

Tourism Update

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BRIEF ANALYSYS ON THE TOURISM INDICATORS

END MARCH 2016



STATISTICS & RESEARCH SECTION

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Quarterly Tourism Update- First Quarter 2016

Major indicators

First quarter of the year ended with a boost in arrivals with 179,943 arrivals which is a growth of 8.3% compared to the first quarter. Despite the negative growth by China, arrivals seem to increase due to the increase in European arrivals during this quarter.

In terms of new developments during this quarter, Furaveri Island resort & Spa came into operation with 130 beds in the month of January. In addition to this new product, Eriyadhu Island resort, Kuredhu Island resort, Robinson club Maldives and Atmosphere at Helengeli Island increased their bed capacity with 104 beds in total. Guest house beds increased from 1178 to 1314 while no new hotels came into operation in this quarter.

With the opening of these new properties, the registered number of establishments in the Maldives reached 641 with 34,708 beds. Within these registered properties, on average 293 facilities with 28411 beds were operational upto the first quarter of 2016. These includes 109 resorts with 24,049 beds, 13 hotels with 1443 beds, 86 Guest houses with 1314 beds and 86 Safari vessels with 1604 beds.

The occupancy rate for the quarter was 78.2% which is a decline of (-0.4%) from the same period in 2015. While the average duration of stay of the tourists was 5.8 days, which is a decline from average 6 days as the duration of stay.

Figure: 1: Major indicators at end of March 2016

Major Indicators 2016	Jan - Mar	Total
Arrivals	179,943	179,943
% Change over 2015	8.3	8.3
Bed Nights	1,992,743	1,992,743
% Change over 2015	1.2	1.2
Occupancy Rate	78.2	78.2
% Change over 2015	-0.4	-0.4
Operational Bed Capacity (Avg.)	28,411	28,411
% Change over 2015	1.7	1.7
Average Duration of Stay (Days)	5.8	5.8
% Change over 2015	-0.2	-0.2

Source: Ministry of Tourism

TOURIST ARRIVALS TO THE MALDIVES

Tourist arrivals to the Maldives showed a robust increase during the first quarter of 2016. Visitors were highest during the month of February with 120,468 arrivals with 0.1% increase compared to 2015. Highest growth rate was observed in the month of January with an increase of 11.7% compared to the same period last year.

Despite the decline in the arrivals China and Korea, which contributes to a huge market share, arrivals have increased by the end of this quarter.

Figure 3 shows the top 10 arrivals to the Maldives by the end of the first quarter. Chinese and French market showed negative growths while UK, India and USA showed a significant growth in arrivals.

Figure 2: Tourist Arrivals and growth percentage to the Maldives 2016

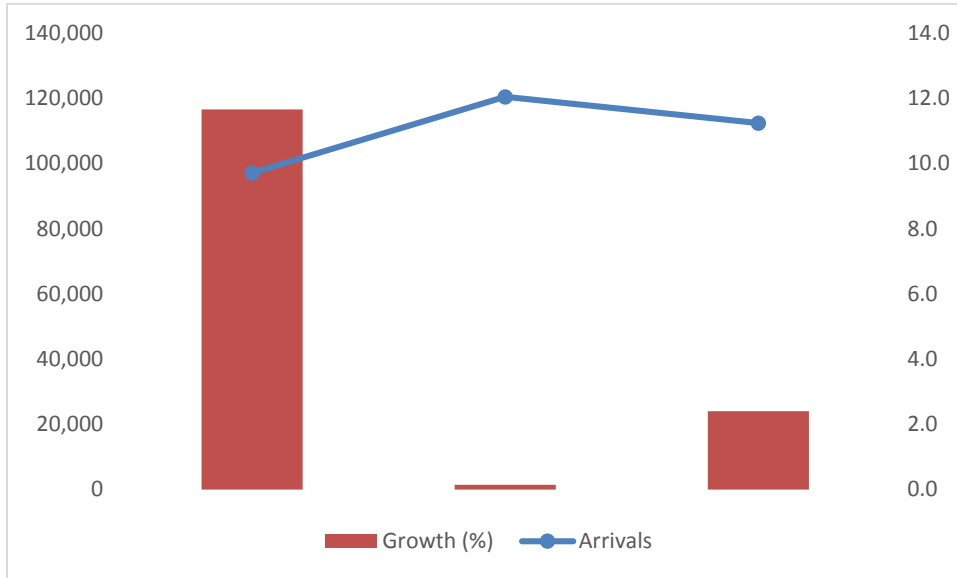
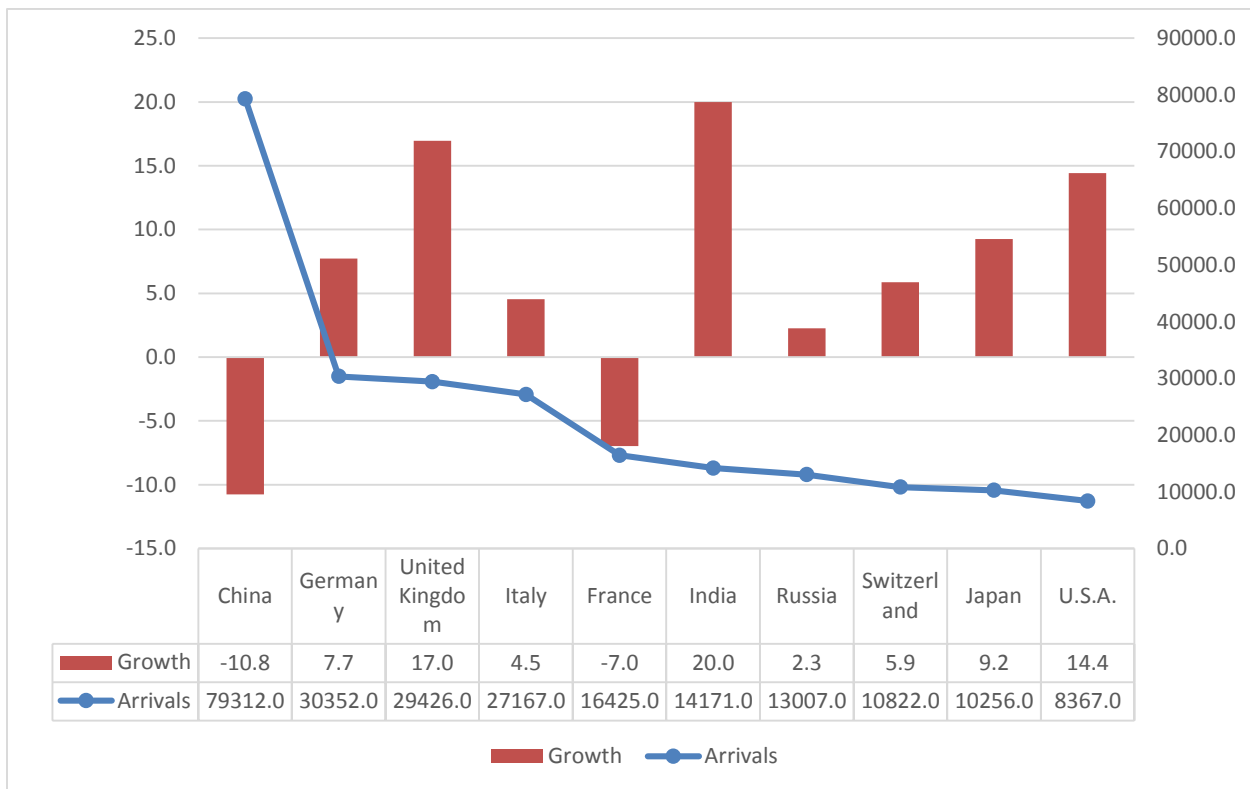


Figure 3: Top 10 markets to the Maldives



MAJOR MARKETS

In terms of Market share, Europe has taken its place to the top by 52% shares in the first quarter of 2016 with arrivals reaching 179,943. The region observed a growth of 8.3% compared to the first quarter in 2015.

Asia and the pacific is the next market generator with 40% shares and received 137,457 tourists which is a decline of -1.5% compared to 2015.

Third leading market region was Americas with 3.8% shares and a growth of 10% compared to the same period last year. Middle East contribute 3.3% of the market share while Africa showed the highest growth of 21% with 0.6% market shares.

Figure 4: Market Share by Regions, 2016

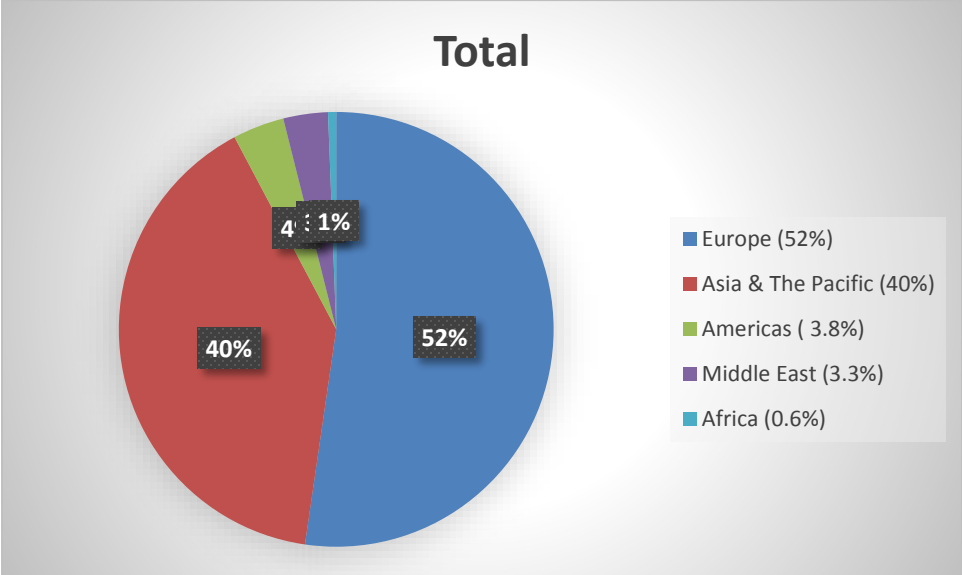


Figure 5: Arrival growth by regions



Figure 5 shows the growth trend of Markets over the period of January - March 2016.

All markets showed an increase in arrivals compared to the same quarter of 2015 in the month of January. However in February Asia and the Pacific showed steep decline of -11.2% compared with 2015. In 2015 this decline was seen during the month of January.

This decline in Asia and the Pacific has continued till March and observed a negative growth of -6.3% in the month of March. Europe, Americas, Africa and Middle East showed positive growths during the month of March.

MAJOR EUROPEAN MARKETS

From the top 10 markets in this region, French and Austrian market showed negative growth rates during this quarter. Compared with 2015, Russian market which had the highest decline has shown a positive growth rate in first quarter of 2015.

The leading market in the region was Germany with a market share of 8.8% of the total arrivals to the Maldives. In the meantime German market has increased its arrival by 7.7% compared with 2015.

Second best market generator in the region was United Kingdom with 8.5% shares and observed a growth of 17% compared with the first quarter of 2015.

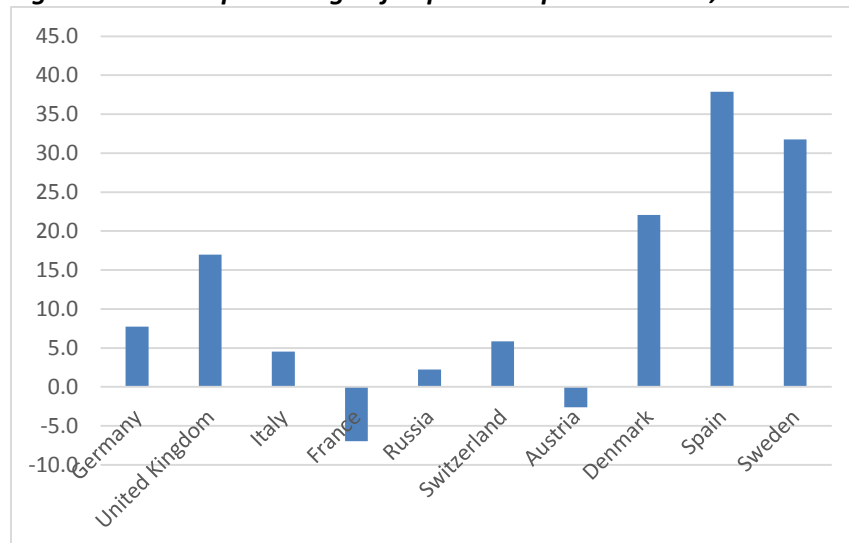
Italian market was the third best in the region with a share of 7.9% of the total arrivals. They also observed an increase of 4.5% compared with last year. Italian market was also the third market generator in the last quarter of 2015.

French market came the fourth in terms of arrivals, however French market has continued its decline since 2015. The negative growth was -7.7% which is smaller than the steep decline which was observed in 2015.

The next best market performer in terms of market share was Russia with 3.8% and a slight growth of 2.3% compared with 2015. Russian market observed a substantial drop in arrivals in 2015, nevertheless it has observed to be growing in 2016. Followed by Russia is Switzerland (3.1%) and Austria (2.1%) market shares.

It was also observed that Denmark, Spain and Sweden had significant growth in arrivals during this quarter.

Figure 6: Growth percentage of Top 10 European Markets, 2016



MAJOR MARKETS FROM ASIA AND THE PACIFIC

Asia and the Pacific is the second market generator to the Maldives with a market share of 40% with 137,457 tourists by the end of March 2016. It also observed a decline of -1.5% of arrivals compared with 2015. This is due to the decline in some of the main markets in the region like China and Korea.

In this region, China has remained as the best market generator in the region as well as the overall number one market generator to the Maldives. However, the Chinese market has been declining over the year and observed a drop of -10% compared to 2015.

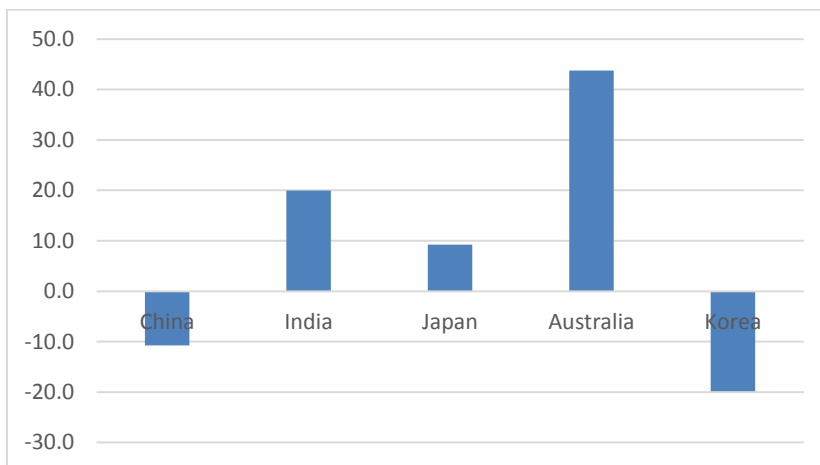
The second largest market to the Maldives within Asia & the Pacific was India with 4.1% market share and observed a growth of 20% in arrivals compared with 2015. The Indian market has been growing significantly over the past 2 years.

Japanese came the third in the region with a market share of 3% and showed a positive growth of 9% in arrivals compared to last year.

Australian market share increased from 1.3% in 2015 to 1.8% in 2016. They are 4th in terms of market share and have observed a substantial growth of 43% in arrivals.

Korean market started to slow down its growth in 2015 and by 2016 it indicated a significant decline of -19% over 2015. Market share also declined from 2.1% in 2015 to 1.6% in 2016.

Figure 7: Market Growth percentage of main markets of Asia & the Pacific, 2016



OTHER MAJOR MARKETS

In the African region, the largest market generator was South Africa with a market share of 0.2% with a growth of 17% compared to the first quarter of last year.

USA stood as the top market among the Americas with a market share of 2.4% and showed a growth of 14% from 2015.

The second best performing market within Americas was Canada with 0.7% market share and a growth of 6.5% in arrivals.

Saudi Arabia contributed 1.5% to the market share of the total arrivals, which is the highest among the Middle Eastern markets. It also showed a growth of 14% in arrivals compare with 2015. Egypt and Qatar indicated substantial growths in arrivals during this quarter compared to last year.

Figure 8: Market Growth percentage of main markets of Africa and Americas, 2016

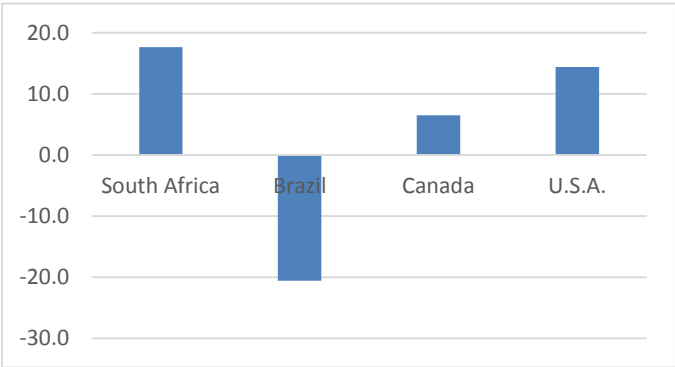
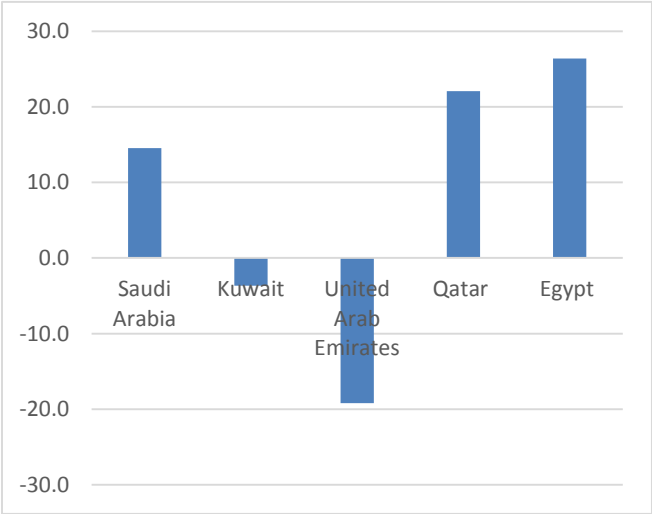


Figure 8: Market Growth percentage of top 5 markets of Middle East, 2016



Trade fairs participated by the end of March 2016

	Name of Fair	City Country	Dates
1	FITUR	Madrid, Spain	20-24 January 2016
2	BOOT	Dusseldorf, Germany	23- 31 January 2016
3	EMITT	Istanbul Turkey	28-31 January 2016
4	FESPO	Zurich, Switzerland	28 -31 January 2016
5	OTM	Mumbai India	18 -20 February 2016
6	ITB	Berlin, Germany	9-13 March 2016
7	MITT	Moscow, Russia	23-26 March 2016