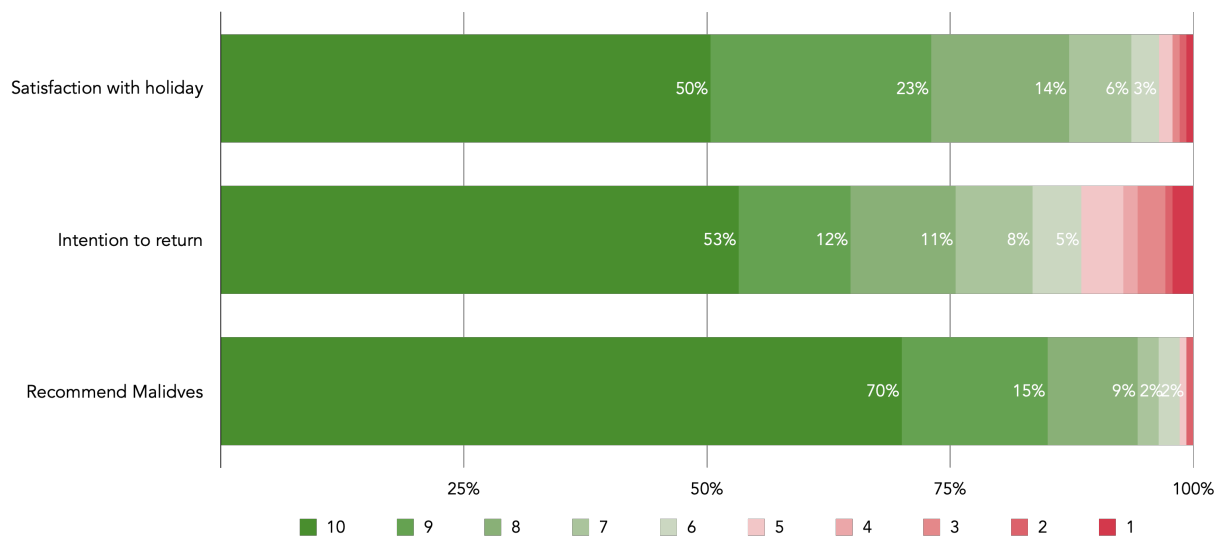
### Booking period



### Method of transport

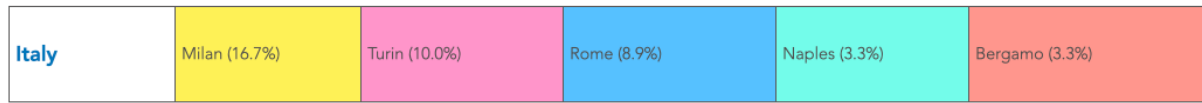


### Satisfaction with holiday

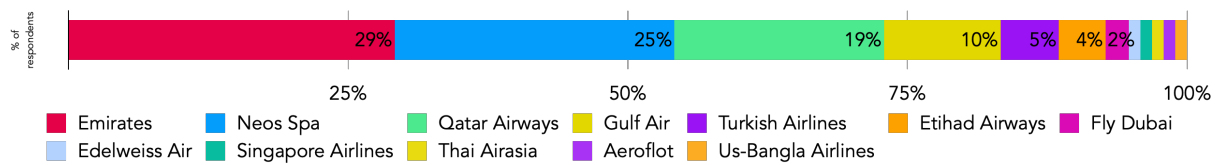


## 12.5. ITALY

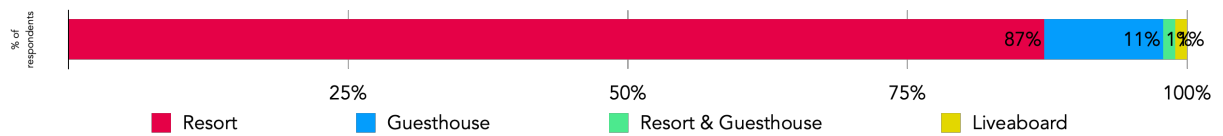
### Resident cities



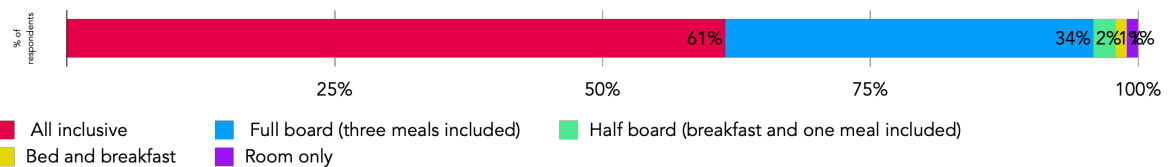
### Departing airlines



### Place of stay



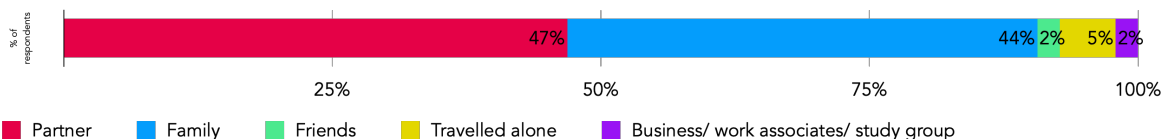
### Meal plan



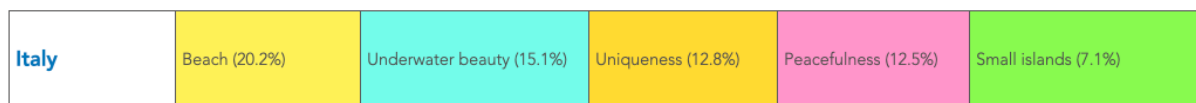
### Average duration of stay

8.9 nights

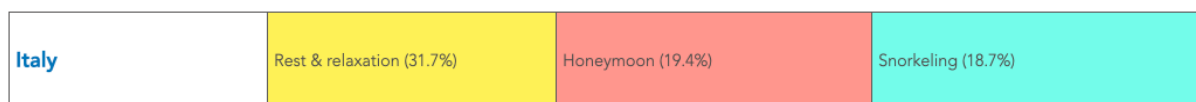
### Travel companion



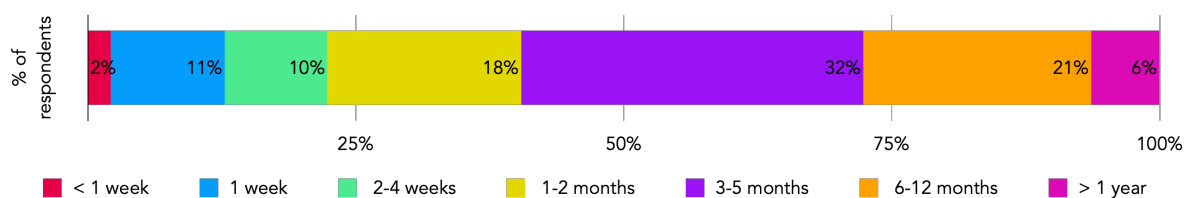
### Motivations to choose Maldives



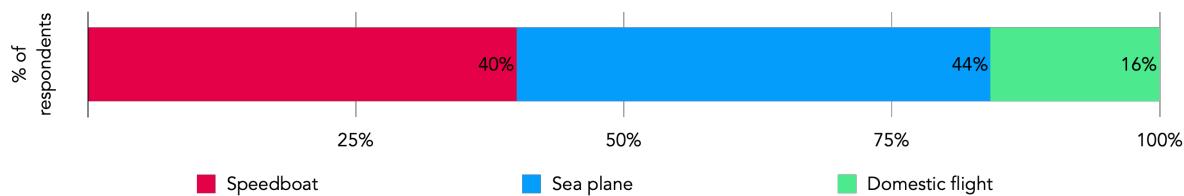
### Purpose of visit



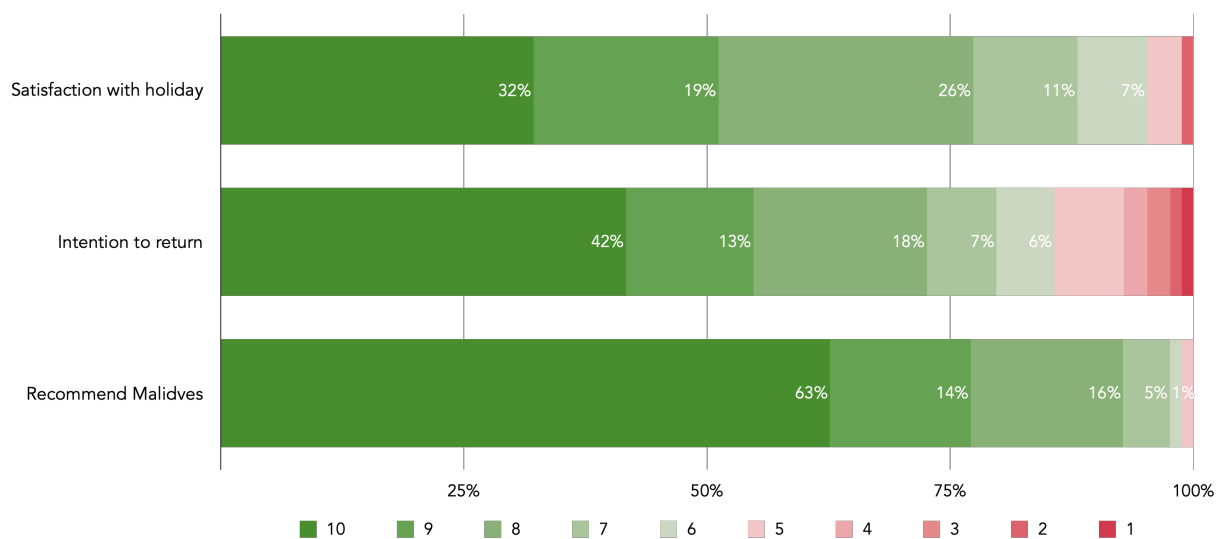
### Booking period



### Method of transport



### Satisfaction with holiday

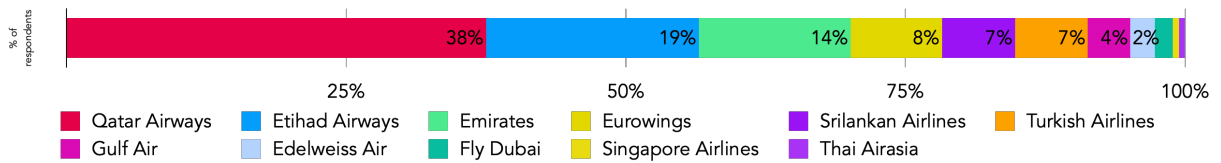


## 12.6. GERMANY

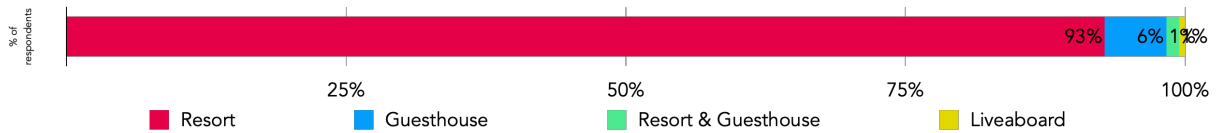
### Resident Cities



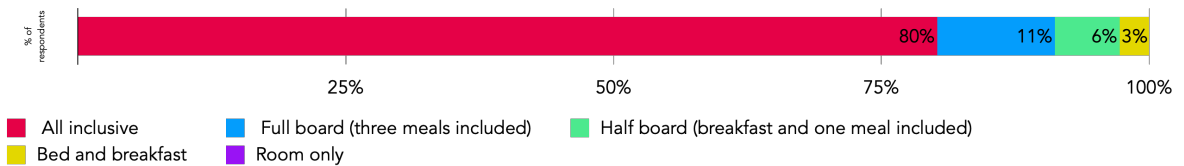
### Departing airline



### Place of stay



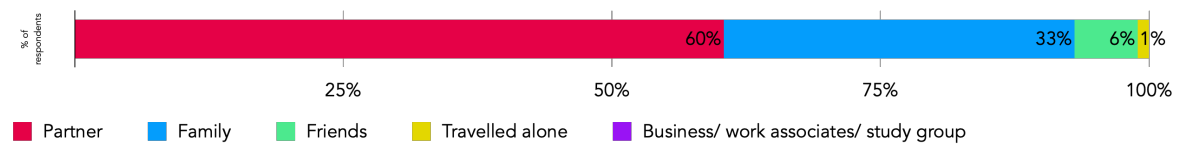
### Meal plan



### Average duration of stay

10.6 nights

### Travel companion



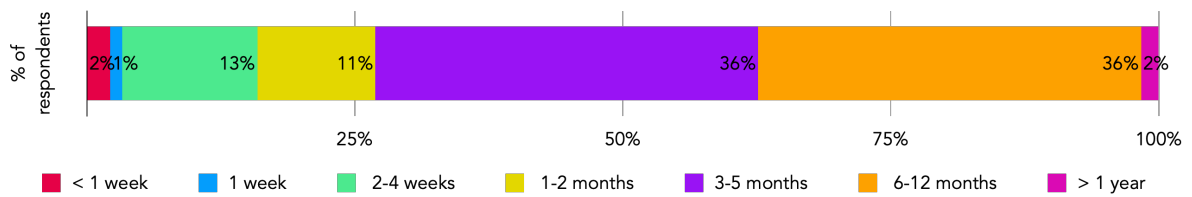
### Motivations to choose Maldives



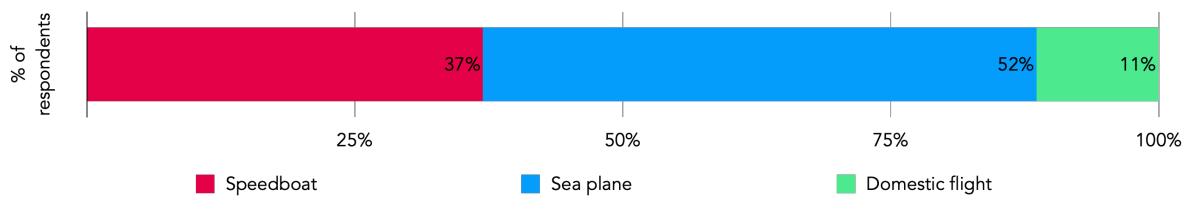
### Purpose of visit



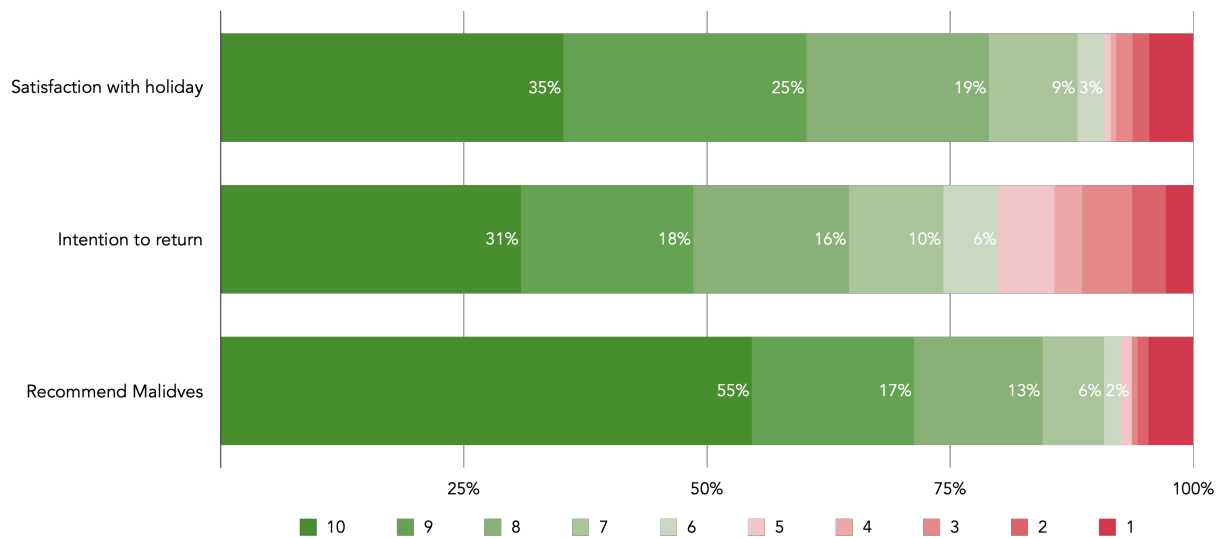
### Booking period



### Method of transport



### Satisfaction with holiday

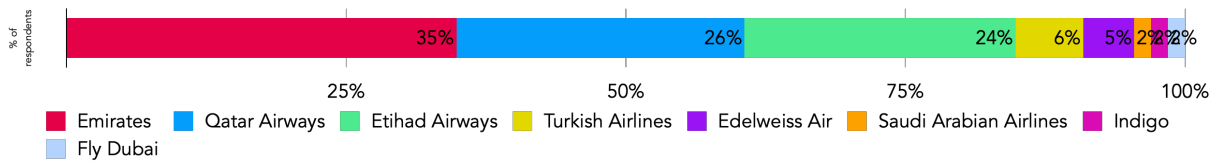


## 12.7. SPAIN

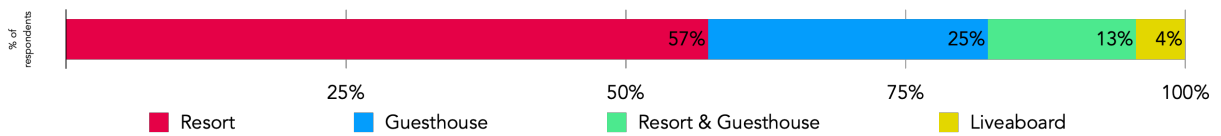
### Resident cities



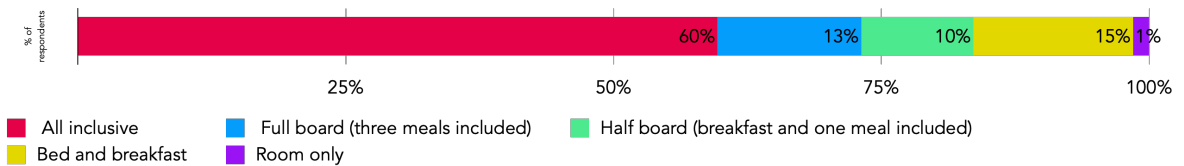
### Departing airlines



### Place of stay



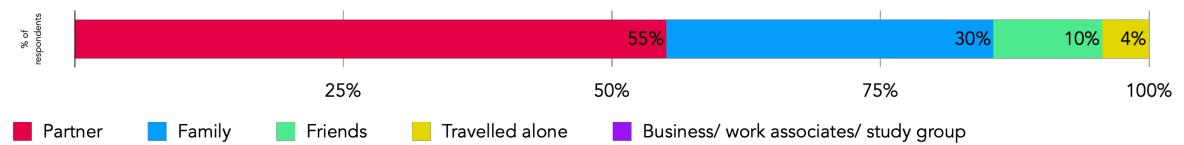
### Meal plan



### Average duration of stay

6.7 nights

### Travel companion



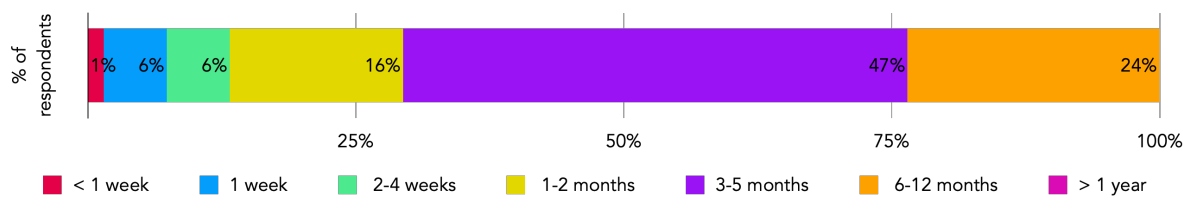
### Motivations to choose Maldives



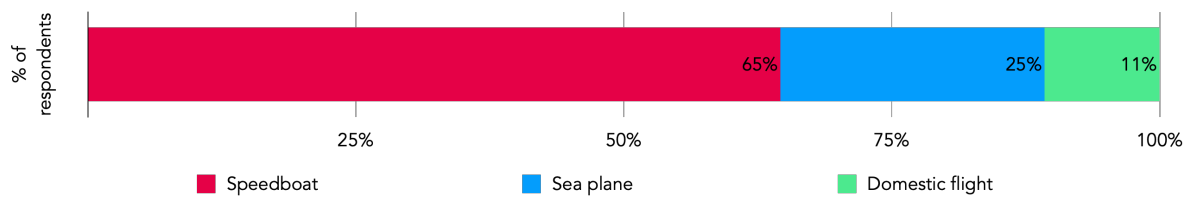
### Purpose of visit



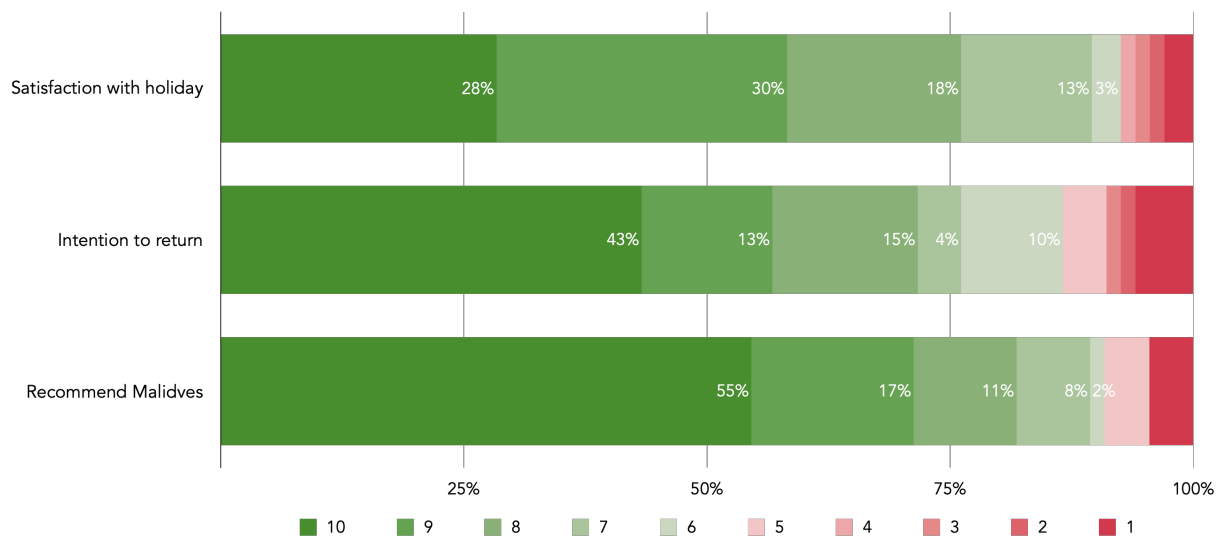
### Booking period



### Method of transport

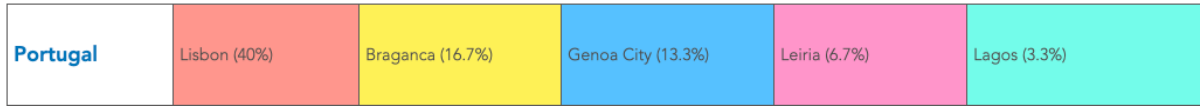


### Satisfaction with holiday

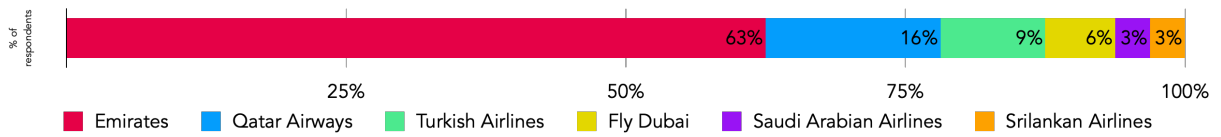


## 12.8. PORTUGAL

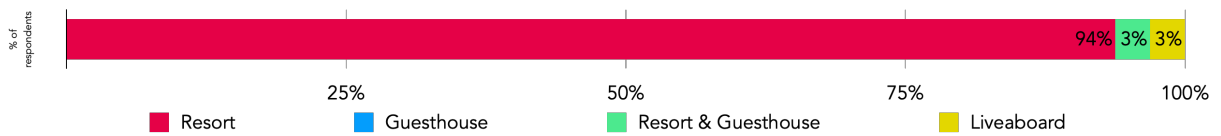
### Resident cities



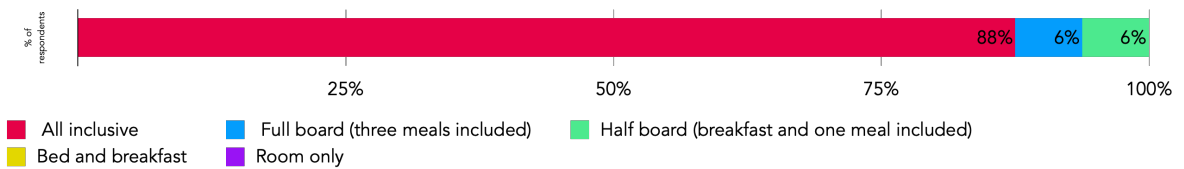
### Departing airlines



### Place of stay



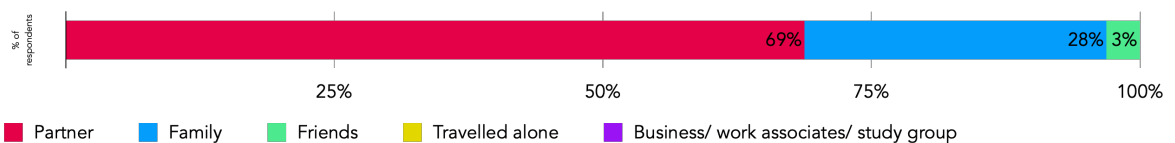
### Meal plan



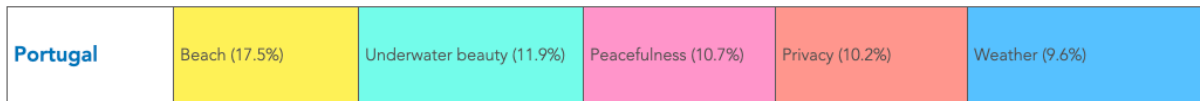
### Average duration of stay

7.0 nights

### Travel companion



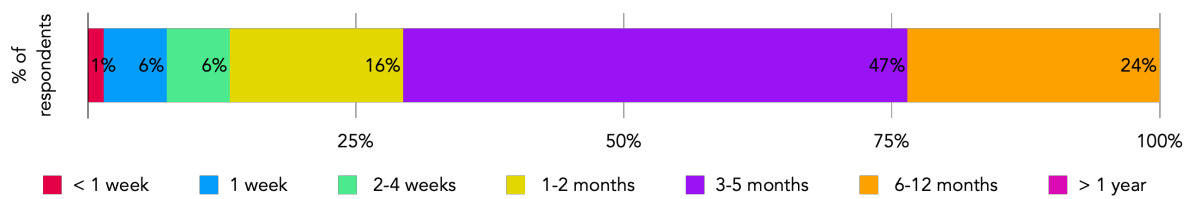
### Motivations to choose Maldives



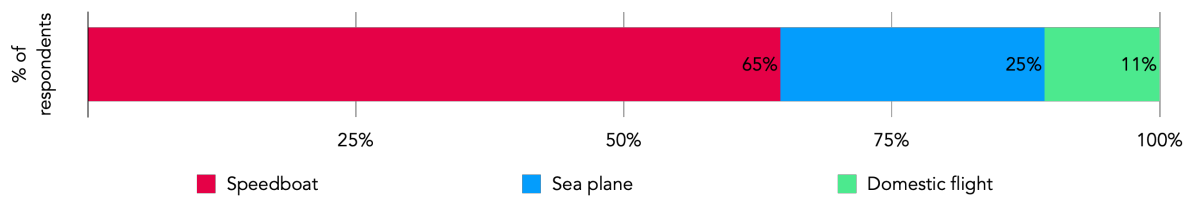
### Purpose of visit



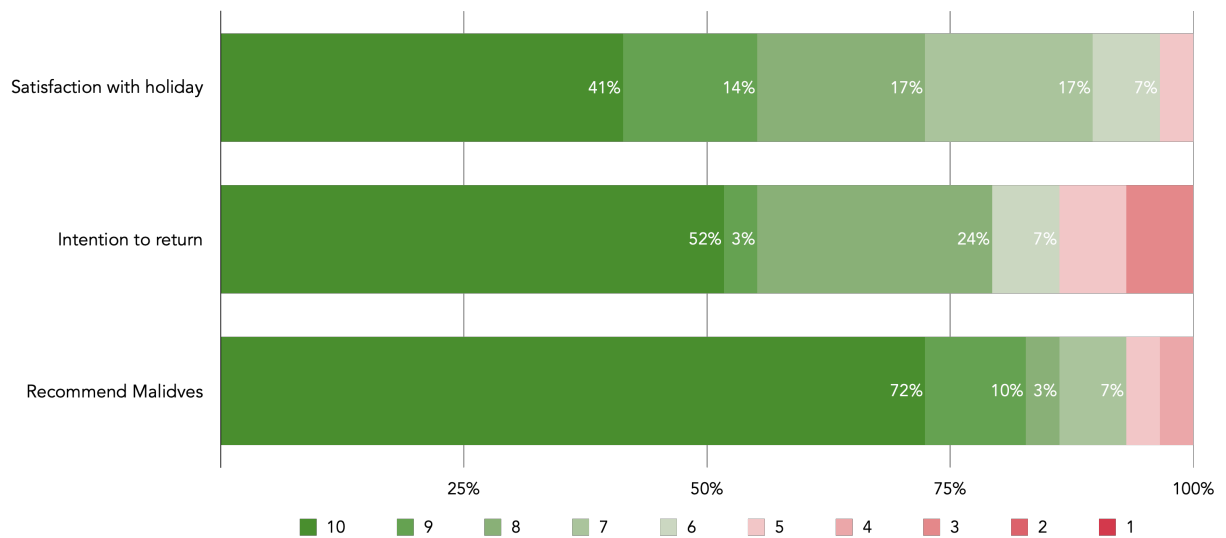
### Booking period



### Method of transport



### Satisfaction with holiday

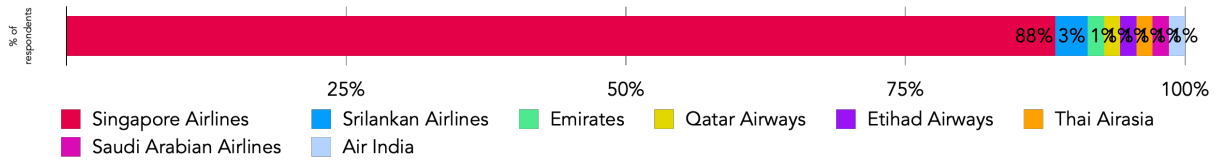


## 12.9. AUSTRALIA

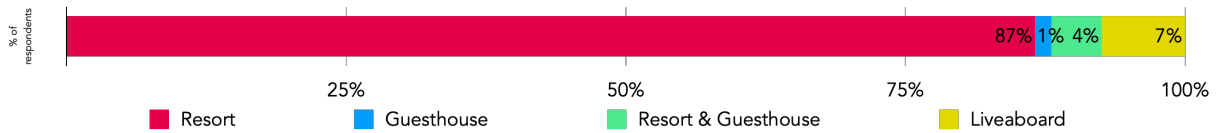
### Resident cities



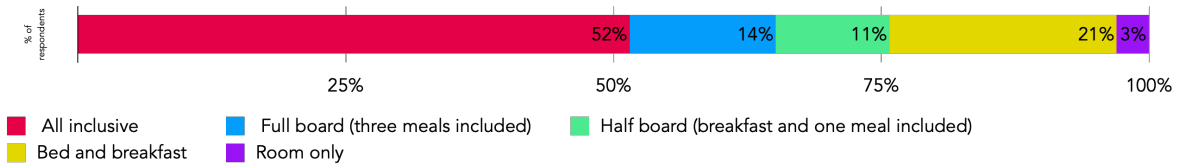
### Departing airlines



### Place of stay



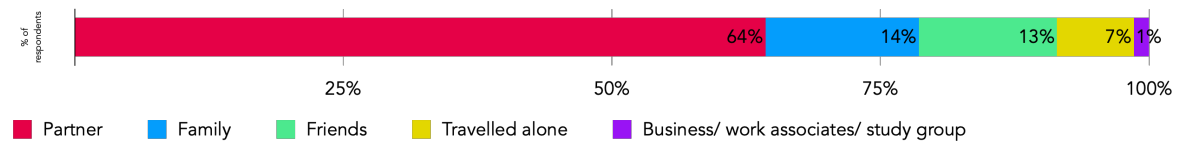
### Meal plan



### Average duration of stay

7.1 nights

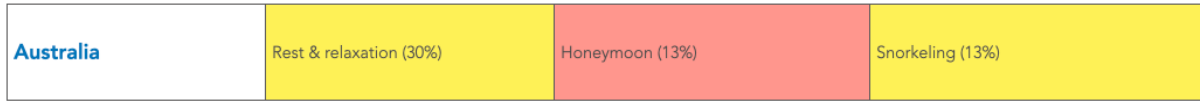
### Travel companion



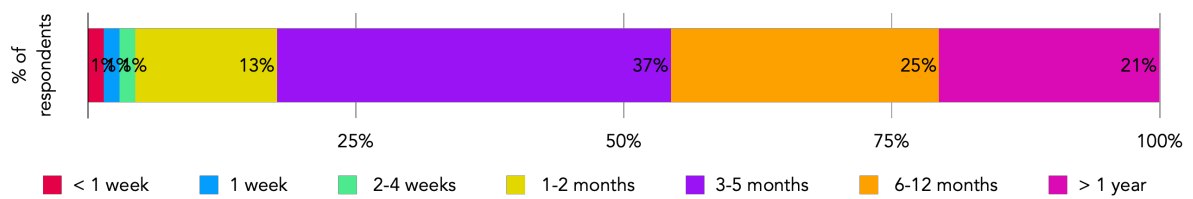
### Motivations to choose Maldives



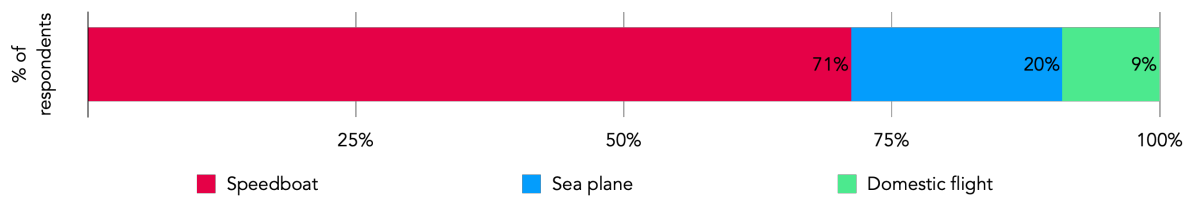
### Purpose of visit



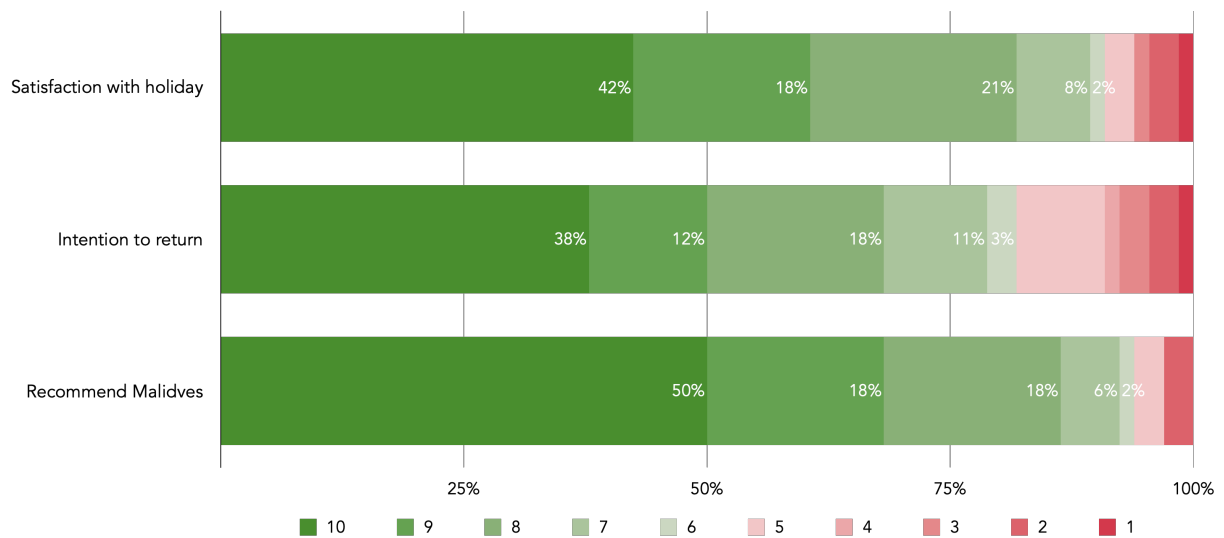
### Booking period



### Method of transport



### Satisfaction with holiday

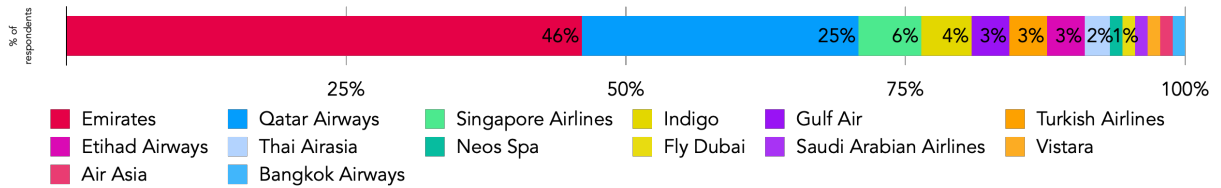


## 12.10. UNITED STATES

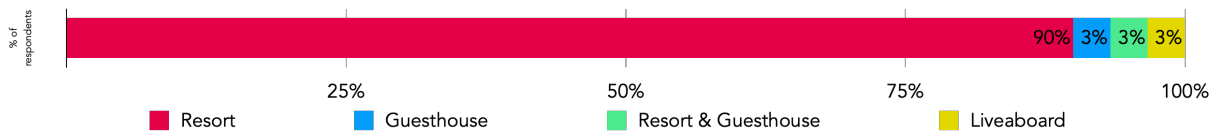
### Resident cities



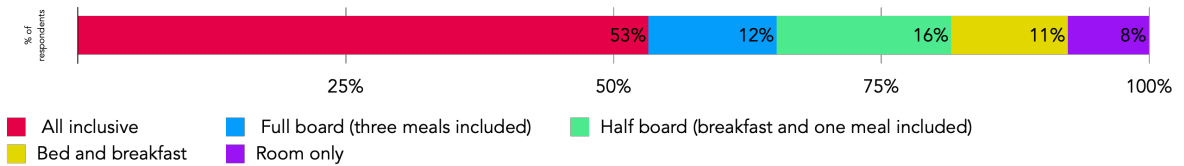
### Departing airlines



### Place of stay



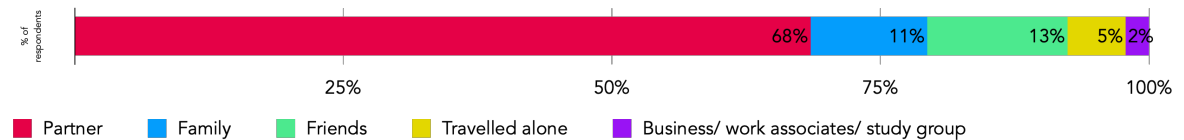
### Meal plan



### Average duration of stay

6.2 nights

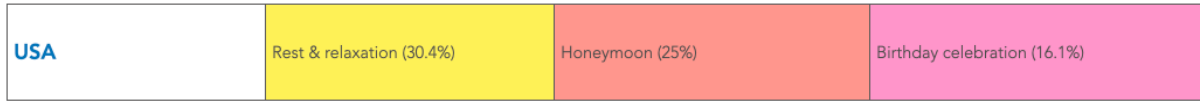
### Travel companion



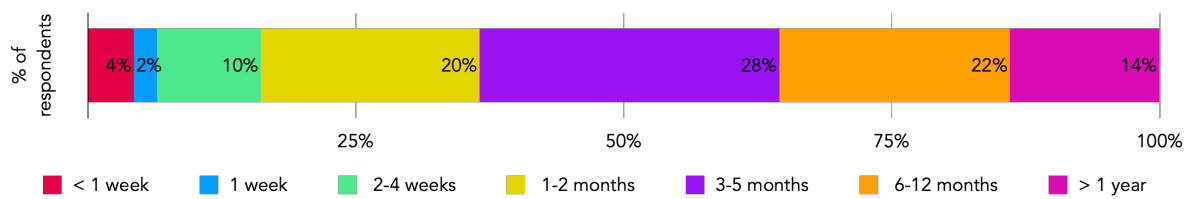
### Motivations to choose Maldives



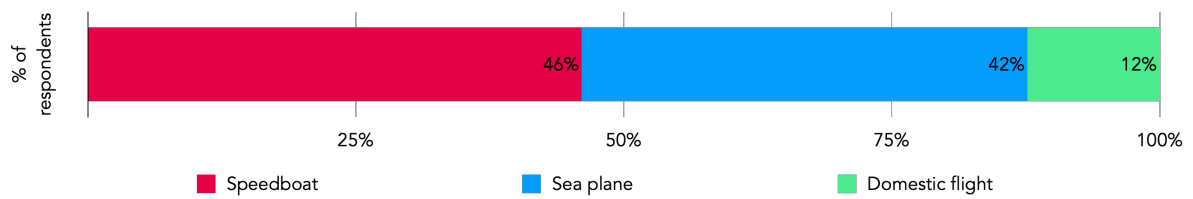
### Purpose of visit



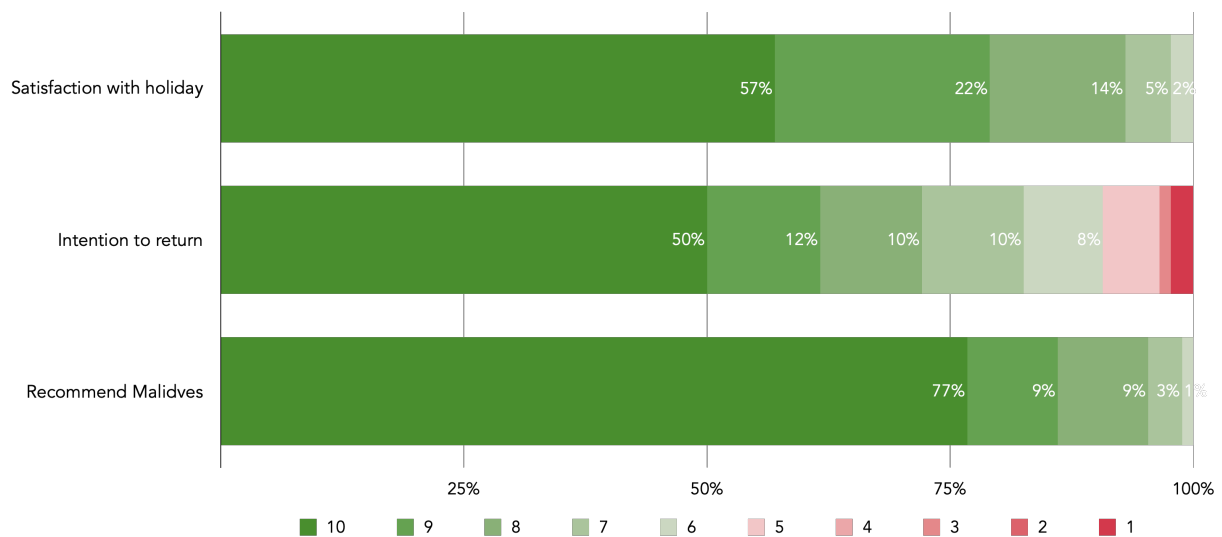
### Booking period



### Method of transport



### Satisfaction with holiday



## Conclusions

The beaches and pristine underwaters remain to be the distinctive attractions of the Maldives. Hence it is paramount to maintain this natural beauty of the Maldives by preserving the quality of the beaches and the reefs. In all resorts, inhabited and uninhabited islands where holiday makers spend time, priority shall be given to offer the world's best beach product.

Snorkelling and diving are popular activities enjoyed by visitors. Visitors enjoying interactions with megafauna such as whale sharks, manta rays, turtles, and sharks is increasing. It is important to ensure the safety to visitors and the marine animals and introduce practices to sustainably manage wildlife interactions.

Visitors continue to travel to the Maldives for rest and relaxation and honeymoon. The climate and peacefulness of the Maldives are key attractions for visitors to choose the Maldives. Maintaining the peace and serenity to enhance the holiday experience is essential for visitors to continue to enjoy the unique holiday experience in Maldives.

Maldives continues to be a partner and family destination. About 60% of visitors travelled to the Maldives with their partner while 29% travelled with their family. Since many parents are now travelling to the Maldives with children, strategies need to be in place to ensure the health and safety of children, and child friendly activities are in place for both young children and teenagers to experience a fun and memorable holiday in the Maldives they will cherish for life.

International visitors learn about the Maldives through word of mouth from family and friends and through internet. Instagram is particularly popular amongst some nationalities as key source of information about the Maldives. Digital marketing using social media to provide relevant and distinct information and messages for the existing and high growth potential markets and the repeat visitors needs to be implemented to optimize marketing.

Overwhelming 94% of the visitors departed the Maldives fully satisfied with their holiday experience and 95% would recommend the Maldives to others. Visitors associate words like beautiful, paradise, amazing, and peaceful with the Maldives and liked the beaches, the sea, and the people in the Maldives. Visitor interactions with local communities and the people are also increasing. Hence, there is a greater need to prioritize elimination of single use plastics in the Maldives and maintain clean and clear oceans and beaches. There is also a need to maintain the friendliness and unique service experience offered to visitors in all islands of the Maldives.

## Annex 1: Methodology

The September-2022 Maldives Visitor Survey questionnaire was based on the questionnaire for the survey conducted in February 2022, with the removal of section on travel during Covid-19 and with slight changes made to questions on motivation, purpose, source of information, places visited while in the Maldives and reintroduction of the airport ratings questionnaire. The questionnaire consisted of five sections and 39 questions in total. The questionnaire was prepared and printed in six different languages. They were English, Italian, German, French, Russian and Arabic languages.

Prior to survey data collection, the flight schedule for the survey period was analysed. The arrival nationalities for the survey period were analysed using arrival data for the month of September for the previous year, the top 10 arrival markets in 2021 and the top 10 arrival markets between January and August of 2022.

The survey was conducted for a period of 14 days between 30 August 2022 and 12 September 2022 at Velana International Airport (Hulhule'). The minimum target for the survey was 1500 complete responses. All airlines and all nationality of visitors traveling out of Venal International Airport (VIA) during the survey period were targeted. The number of completed questionnaires collected was 1605.

Table 1: Completed Forms by Nationalities

Nationality	Forms Collected
India	236
United Kingdom	145
Russia	186
Germany	187
France	31
United States of America	93
Italy	96
Portuguese	32
Saudi Arabia	31
Australia	70
Spain	69
Others	403
Total	1605

Questionnaires were distributed to the international visitors by the enumerators, after immigration clearance and collected at departure gates after security clearance.

The survey data was recorded into a predefined online data entry template. The data entry platforms had inbuilt validation and error detection. Once data entry started, regular discussions were held with the data collection team to provide feedback on data quality, incomplete questionnaires, issues, and anomalies that arise. Once all the survey data was entered and checked, all the files were combined, and a single dataset generated on MS Excel. MS Excel was used for data analysis.

# MALDIVES VISITOR SURVEY 2022

ES: ..<<Number>>.

EC: .....

EE: .....

FC: .....

Male  Female



## SECTION A

**A1.** Nationality ..... **A2.** Place of Residence: a. City ..... b. Country.....

**A3.** Age Group: *(Please tick (✓) one box)*

- a.  Below 18 years      b.  18 – 24 years      c.  25 – 34 years      d.  35 - 44 years  
 e.  45 - 54 years      f.  55 - 64 years      g.  65 years and over

**A4.** a. How many nights did you stay in the Maldives during this visit?

b. Please write down the name of the place(s) you stayed and the number of nights.

	Name	Nights
a. Tourist Resort Island		
b. Male' City/Hulhumale'/Villimale'		
c. Local Island		
d. Boat/Safari vessel		

**A5.** How many times have you visited the Maldives? *(Please tick (✓) one box)*

- a.  First Time      b.  2-5 times      c.  6-10 times      d.  more than 10 times

**A6.** With whom did you travel? *(Please tick (✓) one box)*

- a.  Travelled alone      b.  Partner      c.  Family      d.  Friends      e.  Business/work associates/study group

**A7.** How many people are in your travel group, including yourself?

- a.  Adults .....      b.  Children (below 18 years) .....

## SECTION B

**B1.** How did you learn about the Maldives? *(Please tick (✓) all relevant boxes)*

- a.  Visit Maldives website      b.  Resort/Hotel/Guesthouse website      c.  OTA website  
 d.  Instagram      e.  Internet      f.  Youtube videos      g.  Lifestyle and editorial blog  
 h.  Travel Agent      i.  Magazines      j.  TV ads      k.  Guidebook  
 l.  Outdoor advertising      m.  Newspaper      n.  Fairs/Exhibitions      o.  Radio  
 p.  Friends/Family      q.  Visited Maldives before

**B2.** What motivated you to choose Maldives? *(Please tick (✓) all relevant boxes)*

- a.  Beach      b.  Weather      c.  Underwater beauty      d.  Reputation/well-known  
 e.  Uniqueness      f.  Peacefulness      g.  Privacy      h.  Small islands  
 i.  Insta-worthy destination      j.  Health and wellness      k.  Manta ray, whale shark, tiger shark  
 l.  Surf spots      m.  New place/bucket list country      n.  Good food, wine  
 o.  Local culture, people, heritage, and history      p.  Safe haven during covid-19 pandemic  
 q.  Easy border entry      r.  Other, please specify .....

**B3.** What is the main purpose of your visit? *(Please tick (✓) one box)*

- a.  Health & Wellness      b.  Honeymoon      c.  Wedding      d.  Birthday celebration  
e.  Diving      f.  Snorkeling      g.  Sailing      h.  Surfing  
i.  Fishing      j.  Incentive visit      k.  Business conference      l.  Rest & relaxation  
m.  Other, please specify .....

**B4.** How were your airline reservations for this trip made? *(Please tick (✓) one box)*

- a.  Airline directly    b.  Flight search engine    c.  Travel agents/Tour operator    d.  Travel club/ Corporate travel

**B5.** How were your accommodation reservations for this trip made? *(Please tick (✓) one box)*

- a.  Via internet on travel agency/tour operator website      b.  Via Internet on resort/hotel website  
c.  Visited a travel agency to book      d.  Booked by family/friends/employer  
e.  Mobile app      f.  Telephone booking

**B6.** Did you use any of the following to plan/organise your trip to the Maldives? *(Please tick (✓) all relevant boxes)*

- a.  visitmaldives.com      b.  Trip Advisor      c.  LonelyPlanet      d.  Trivago  
e.  Facebook      f.  Instagram      g.  Pinterest      h.  Weibo  
i.  Skyscanner      j.  Wechat      k.  Kayak      l.  Online travel blogs

**B7.** Did you use visitmaldives to learn about Maldives or plan your holiday?

- a.  Yes      b.  No

**B8.** If yes, which of these platforms did you use?

- a.  visitmaldives instagram      b.  visitmaldives.com website

**B9.** Did you use any of the following to book your trip to the Maldives? *(Please tick (✓) all relevant boxes)*

- a.  HolidayCheck      b.  Booking.com      c.  Expedia      d.  Agoda  
e.  Hotels.com      f.  cTrip      g.  Makemytrip      h.  Qunar.com  
i.  Fliggy      j.  Airbnb      k.  Teztour      l.  Arttour  
m.  Maldives.ru

**B10.** When did you book your visit to the Maldives? *(Please tick (✓) one box)*

- a.  Less than a week      b.  1 week      c.  2-4 weeks      d.  1-2 months  
e.  3-5 months      f.  6-12 months      g.  Over one year before travel

## SECTION C

**C1.** How would you rate the following services at Velana International Airport? *(Please tick (✓) one box)*

	Excellent	Very Good	Average	Poor	Very poor	Not Applicable
a. Immigration clearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Customs clearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Direction signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Banking services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Meet and greet service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Check-in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Security screening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Cafés and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Lounge services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C2.** What was the **MAIN method of transportation** from the Velana International Airport to your place of stay?

- a.  Domestic flight      b.  Sea plane      c.  Speedboat      d.  Other, please specify.....

**C3.** How long did you have to **wait at the Velana International Airport** for transfer after immigration and customs clearance ?

- a.  Less than 30 minutes    b.  30-60 minutes    c.  1-2 hours    d.  3 hours or more

**C4.** How long did it take for you to **get from Velana International Airport to your place of stay?**

- a.  Less than 1 hour      b.  1-3 hours      c.  3 hours or more, please specify.....

**C5.** How satisfied are you with your hotel/resort transfer?

Totally Dissatisfied

Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Please explain your reasons

.....

**C6.** What type of meal plan did you use during your stay? *(Please tick (✓) one box)*

- a.  Room only      b.  Bed and breakfast      c.  Half board (breakfast and one meal included)  
 d.  Full board (three meals included)      e.  All inclusive

**C7.** In general, how did you find the prices charged for the following? *(Please tick (✓) one box)*

	Expensive	Value for Money	Cheap	Not applicable
a. Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b. Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Soft drinks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Alcoholic beverages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Sports activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Diving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Spa treatments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Excursions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Souvenirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Telephone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C8.** How would you rate the following at your place of stay? (Please tick (✓) one box)

	Excellent	Very Good	Average	Poor	Very poor	Not Applicable
a. Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. TV Channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Friendliness of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Quality of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Maldivian cuisine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Diversity of food choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C9.** How would you rate the following activities? (Please tick (✓) one box)

	Excellent	Very Good	Average	Poor	Very poor	Not Applicable
a. Sight-seeing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Spa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Picnic/sandbank visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Local island visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Diving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Snorkeling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Surfing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Dolphin watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Whale watching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Water sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Night fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**C10.** What are the places you visited while in Maldives? (Please tick (✓) all relevant boxes)

- a.  Baa Atoll Biosphere Reserve (Hanifaru Bay)
- b.  Whale shark watching (Ari Atoll)
- c.  Cultural and heritage sites (Specify): .....
- d.  Surf spots (Specify).....
- e.  Local islands: .....
- f.  Malé (capital city)
- g.  Other (Specify) .....
- h.  Did not visit any of the above

**SECTION D**

**D1.** Which social media websites/apps are you using to share your holiday experience? (Please tick (✓) all relevant boxes)

- a.  Instagram
- b.  Facebook
- c.  Wechat
- d.  Weibo
- e.  Snapchat
- f.  Pinterest
- g.  None
- h.  Other, specify .....

**D2.** What is the one word / phrase that comes to your mind to describe the Maldives holiday experience?

.....

**D3.** What did you like most about the Maldives?

.....

**D4.** How satisfied are you with your holiday experience?

Totally Dissatisfied

Extremely Satisfied

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Please explain your reasons

.....

**D5.** How likely are you to visit the Maldives again?

Extremely Unlikely

Definitely

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Please explain your reasons

.....

**D6.** How likely is it that you would recommend the Maldives to others?

Not at all likely

Extremely Likely

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Please explain your reasons

.....

**D7.** What would you like to change to make your holiday experience in the Maldives better?

Please explain your reasons

.....  
 .....

**D8.** Have you ever visited any destination similar to the Maldives? a.  Yes b.  No (if 'No' go to E1)

i) If 'Yes', please state the destination you visited .....

ii) Compared to that destination, how would you rate the Maldives? (Please tick (✓) one box)

	Lower	Same	Higher		Lower	Same	Higher
a. Resorts and hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	e. Underwater beauty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Friendliness of staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	f. Safety/security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Quality of the food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	g. Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	h. Privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**SECTION E**

**E1.** Is this trip part of a package? a.  Yes b.  No

If Yes, which of the following does your package include? (Please tick (✓) all that apply)

- |  |  |   |   |
|--|--|---|---|
| a. <input type="checkbox"/> Airfare                      | b. <input type="checkbox"/> Accommodation/hotel  | c. <input type="checkbox"/> Food and beverage | d. <input type="checkbox"/> Domestic travel |
| e. <input type="checkbox"/> Activities and entertainment | f. <input type="checkbox"/> Tours and excursions | g. <input type="checkbox"/> Cruise            |   |

**E2.** What is the **TOTAL** spend/expenditure of your holiday to the Maldives?

a) Currency (Please tick (✓) one box)

- i.  USD      ii.  GBP      iii.  EUR      iv.  RMB      v.  INR      vi.  RUB  
 vii.  JPY      viii.  KRW      ix.  AUD      x.  CHF      xi.  SAR      xxii.  Other, specify.....

b) Total amount spent:

c) How much did you spend on the following items?

	Amount
Accommodation	
International Flight	
Domestic travel	
Activities, attractions, entertainment	
Gifts and souvenirs	
Food and beverages	
Other	

**E3.** a) Did you stay in any other country, for atleast one night, before arriving in the Maldives?

- i)  Yes      ii)  No (If 'No' go to E4)

b) What countries did you visit on this trip before Maldives and how many nights?

i) Countries visited on this trip before Maldives	ii) No. of nights

**E4.** a) Will you be staying in any other country, for atleast one night, after departing from the Maldives?

- i)  Yes      ii)  No

b) What countries are you planning to visit after departing from Maldives and how many nights?

i) Countries to be visited on this trip after Maldives	ii) No. of nights