

## Major Indicators

A total of 101 resorts with 22,094 beds, 19 hotels with 1,603 beds, 37 guest houses with 641 beds and 157 safari vessels with 2,514 beds, were registered in the Maldives at the end of 2011. Out of which, on an average 93 resorts with 21,035 beds, 17 hotels with 1,467 beds, 24 guest houses with 468 beds and 98 safari vessels with 1,518 beds were in operation at the end of 2011.

Out of the 5 new resorts that were expected to open during the year 2011, 3 resorts came into operation, which included Six Senses Laamu (194 beds) in L. Olhuveli, Jumeirah Devanafushi (74 beds) in G.A. Meradhoo and Ayada Maldives (200 beds) in G.Dh. Magudhdhuvaa.

Tourist arrivals to the Maldives in 2011 recorded a healthy growth of 17.6% compared with 2010. While there was a 12.8% growth in arrivals during the first quarter of the year, the second quarter recorded the highest growth rate in arrivals with over 22% increase. During the third quarter of the year, the growth rate was recorded to be 18.9% (refer Table 1). Fourth quarter registered a growth of 17.4%. With over 6.5 million nights, the tourist bed nights recorded a growth of 9.1% in 2011. With the increase in bed capacity, the occupancy rate and average duration of stay registered negative growths with -2.5% and -0.5% respectively.

**Table 1: Major Indicators 2011**

INDICATORS 2011	Jan - Mar	Apr -Jun	Jul -Sep	Oct -Dec	Total (end Dec)
<b>Arrivals</b>	247,617	200,350	221,205	262,161	<b>931,333</b>
<b>% Change over 2010</b>	12.8	22.8	18.9	17.4	<b>17.6</b>
<b>Bed Nights</b>	1,852,564	1,441,406	1,477,846	1,762,891	<b>6,529,141</b>
<b>% Change over 2010</b>	10.7	16.0	9.9	11.5	<b>11.8</b>
<b>Occupancy Rate</b>	84.2	64.0	66.3	78.3	<b>73.1</b>
<b>% Change over 2010</b>	-0.2	1.0	-1.7	-1.1	<b>-2.5</b>
<b>Operational Bed Capacity</b>	24,487	24,740	24,212	24,413	<b>24,490</b>
<b>% Change over 2010</b>	10.7	14.3	12.9	13.1	<b>12.9</b>
<b>Average Duration of Stay (Days)</b>	7.5	7.2	6.7	6.7	<b>7.0</b>
<b>% Change over 2010</b>	-0.1	-0.4	-0.5	-0.4	<b>-0.4</b>

Source: Ministry of Tourism, Arts and Culture

## Tourist Arrivals

The United Nation's World Tourism Organization's (UNWTO) World Tourism Barometer (WTB), February 2011 edition reported that the worldwide, international tourism rebounded strongly in 2010, with arrivals up by 6.7% over 2009 to 935 million. According to the WTB, this increase in international arrivals more than offsets the economic downturn with an additional 22 million arrivals over the former peak year 2008.

The August 2011 edition of the WTB reported that international tourist arrivals increased by almost 5% reaching 440 million, during the first half of 2011 compared with the same period of 2010, despite new challenges emerging since the beginning of the year. As per the WTB, Europe with a positive 6.4% growth, exceeded expectations and posted the highest growth during this period. Growth in Asia and the Pacific (+5.1%) was said to be in line with the world average, but not as strong as initially expected. Americas increased by 5.6% which according to the WTB was mostly driven by South America's remarkable performance (+17%). While Africa posted a positive growth of 1.3%, international arrivals to the Middle East is said to have registered a negative growth of 10.8%. The WTB highlighted that arrivals to the Middle East have been substantially affected by the popular uprisings in several of the region's destinations.

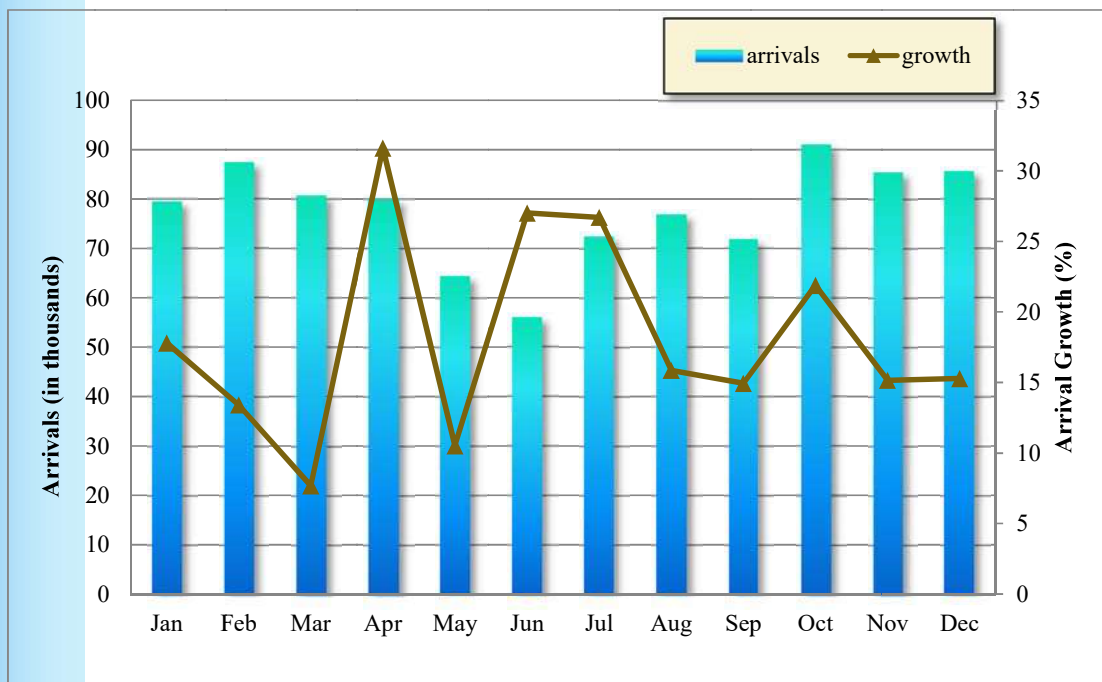
**Figure 1: International Tourist Arrivals 2010**



## Tourist Arrivals to the Maldives

At the end of 2011, over 931,000 tourists visited the Maldives registering a positive growth of 17.6%. On a monthly basis, tourist arrival was at its peak during the month of October 2012 with a total of 91,059 tourists. However, in terms of growth rate, highest growth was recorded during the month of April 2012 with 31.6%.

**Figure 2: Tourist Arrivals to the Maldives 2011**

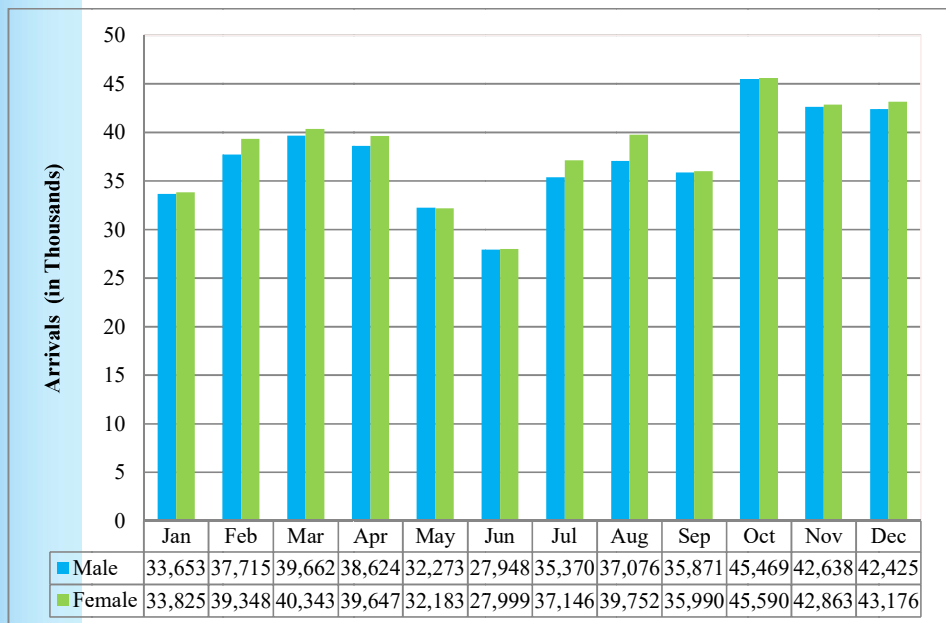


Source: Ministry of Tourism, Arts and Culture

## Tourist Arrivals by Gender and Age Group

At the end of 2011 a total of 448,724 male tourists and 457,862 female tourists visited the Maldives. The percentage contribution of female tourists was higher than that of male tourists. While females represented 71% of the total arrivals to the Maldives in 2011, male tourists represented 69.6%. (Refer Figure 3).

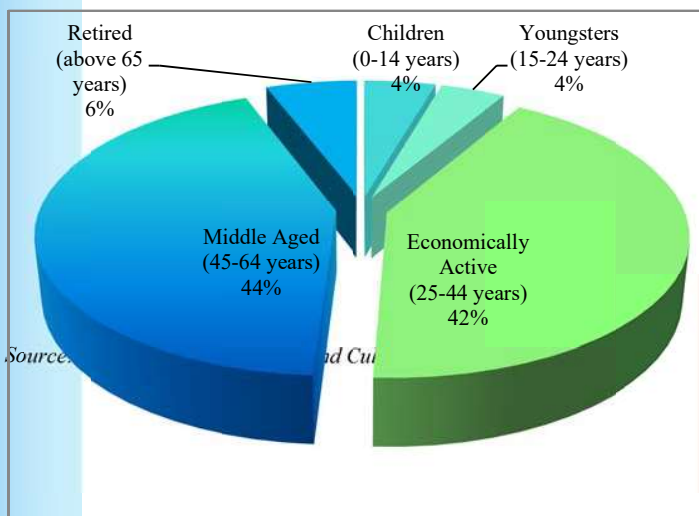
**Figure 3: Tourist Arrivals by Gender, 2011**



Source: Ministry of Tourism, Arts and Culture

With respect to the age group of tourists who visited the Maldives in 2011, the working age groups of citizens dominate tourist population of the Maldives. As seen in Figure 4, 86% of the total arrival to the Maldives was represented by tourists aged between 25 and 64 years. While tourists aged between 45 and 64 years contributed 44% of the total arrivals to the Maldives during 2011, 42% of the tourists were between the ages of 25 to 44 years. Youngsters between the ages of 15 to 24 years and children under the age of 14 contributed 4% each. The percentage share of tourists aged above 65 years was recorded to be 6%.

**Figure 4: Tourist Arrivals by Age Group - 2011**

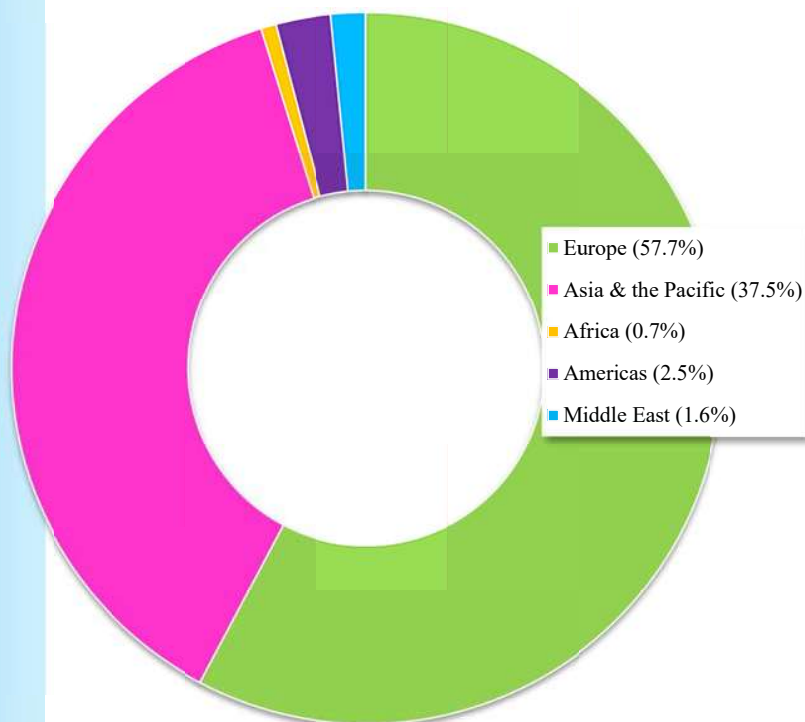


Source: Ministry of Tourism, Arts and Culture

## Major Markets

At the end of 2011, Europe remained as the market leader, capturing over 57% of total shares. Europe has lost 6% of its shares in 2011, share dropped from 63.8% in 2010 to 57.7% in 2011. Asia Pacific, as the second most tourist generating region to the Maldives captured 37.5% shares. With the incredible performance from the Chinese market the region gained the 6% shares lost by European region. While Americas contributed 2.5% to the total arrivals in 2011, market share of Middle East was at 1.6% and Africa captured the lowest share of 0.7% (refer Figure 5).

**Figure 5: Market Share by Region, 2011**



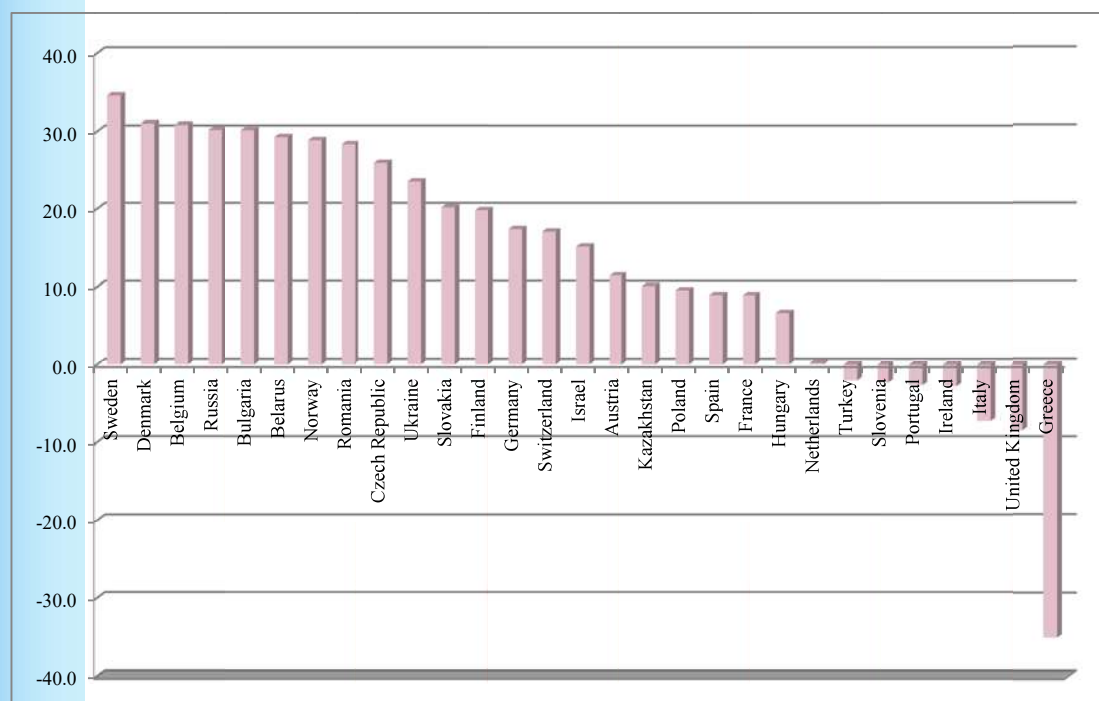
*Source: Ministry of Tourism, Arts and Culture*

At the end of 2011, except for Europe, all regions achieved above average growth rates. Europe, while remaining the market leader recorded the slowest growth rate of 6.4% in 2011. Best performance was recorded from the Asia Pacific region. Although below the rate of 2010, this region achieved the highest growth rate in 2011 with 39.2%. Arrivals from Americas and the Middle East grew by 27.2% and 25.3% respectively. Africa posted a growth rate of 14.9% in 2011 compared that of 2010.

Most favorable performance from the European region was recorded for the Swedish market with a positive growth of over 34% in 2011 compared with that of 2010. While the Danish market registered a growth of 31%, Belgium posted a growth of 30.8%. Both Russia and Bulgaria recorded 30.2% growth rates in 2011. The United Kingdom and Italy, the second and fourth top tourist generating markets, respectively in 2011 posted negative growths that year with -8.5% and -7.3% respectively. Worst performance was seen from the Greece market with a negative growth of 35% in 2011.

### Major European Markets

**Figure 7: Growth Percent of Major European Markets, 2011(in percent)**



Source: Ministry of Tourism, Arts and Culture

The **United Kingdom**, although was the second largest market to the Maldives as a whole was first within the region capturing a total share of 11.2% in 2011. The Maldives received a total of 104,508 visitors from UK, which was a decline of -8.5% compared with 2010.

The **German** market captured a market share of 9.7% in 2011. This market has been ranked the 3<sup>rd</sup> largest market as a whole and 2<sup>nd</sup> within the region during the year. The German market performed well in 2011 registering strong positive growth of 17.4% compared with 2010.

With a market share of 8.9%, the **Italian** market was the third from the region and second as a whole. Italy has also been posting negative growths over the last three quarters of 2011 with, -2.6%, -3.2% and -15% respectively. At the end of 2011, the market posted a negative growth of 7.3%.

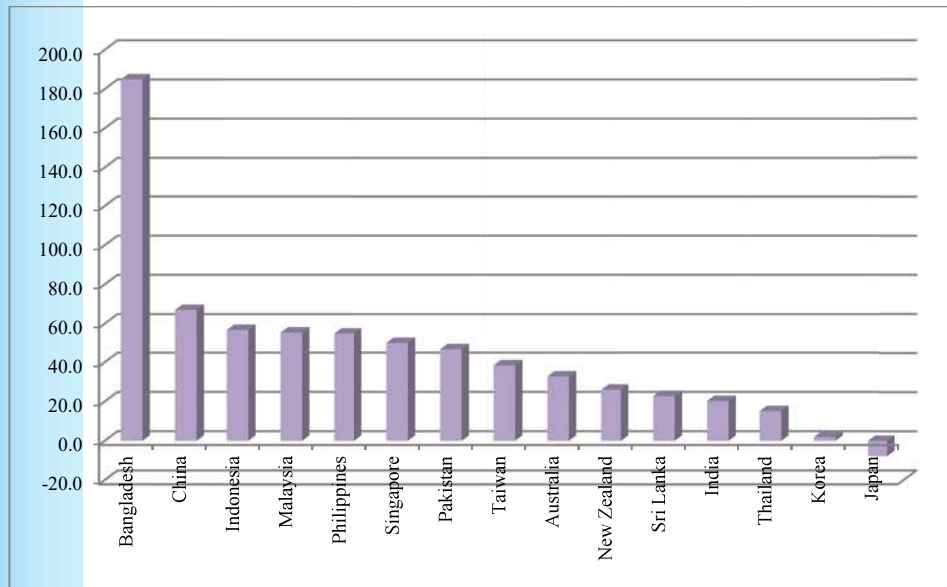
The **Russian** market was one of the best performing markets from the European region registering double digit growths over the last three quarters with 23.7%, 35.8% and 33.6% respectively each quarter. At the end of 2011, this market registered a positive growth of 30.2% compared with 2010. While Russia was ranked as the 5<sup>th</sup> largest market as a whole, it was also the 4<sup>th</sup> largest market within the region at the end of 2011, capturing a market share of 6.9%.

With 6.4% shares and a total of 59,694 tourists in 2011, the **French** market was the fifth within the region and 6<sup>th</sup> out of all the markets to the Maldives during the period. French arrivals to the Maldives registered strong growth rates during the first two quarters of the year with 13.2% and 17.0% respectively. Although, during the third quarter the growth rate was not as high as that of the first two quarters, by the end of the third quarter, at the end of the year the market posted growth of 9% compared that of 2010.

The **Swiss** market was the 8<sup>th</sup> largest market to the Maldives at the end of 2011. With 3.5% shares, the Swiss market performed with an impressive 17.1% growth during the year and was ranked the 6<sup>th</sup> largest market from the European region.

## Major Markets from Asia & the Pacific

**Figure 8: Growth Percent of Major Asia Pacific Markets, 2011 (in percent)**



Source: Ministry of Tourism, Arts and Culture

From the Asia and the Pacific region, **China** continued its remarkable performance, remaining at the top rank as the market leader to the Maldives with a healthy 21.3% shares by the end of 2011. China has been posting robust growth rates over the first three quarters of the year with 56.9%, 64.2% and 63.3% respectively ending the year with 67% increase.

**Japan**, while remaining as the second largest market from the Asia Pacific region was ranked as the 7<sup>th</sup> most tourist generating market to the Maldives among all nationalities at the end of 2011. The Japanese market, which has been deteriorating over the years, was the only market from this region that poster a negative growth at the end of the year with -7.8%. Although the market has posted a slight improvement with a positive 0.1% growth at the end of 1<sup>st</sup> quarter of the year, the second and the third quarter posted negative growths of 5.4% and 9.9% respectively.

**India** and **Korea** are ranked the 9<sup>th</sup> and 10<sup>th</sup> largest markets to the Maldives respectively by the end of September 2011. While the Indian market did significantly well with healthy growth rates during the previous three quarters of the year with 40.6%, 22.3% and 19.8%

respectively each quarter, the Korean market slowed down its performance, registering just 1.9% growth at the end of 2011. At the end of 2011, the Indian market registered a growth rate of 20.3% compared with 2010.

### **Other Regions**

From the African region, the South African market has done very well during the year 2011 registering a healthy growth of 16.7% compared with that of 2010.

The U.S market from the Americas posted strong positive growths in 2011 ending the year with a strong positive growth of 22.9%. The U.S market has been doing well increasing its market share from 1.4% in 2010 to 1.6% by the end of 2011. The U.S market has shown high potential with robust growth rates during the year.

All the major markets in the Middle East region registered double digit growth rates in 2011. While the Saudi market captured the largest share from this region with 0.5%, Kuwait and United Arab Emirates took hold of 0.2% shares each by end 2011.