

## Major Indicators

By the end of June 2013 there were 105 Resorts with a bed capacity of 22,942, 19 hotels with bed capacity of 1627, 85 Guesthouses with 1215 beds and 161 Safari Vessels with 2643 beds registered in the Maldives. Within these registered capacity 101 Resorts with 22,517 beds, 17 hotels with 1515 beds, 79 Guesthouses with 1075 beds and 69 Safari Vessels with 1155 beds were operational during the period January to June 2013. During this period no new properties were opened however a new resort, Fushivelavaru in Noonu Atoll is expected come into operation by the end of 2013.

Tourist arrival to the Maldives recorded a healthy increase of 16.2% during the first half of 2013 compared to the same period in 2012. While the Bed nights of all accommodation establishments registered a growth of 8.1% from that of last year for the period, the average occupancy rate recorded a slight increase of 2.4%. The average duration of stay was 6.5 days at the end of June 2013, which is a drop of 0.6 days from the same period in 2012.

**Table 1: Major Indicators for the First 2 Quarters of 2013**

Indicators 2013	Jan - Mar	Apr -Jun	Jan - Jun
<b>Arrivals</b>	293,112	246,555	<b>539,667</b>
<b>% Change over 2012</b>	14.6	21.9	<b>17.8</b>
<b>Bed Nights (Resorts &amp; Hotels)</b>	1,823,778	1,479,138	<b>3,302,916</b>
<b>% Change over 2012</b>	4.8	10.7	<b>7.4</b>
<b>Occupancy Rate (Resorts &amp; Hotels)</b>	84	66	<b>75</b>
<b>% Change over 2012</b>	1.3	3.7	<b>2.5</b>
<b>Operational Bed Capacity (Resorts &amp; Hotels)</b>	25,887	26,174	<b>26,031</b>
<b>% Change over 2012</b>	5.4	5.1	<b>5.2</b>
<b>Average Duration of Stay (Days)</b>	6.7	6.3	<b>6.5</b>
<b>% Change over 2012</b>	-0.6	-0.6	<b>-0.6</b>

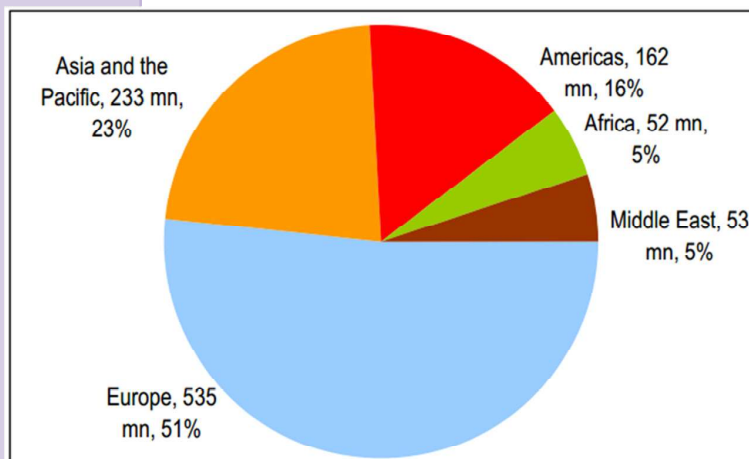
Source: Ministry of Tourism, Arts and Culture

## Tourist Arrivals

The World Tourism Organization (UNWTO) World Tourism Barometer (WTB) June 2013 edition reported that international tourist arrivals grew by 4% during the first four months of 2013 reaching 298 million. As per WTB, growth was positive in all UNWTO regions for the period January to April 2013. While *Asia and the Pacific* region was said to have led the growth with 6%, *Europe* and the *Middle East*, both recorded 5% growth for the period. Growth for *Africa* was estimated at 2% and *Americas* was said to have the weakest performance for the period with just 1% growth during the first four months of 2013.

UNWTO forecasts international arrivals worldwide will continue to grow in 2013 at a rate between 3 to 4%.

**Figure 1: International Tourist Arrivals, Monthly Evolution**

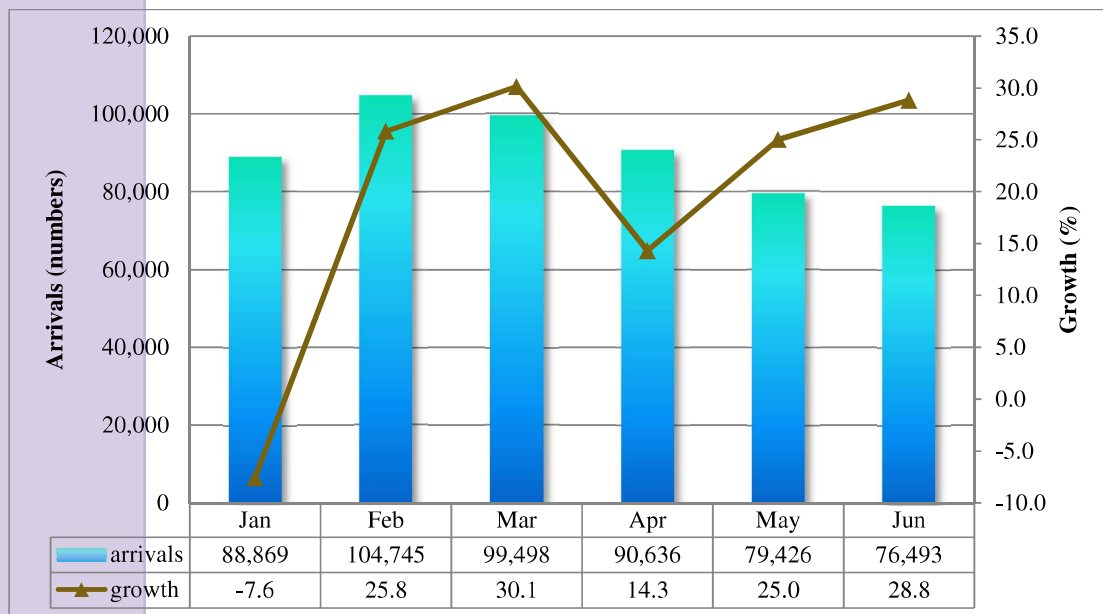


Source: United Nation's World Tourism Organization (UNWTO) © World Tourism Barometer  
\* Provisional data

## Arrivals to Maldives

After a slow growth in 2012, year 2013 started for the Maldives with a major decline of -7.57% during the month of January receiving just 88,869 tourists. However, arrivals increased significantly over the period from February to June 2013 with outstanding growth rates compared with the same period of 2012. During this period the lowest growth rate was recorded for the month of April with 14.3%. Meanwhile the best performance was registered during the month of March with a hefty growth of 30.1%. In terms of arrival numbers, the month of February was registered as a record month for the Maldives. For the first time, Maldives recorded over a 100,000 tourists in a month, with 104,745 tourists during the month of February 2013. For the period from January to June the Maldives recorded an impressive growth of 17.8% which accounts for a total of 539,667 tourists arriving in the Maldives.

**Figure 2: Tourist Arrivals to the Maldives (January – June 2013)**



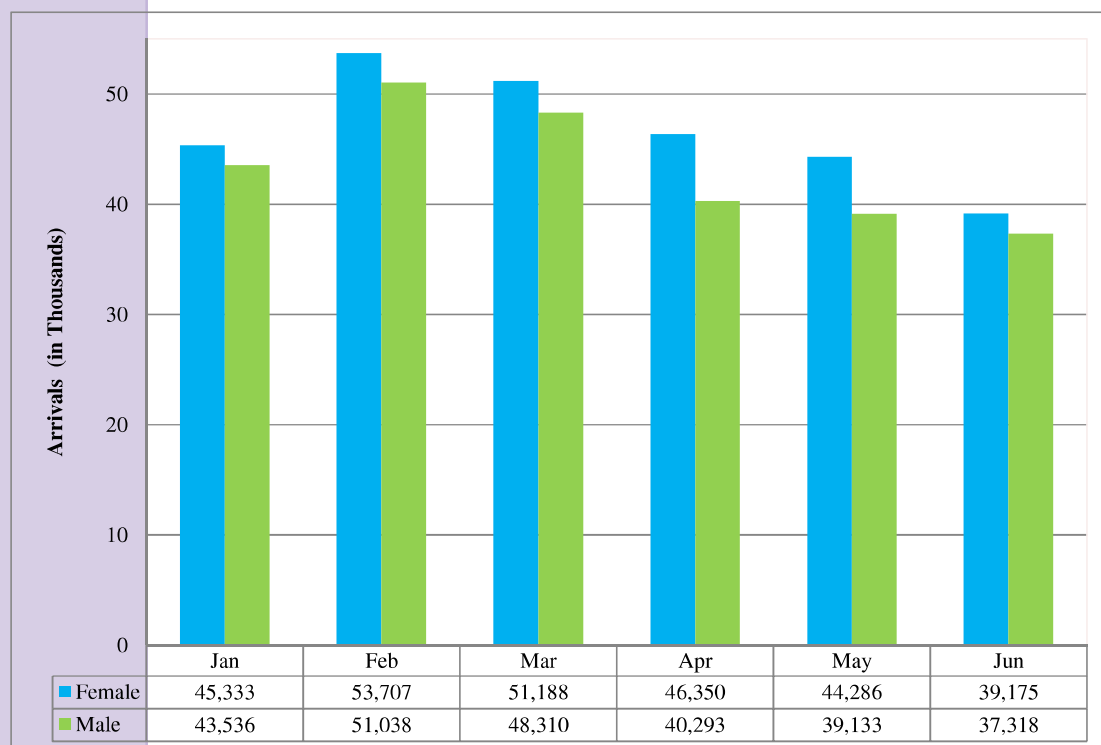
Source: Ministry of Tourism, Arts and Culture

With the remarkable performances during the first half of the year, the Maldives is expected to reach an anticipated target of one million arrivals by the end of 2013.

## Tourist Arrivals by Gender and Age Group

During the first half of the year 2013 a total of 280,039 female tourists and 259,628 Male tourists arrived in Maldives. For the period, percentage contribution of female was at 52% while Male tourists contributed 48% of the total arrivals to the Maldives in 2013.

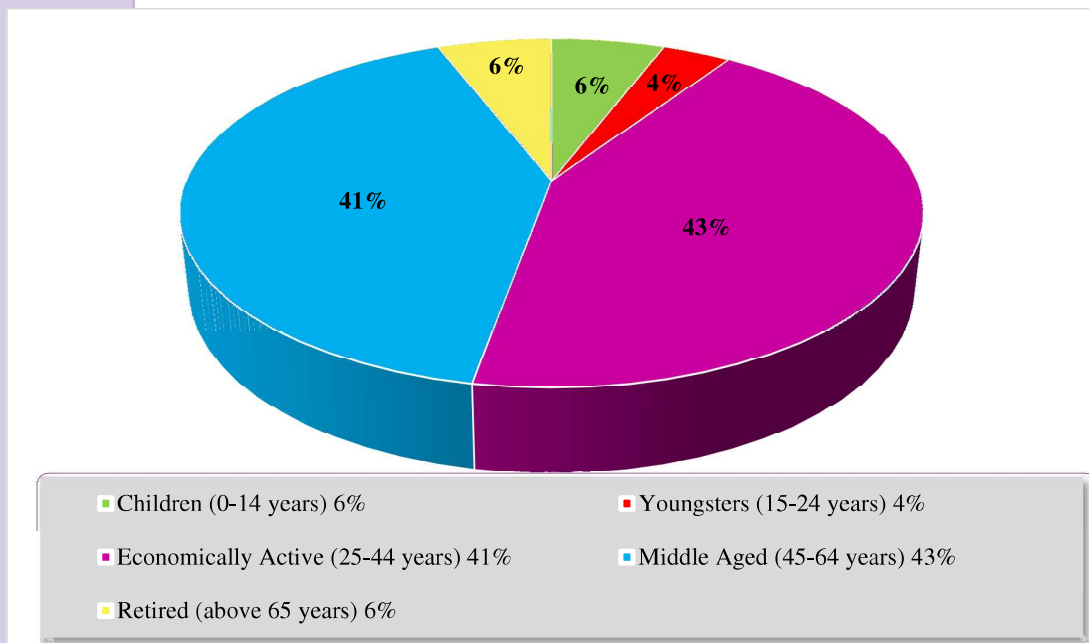
**Figure 3: Tourist Arrivals by Gender (January-June 2013)**



Source: Ministry of Tourism, Arts and Culture

Throughout the period of January to June 2013 female tourist arrivals have been slightly higher than that of Male tourists. The highest difference in female to male tourists was detected during April and June with 53% of female and 47% male tourists. (Refer figure 3)

**Figure 4: Tourist Arrivals by Age Group (January-June 2013)**



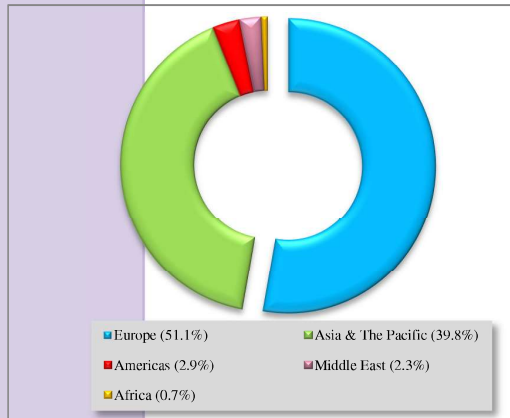
Source: Ministry of Tourism, Arts and Culture

With respect to the age group of tourists visiting the Maldives as seen in Figure 4, middle aged tourists of 45-64 years dominated with 43% of total arrivals to the Maldives. While 25-44 years of economically active travelers were the next highest age group contributing 41%, age groups under 14 years of age and above 65 years of age both contributed 6% each to the total arrivals to the Maldives during the first 6 months of 2013. Out of all the tourists that visited the Maldives during this period, 4% were youngsters between the ages of 15-24 years.

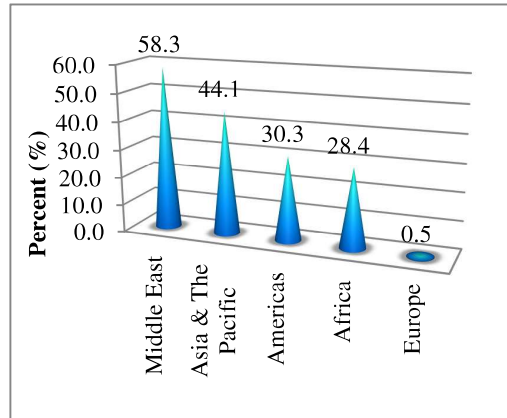
## Major Markets

In terms of market shares by region, Europe has been leading with 54.4% shares by the end of first six months of 2013. However, this indicates that Europe has been losing its market share to the second market generator Asia and the Pacific, which captured 39.8% of shares during this period. The Americas contributed 2.9% while Middle East market share was at 2.8%. The lowest market share was from Africa with 0.8% of the total arrivals during the period January to June 2013 (refer Figure 5).

**Figure 5: Market Share by Regions  
(January-June 2013)**



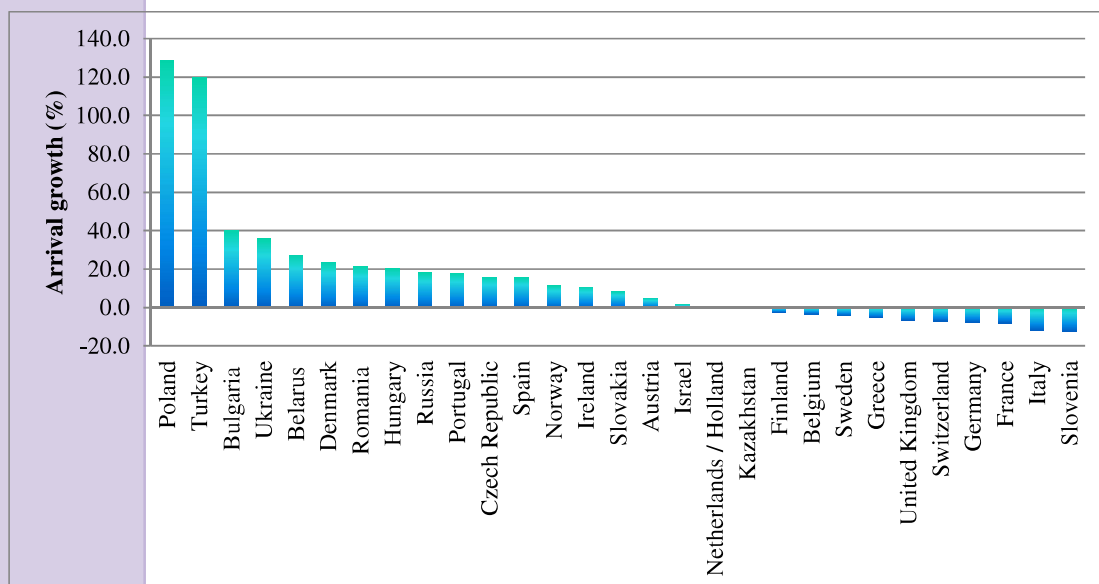
**Figure 6: Arrival Growth by Regions  
(January-June 2013)**



Source: Ministry of Tourism, Arts and Culture

By the end of June 2013 Middle East recorded the highest growth rate compared to 2012 by 58.3%. While Europe being the main market leader stays the lowest in terms of growth rate with 0.5%. Except for Europe all other regions posted double digit growth rates compared with the same period last year. Africa's growth rate was recorded at 28.4% while arrival growth rate of Americas showed a significant increase at 30.3%. Asia & the Pacific indicated a decent growth rate of 44.1%, which is the second highest progression in the market. (Refer figure 6)

**Figure 7: Growth Percent of Major European Markets (January-June 2013)**



Source: Ministry of Tourism, Arts and Culture

From the European region, Poland showed the highest performance with a positive growth of 128.6% while the second best was performed by Turkey showing a figure of 119.5% growth during the period of January – June 2013. Third best performed from the region was Bulgaria which growth rate leapt to 39.9% compared to that of same period last year.

Four major markets form the region, except for Russia showed negative growths for the period, which includes Germany, United Kingdom and France.

The highest market share in the region was recorded from **Germany** contributing 8.7%. Although Germany holds the second ranking in the top market list to the Maldives, recorded a negative growth of -7.4% during the period January to June 2013, compared to the same period of 2012.

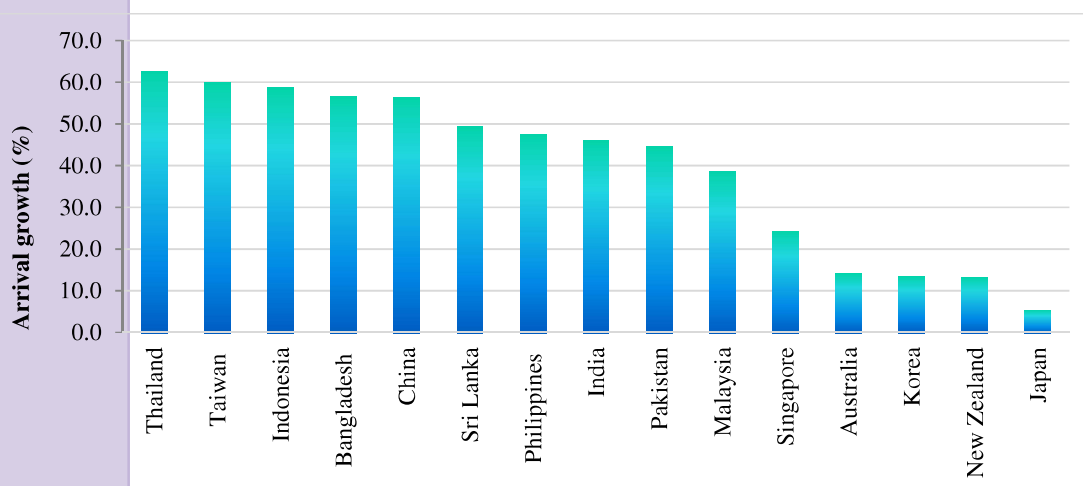
**United Kingdom** was the second market in the region, third as a whole with 8.0% market shares. However compared to 2012, a negative growth of -6.4% was recorded by the end of June 2013.

**Russian** market is one of the best performing markets in the region. This market contributed 7.4% of the market share and has recorded a substantial growth of 18.1% compared to last year. Russia is also the fourth major market to the Maldives.

With 6.1% market shares and 32,986 tourists by the end of June 2013, **French** market was the 4<sup>th</sup> largest market in the region. Despite the recorded negative growth of 7.7% they have positioned as the 5<sup>th</sup> major market generators to the Maldives.

**Italian** Market was recorded the 5<sup>th</sup> best in the region and 6<sup>th</sup> as a whole with 6.0% market shares. Similarly they also showed a negative growth of -11.9% for the period of January to June 2013.

**Figure 8: Growth Percent of Major Asian Markets (January-June 2013)**



Source: Ministry of Tourism, Arts and Culture

**China** has been leading in the Asia and the Pacific region with its outstanding performance as the number one market generator to the Maldives. With a market share of 26.4% they have shown remarkable results recording a growth rate of 56.4% from January to June 2013 compared to the same period of 2012.

**India** remaining the second largest market in Asia and the Pacific region with a robust market growth of 45.9% has climbed to the 8<sup>th</sup> best market generators to the Maldives. Although India shares 3.6% of the total visitors, they have been showing significant performance over the period of January to June 2013.

**Japan** and **Korea** has been ranked 9<sup>th</sup> and 11<sup>th</sup> largest markets to the Maldives where it stands 3<sup>rd</sup> and 4<sup>th</sup> in Asia and the Pacific region. Japan has also showed fair results with 5.1% growth rate by the end of June 2013. Meanwhile Korean market indicated a positive growth leaping to 13.5%.

#### **Other Market Regions**

In the African region, South Africa has contributed a share of 0.4% to the market as a whole. During the period of January to June 2013, South Africa has performed fairly good recording a growth rate of 27.1%.

In the Americas, USA stays the highest in the rank as the market leader in the region and also the best market generator in the period recorded. USA has shown a significant increase of 35% in market growth while Brazil has also climbed 25.9% in growth rate during this period.

All major Middle East Markets have recorded double-digit growth rates. Saudi Arabia was the leading market in the region with a market share of 1.0% of the total visitors to Maldives. Market growth of Saudi Arabia rose by 56.6% while Kuwait showed the highest increase with 68.5% in terms of Market growth during the period January to June 2013.