

Maldives Visitor Survey 2012

Ministry of Tourism, Arts and Culture

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1 INTRODUCTION

This is the fourth report in the series Tourist Profile and Opinion Survey of the Maldives conducted by Ministry of Tourism, Arts and Culture. In order to enhance the coverage of the survey, the name has been changed to Maldives Visitor Survey. This survey is undertaken as part of the efforts to improve the quality of tourism services in the Maldives. These reports are published with the aim of providing a useful resource for industry managers as well as policy makers.

Previous reports of the series were published in 1999, 2004, 2008 and 2011.

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

1.1 Goals and Objectives

The primary goal of the Maldives Visitor Survey 2012 is to contribute to the efforts to enhance the tourism industry in the Maldives by providing those in industry and government with a resource which details the characteristics, preferences and expectations of tourists who visit the Maldives. This report will also seek to identify deviations from the last two surveys reports published in 2008 and 2011 wherever possible. In addition, the report will provide breakdown of responses of the top ten nationalities of the survey where possible. The key areas studied in this report are:

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

2 VISITOR PROFILE, TRENDS AND OPINIONS

2.1 GEOGRAPHIC PROFILE

2.1.1 Nationality and Place of Residence

Europe was the largest source of visitors to the Maldives (57.7%) by region in 2011 while the second largest regional group was Asia (37.5%) (Tourism Statistics 2011). The largest inbound market for tourist arrival by country in 2011 was China (21.3%), followed by Britain (11.2%), Germany (9.7%), Italy (8.9%), and France (6.4%) (Tourism Statistics 2011). With 118,961 arrivals China became the first non-European market to be the top leading market to the Maldives at the end of 2010. China's arrival increased to 198,655 by the end of 2011.

In October 2012, when the Maldives Visitor Survey was conducted, 49.3% of arrivals were from Europe and 44.1% of arrivals were from Asia and the Pacific (Tourism Statistics 2011). China was the largest inbound market with 28.5% in the month of October 2012. Germany (11.5%) was the second largest inbound market of international visitors followed by Britain (9.4%), France (4.1%) and Italy (4.0%).

2.2 DEMOGRAPHIC PROFILE

2.2.1 Age and Gender

Majority of international visitors (48%) who responded to the survey are in the 25 to 34 years age group (Figure 1). The second highest age group is 35-44 years (19%), closely followed by 45-54 years (16%) age group.

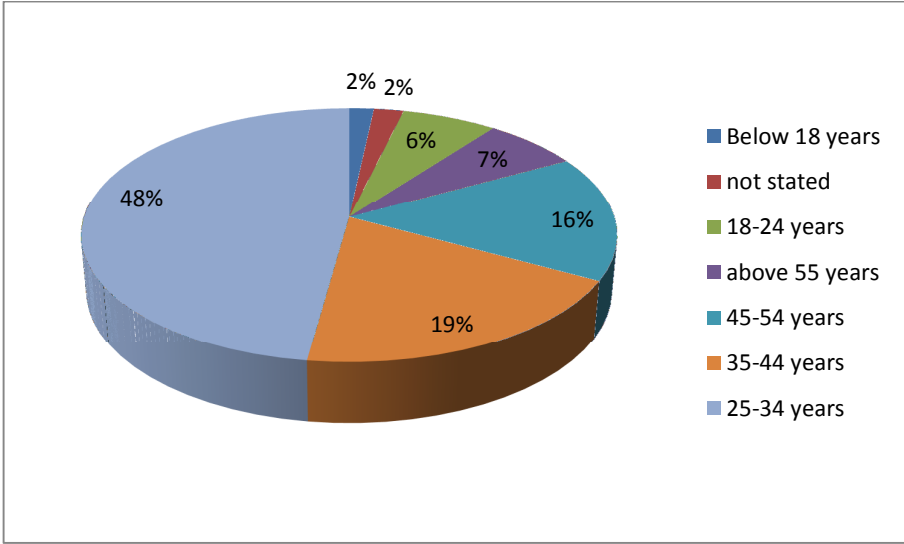


Figure 1: International visitor arrivals by age group

In the 25-34 years age group, majority of visitors are from Asia (68%) and Middle East (61%) (Figure 2). Of the 35-44 years age group, are from Africa (40%) and Oceania (32%). In the 45-54 years age group, most visitors are from Europe (22%) and Oceania (14%).

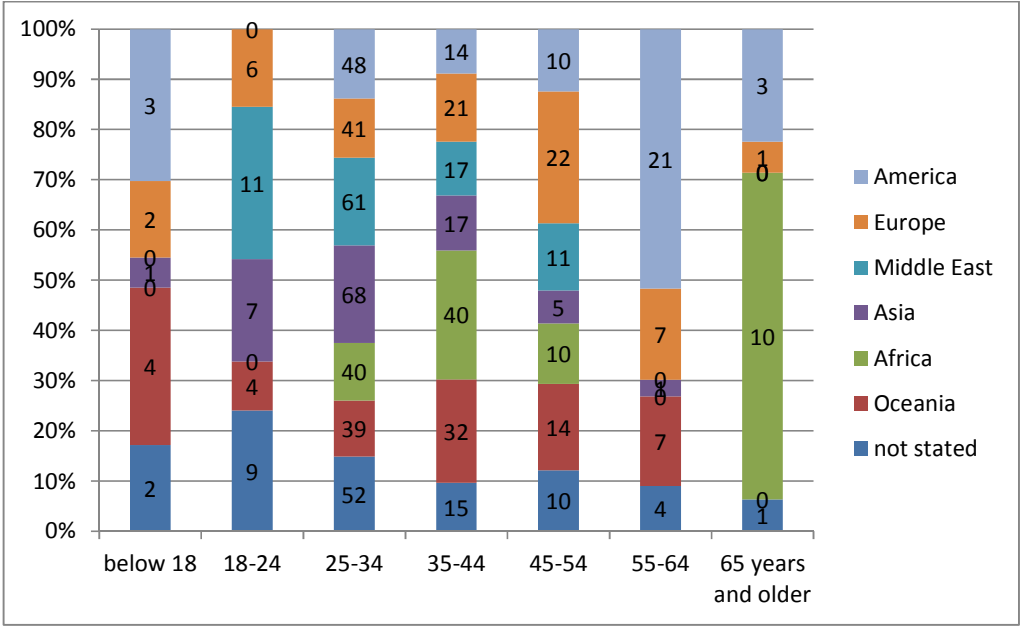


Figure 2: International visitor arrivals by region and age group

The number of male tourists (52%) who responded to the survey is greater than females (44%) (Figure 3).

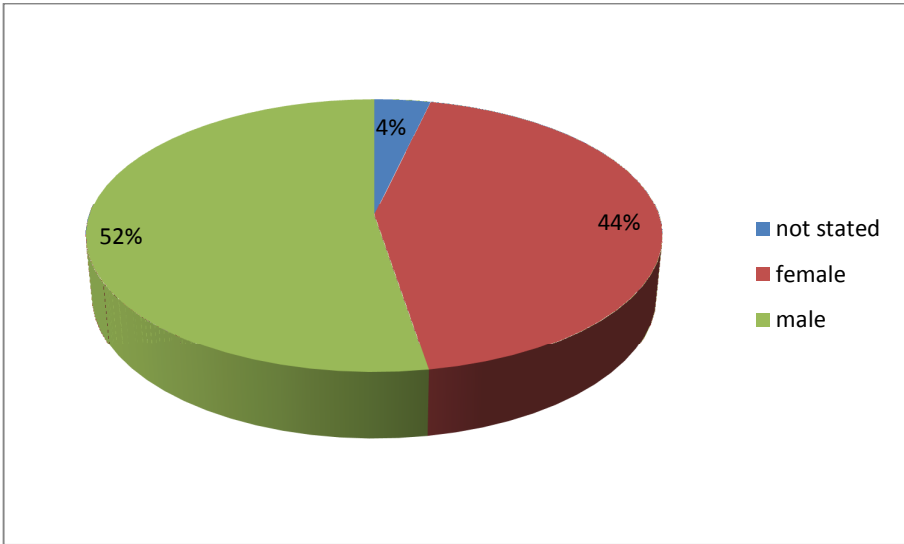


Figure 3: International visitors by gender

In 2012, greatest gender disparity is found in Oceania with 68% arrivals being male and 32% females (Figure 4). Among the participants, there are equal numbers of male and female arrivals from Africa.

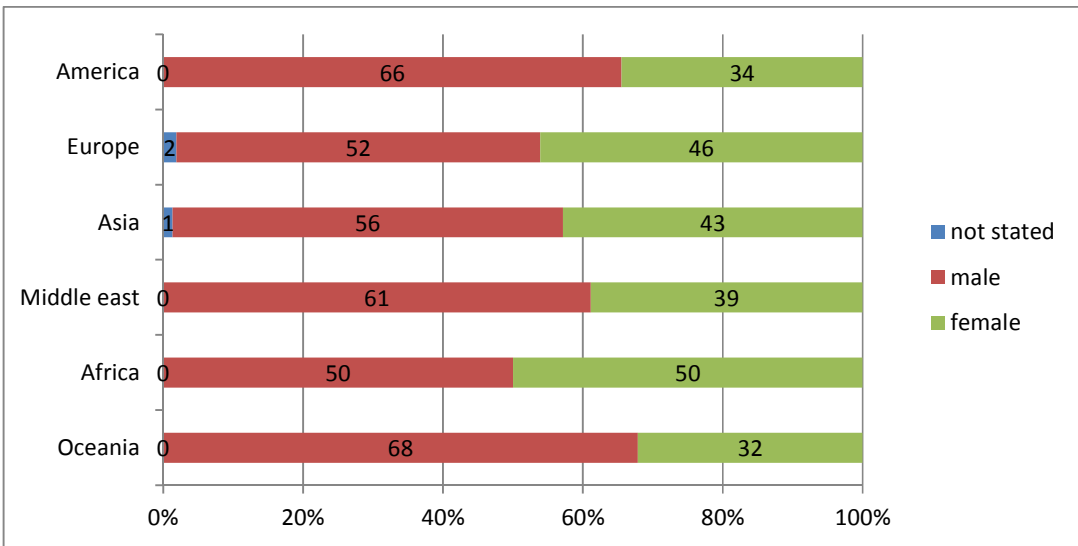


Figure 4: International visitors to Maldives by region and gender

Figure 5 provides visitors from top ten nationalities by gender.

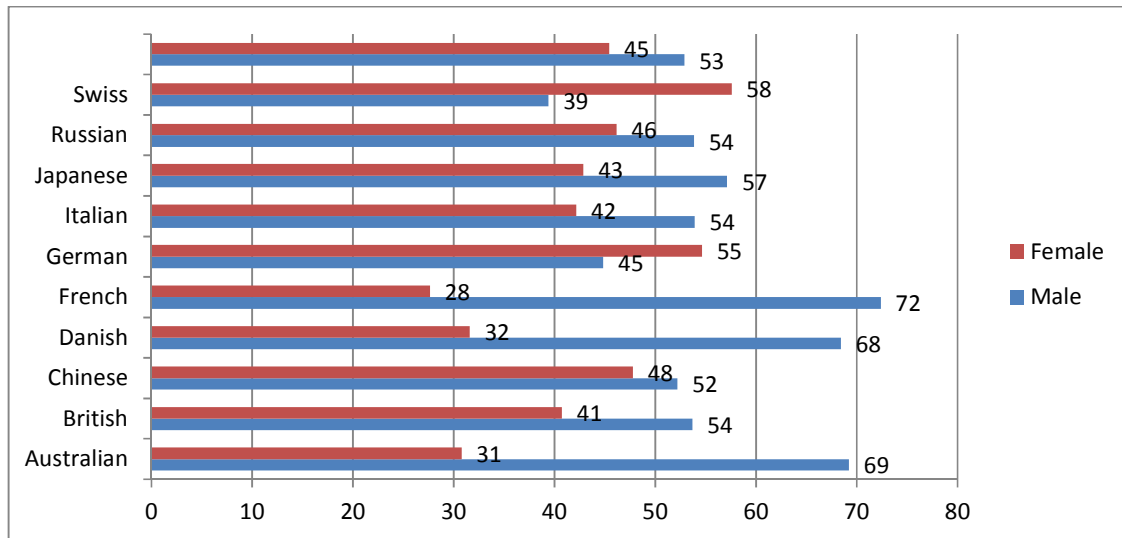


Figure 5: Top ten nationalities of visitors to Maldives by gender

2.3 PURPOSE OF VISIT

2.3.1 Purpose

The main reason visitors come to Maldives is honeymoon (42%). The second most popular reason is health & wellness (18%) closely followed by diving (17%) (Figure 6).

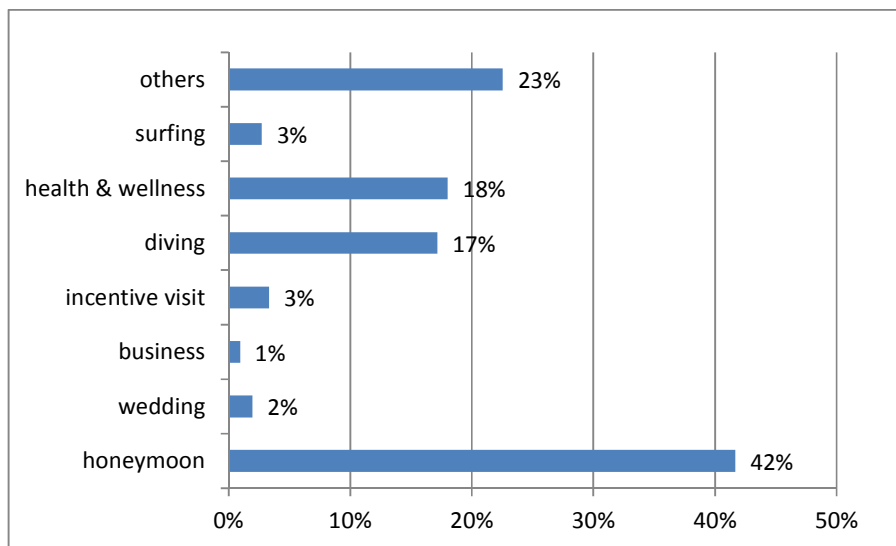


Figure 6: Purpose of visit to the Maldives

Honeymoon is the main purpose of visit among all regions. Of the visitors, 70% of visitors from Middle East, 65% from Asia and 50% from Africa region cited honeymoon as their primary purpose

of visit to the Maldives (Figure 7). About 20% of European visitors stated health and wellness as the main purpose of visit. Diving is given as a main purpose of visit by 20% of Europeans.

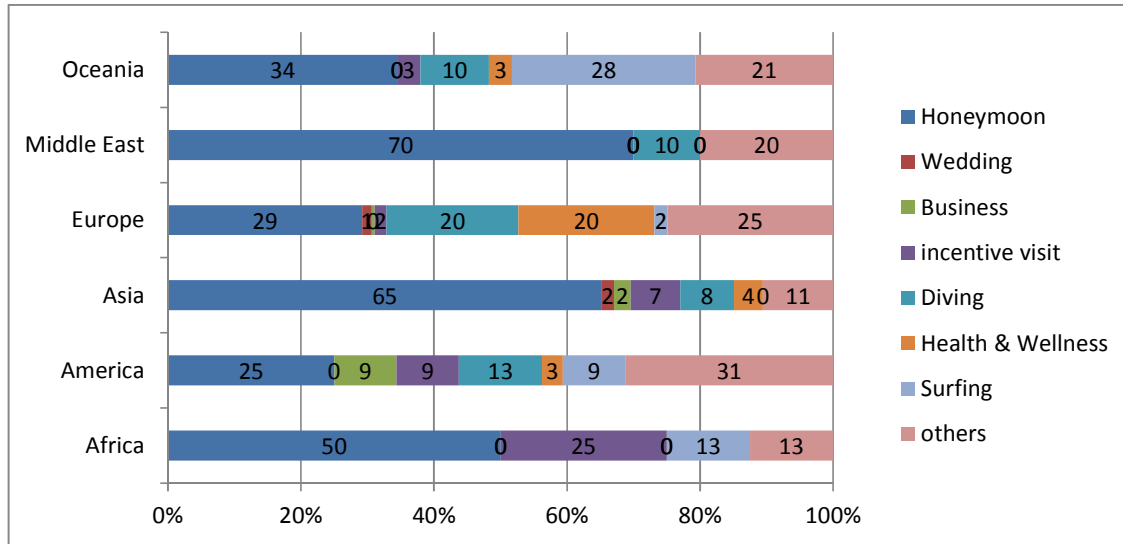


Figure 7: Purpose of visit to the Maldives by continent

Of the European visitors, 34% British, 48% French and 33% Italian cited honeymoon as their main purpose of visit (Figure 8). Germans (32%) indicated health and wellness as main purpose of visit while Swiss (39%) stated diving as the main purpose of visiting the Maldives.

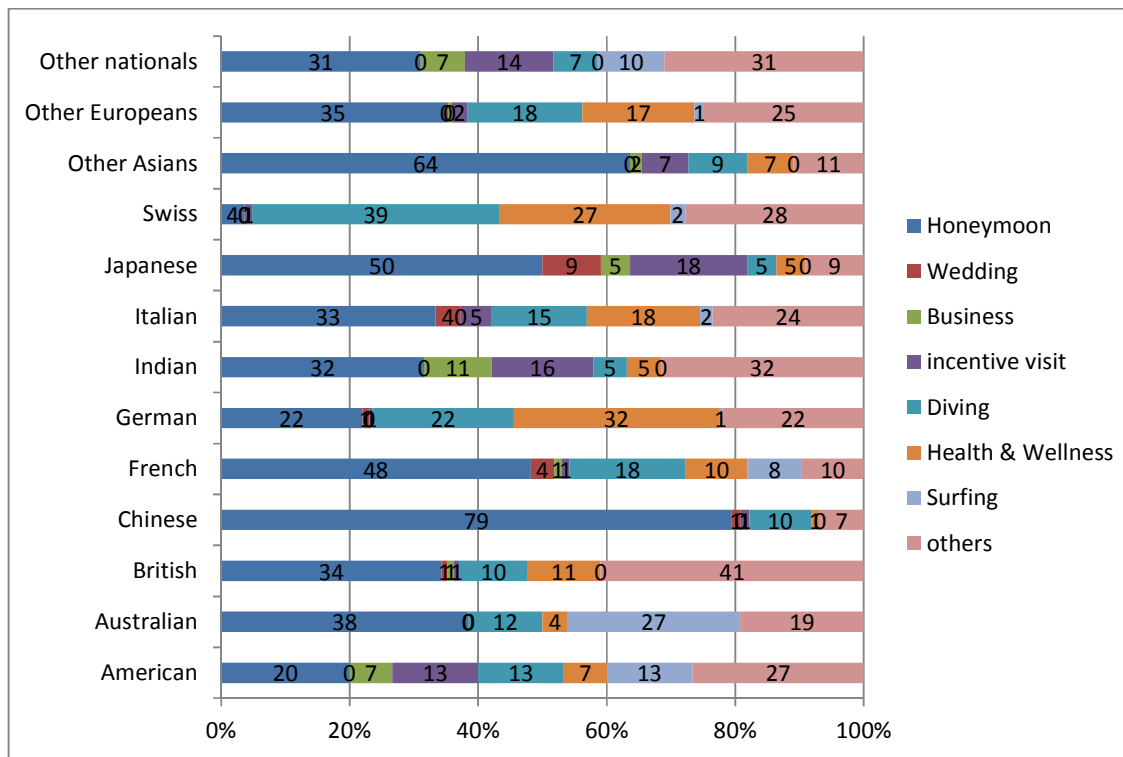


Figure 8: Purpose of visit to the Maldives by nationality

Of the Asian visitors, 79% Chinese, 50% Japanese and 32% Indians stated honeymooning as their main purpose of visit.

Figure 9 shows purpose of visit by top ten nationalities.

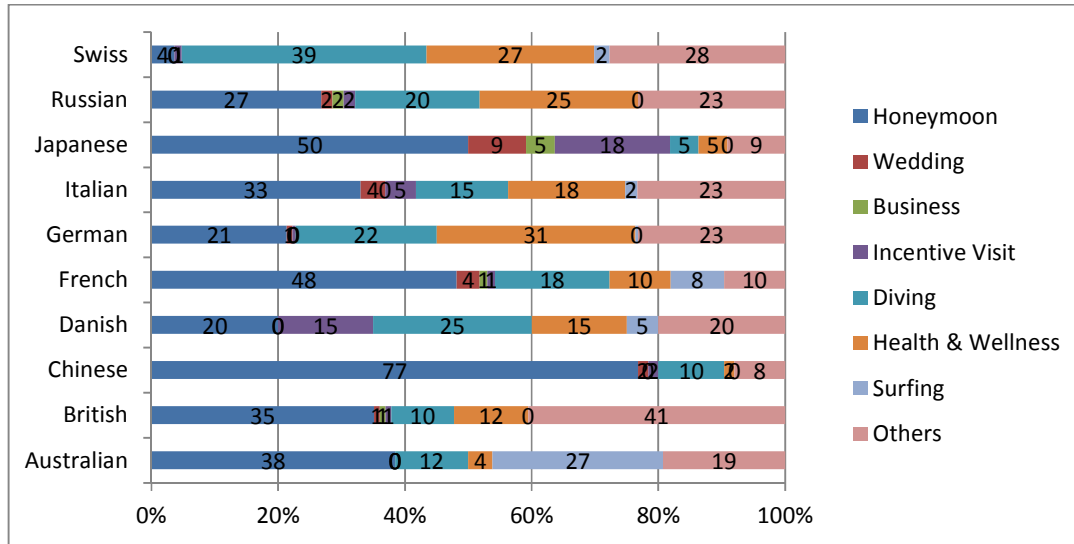


Figure 9: Purpose of visit to the Maldives by top ten nationalities

2.3.2 Maldives as a Holiday Destination

The main reason for choosing the Maldives is the beach (49%) (Figure 10). Underwater beauty (42%) is the second most popular motive for selecting the Maldives. Uniqueness (28%), reputation (25%) and peacefulness (23%) are also popular motivators for choosing to visit Maldives.

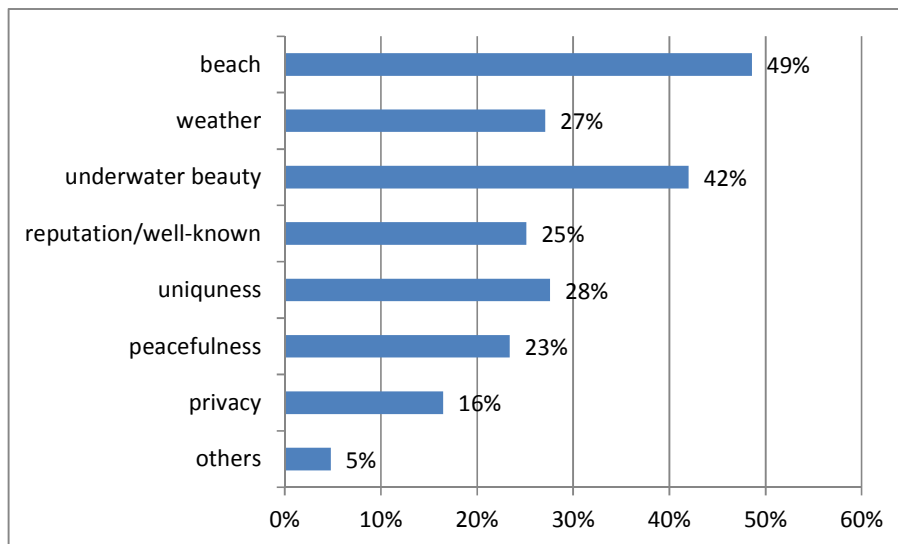


Figure 10: Motivators for choosing the Maldives

Figure 11 details the main reasons why Maldives is chosen as a holiday destination for the top ten nationalities.

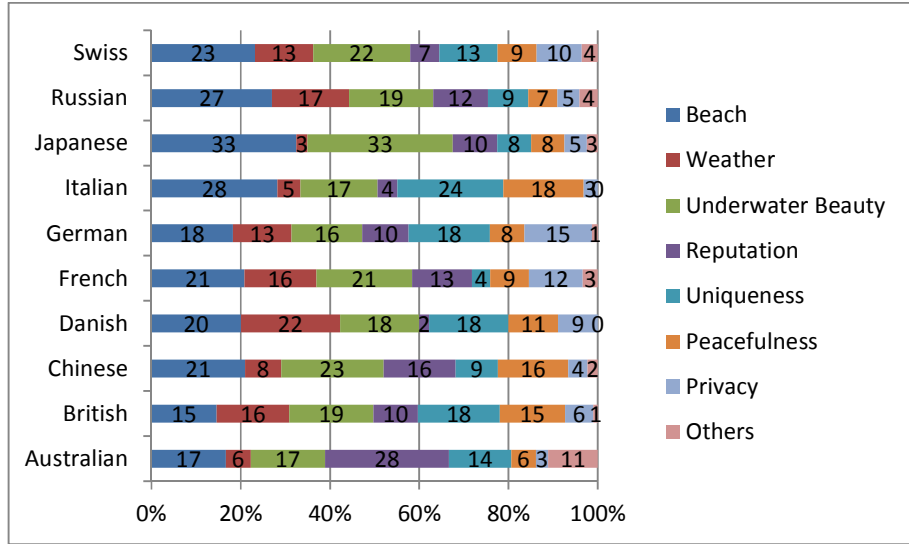


Figure 11: Motivators for choosing the Maldives by top ten nationalities

2.4 SOCIO-ECONOMIC PROFILE

2.4.1 Professions of International Visitors

Majority of international visitors (85%) are employed (Figure 12). In the survey, six per cent did not state their economic status.

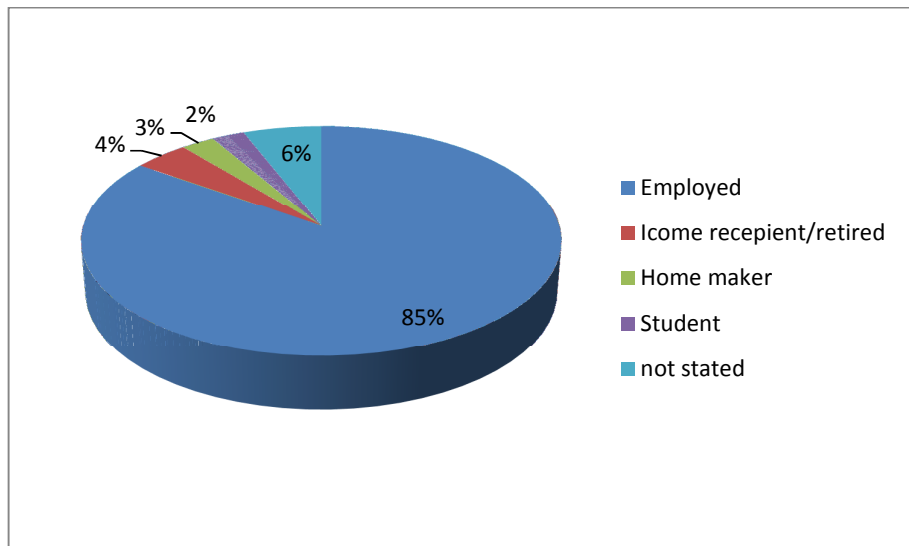


Figure 12 Economic status of international visitors

Economic status of the top ten nationalities is given in Figure 13.

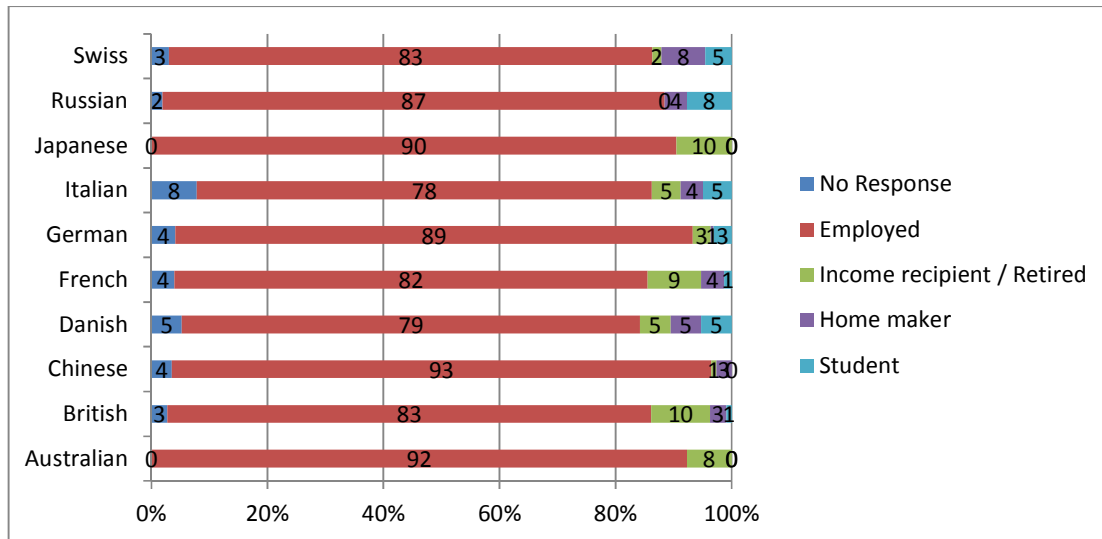


Figure 13 Economic status of international visitors

Professionals (33%) account for the largest proportion of international visitors to the Maldives (Figure 14). Second largest category of occupation is legislators (17%), closely followed by clerks (16%).

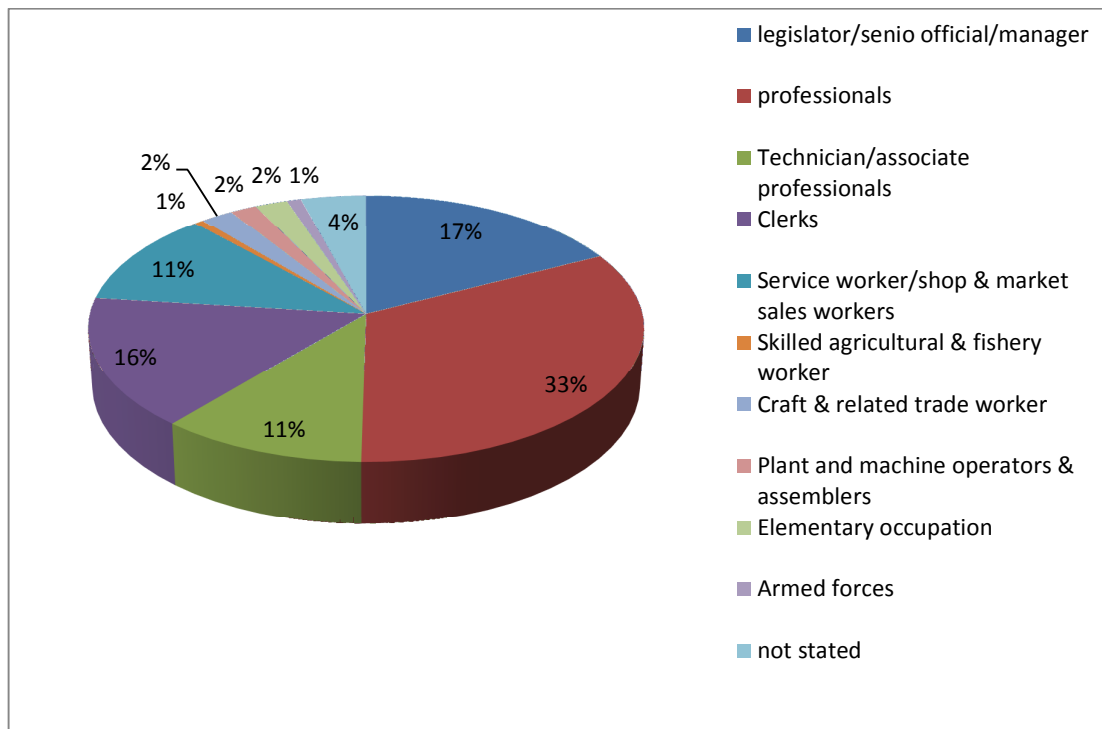


Figure 14: International visitors to the Maldives by occupational categories

Occupational categories of the top ten markets are depicted in Figure 15.

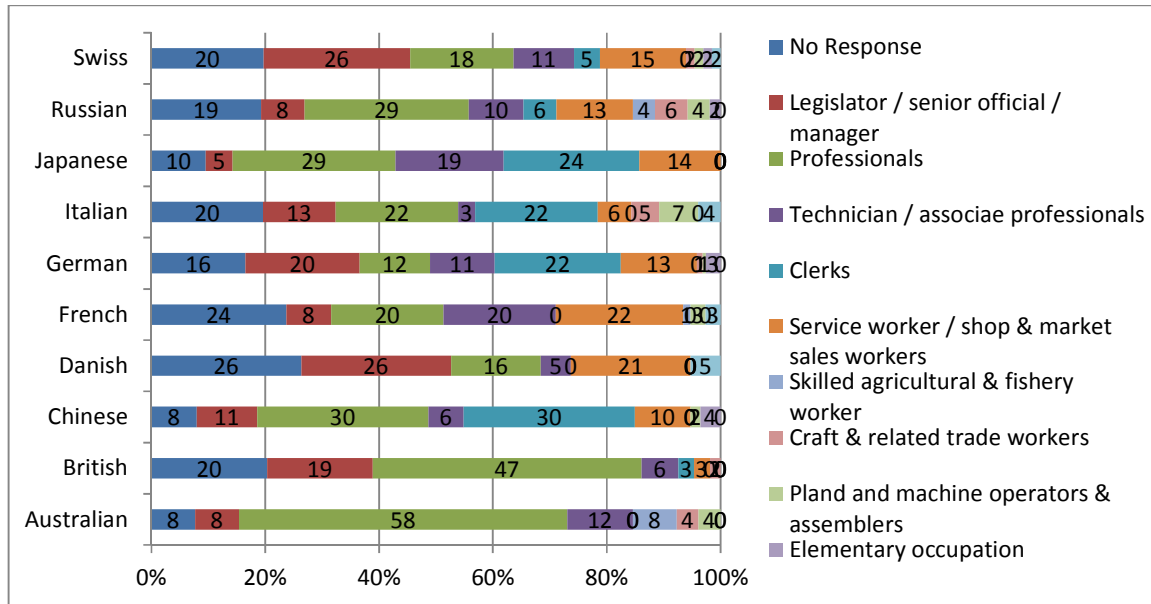


Figure 15: Visitors of top ten nationalities to the Maldives by occupational categories

Gender disparity is highest among plant and machine operators & assemblers (88% males to 6% females), armed forces (78% males to 22% females) and craft & related trade worker (67% males to 24% females) (Figure 16). The percentage of females workers is higher than male in the categories of clerks (39% males to 61% females) and elementary occupation (38% males to 52% females).



Figure 16: Occupation of international visitors by gender

2.5 TRAVEL ORGANIZATION

2.5.1 Source of Information

The most common source of information about the Maldives for international visitors is the internet (45%) followed by word of mouth (41%) (Figure 17). Out of the total number of respondents, 22% indicated travel agents as the source of information.

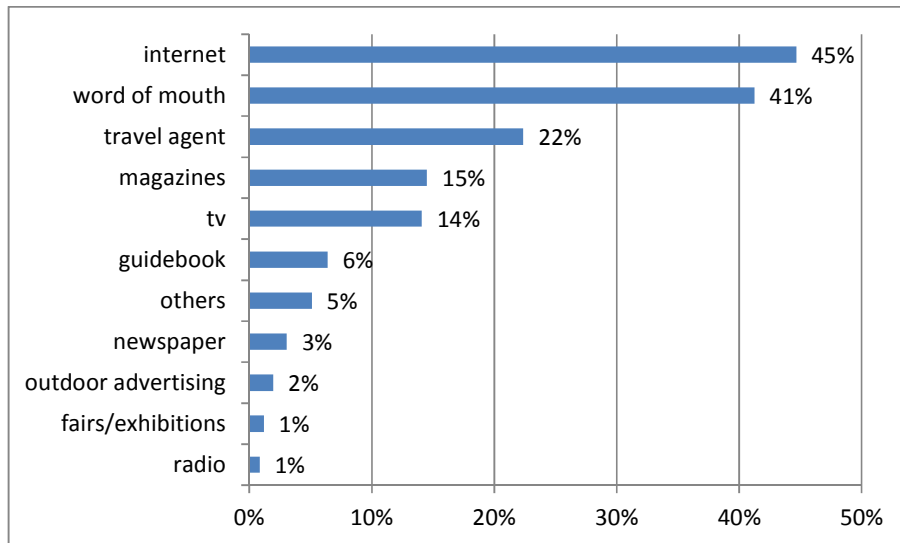


Figure 17: Source of pre-arrival information about the Maldives

Figure 18 shows the sources of information about the Maldives for the top ten nationalities of visitors.

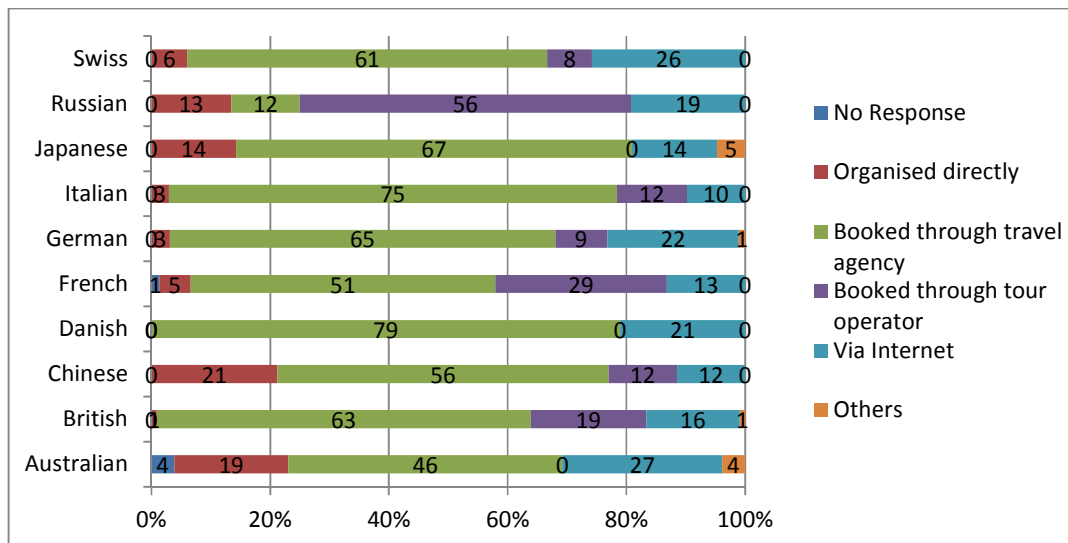


Figure 18: Source of pre-arrival information about the Maldives

2.5.2 Mode of Organization of Trip

Majority of the international visitors (56%) used travel agents to organize their trip to the Maldives. A total of 17% booked their holiday via the internet, 16% booked through tour operators and 10% organized directly (Figure 19).

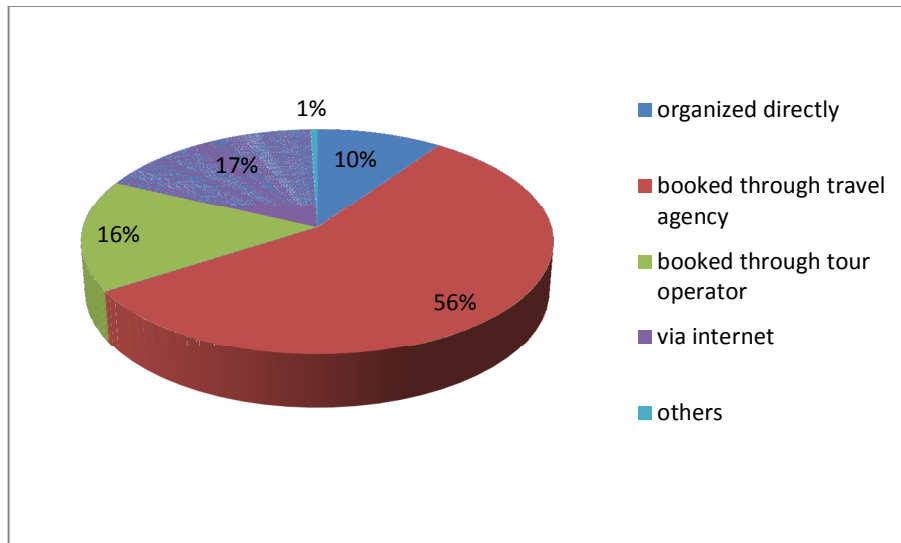


Figure 19: Mode of trip organization used by international visitors

Figure 20 shows how visitors of the top ten nationalities organized their trip to the Maldives.

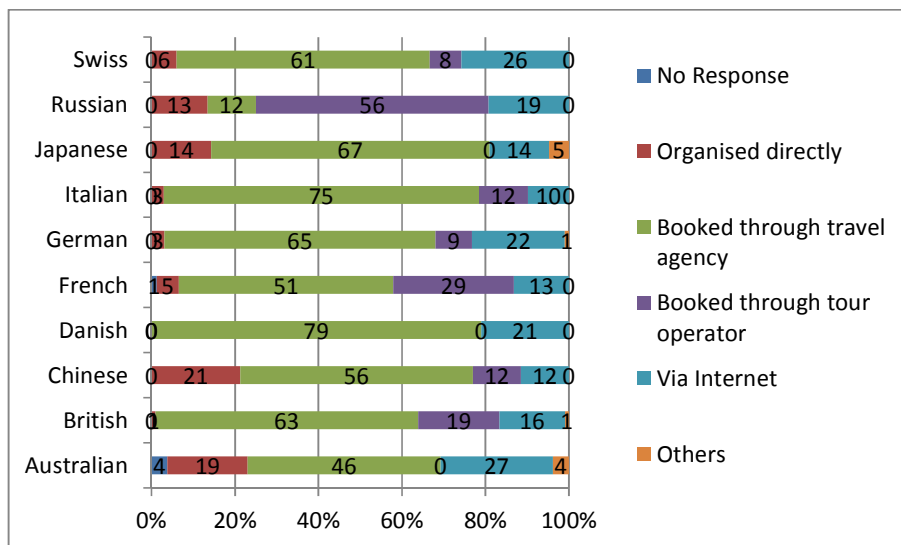


Figure 20: Top ten nationalities by mode of trip organization

2.5.3 Traveling Companion

Of all international visitors to the Maldives, majority (66%) travelled with a partner. Visitors that travelled as a family is the second largest category at 21%, followed by visitors that travelled with friends (8%) (Figure 21).

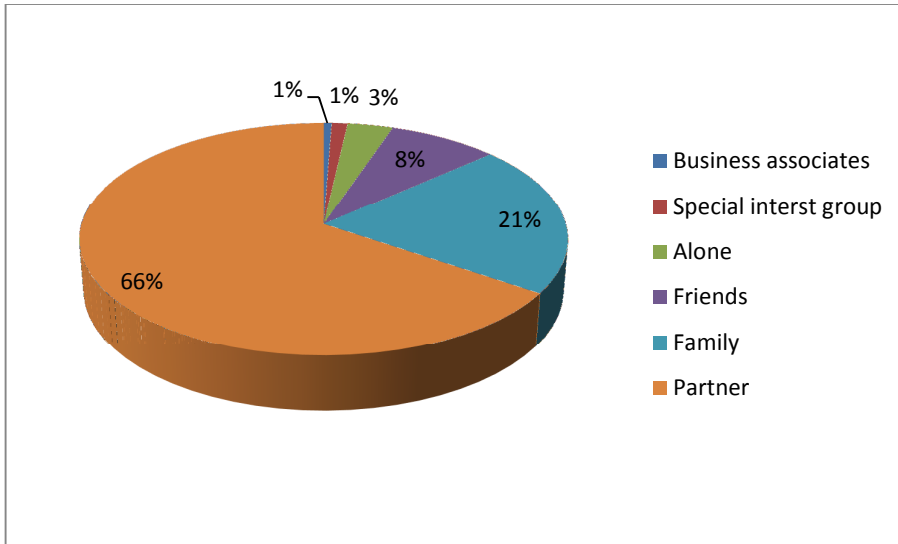


Figure 21: Type of travel companion

Travel companions of the top ten nationalities are detailed in Figure 22.

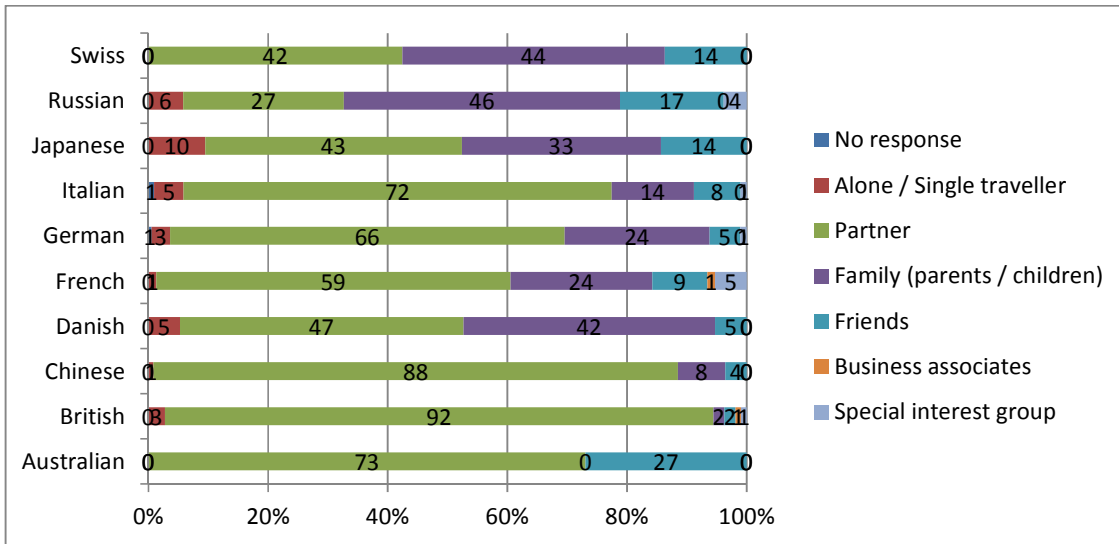


Figure 22: Top ten nationalities of visitors by travel companion

In terms of size of travel group, 75% travelled in a group of two while 8% travelled in a group of 3-5 people and group of more than 6 people each (Figure 23). Majority on international visitors (89%) travelled without children while 10% travelled with 1-2 children.

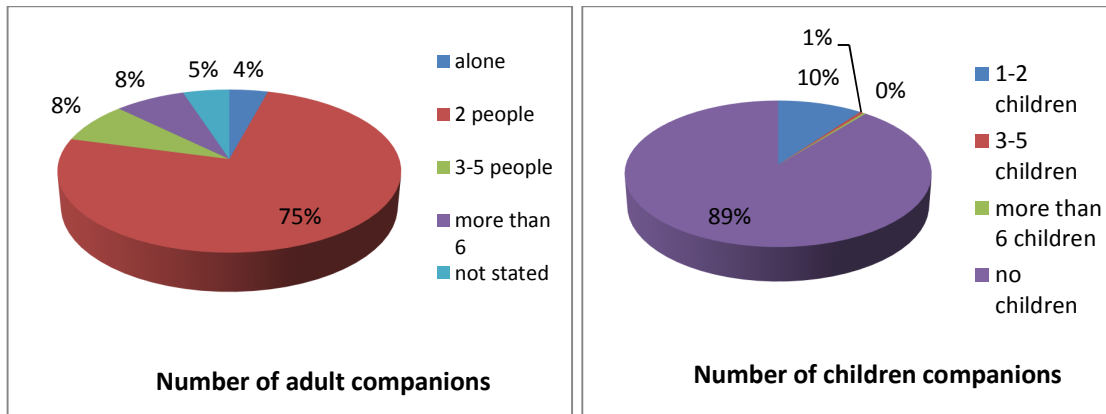


Figure 23: Size of the travel group

Number of adult companions and child companions in the travel group of the top ten nationalities are shown in Figure 24 and Figure 25 respectively.

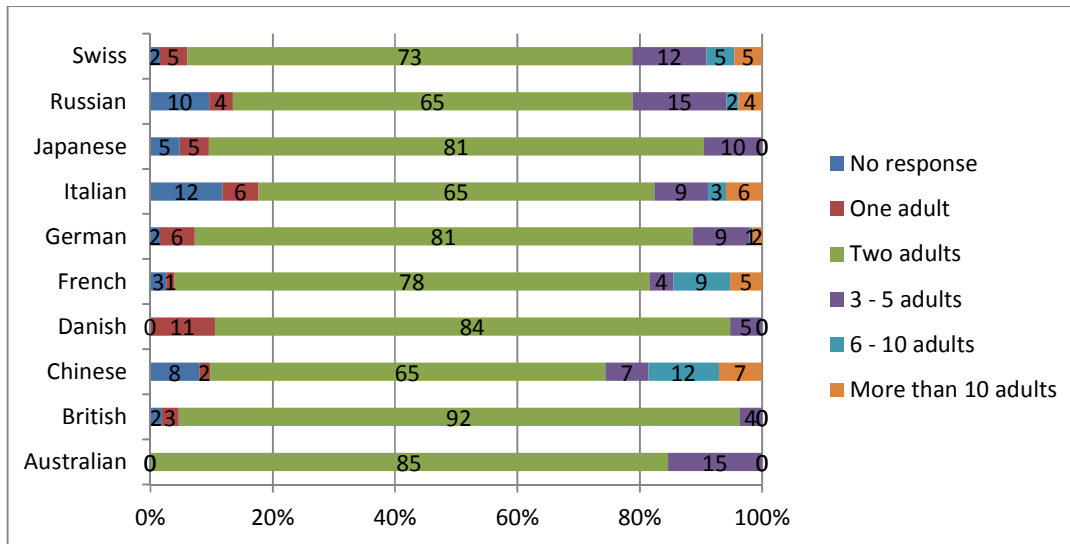


Figure 24: Top ten nationalities by number of adults in travel group

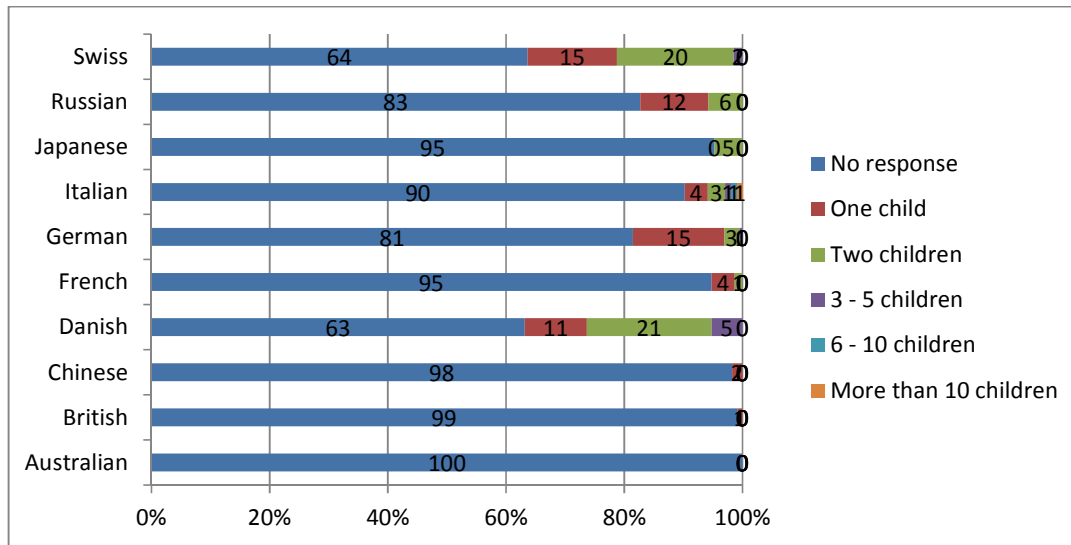


Figure 25: Top ten nationalities by number of children in travel group

2.5.4 Frequency of Visit

Of the international visitors, 78% identified themselves as a first time visitor while 16% cited their visit as second to fifth visit to the Maldives (Figure 26).

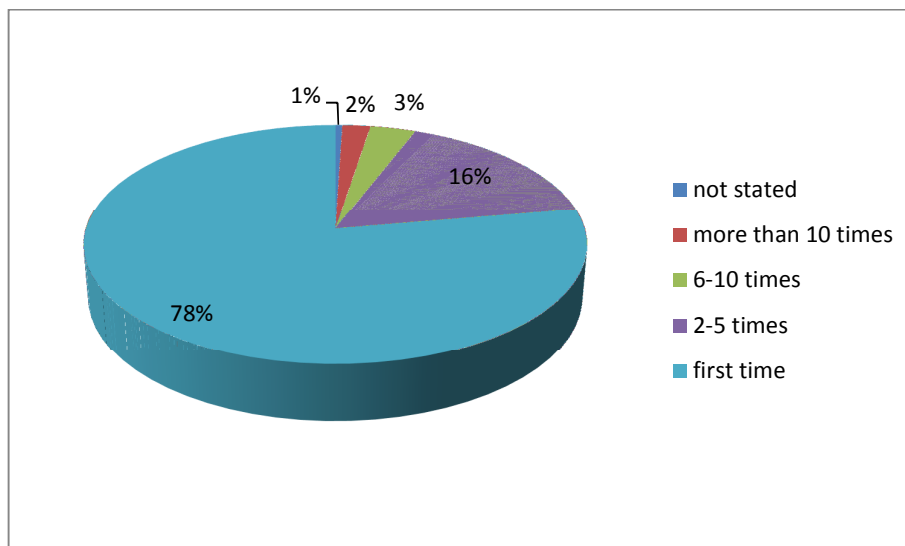


Figure 26: Number of visits to the Maldives

Out of the 1,171 respondents, 255 were repeat visitors (22%) in 2012.

Majority of the repeat visitors are from Africa (30%), closely followed by Europe (29%) and Oceania (21%) (Figure 27).

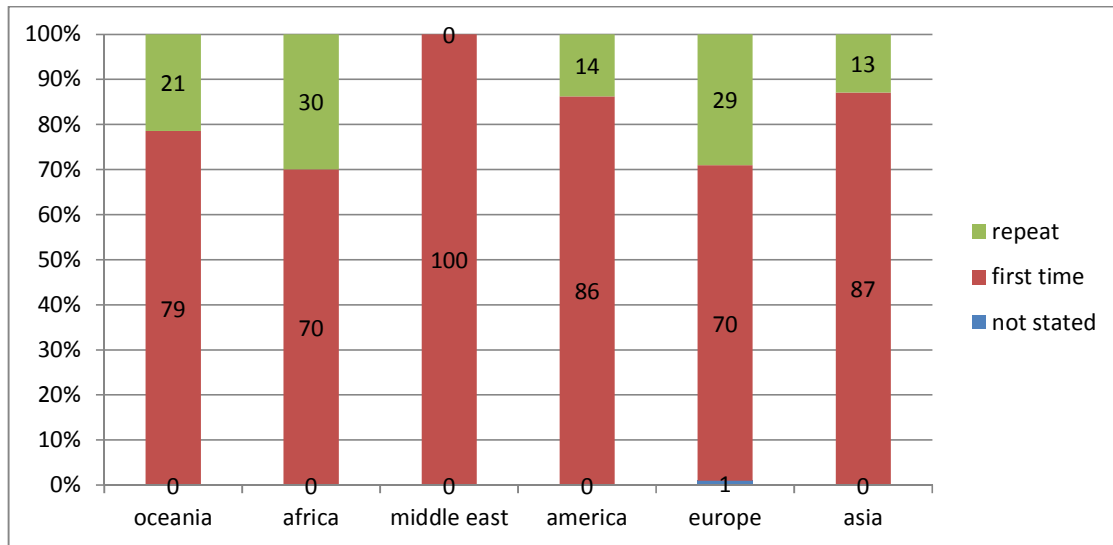


Figure 27: First time visitors and repeat visitors by Region

Of the European visitors to the Maldives, 59% Swiss, 31% British, 37% German and 30% Italians are repeat visitors (Figure 28). Of the Asian visitors, 28% Indians, 19% Japanese and 2% Chinese are repeat visitors.

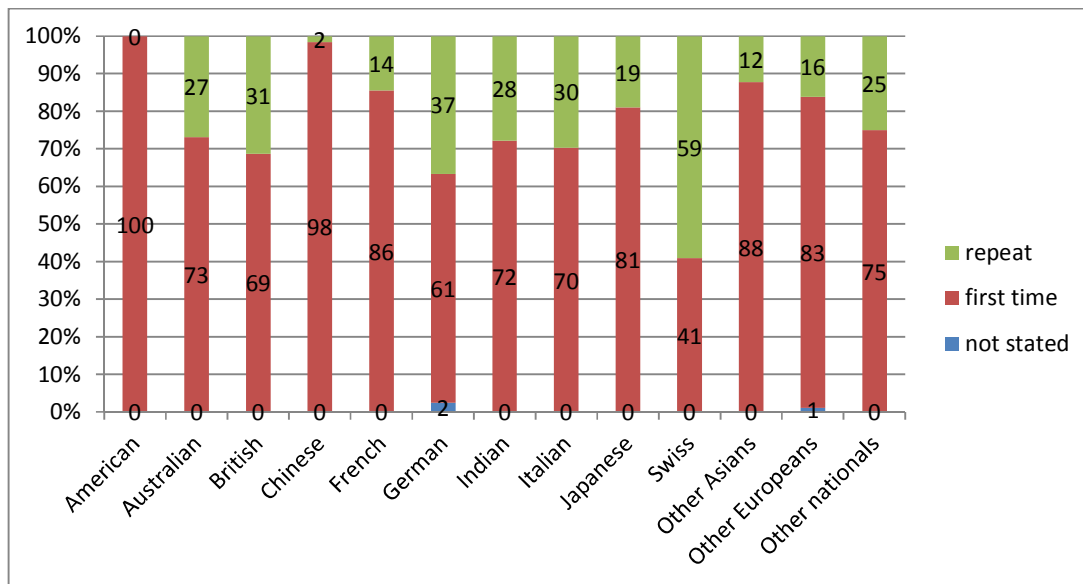


Figure 28: First time visitors and repeat visitors by nationality

Figure 29 shows the proportion of first time and repeat visitors among the top ten nationalities.

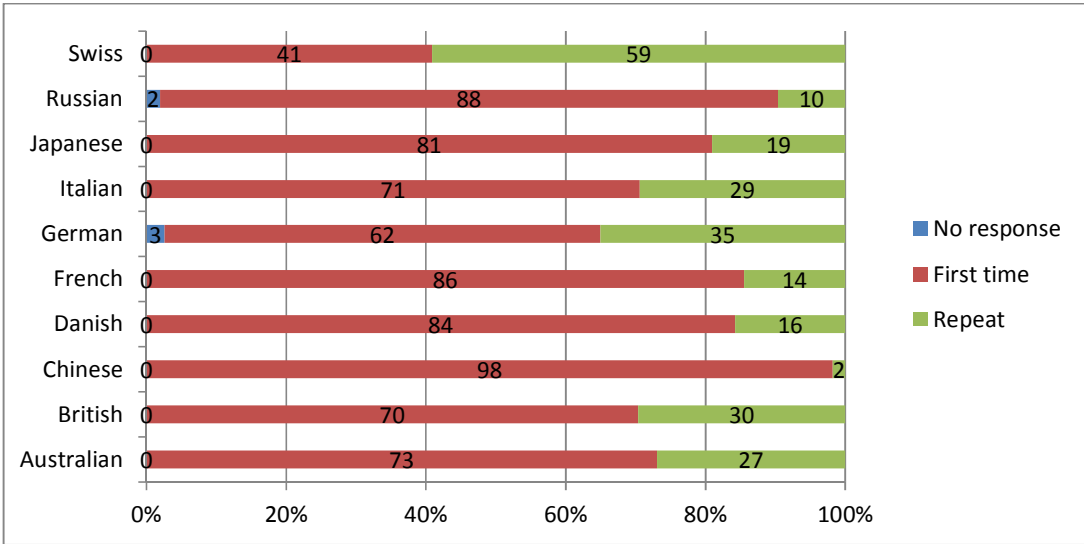


Figure 29: First time visitors and repeat visitors by top ten nationalities

2.5.5 Length of Advance Booking Period

Most of the international visitors booked their holiday to the Maldives 3-5 months (27%) and 1-2 months (25%) in advance (Figure 30). Holiday was booked 6-12 months in advance by 19% and 2-4 weeks by 17% of the international visitors.

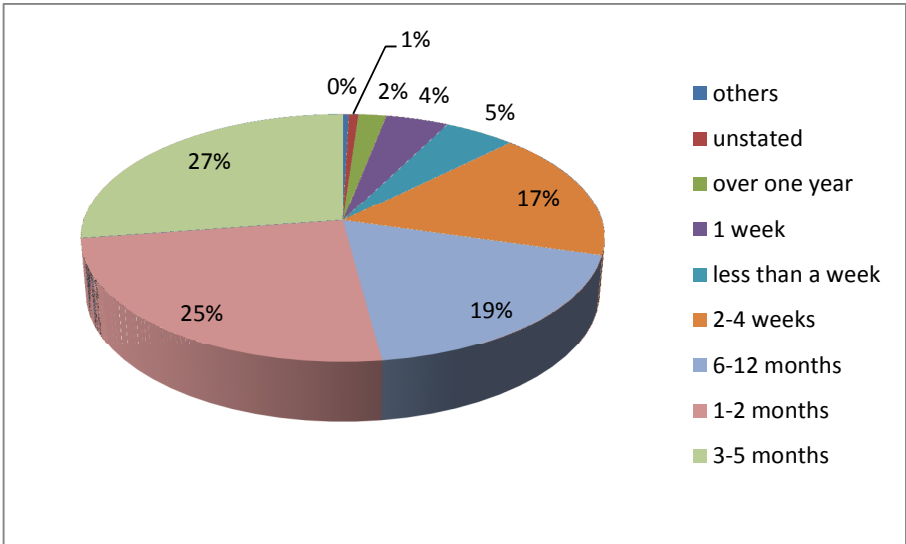


Figure 30: Duration of advance booking of holiday by visitors

Figure 31 gives the duration of advanced booking for the top ten nationalities.

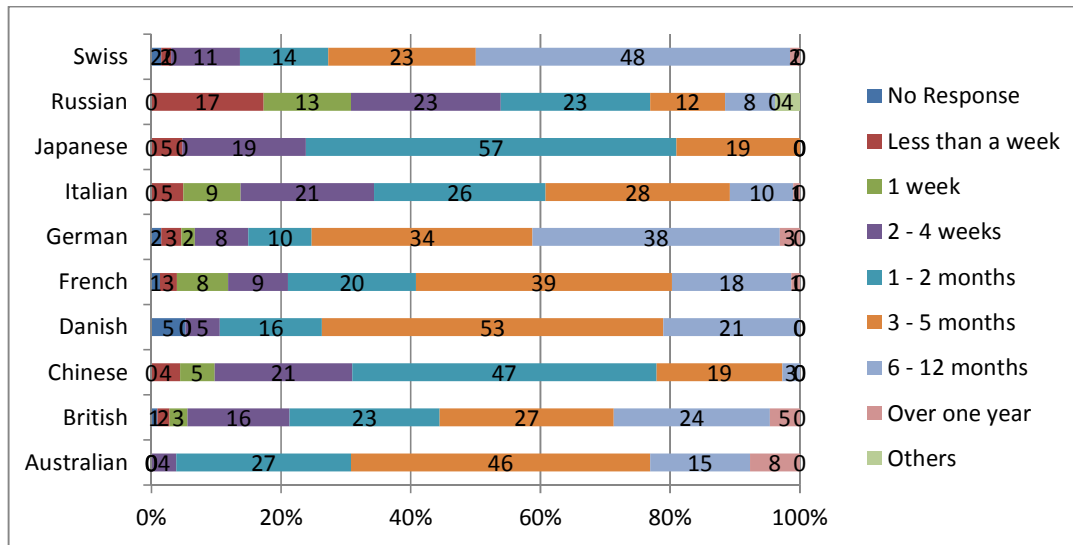


Figure 31: Duration of advance booking of holiday by visitors of top ten nationalities

2.6 EXPERIENCES AND ACTIVITIES

2.6.1 Place of Stay

The most popular type of accommodation is resort with 84% of visitors staying at a resort for the whole or part of their holiday in the Maldives (Figure 32). Hotel accommodation (11%) is the second most chosen type of accommodation followed yacht (safari vessels) at three per cent. Only one per cent stayed in guesthouses.

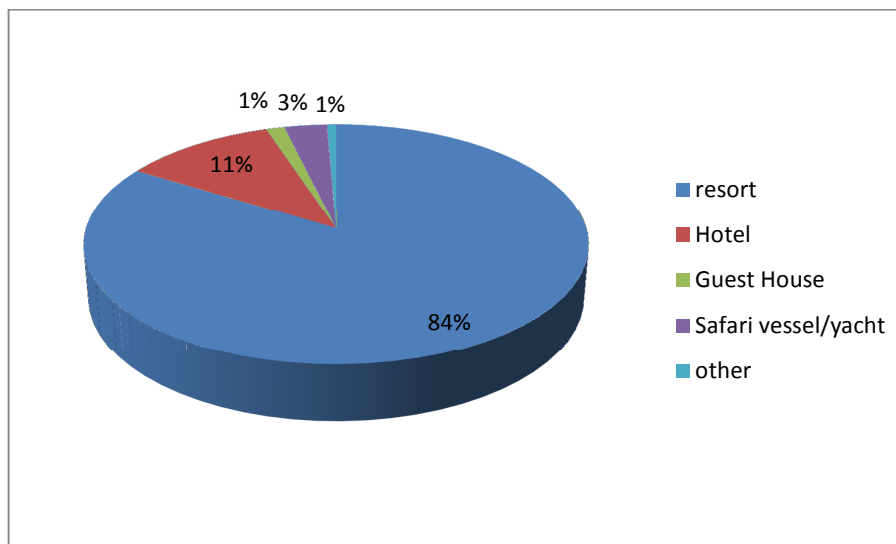


Figure 32: Type of accommodation selected by international visitors

Figure 33 provides choice of accommodation for the top ten nationalities.

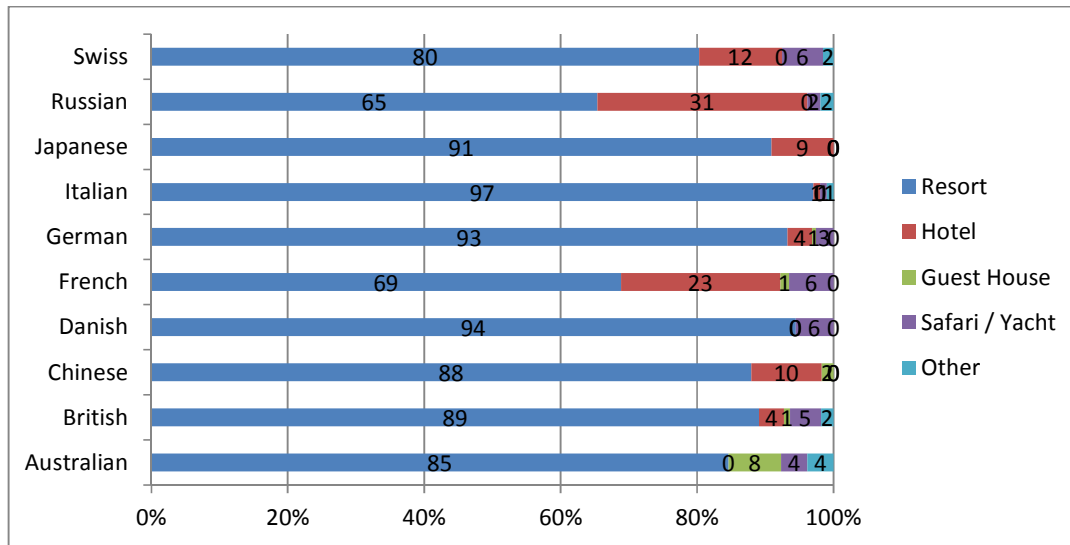


Figure 33: Type of accommodation selected by international visitors of top ten nationalities

Five different meal plans are offered to international visitors to the Maldives. Out of the total respondents to the survey, 43% chose all-inclusive (Figure 34). Full-board was chosen by 20% and half-board was preferred by 21%. About 14% selected bed and breakfast while only one per cent chose the room only plan.

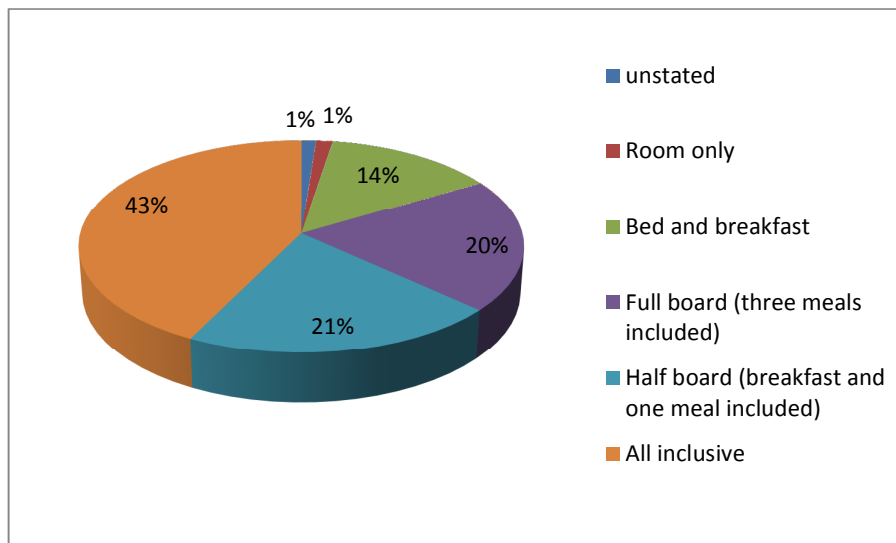


Figure 34: Types of meal-plan chosen by international visitors

Meal plans selected by visitors of the top ten nationalities are given in Figure 35.

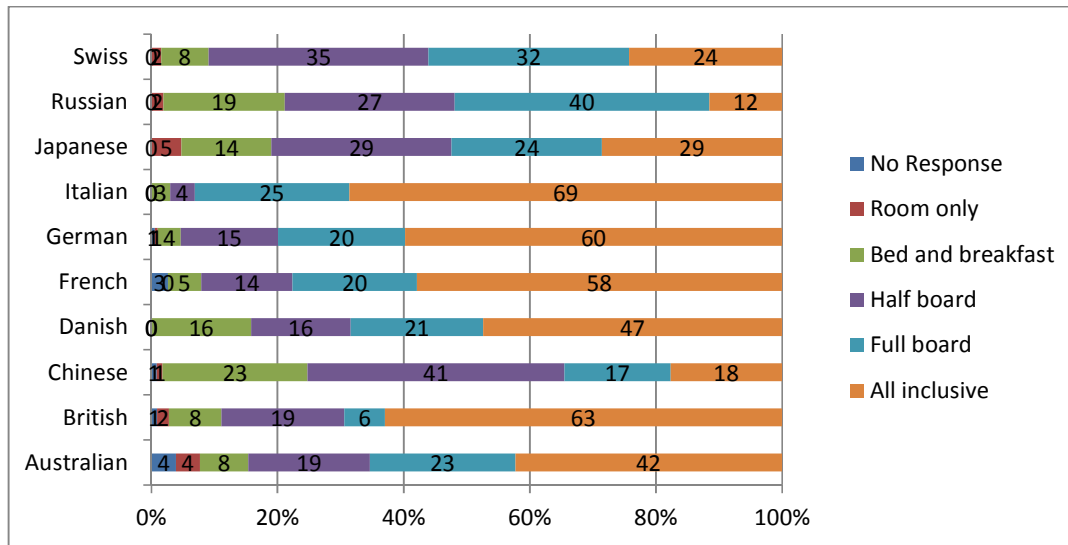


Figure 35: Types of meal-plan chosen by international visitors of top ten nationalities

2.6.2 Duration of Stay

The average number of nights spent by international visitors is seven nights. Out of the total respondents to the survey, half of the international visitors spent 4 – 7 nights in Maldives (Figure 36). Of the visitors, 25 per cent stayed 8 – 11 nights and 17% spent 12 – 15 nights in Maldives. About 4 per cent spent 3 nights or less in Maldives.

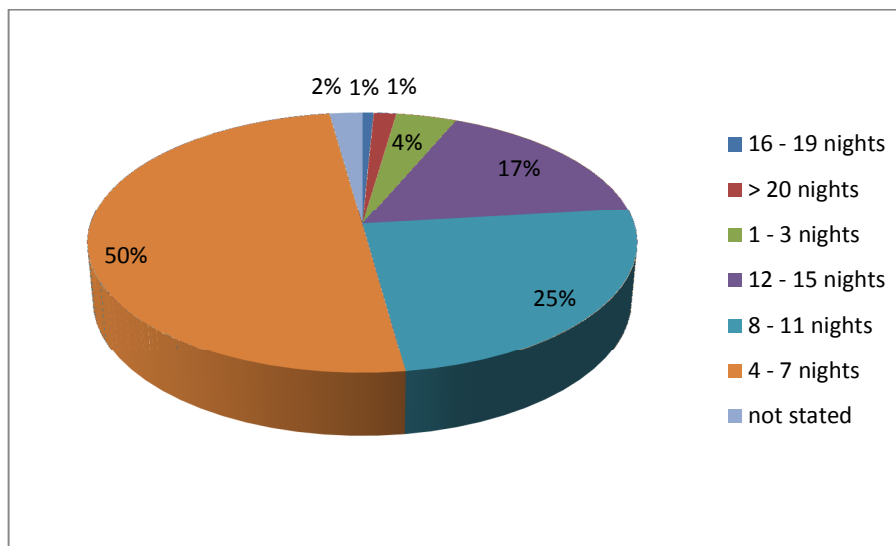


Figure 36: Number of nights spent in the Maldives

Figure 37 shows the duration of stay in the Maldives by visitors of the top nationalities.

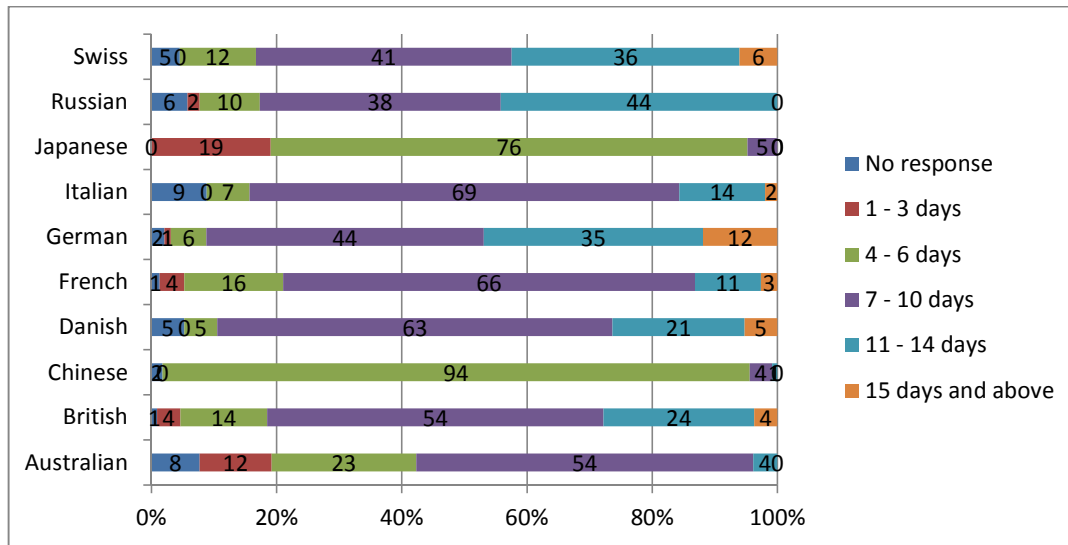


Figure 37: Number of nights spent in the Maldives by visitors of top ten nationalities

2.6.3 Activities Enjoyed by International Visitors

Snorkeling is the most popular activity with 78% of visitors enjoying the activity during their stay (Figure 38). Diving (31%) is the second more popular activity followed by spa treatments (29%). About 22% enjoyed water sports during their stay and 13% liked visit to local island. Land –based sports was enjoyed by 7% and picnics by 4% of visitors.

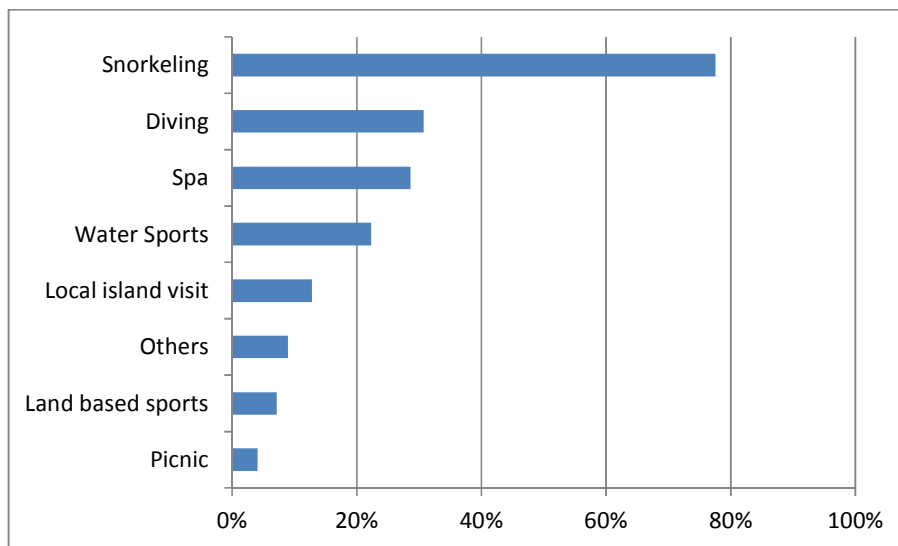


Figure 38: Activities most enjoyed by international visitors

Snorkelling is enjoyed most by visitors from Europe (41%), Asia (40%) and closely followed by Oceania (36%) and Americans (36%) (Figure 39). Diving is most enjoyed among visitors from America (20%) and Middle East (17%).

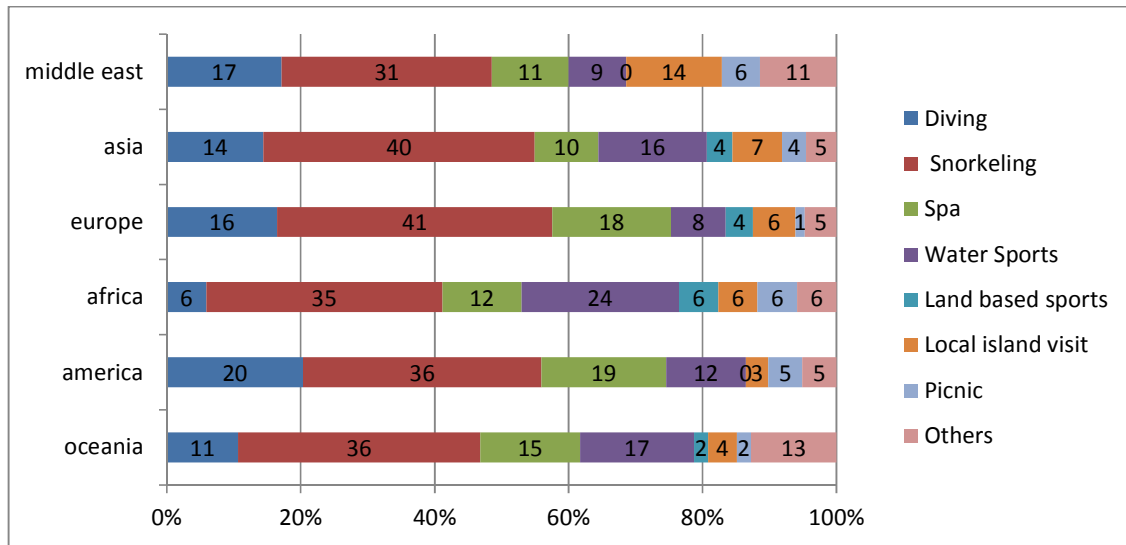


Figure 39: Activities most enjoyed by geographical region

Of the European international visitors to the Maldives, snorkeling is the most enjoyed activity among all European nationalities (Figure 40). Snorkeling is most popular among Italians (54%), British and Swiss (43%) and Austrian (40%). Health and wellness is most popular among French (22%), British (21%) and Swiss (18%). Diving is most popular among Swiss (25%), Italians (22%) and Austrians (20%).

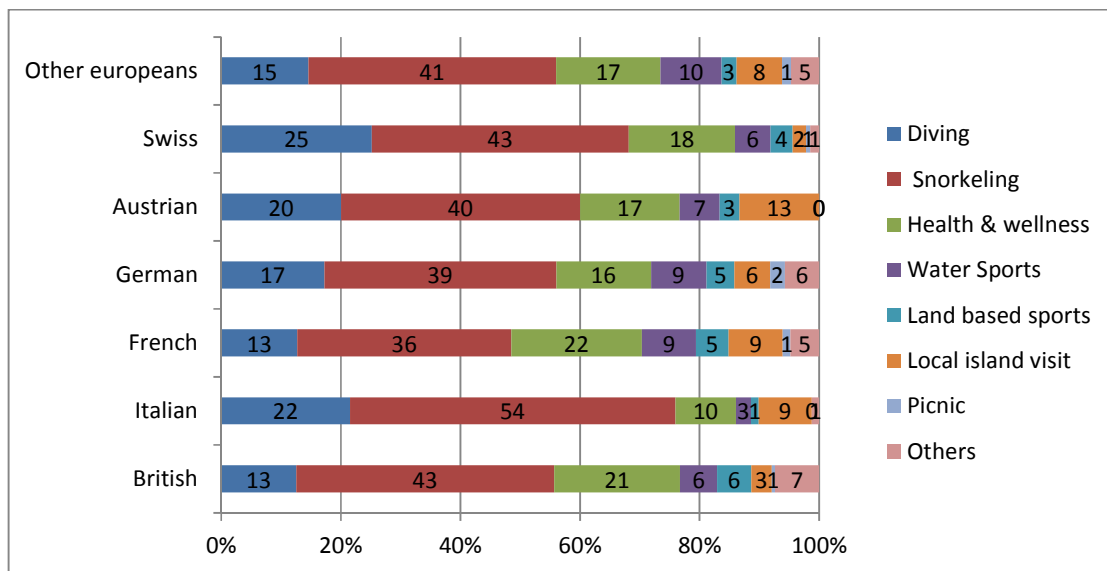


Figure 40: Activities most enjoyed by Europeans

Of the Asian international visitors, snorkeling is the most enjoyed activity (Figure 41). Snorkeling is chosen by 40% of Chinese, 38% Japanese and 38% Indians. Diving is most enjoyed by Chinese (17%) and health and wellness by Japanese (24%).

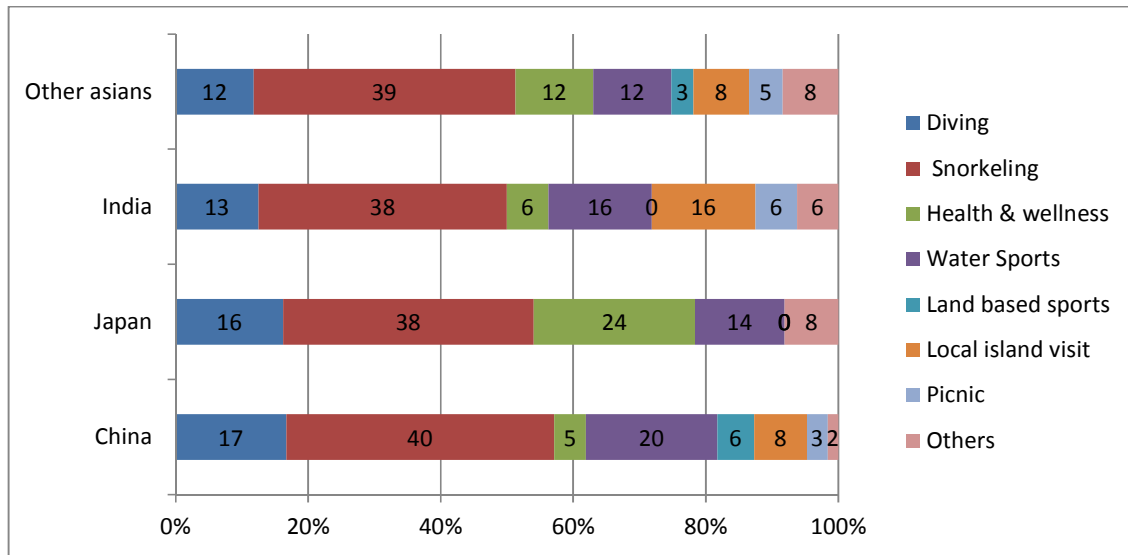


Figure 41: Activities most enjoyed by Asians

A comparison of activities most enjoyed by gender shows that snorkeling is more popular among females (42%) than males (39%) (Figure 42). More males (17%) enjoy diving than females (15%). Health and wellness is more popular among females (15%) than males (14%). Local island visit is equally popular among both sexes.

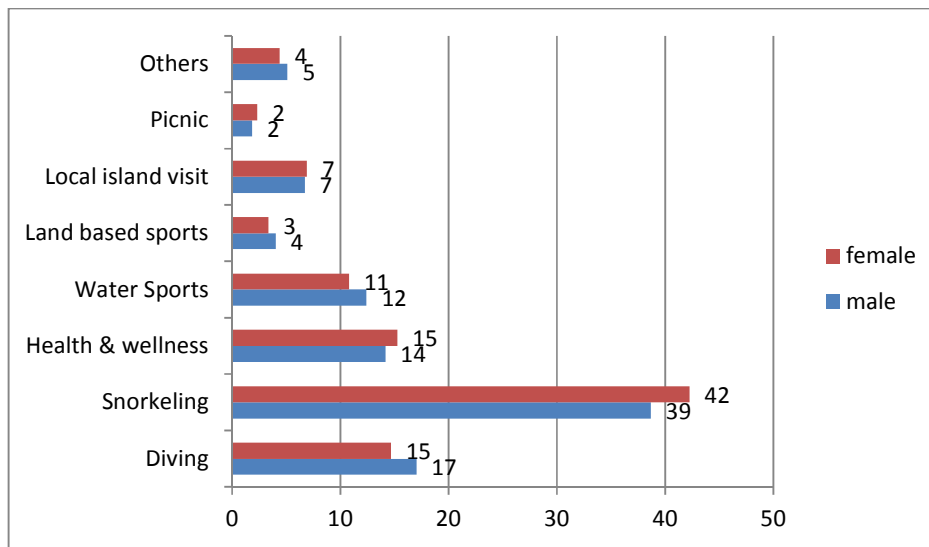


Figure 42: Activities most enjoyed by international visitors by gender

Figure 43 shows the activities most enjoyed by visitors of the top ten nationalities.

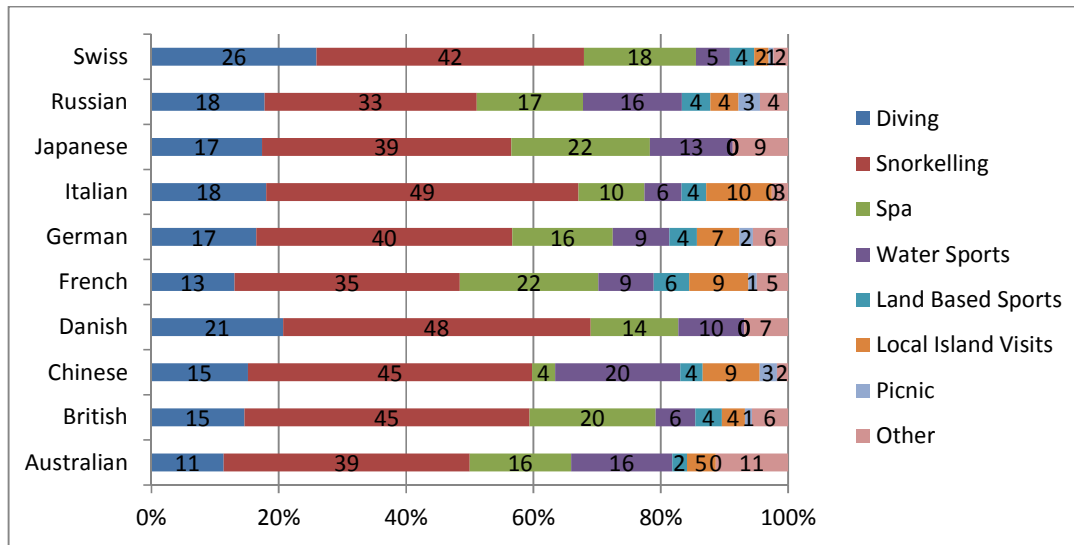


Figure 43: Activities most enjoyed by international visitors by top ten nationalities

2.7 VISITOR SATISFACTION

2.7.1 Services at the Ibrahim Nasir International Airport

At least 70% of respondents rated services at the airport as ‘excellent’ and ‘good’ except for services at cafés/restaurants and shopping (Figure 44).

For the services provided by cafés and restaurants at the airport, 5% did not state a rating while 7% stated it as not applicable.

Immigration services include service at the passport clearance and customs clearance. Immigration services is rated the highest. Friendliness of staff includes friendliness of immigration and customs staff. Friendliness of staff is rated as ‘excellent’ by 36% of visitors while 42% rated as ‘good’. Information & signage services are rated ‘excellent’ by 25% and rated ‘good’ by 45% of international visitors.

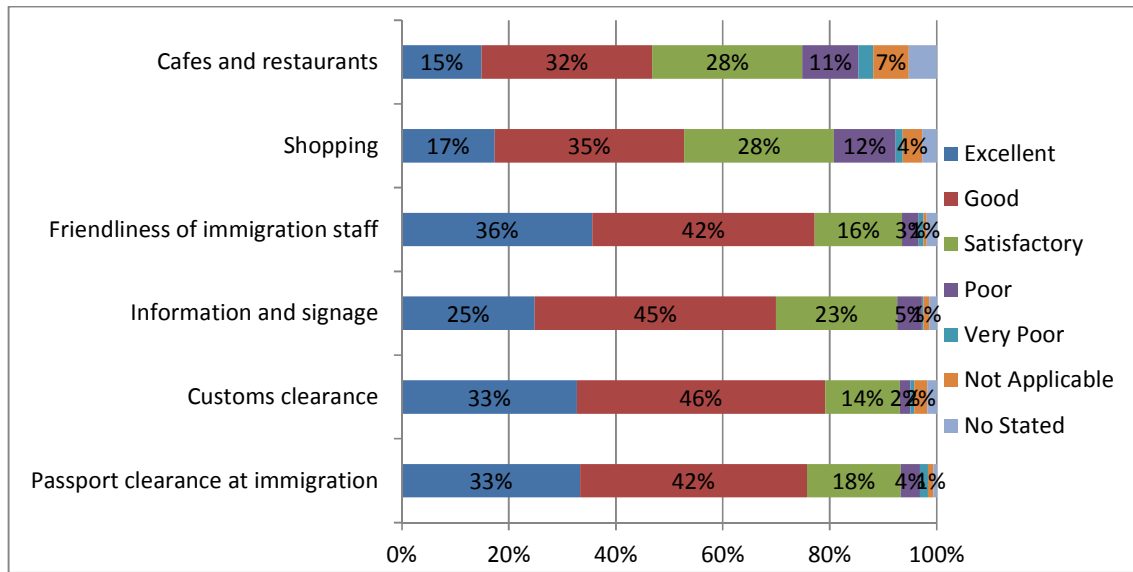


Figure 44 Ratings on services provided at the Ibrahim Nasir International Airport

Overall, 8% of the visitors rated ‘very poor’ to all the services provided at the airport. Shopping is rated as ‘very poor’ by 1% of the visitors and 3% of the visitors rated cafés and restaurants as ‘poor’. About 1% of the visitors rated friendliness of staff at both customs and immigrations as ‘very poor’.

2.7.2 Quality of Hotel Transfer

The combination of ‘excellent’ and ‘good’ ratings for the transportation services is at 77% and above (Figure 45). International visitors are most happy with service quality of hotel transfers, rated at 85% and above with 47% rated as ‘excellent’. Waiting time for hotel transfer is rated ‘excellent’ by 43%, ‘good’ by 34% and ‘satisfactory’ by 13%. Comfort of hotel transfer is rated ‘excellent’ by 42%, ‘good’ by 37% and ‘satisfactory’ by 12%. While 5% rated waiting time for hotel as ‘poor’, 2% rated service quality of hotel transfer and comfort of hotel transfer as ‘poor’.

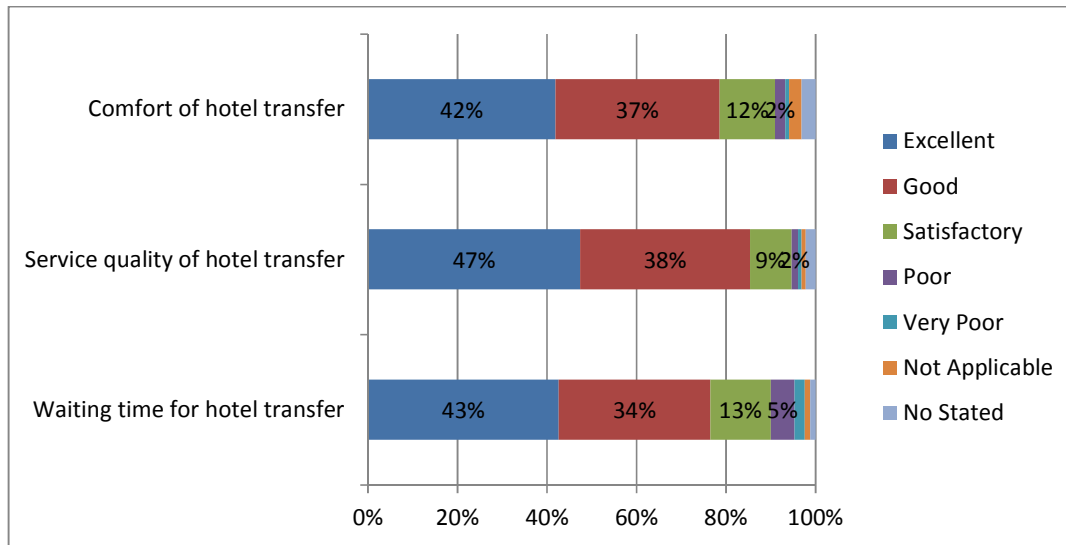


Figure 45 Ratings on quality of transportation services and comfort at hotel

2.7.3 Services at the Place of Stay

The quality of place of stay is assessed on both front-line services and facilities. The quality aspects assessed are accommodation, food, beverages, friendliness of staff and recreational facilities.

On average, 59% of international visitors rated their place of stay as ‘excellent’ in all five categories assessed while 29% rated as ‘good’ and 9% rated as ‘satisfactory’ (Figure 46). On the other hand, 2% were rated the service/facilities at their place of stay as ‘poor’.

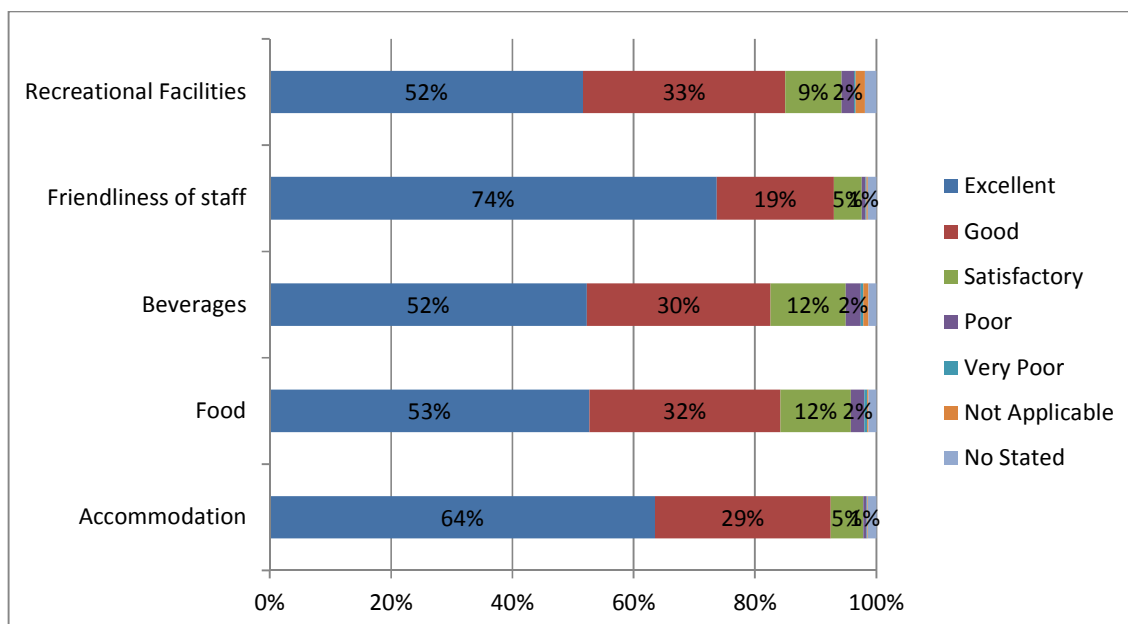


Figure 46 Service ratings for place of stay in the Maldives

Overall, all services at their place of stay except for recreational facilities is rated ‘good’ and ‘excellent’ by at least 85% of respondents. Recreational facilities are rated as ‘excellent’ by 52% of international visitors, while 33% rated it as ‘good’.

Friendliness of staff is rated ‘excellent’ by 74% of visitors while 19% rated ‘good’. Accommodation is rated ‘excellent’ by 64% and ‘good’ by 29%.

Food and beverages is rated as ‘excellent’ by 53% and 32% visitors respectively.

2.7.4 Perception of Prices

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

Prices charged for accommodation, food and transportation in the Maldives is considered reasonable. Of the international visitors to the Maldives, 54% consider accommodation prices as ‘value for money’ while 31% perceive the prices to be ‘expensive’ (Figure 47). Of the visitors, 42% consider food prices as ‘value for money’ while 38% perceive prices to be ‘expensive’.

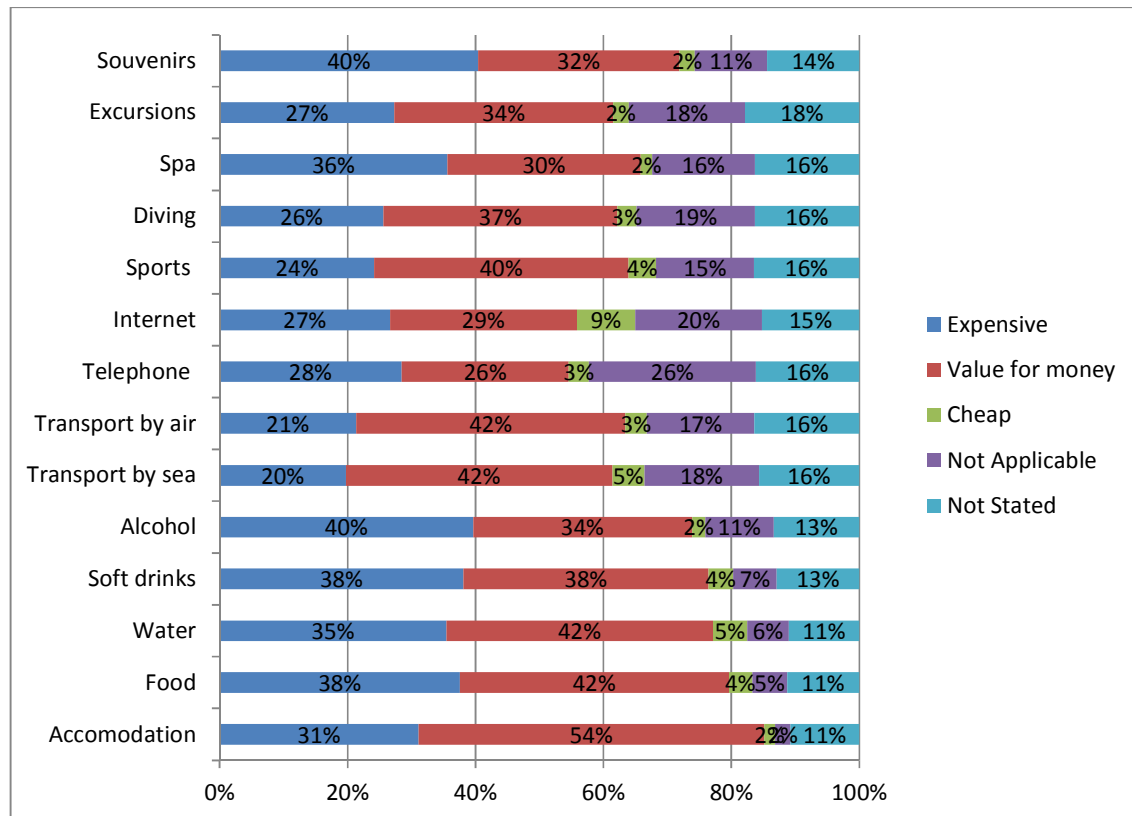


Figure 47 Perception of prices charged for the services

On average, water, soft drinks and alcoholic beverages are considered expensive by 38% of visitors while the same percentage of visitors consider them to be 'value for money'. The prices charged for drinking water in the resorts of the Maldives is considered 'expensive' by 35%. Soft drinks and alcoholic beverages are considered 'expensive' by 38% and 40% respectively.

Prices of water are considered 'value for money' by 42% of visitors. About 38% perceive prices of soft drinks to be 'value for money' and 34% consider alcoholic beverages prices are 'value for money'.

Overall the souvenir items are considered 'expensive' by 40% of visitors.

In case of transportation, 42% of visitors perceive air transport prices to be 'value for money' while 21% consider them to be 'expensive'. Sea transportation prices are seen as 'value for money' by 42% of the visitors and 20% of them thought prices as generally expensive.

With respect to recreational activities; sports activities are perceived as 'value for money' by 40%, diving by 37% and excursions by 34%. On the other hand, sports activities are perceived as 'expensive' by 24%, diving by 26% and excursions by 27% of the visitors.

Spa treatment is perceived as 'value for money' by 30% of visitors, while a total of 36% consider it as 'expensive'.

Telephone facilities are seen as 'value for money' by 26% and as 'expensive' by 28%. Internet services are considered 'value for money' by 29% and as 'expensive' by 27%.

2.8 OVERALL PERCEPTION OF THE HOLIDAY

2.8.1 Overall Satisfaction

An overwhelming majority of international visitors (93%) stated that the holiday met their expectations. Four per cent of visitors felt that the holiday did not meet their expectations (Figure 48).

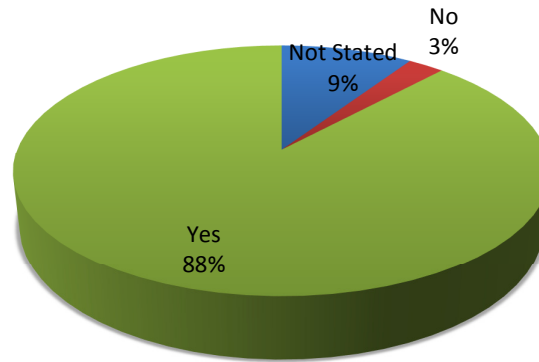


Figure 48 Holiday met with expectation

The reasons given by the international visitors whose holiday did not meet their expectations were too

- Food was repetitive, staff not concerned
- Expensive, unhelpful staffs
- Late flight arrival. transfer to inferior restaurant
- Boat malfunction prevented visiting some dive spot
- Surf crowded, quality low
- Quality of resort should be better
- Too many surfers and too much rubbish all over island
- No good guide
- Service not up to the standard
- Dirty Beach
- Less activities & limited restaurants

Figure 49 shows the overall satisfaction of their holiday in Maldives for the top ten nationalities.

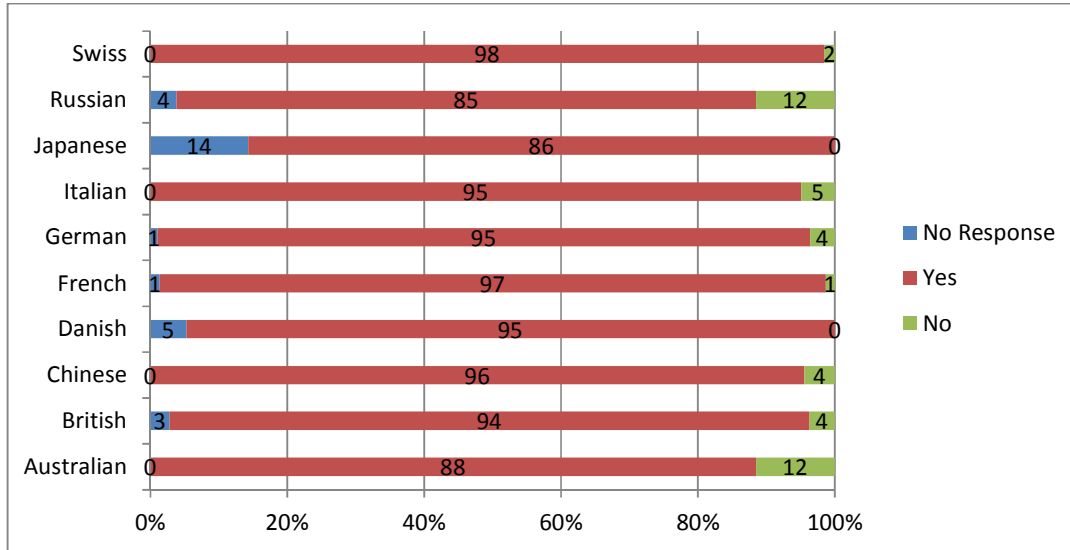


Figure 49 Overall satisfaction of visitors by top ten nationalities

2.8.2 Comparison with Similar Destinations

From the respondents, 36% of the international visitors stated that have visited a destination similar to the Maldives (Figure 50). On the other hand, 61% of visitors reported that they have not visited other destinations similar to the Maldives and 3 % did not state an answer.

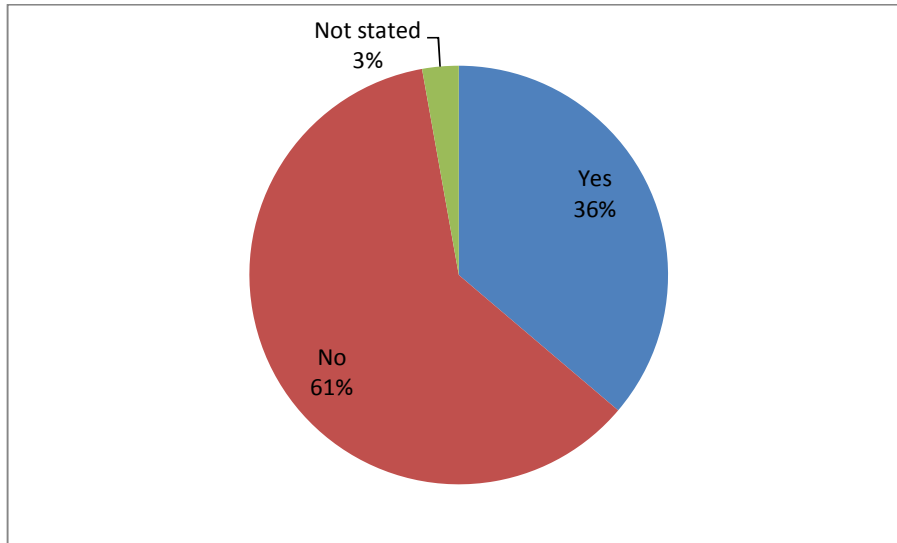


Figure 50 Percentage of International Visitors who visited island destinations similar to Maldives

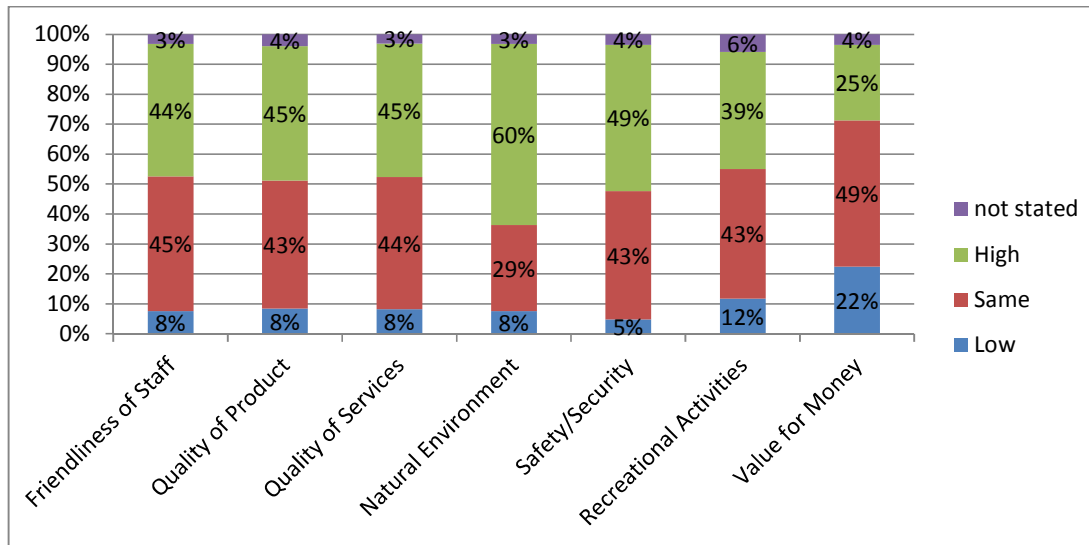


Figure 51: Rating of the Maldives compared to similar destinations

From the 36% international visitors who have visited similar destination, most (60%) rated the natural environment of Maldives better than other similar destinations (Figure 51).

Quality of product (45%), quality of services (45%) and safety/security (43%) are rated better in Maldives in comparison to similar destinations.

Lower rating is given for Maldives by most visitors compared to other similar destinations for friendliness of staff (44%) and recreational activities (29%).

About 49% consider that value for money of their experience in Maldives is similar to other destinations while 25% rated as better. Value for money of the holiday is considered the weakest aspect (22%) of the Maldives in comparison to other similar destinations.

2.8.3 Intention to Visit Again

Of the international visitors, 93% are very happy with their holiday experience in the Maldives and 88% of them expressed their intention to visit again (Figure 52).

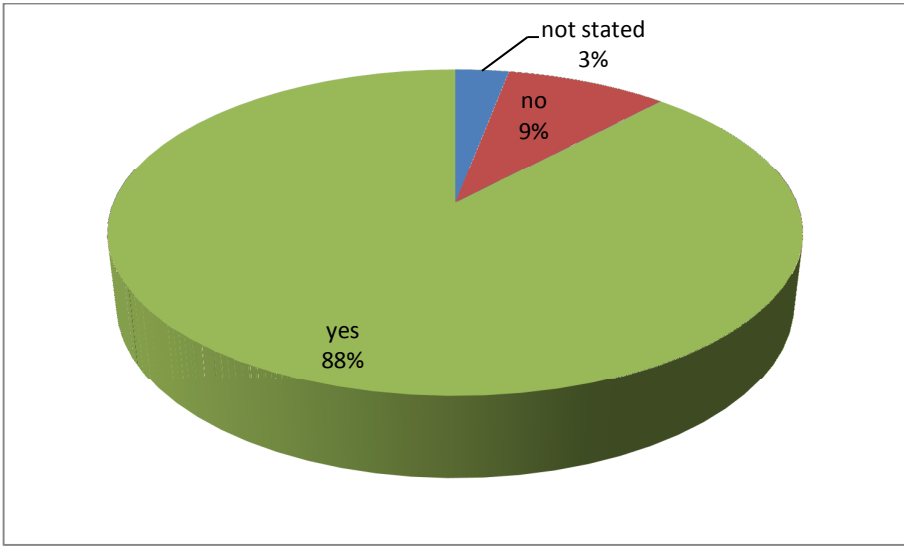


Figure 52: Intention to visit the Maldives again

Of the 9% of visitors who stated that they did not intend to visit again, the two main reasons given are: the Maldives being expensive, long distance, crowded place of stay, too much rubbish on the island and their desire to see new places.

Figure 53 shows intention to visit the Maldives again by the top ten nationalities.

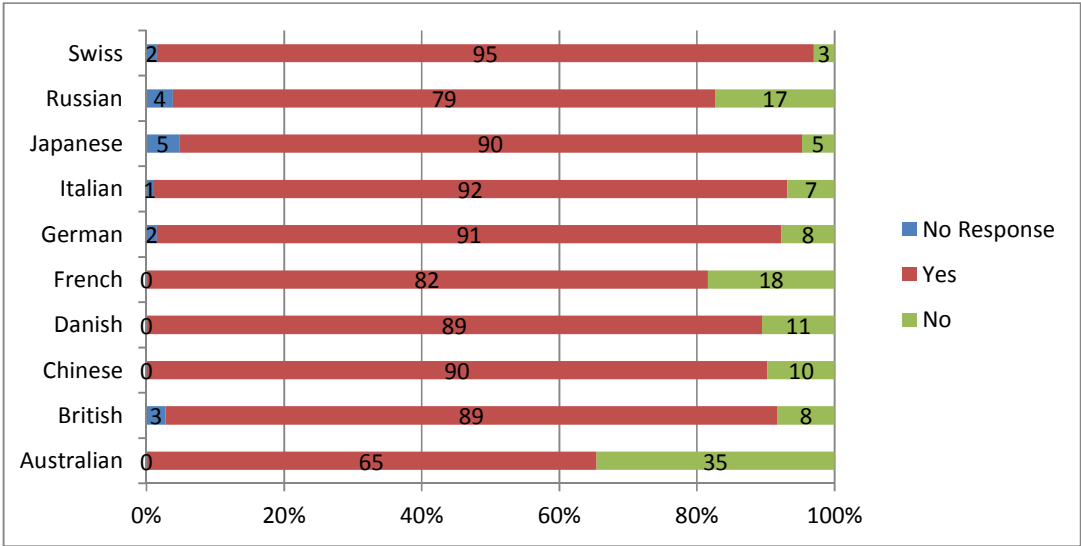


Figure 53: Intention to visit the Maldives again by top ten nationalities

2.8.4 Intention to Recommend the Maldives to Others

Of the international visitors, 95% stated that they would recommend the Maldives to others as a holiday destination (Figure 54). Of the remaining 5%, only 2% stated as they will not recommend Maldives to others. Three per cent did not state an answer.

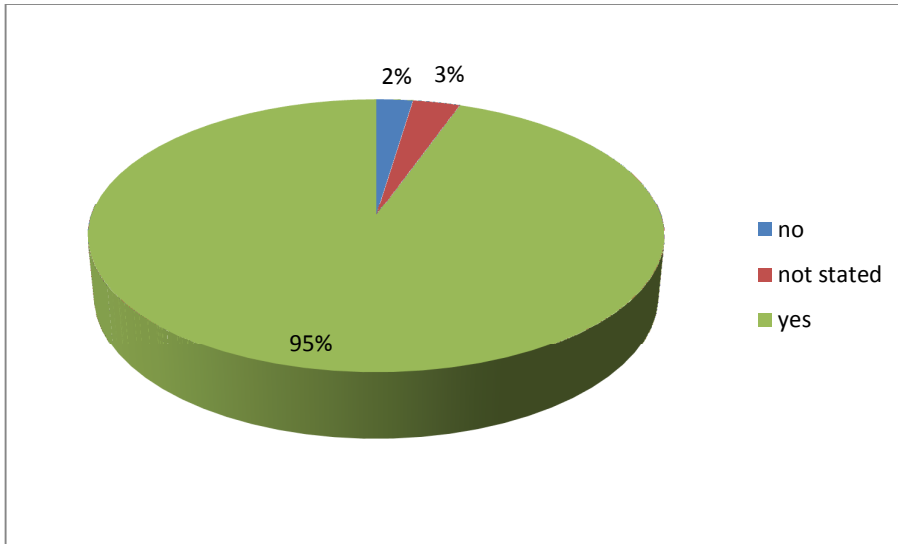


Figure 54: Number of visitors who will recommend the Maldives to others as a holiday destination

Figure 55 shows the proportion of visitors of the top ten nationalities who would recommend the Maldives to other as holiday destination.

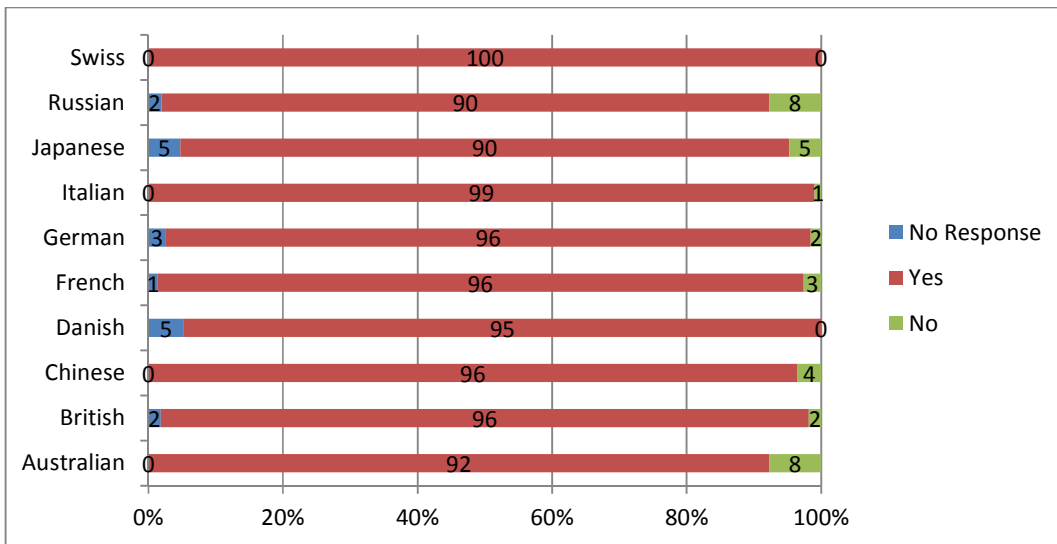


Figure 55: Visitors of top ten nationalities who will recommend the Maldives to others as a holiday destination

3 METHODOLOGY

The questionnaire for the Maldives Visitor Survey undertaken in October 2012 was prepared based on the questionnaire for the survey conducted in 2010. Consultations were undertaken with Ministry of Tourism in the preparation and finalization of the questionnaire. The questionnaire consisted of three sections and 29 questions in total.

A letter was provided by Ministry of Tourism to accompany the questionnaire explaining the purpose of the survey. October 2012 questionnaire did not include an incentive to participate or complete the questionnaire.

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

Total required number of questionnaires for distribution was 1,500.

Sample size for each language was decided based on the top ten nationalities of 2011 arrivals. Derivation of sample size is given in Table 1. Based on the top ten nationalities, the targeted distribution was 1,800.

Table 1 Derivation of sample size

Nationality	Arrivals	Sample size by nationality	Language relevant to nationality	Survey language	Sample size by language
China	198,655	200	Chinese	Chinese	200
United Kingdom	104,508	200	English	English	450
Germany	90,517	200	German	German	250
Italy	83,088	200	Italian	Italian	250
Russia	63,936	200	Russian	Russian	200
France	59,694	100	French	French	250
Japan	35,782	100	Japanese	Japanese	200
Switzerland	32,504	100	French, Italian, German, English		
India	30,978	100	English		
Korea	25,285	100	English		

The questionnaires were colour-coded depending on availability of coloured paper in required number as follows: English (white), Italian (yellow), German (pink), French (blue), Japanese (pink), Chinese (blue) and Russian (green).

Approval of Department of National Planning was sought to carry out the survey by Ministry of Tourism. The survey was carried out by two team leaders and six enumerators. A one day training was held for the enumerators prior to the commencement of the survey. Each questionnaire was given designed to have three serial numbers: a number prior to the commencement of the survey, a number upon collection of the questionnaire after the survey and a number for the purpose of data entry.

The survey was conducted for a period of one week between 14 and 28 October at Ibrahim Nasir International Airport. By the end of the survey period the number of questionnaires distributed was 1,118. Therefore, the survey was conducted for three additional days in an attempt to meet the required target distribution of 1,500. However, respondents to the survey averaged at 50 per day and it was decided to conclude the survey. The dates and hours of surveying were selected based on flights schedule obtained from the airport.

Questionnaires were distributed after Immigration clearance and collected at departure gates. A banner was put up behind the immigration counter informing of the survey that was underway. The collected questionnaires were organized by language and serial number for collection at CDE at the end of each day.

Altogether 1268 questionnaires were distributed and 1,250 were collected. Out of the total number of questionnaires completed, 1171 questionnaires were fit for analysis.

A database was created using Microsoft Access and each completed questionnaire was given a serial number for data entry purposes. A two-hour training was conducted on data entry for the staff. Data entry was done in November. Data analysis was undertaken using Statistical Package for the Social Sciences (SPSS).