



MALDIVES VISITOR SURVEY

SEPTEMBER 2015



Ministry of Tourism
Republic of Maldives

START READING

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Published by

Ministry of Tourism

Malé, Republic of Maldives

www.tourism.gov.mv



Prepared by

CDE Consulting

Republic of Maldives

www.cde.com.mv



Designed and Illustrated by

ILLUME

www.illumemv.com

Cover Photo

Furaveri Island Resort & Spa

www.furaveri.com

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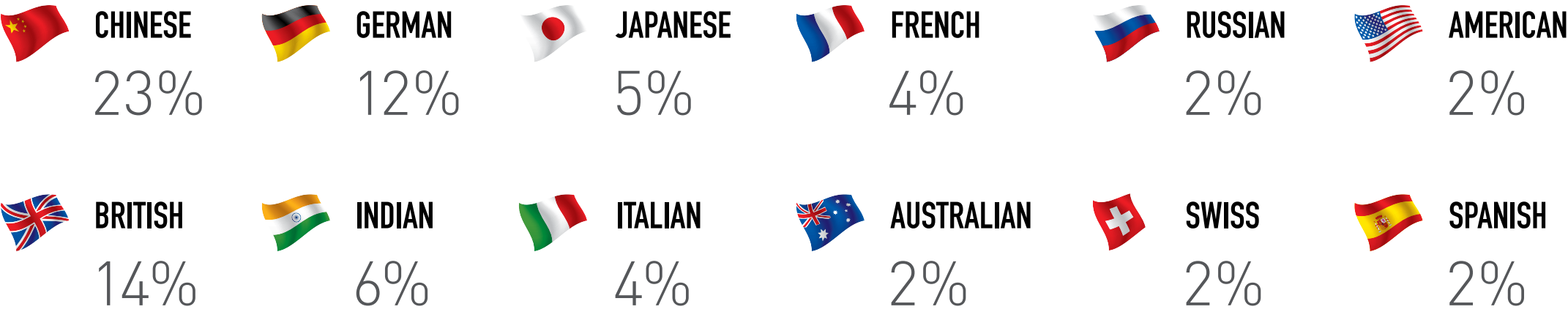
INTRODUCTION

LANGUAGES

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- English
- Italian
- German
- French
- Japanese
- Chinese
- Russian

NATIONALITIES OF SURVEY RESPONDENTS



This is the 11th report in the Maldives Visitor Survey (MVS) series. The Ministry of Tourism is presenting the MVS survey results so that the Maldives tourism industry can better understand the profile of the international visitors to the Maldives and the visitor satisfaction levels.

The 11th report presents the findings of the MVS September 2015. Since 2013 the surveys have been undertaken twice each year for the peak and off-peak season. This survey presents the results of the off-peak survey for 2015. The survey was conducted as an exit survey at the Departure Terminal of the Ibrahim Nasir

International Airport for a period of 14 days between 21 September and 4 October 2015.

The MVS questionnaire was distributed in English, Italian, German, French, Japanese, Chinese and Russian. The nationalities of survey respondents are: Chinese (23%), British (14%), German (12%), Indian (6%), Japanese (5%), Italian (4%), French (4%), Australian (3%), Russian (2%), Swiss (2%), American (2%) and Spanish (2%). Nationals from other countries represented 19% of the survey respondents. The following are the results and key findings of MVS September 2015.

02

SUMMARY OF KEY FINDINGS

1. Beach is the main motivator for travel to the Maldives.

2. Coral reefs, marine life and small island beauty are also important motivators for visitors to the Maldives.

3. 34% of visitors to the Maldives in September 2015 identified honeymoon as the main purpose of visit to the Maldives

4. Most international visitors to the Maldives discovered about the Maldives on the Internet.

5. One out of four international visitors to the Maldives referred to 'TripAdvisor'

6. One out of ten international visitors to the Maldives referred to www.visitmaldives.com

7. One out of two international visitors to the Maldives book their holiday through Online Travel Agencies (OTA) websites

8. Booking.com is the most popular OTA used by international visitors for booking their holiday to the Maldives

9. Of the international visitors to the Maldives, 46% booked their trip more than three months in advance

10. International visitors from most European countries book their holiday more than three months prior to travel to the Maldives

11. Most international visitors from Asia book their holiday less than 3 months prior to travel to the Maldives.

12. Of the international visitors to the Maldives in the off-peak season, 56% were between 25 to 34 years of age

13. One out of every five international visitors to the Maldives in the off-peak season was a repeat visitor

14. Repeat visitors are highest amongst visitors from Europe

15. Majority of the international visitors (55%) stayed for 4-7 nights in the Maldives

16. Length of stay is shortest for visitors from China, while German visitors stayed the longest

17. Of the international visitors to the Maldives, 86% travelled with partner or family

18. Over 80% of visitors ranked customs, check-in and immigration services at INIA as very good or excellent

19. Of the international visitors to the Maldives, 47% used speedboat transfer, 37% travelled by seaplanes while 12% took domestic flights to get to their place of stay

20. Majority of the international visitors to the Maldives (44%) had to wait at the airport for less than half an hour to get hotel transfer

21. Waiting time at the airport was highest for visitors travelling via domestic flights

22. Of the international visitors to the Maldives, 79% took less than an hour journey time to reach their place of stay

23. About 87% of visitors ranked 'service' on hotel transfer excellent or very good

24. Majority of the international visitors found the prices of their hotel transfer as value for money

25. Four out of five international visitors (82%) to the Maldives stayed in tourist resorts

26. Of the international visitors who stayed in resorts, 90% travelled with partner or family

27. One out of four visitors who stayed in guesthouses chose the Maldives because of quality of beach

28. The prices charged for Internet in the place of stay are considered 'value for money' or 'cheap' by 69% of the international visitors

29. Of the international visitors to the Maldives, 44% selected all-inclusive meal plans during their stay in the Maldives

30. Quality of dining experience at place of stay in the Maldives is ranked very highly by the international visitors

31. Snorkelling and diving are rated highest amongst the activities enjoyed in the Maldives

32. Of the international visitors to the Maldives, 44% visited a local island during their stay in the Maldives.

33. International visitors to the Maldives rank the beaches, underwater beauty and privacy in the Maldives higher than similar destinations

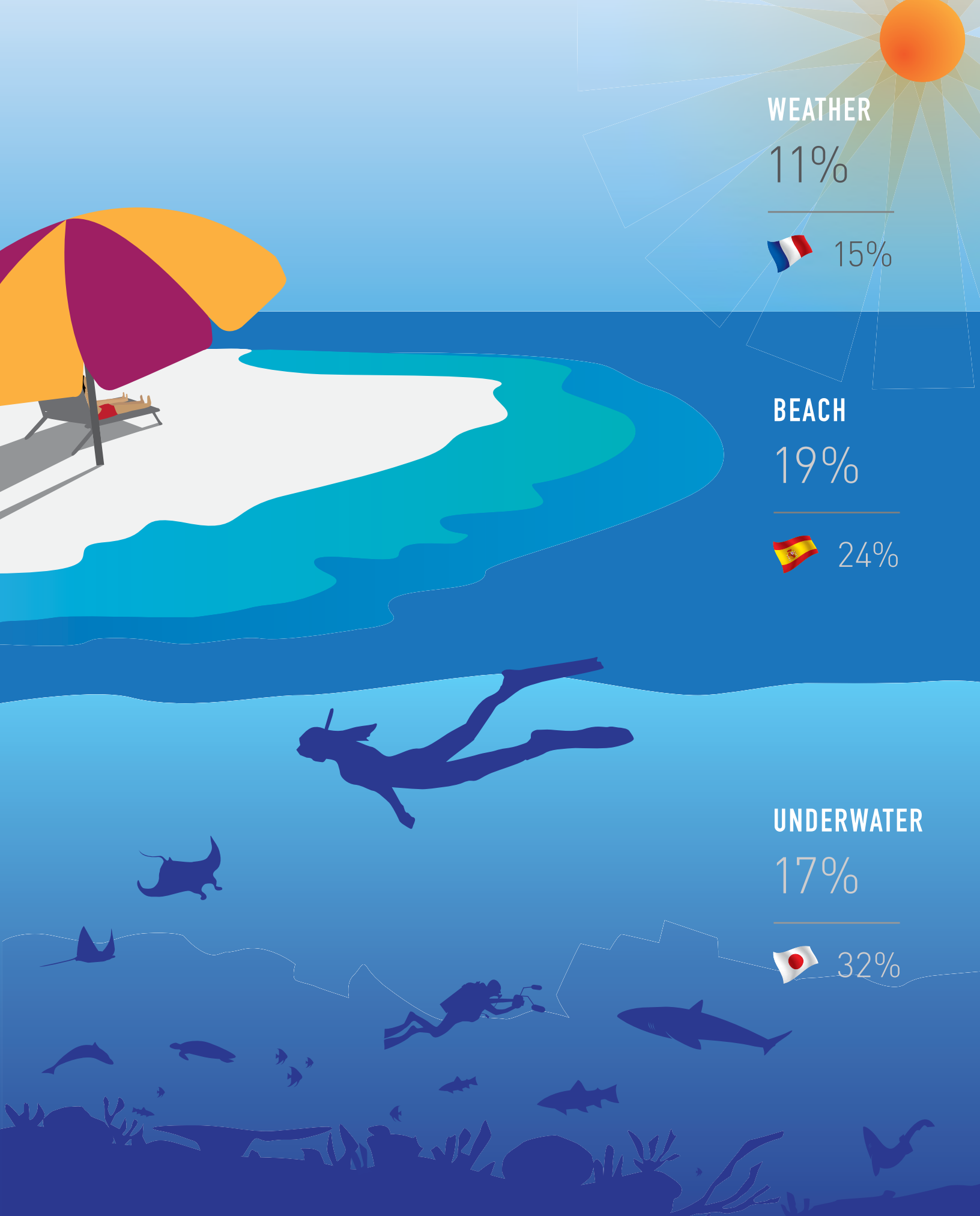
34. Nine out of ten visitors to the Maldives stated that the holiday met their expectations.

35. 92% of visitors stated that they intend to visit the Maldives again.

36. 98% said that they would recommend the Maldives to others as a holiday destination.

03

MOTIVATION



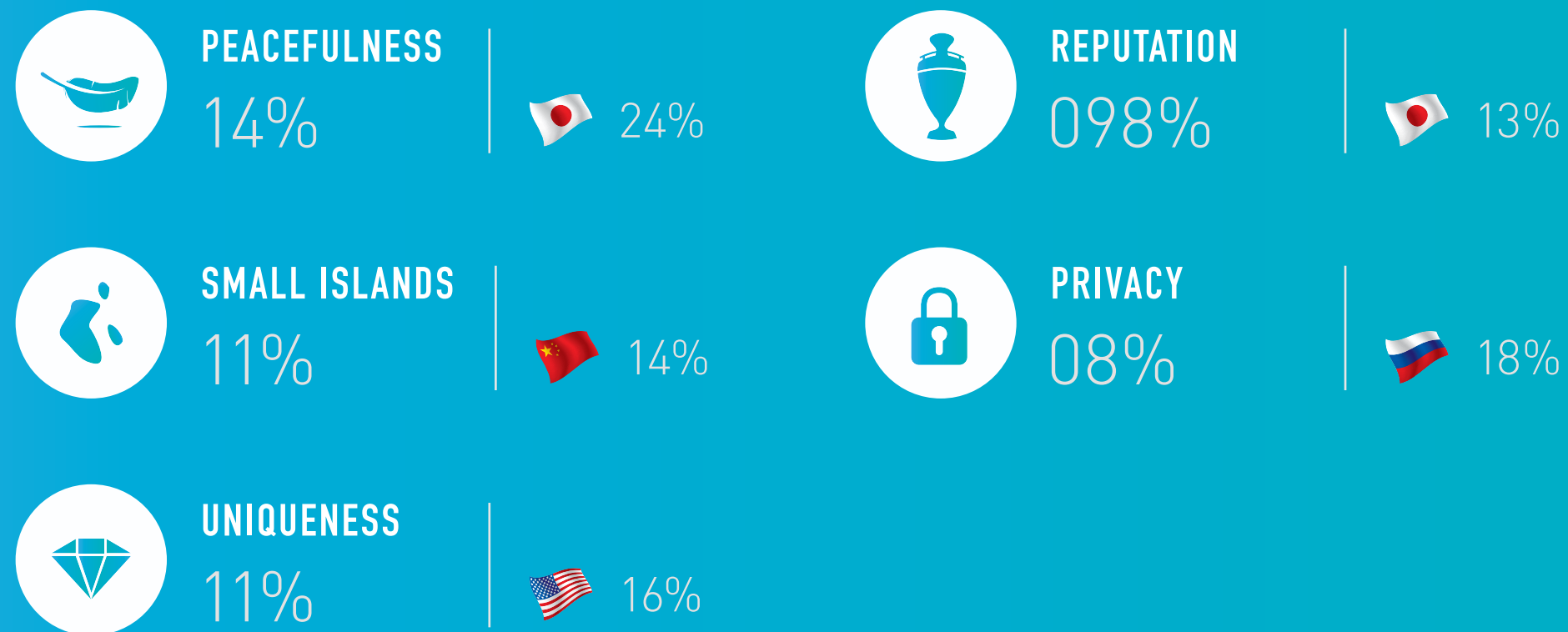
Motivators to Visit

Beach is the main motivator for travel to the Maldives.

Of the international visitors to the Maldives, 19% said they are motivated to visit the Maldives because of its fine beaches. The coral reefs and marine life of the Maldives is an important motivator too, with 17% of visitors stating the underwater beauty motivated them. The other motivators are peacefulness (14%), small islands (11%), weather (11%), and uniqueness (11%).

19%

MOTIVATED BY THE BEACHES OF THE MALDIVES



While all visitors to the Maldives are equally motivated by beach, coral reefs, marine life and beauty of small islands, there are variations in how visitors from different countries appreciate other facets of the Maldives. Japanese visitors show a high preference for peacefulness (24%). Indian visitors are attracted by peacefulness (17%) and uniqueness (12%).

Russian visitors are motivated by privacy (18%) and weather (13%). The French (15%), British (14%) and Swiss (13%) visitors stated weather as an important motivating factor for them. Italian visitors said they are motivated by peacefulness (17%) and uniqueness (12%).

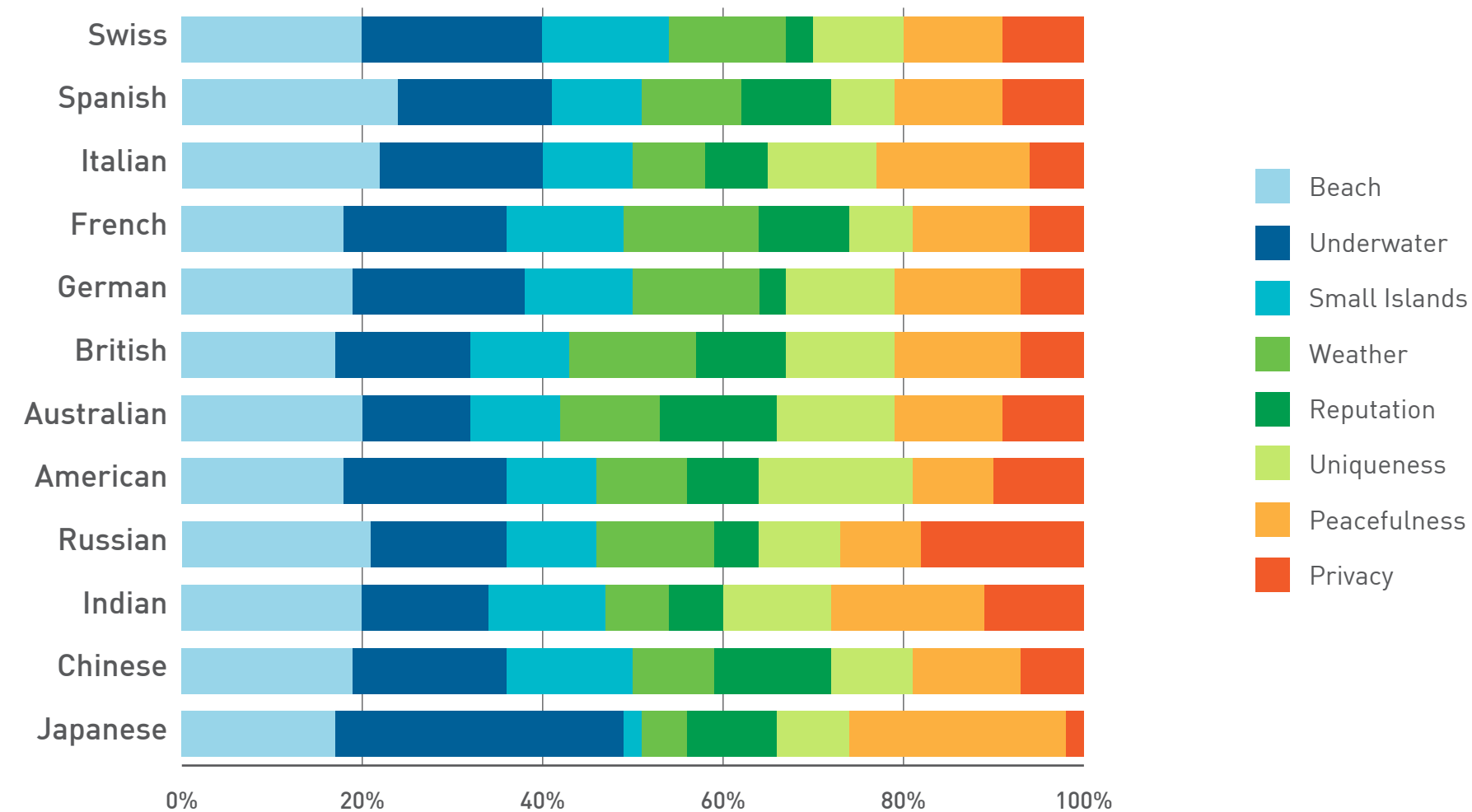


Figure 1. Motivators for choosing the Maldives by nationalities

34%

HONEYMOON

Purpose of Visit

Visitors to the Maldives in September 2015 identified honeymoon (34%) as the main purpose of visit to the Maldives.

The second most popular reason to visit the Maldives is rest and relaxation (32%). Snorkelling (13%), diving (8%), health and wellness (3%), surfing and birthday celebrations are the other important reasons for visiting the Maldives.

Across all nationalities, one out of four visitors travelled to the Maldives for their honeymoon. Of the Indian visitors 54% visited for their honeymoon, while 51% of Australians, 41% of British,



REST & RELAXATION

32%



63%



DIVING

08%



27%



SNORKELLING

13%



25%

and 38% of French visitors stated they visited the Maldives for honeymoon. On the other hand, 63% of Italians, 52% Spanish, 39% of Japanese, and 39% of Russians visited the Maldives for rest and relaxation. Diving and snorkelling were the purpose of visit for 45% of German and 44% of Swiss visitors.

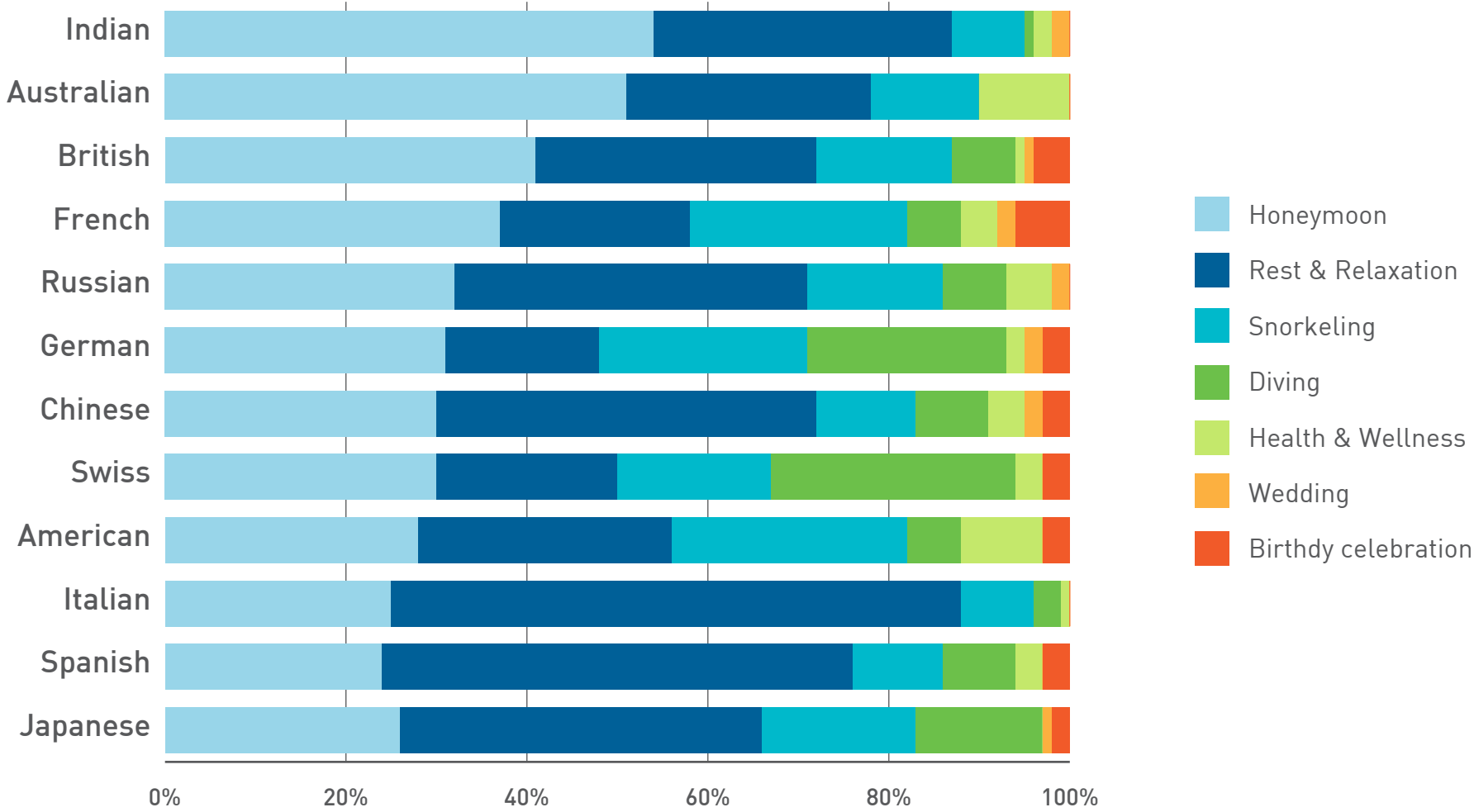


Figure 2. Purpose of visit to the Maldives by nationality

04

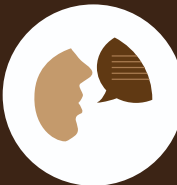
TRIP PLANNING



Source of Information

Most international visitors to the Maldives discovered about the Maldives on the Internet.

Of the international visitors to the Maldives, 28% obtained information about the Maldives via Internet while 25% of the respondents discovered the Maldives through word of mouth and 13% learned through travel agents.



WORD OF MOUTH
25%



41%



MAGAZINES
10%



13%



TRAVEL AGENT
13%



19%



TV
10%



13%

Internet is the main source of information for Americans (44%), Australian (33%), Chinese (30%), and British (29%) visitors.

Indian (41%), Russian (41%), and Spanish (38%) visitors stated word of mouth as the main source of information. Travel agency is an important source of information for visitors from Italy (19%), Germany (18%), Switzerland (18%) and France (16%).

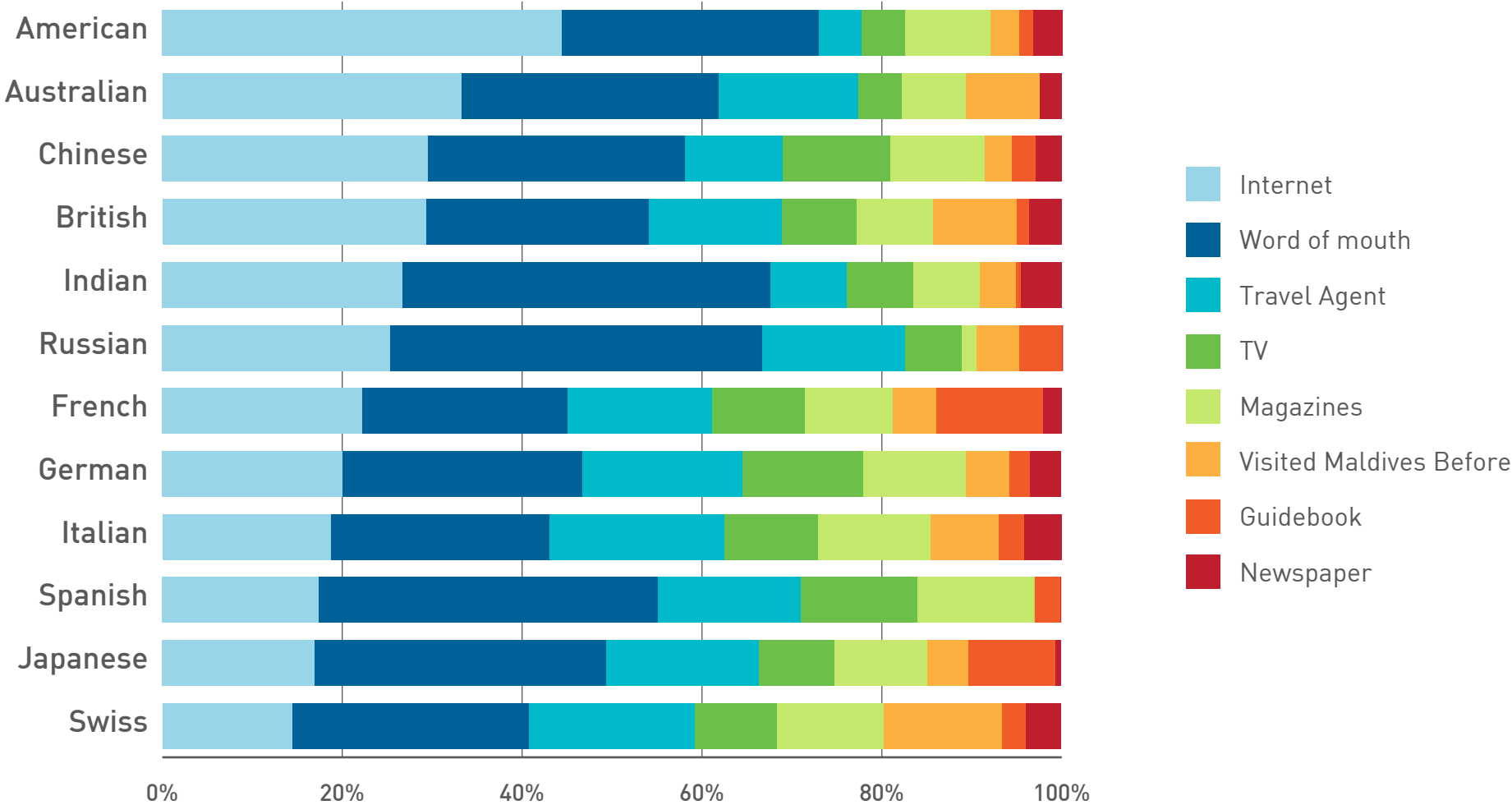


Figure 3. Source of information about Maldives by nationality

VISIT MALDIVES

One out of ten international visitors to the Maldives referred to www.visitmaldives.com.

‘Visit Maldives’ is most popular amongst Chinese (25%), British (19%), and German (10%) visitors.

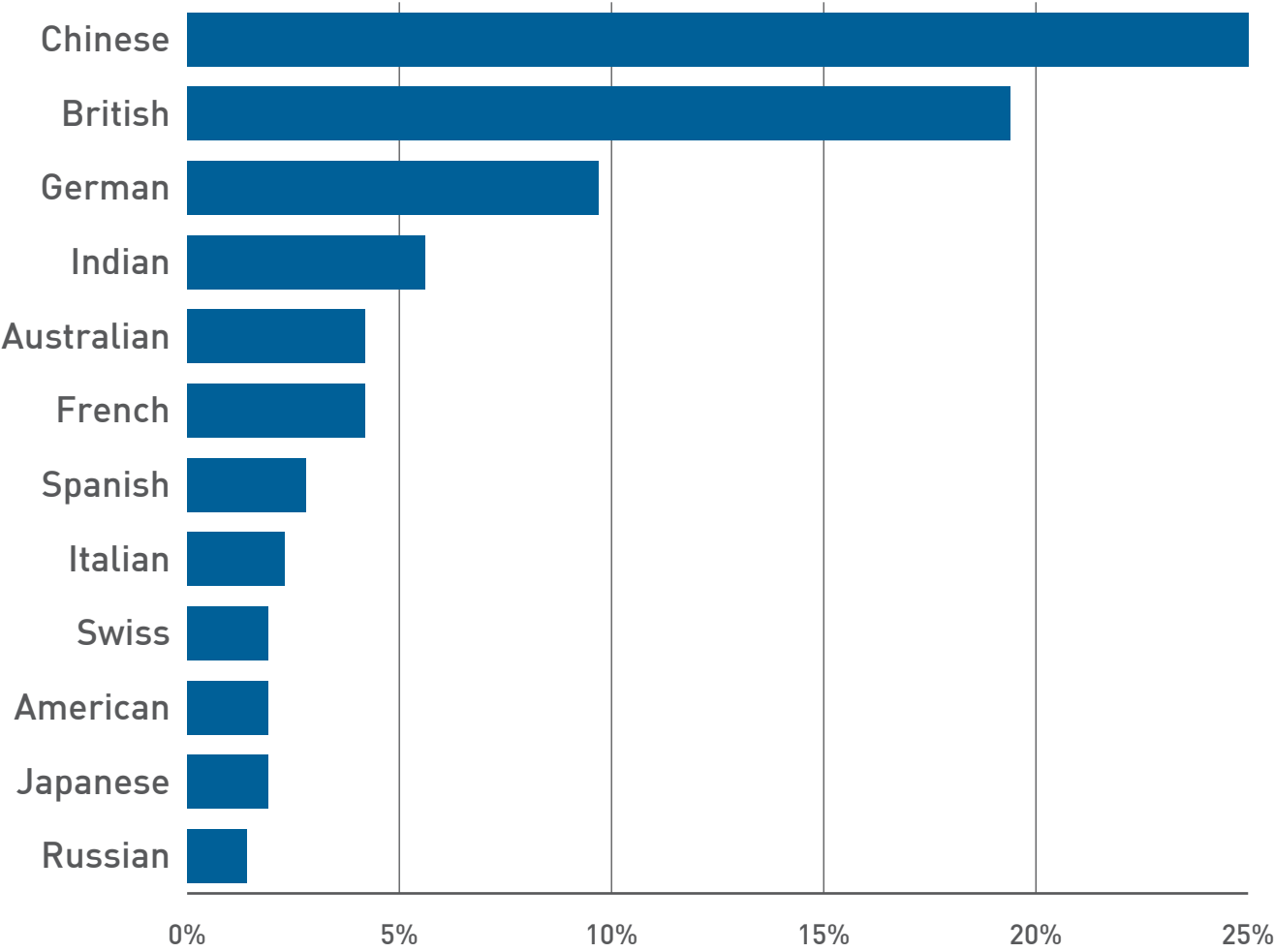


Figure 4. Access to www.visitmaldives.com by nationality of visitors

TRIPADVISOR

One out of four international visitors to the Maldives referred to 'TripAdvisor'.

TripAdvisor is most popular among British (29%), German (9%), and Indian (7%) visitors. The proportion of international visitors to the Maldives who reported they referred to TripAdvisor has fallen from 34% in June 2014 to 25% by September 2015.

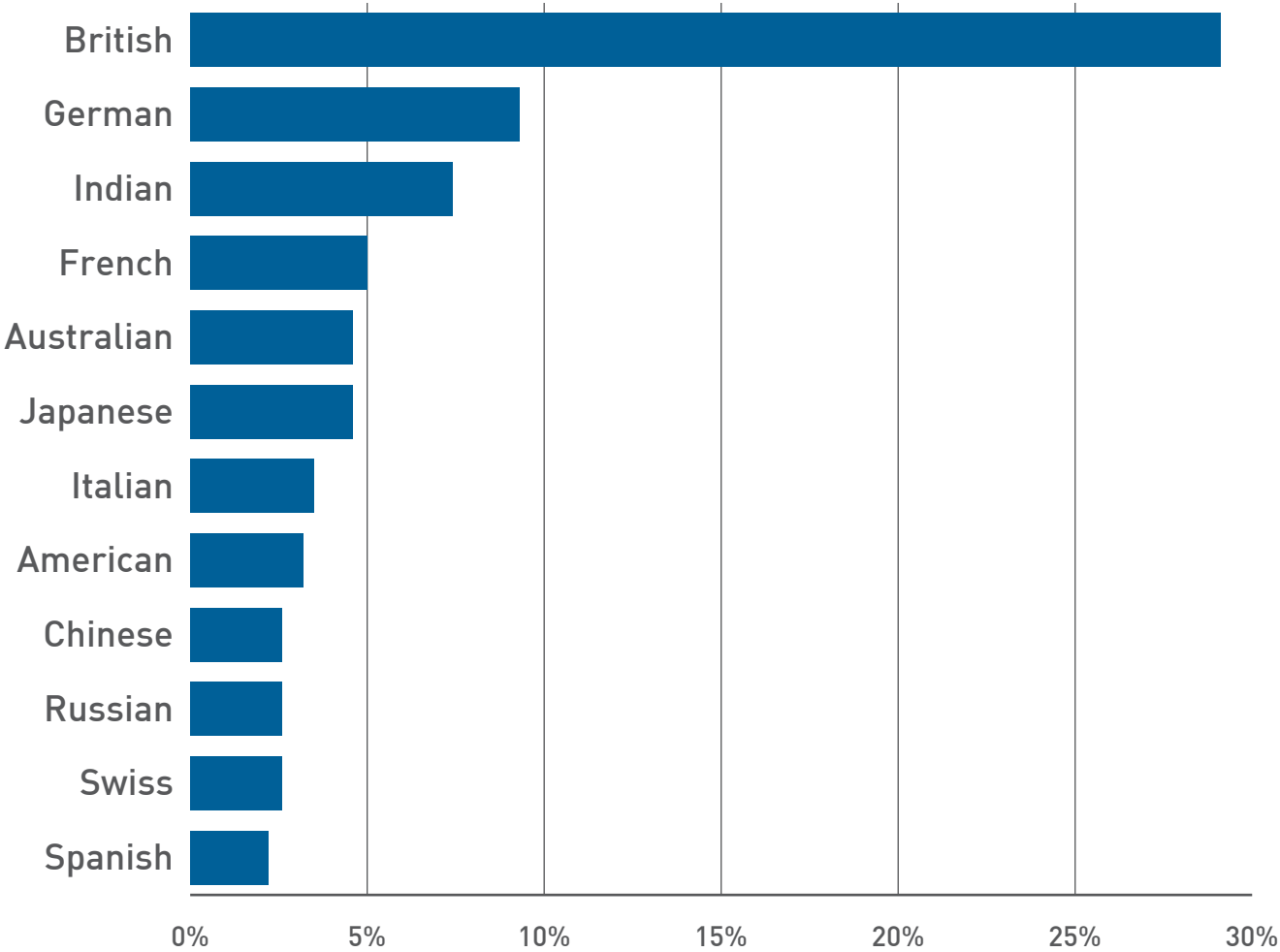
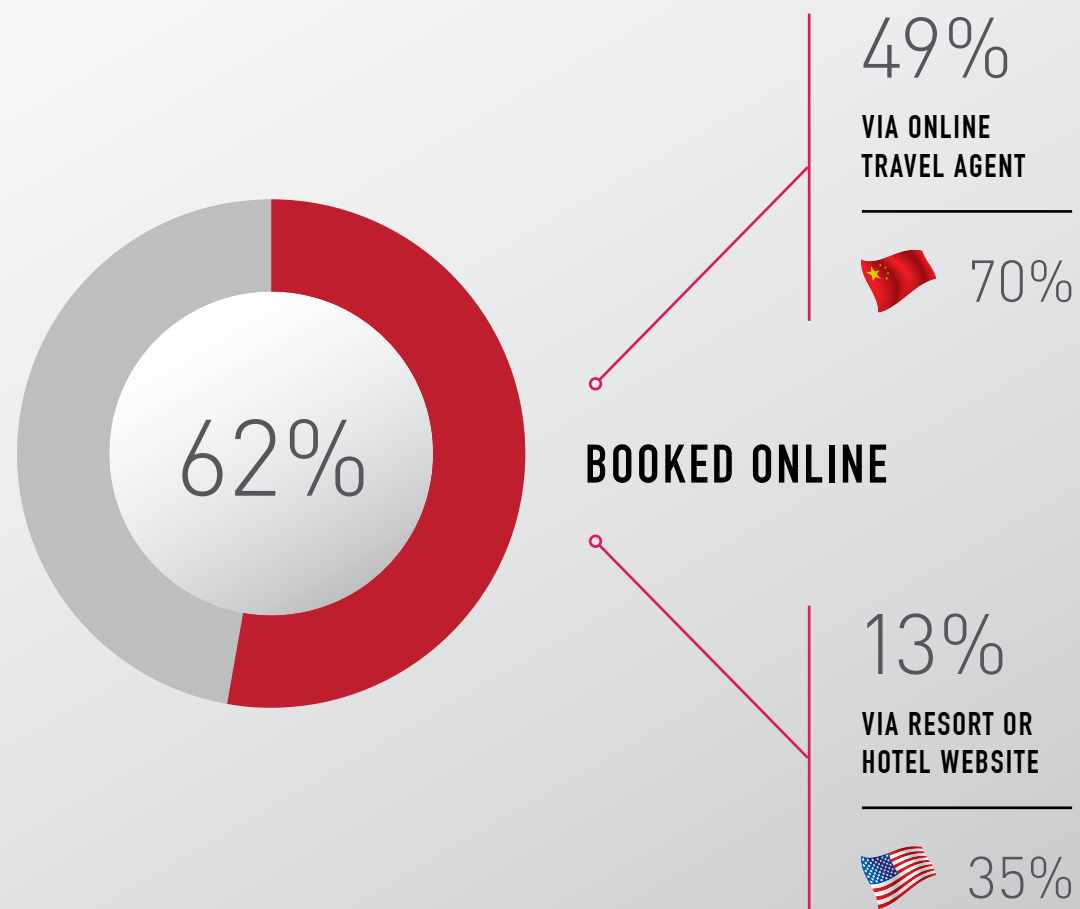


Figure 5. International visitors who referred to TripAdvisor by nationality

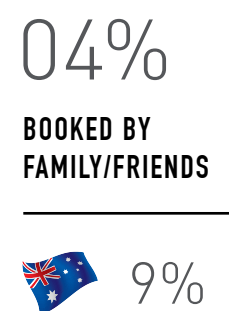


Booking method

One out of two international visitors to the Maldives book their holiday through Online Travel Agencies (OTA) websites.

Of the international visitors, 30% stated that they visited a travel agency to book their trip while 13% booked their trip using the resort or hotel website.

The preferred booking method varies across nationalities. OTA websites are most popular among Chinese (70%), French (53%), and British (53%) visitors. Of the Italian visitors, 74% stated they booked their holiday by visiting a travel agency, while 61% of Swiss, and 60% of German visitors chose to visit a travel agency. One out of three American visitors booked their holidays to the Maldives direct via resort websites.



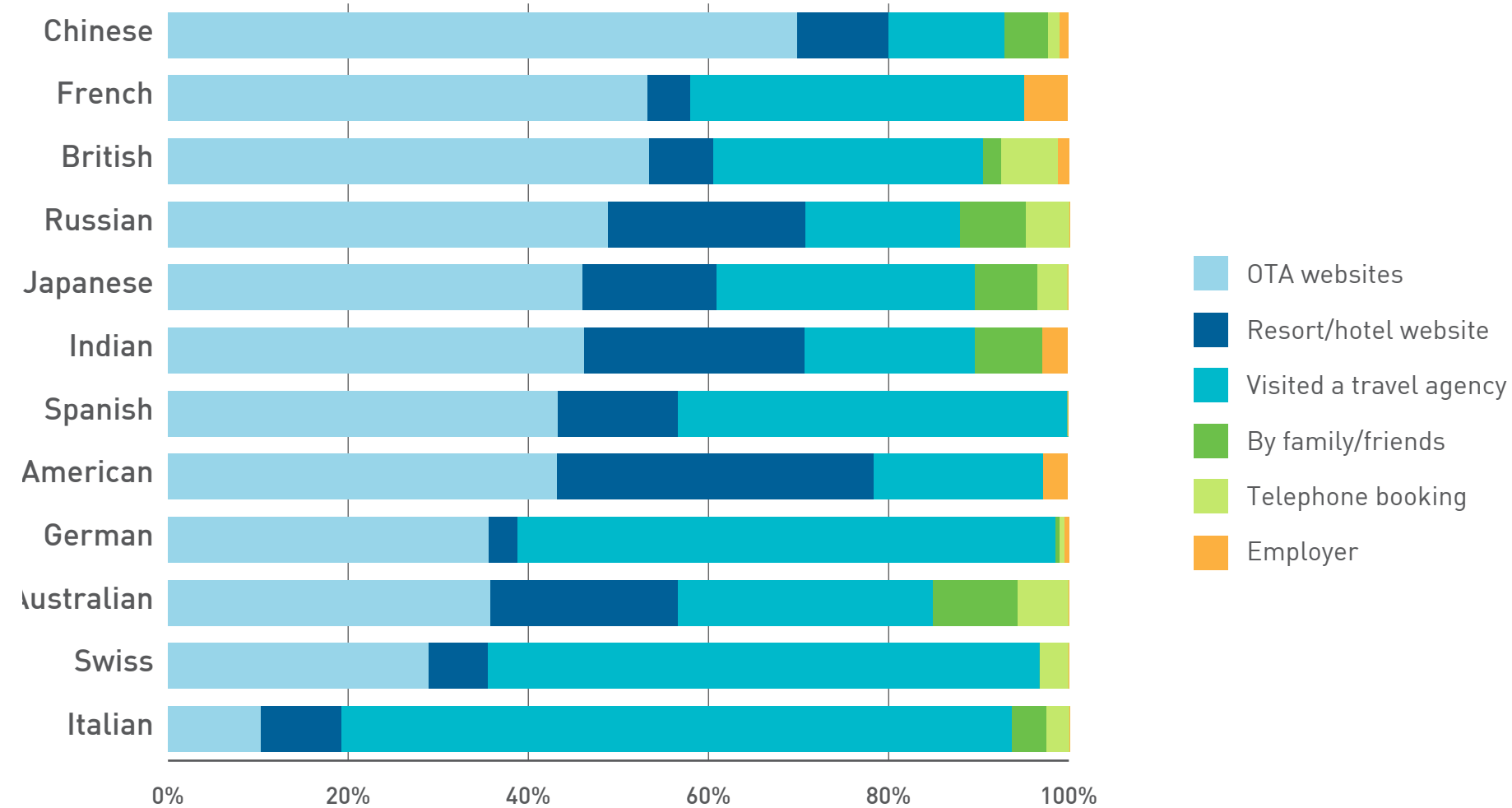


Figure 6. Mode of trip organization used by international visitors by nationalities

OTAs USED FOR BOOKING

Booking.com is the most common OTA used by international visitors for booking their holiday to the Maldives.

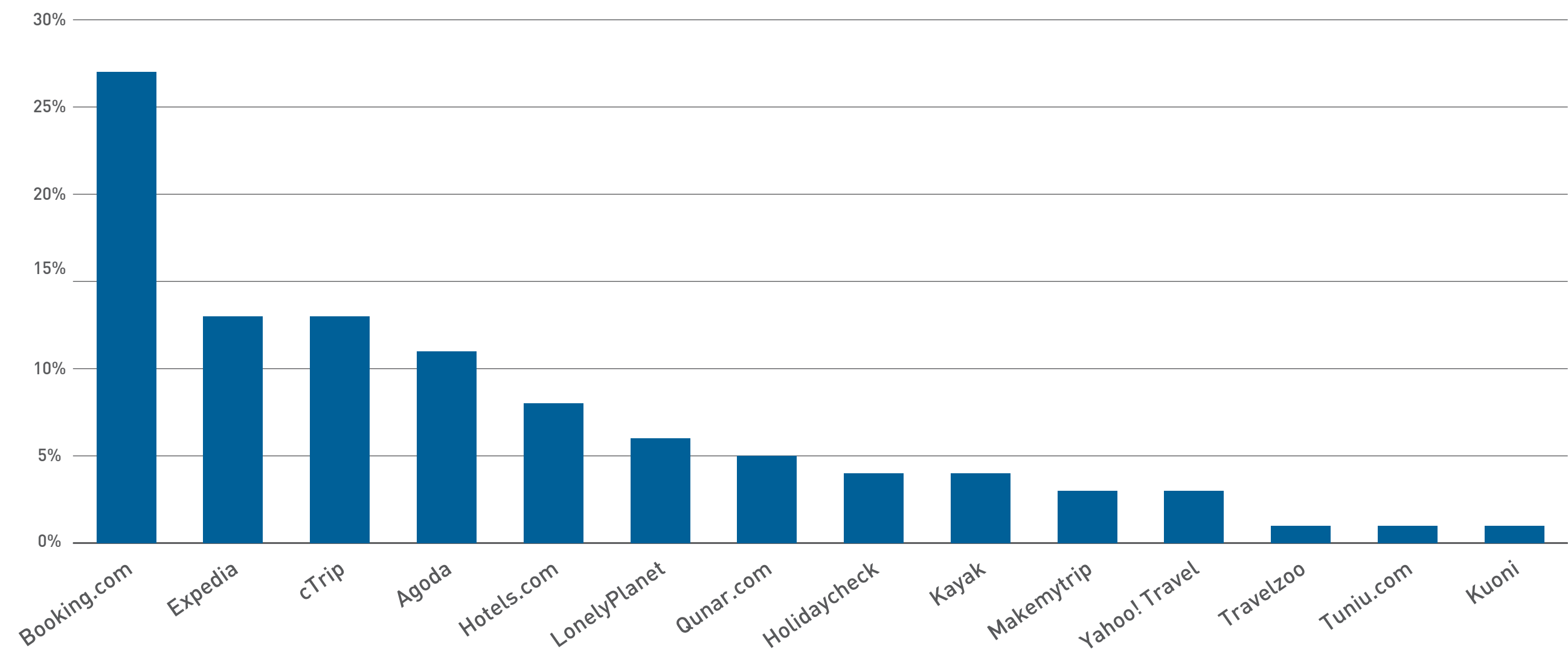


Figure 7. OTAs used to book trip

The next most popular five OTAs are Expedia, CTrip, Agoda, Hotel.com and Lonely Planet. Holidaycheck.com, Kayak and Kuoni are new OTAs identified by international visitors to Maldives in the September 2015 off peak survey.

There is variation in the OTAs preferred by different nationalities.

CTrip and Qunar.com are the most common OTAs used by Chinese visitors who booked via OTAs. Most common OTA used by German visitors to the Maldives are Holidaycheck and Tuniu.com. The preferred OTA of Indian visitors is ‘Makemytrip’. Of the Japanese OTA website users, Expedia, Agoda and ‘Yahoo! Travel’ are most commonly used. Booking.com is the most popular OTA amongst Russian and French visitors who book holidays via OTAs.

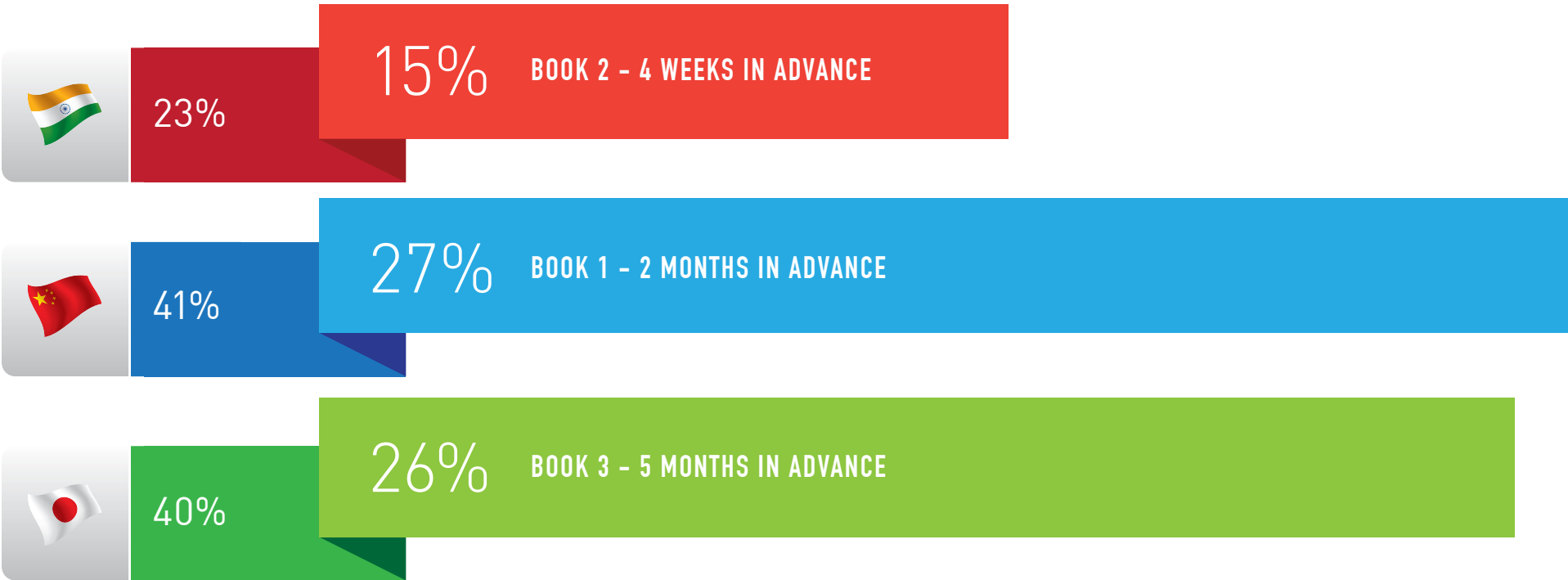
Booking Period

Of the international visitors to the Maldives, 46% booked their trip more than three months in advance.

Of the visitors, 19% booked their holiday to the Maldives six to twelve months in advance while 25% booked three to five months in advance. One out of four visitors booked their holidays one to two months in advance. In contrast, 27% of visitors book their holiday in less than four weeks.

46%

BOOK MORE THAN 3 MONTHS
IN ADVANCE



06%

BOOK LESS THAN A
WEEK IN ADVANCE

India 14%

06%

BOOK 1 WEEK
IN ADVANCE

China 11%

19%

BOOK 6 - 12 MONTHS
IN ADVANCE

Australia 41%

02%

BOOK MORE THAN
1 YEAR IN ADVANCE

USA 05%

International visitors from most European countries book their holiday more than three months prior to travel to the Maldives.

About 38% British, 31% German, 29% Swiss and 28% Italian visitors booked their holiday 6 to 12 months in advance while 38% Italian, 36% French, 32% Swiss, 31% British, and 28% of German visitors booked their holiday to the Maldives three to five months in advance.

Most international visitors from Asia book their holiday less than 3 months prior to travel to the Maldives.

Of Chinese visitors, 82% booked their holiday within two months prior to travel. Similarly, 81% of Indian visitors, booked their holiday within two months prior to travel.

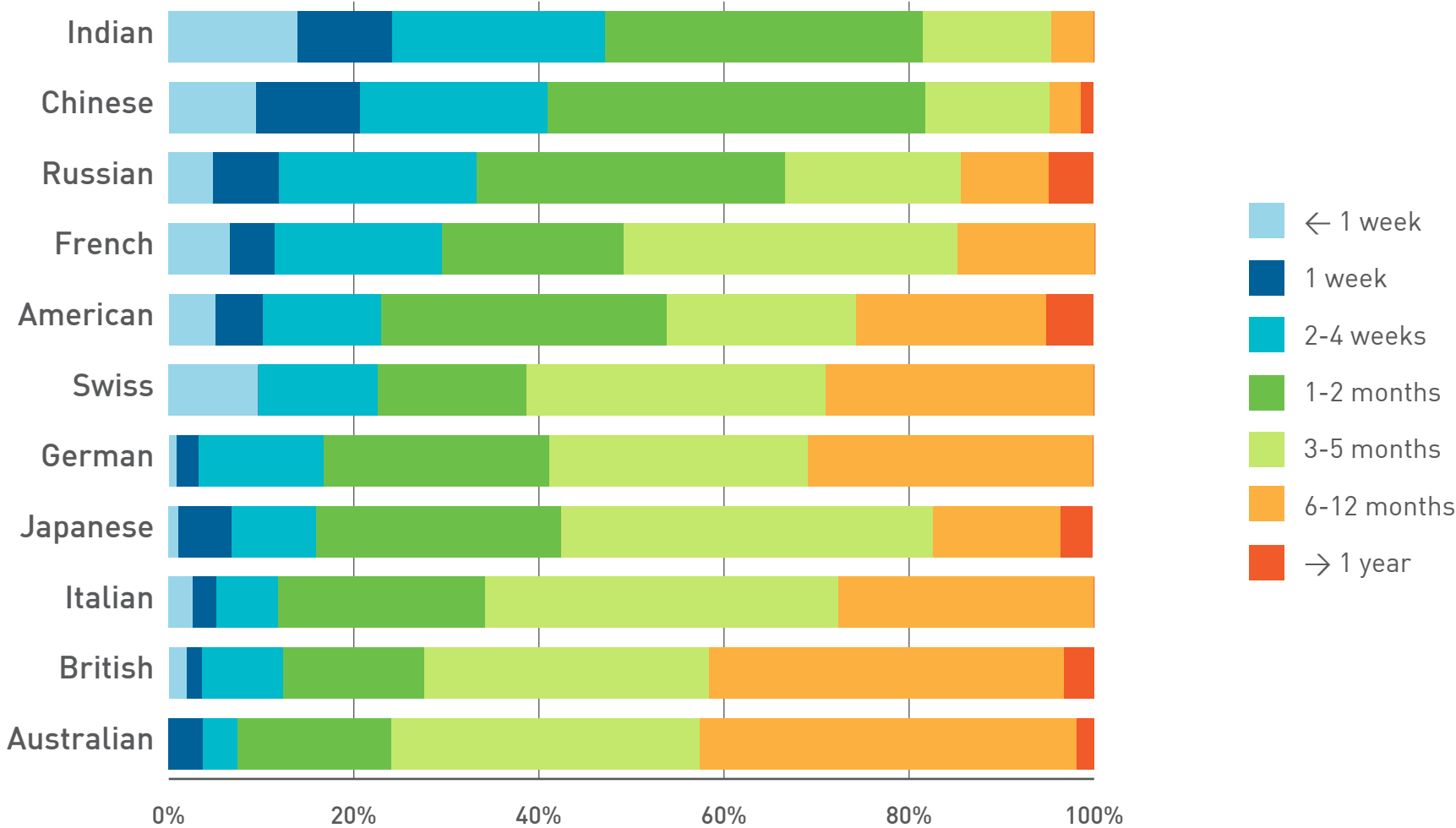


Figure 8. Duration of advance booking of holiday by nationalities

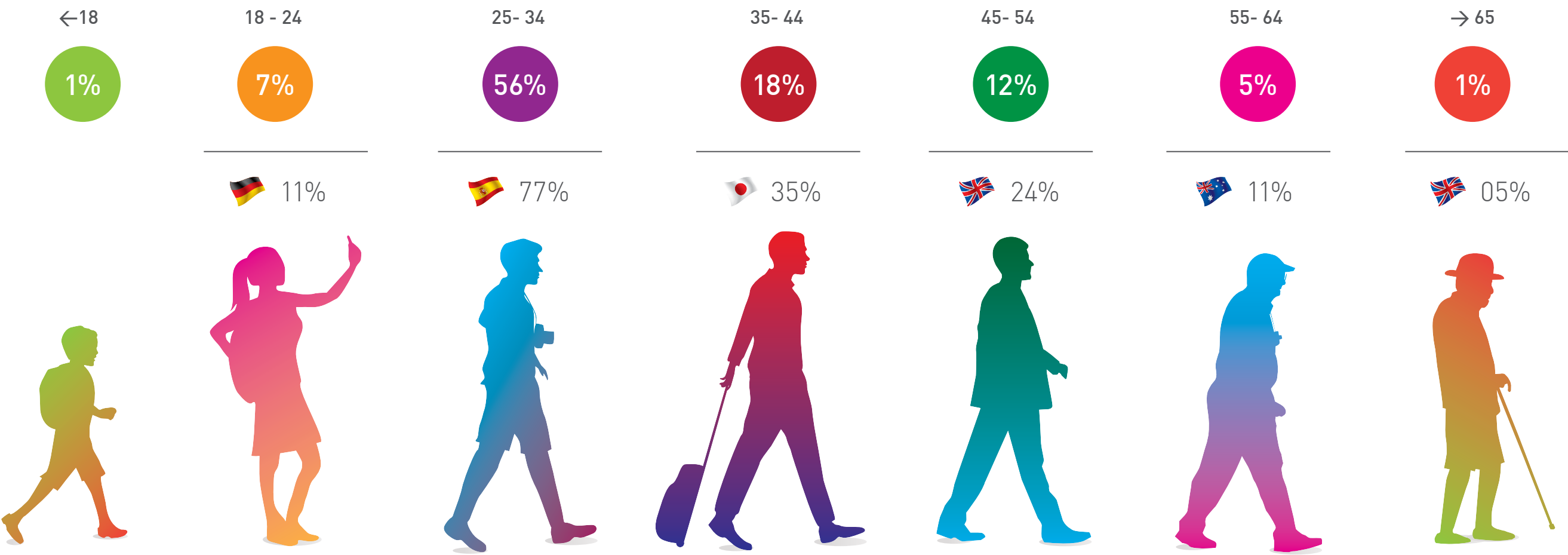
05

VISITOR PROFILE

Age Profile

Of the international visitors to the Maldives in the off-peak season, 56% were between 25 to 34 years of age.

About 18% of international visitors to the Maldives were between 35-44 years of age while 12 % of visitors belonged to the 45- 54 years age group.



Of the visitors from China, 70% are between the ages of 25 to 34 years. Similarly, 62% of the Indian visitors also belong to the 25 to 34 years age group. A high proportion of visitors from Italy (71%) and Russia 70% who visit the Maldives during off-peak season are also between 25 to 34 years of age.

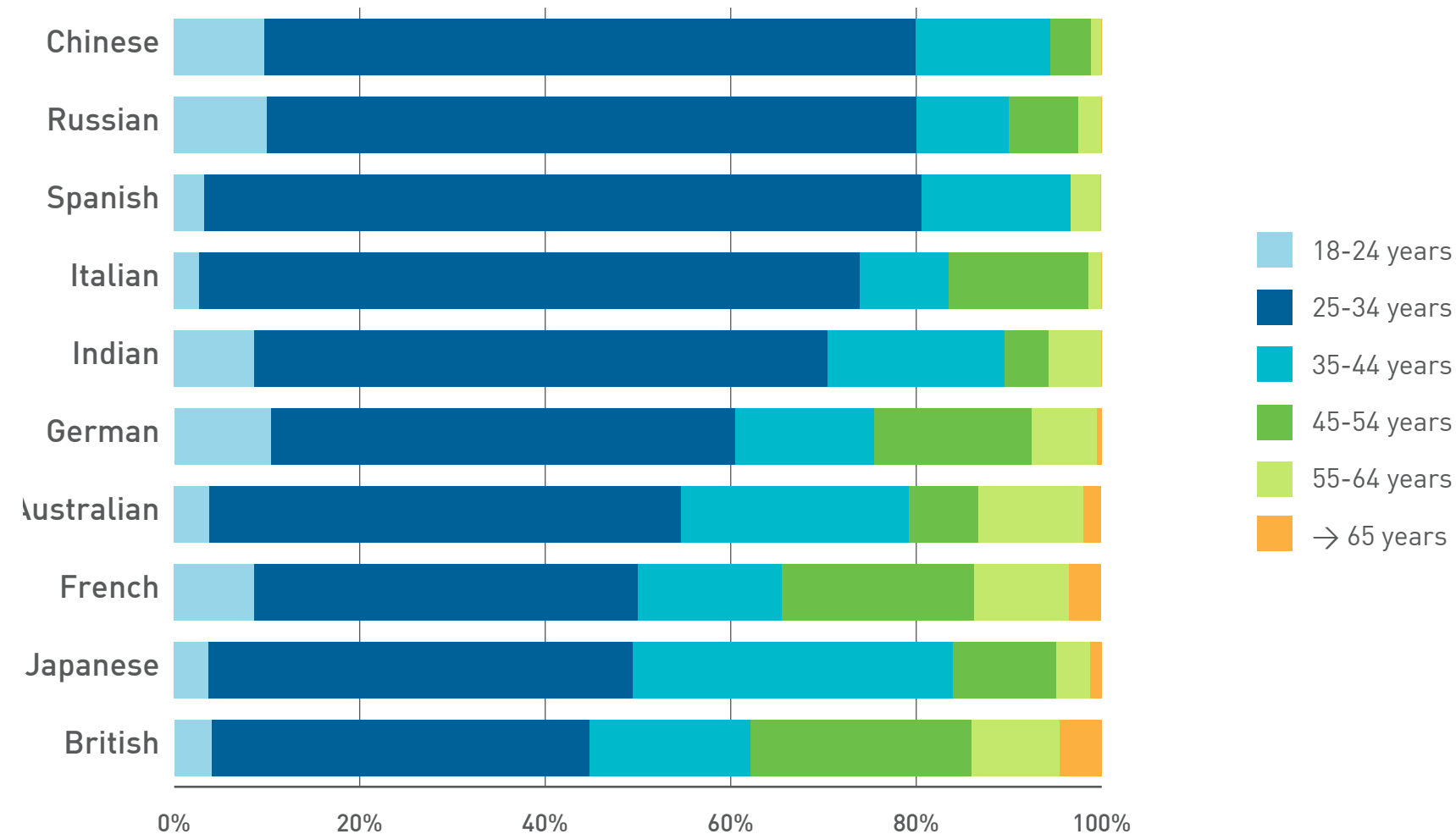
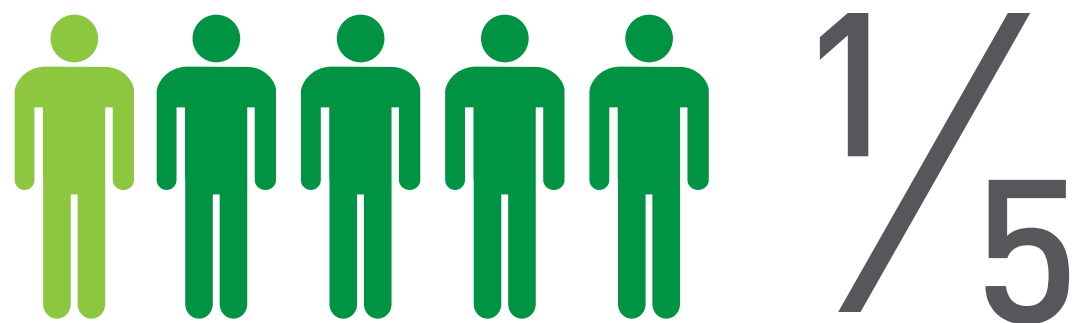


Figure 9. International visitor arrival age groups by nationalities

Repeat visitors

One out of every five international visitors to the Maldives in the off-peak season was a repeat visitor.

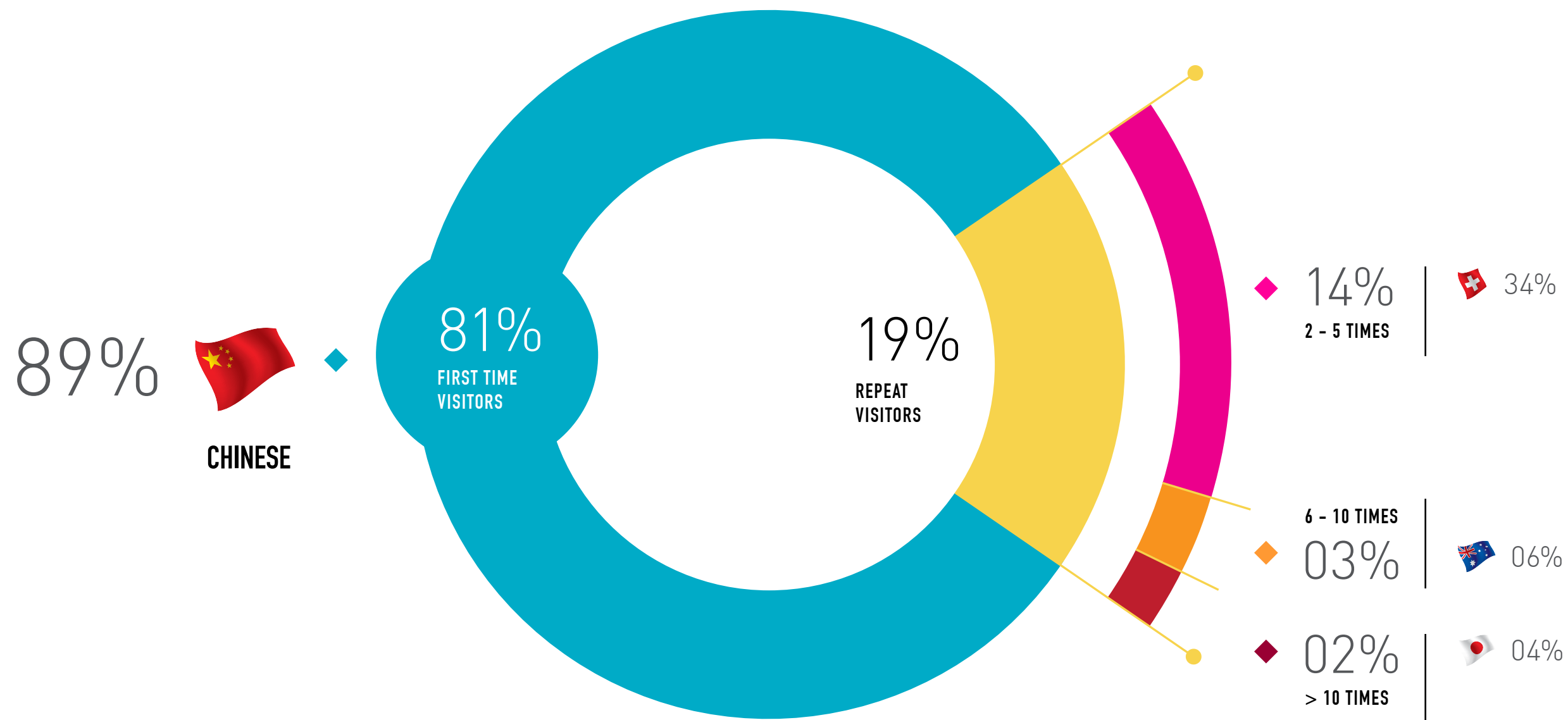
Of the repeat visitors, 14% stated that they have visited the Maldives between two to five times while 3% have visited between 6 to 10 times and 2% have visited more than 10 times.



PERSONS HAVE VISITED THE MALDIVES BEFORE



REPEAT VISITORS



Repeat visitors are highest amongst visitors from Europe. Of the Swiss visitors, 53% are repeat visitors, while 30% of the visitors from Britain have visited the Maldives more than once. About 27% of the visitors from Germany and 25% from Italy have visited the

Maldives repeatedly. It is also noteworthy that 29% of the visitors from Japan and 11% of visitors from China during the September 2015 survey were repeat visitors to the Maldives.

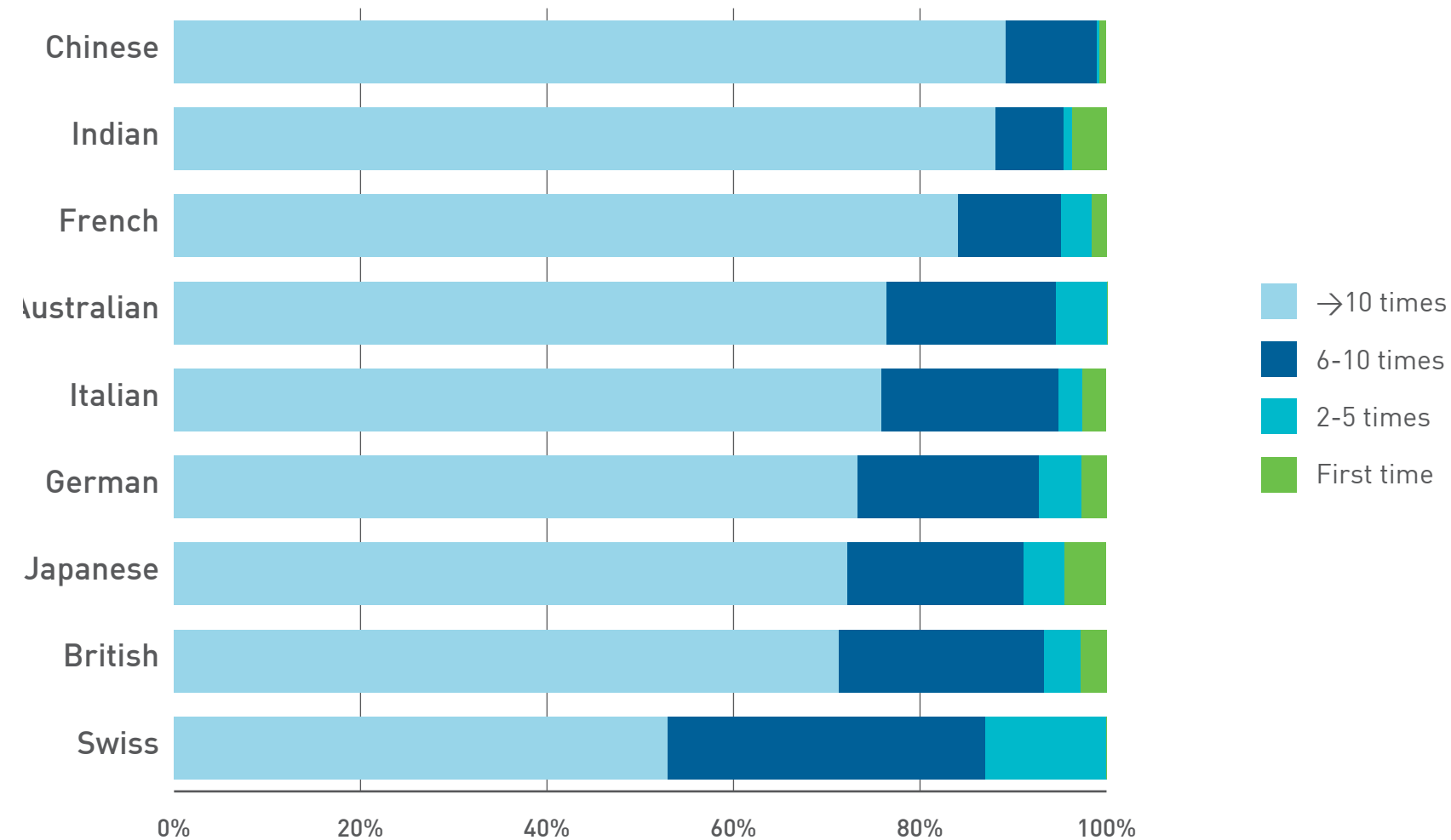
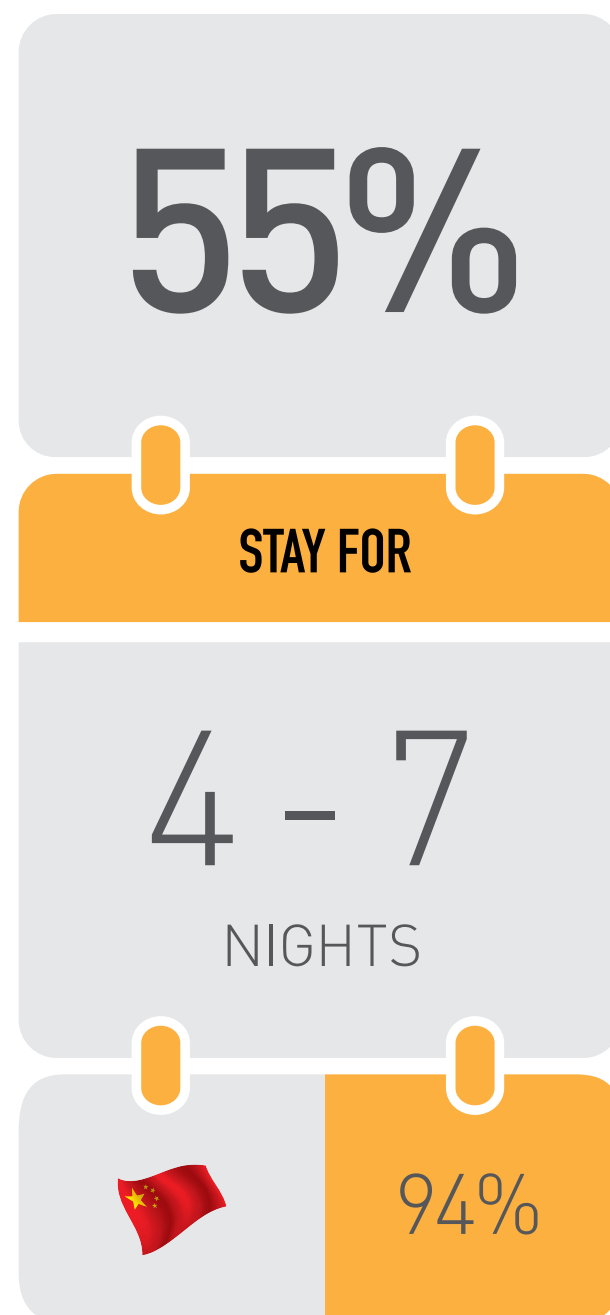


Figure 10. First time visitors and repeat visitors by nationality



STAY FOR 1-3 NIGHTS

12%

 55%

STAY FOR 8-11 NIGHTS

18%

 44%

STAY FOR 12-15 NIGHTS

12%

 30%

Length of Stay

Majority of the international visitors (55%) stayed for 4-7 nights in the Maldives.

Of the visitors to the Maldives, 18% stayed for 8-11 nights while 12% stayed for 12 to 15 nights.

Length of stay is shortest for visitors from China, while German visitors stayed the longest. Of the visitors from China, 94% stayed for 4 to 7 nights and 4% stayed for 1 to 3 nights. In contrast, 81% of German and 58% of British visitors stayed for 8 nights or more in the Maldives.

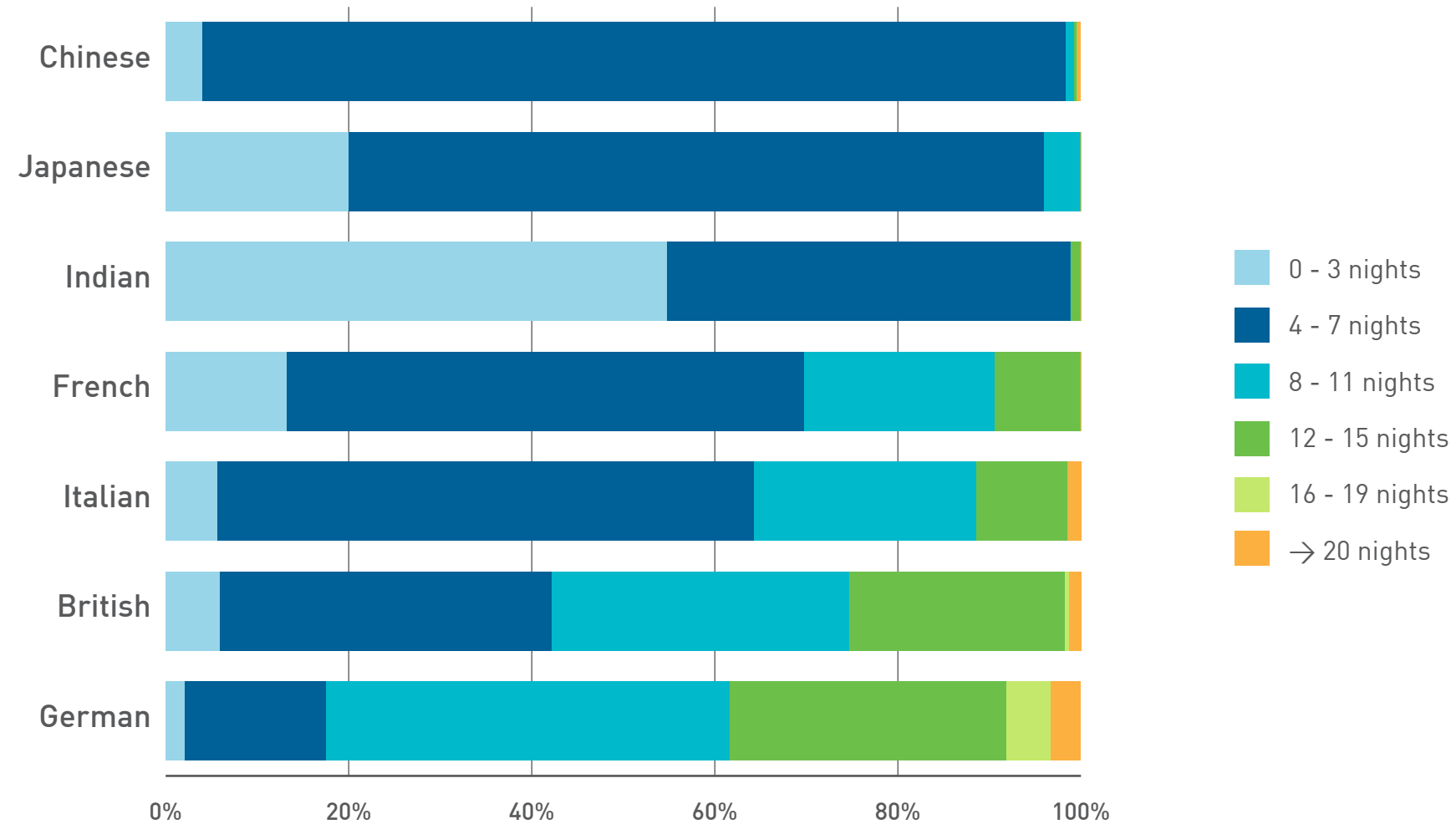


Figure 11. Number of nights spent in the Maldives by nationality

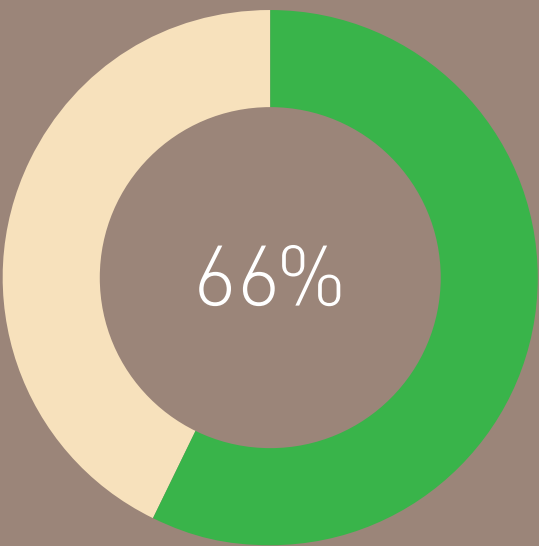
Travel companion

Of the international visitors to the Maldives, 86% travelled with partner or family.

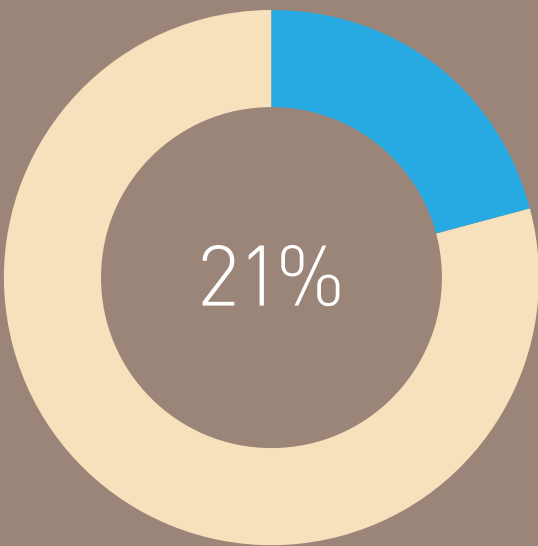
More than half of the visitors (65%) travelled with a partner, while 21% travelled as a group or family. About 7% of the visitors travelled with friends and 5% of the visitors travelled alone.

86%

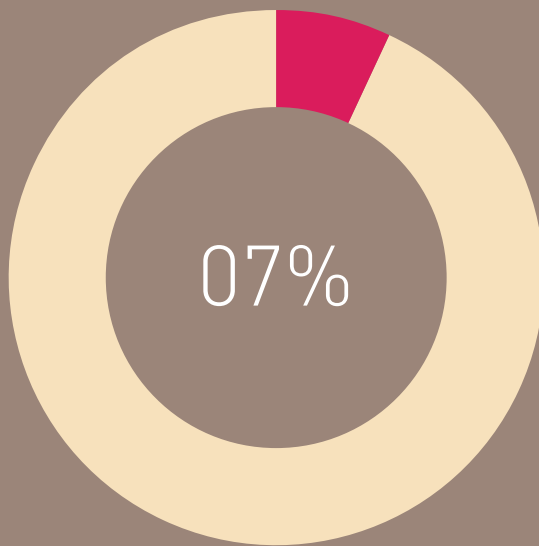
TRAVELLED WITH FAMILY
OR PARTNER



PARTNER



FAMILY



FRIENDS

06

SATISFACTION

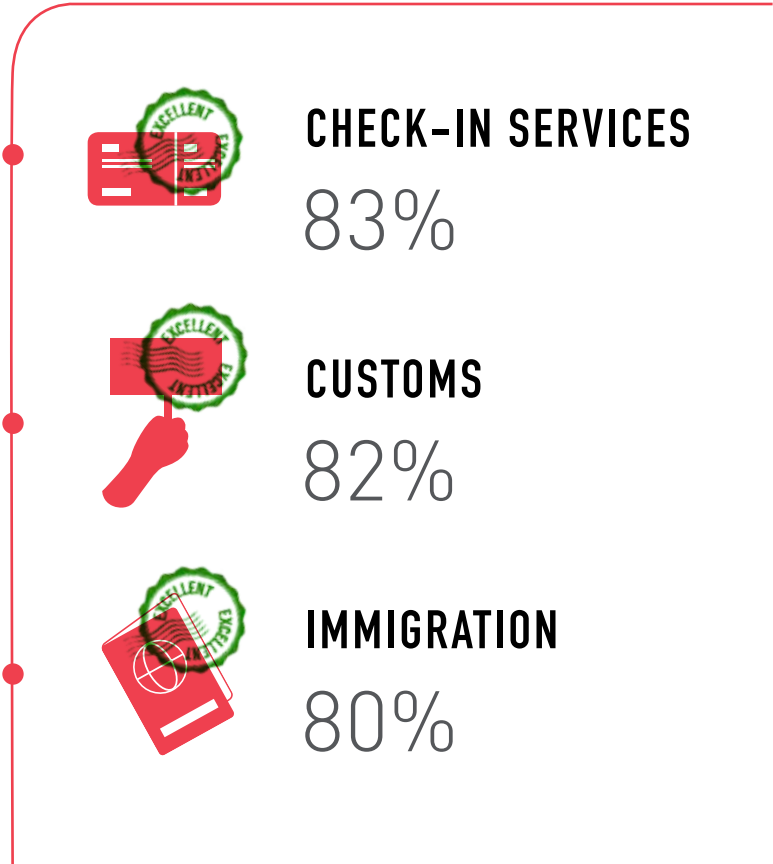
Ibrahim Nasir International Airport (INIA)

Over 80% of visitors ranked customs, check-in and immigration services at INIA as very good or excellent.

Banking services is rated most poorly. 10% of the international visitors rated banking as poor or very poor. Cafés & restaurants, shopping, and lounge at the international airport are also evaluated as poor or very poor by 8% of the visitors to the Maldives.

80%+

RANKED WITH COMBINATONS OF
EXCELLENT & VERY GOOD FOR



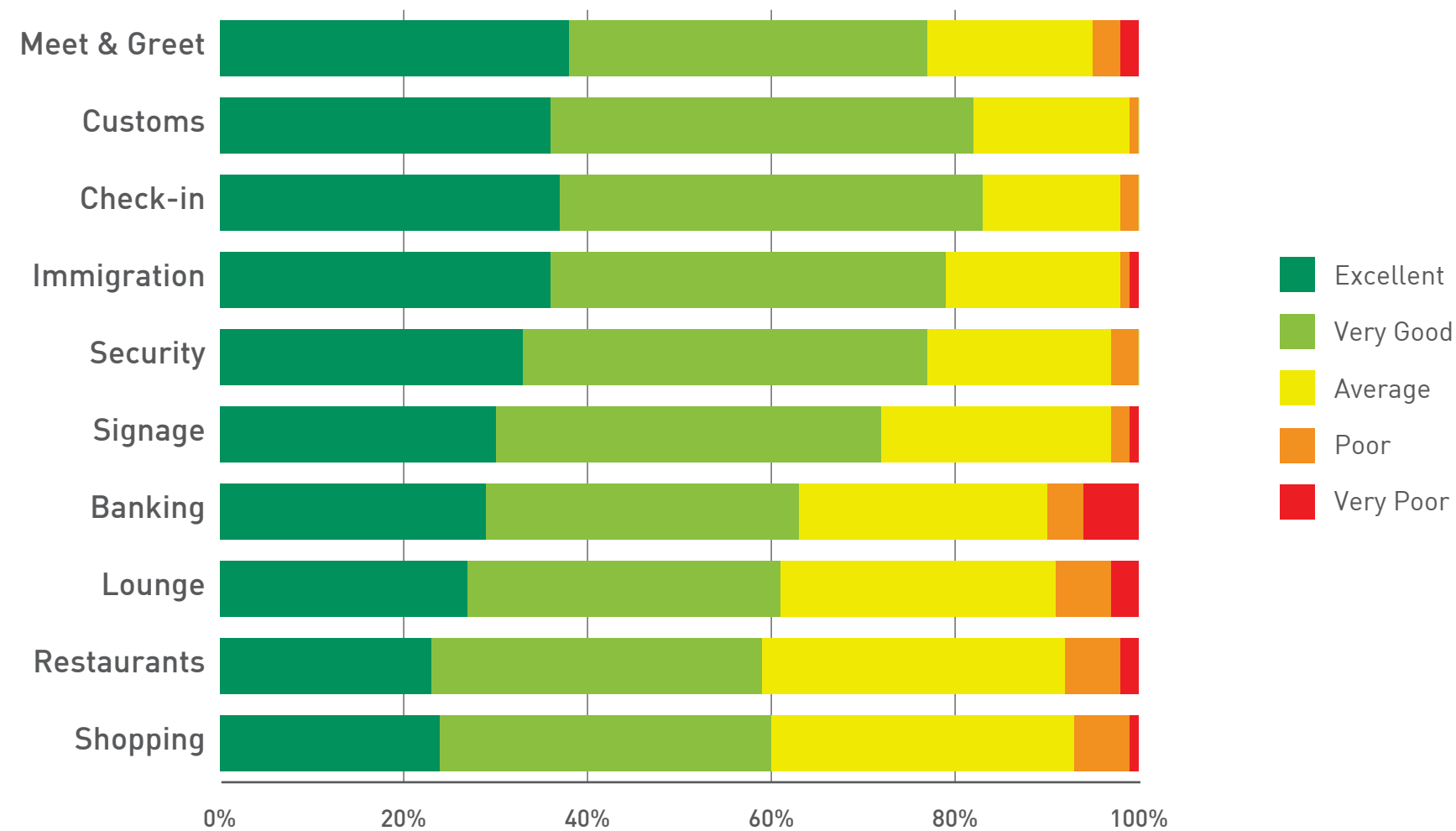


Figure 12. Rating of services provided at Ibrahim Nasir International Airport

International visitors from India and China rate shopping

experience highest. Of the Indian visitors, 64% rated shopping experience excellent or very good, while 63% of Chinese visitors also rated shopping experience excellent or very good. In contrast, British and German visitors rated the shopping experience poor

or very poor. One out of every three visitors from Germany ranked the shopping experience at INIA as poor or very poor. Of British visitors, 19% stated the shopping experience as poor or very poor.

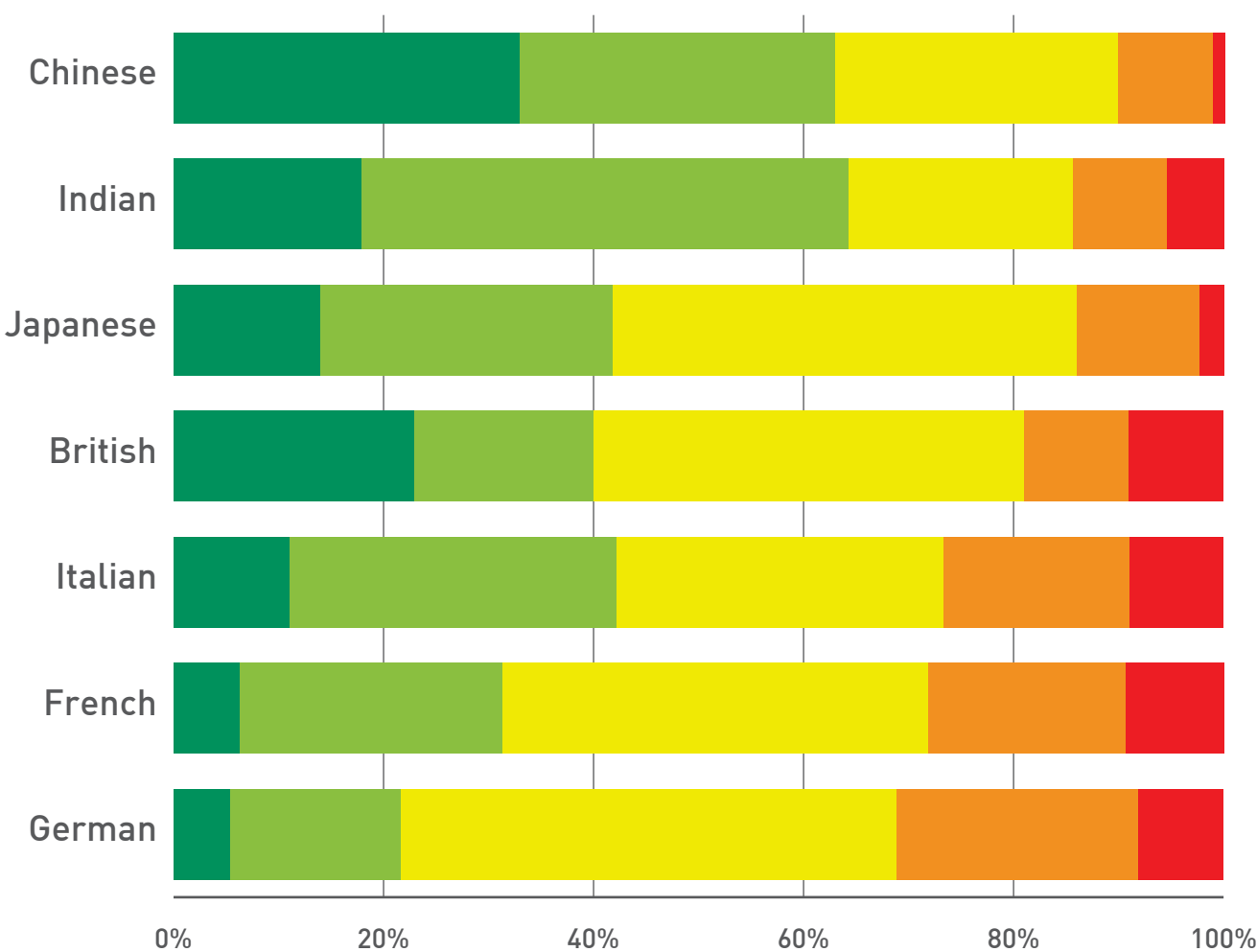
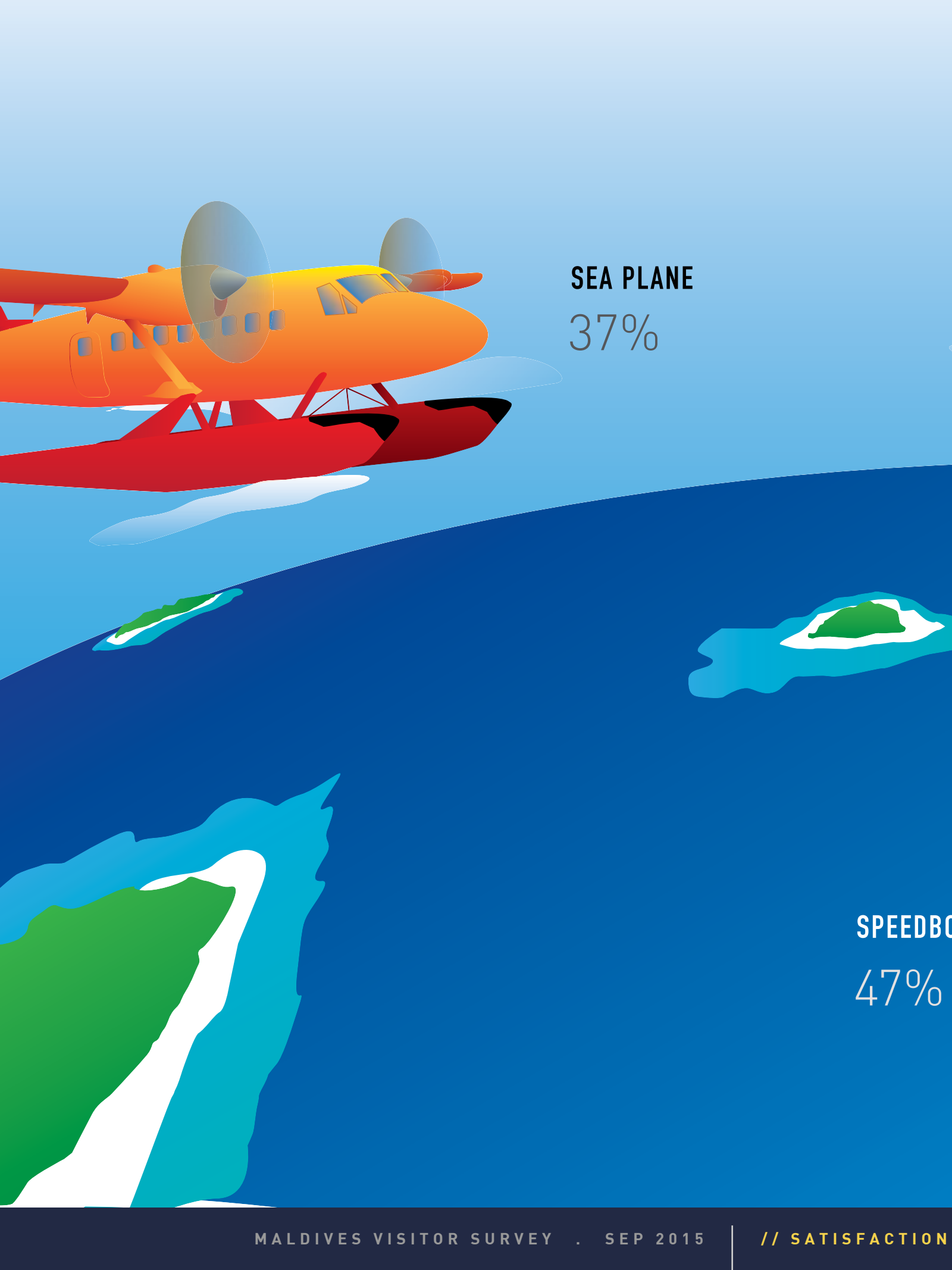


Figure 13. Shopping experience at INIA by nationality



SEA PLANE
37%

Transport

MODE OF TRANSPORT

Of the international visitors to the Maldives, 47% used speedboat transfer, 37% travelled by seaplanes while 12% took domestic flights to get to their place of stay.

The percentage of people who travelled by seaplanes has increased from 31% in February 2015 to 37% in September 2015 survey. About 4% of the respondents stated they used public ferries as the mode of transport from the airport to the place of stay.

SPEEDBOAT
47%

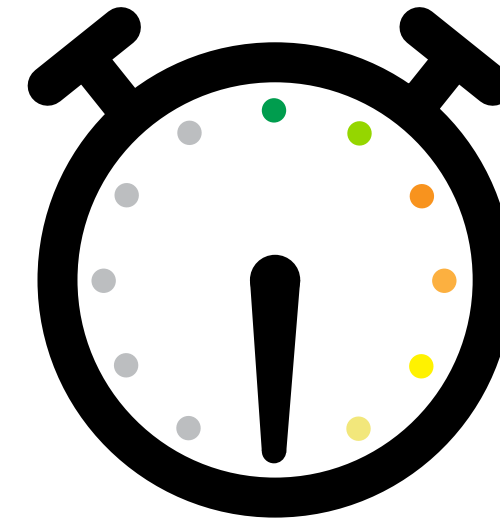


WAITING TIME AT AIRPORT

Majority of the international visitors to the Maldives (44%) had to wait at the airport for less than half an hour to get hotel transfer.

One out of five international visitors stated they spent 15 minute or less at the airport. About 24% of the visitors stayed at the airport for 15 to 30 minutes. In the September 2015 survey, 22% of international visitors said they waited for 1-2 hours at airport to get a hotel transfer while this proportion was 14% in the February 2015 survey.

Waiting time at the airport was highest for visitors travelling via domestic flights. For 44% of the visitors travelling by domestic flight, waiting time at airport was more than an hour. About 41% of those who travelled by domestic flight stated their waiting time was 1 to 2 hours, while 13% said they had to wait for more than 3 hours at airport. However, the proportion of people who waited for more than an hour for domestic flights have decreased from 61% in February 2015 to 41% in September 2015 survey.



**30 MINUTES OR LESS
WAITING TIME FOR**

44%

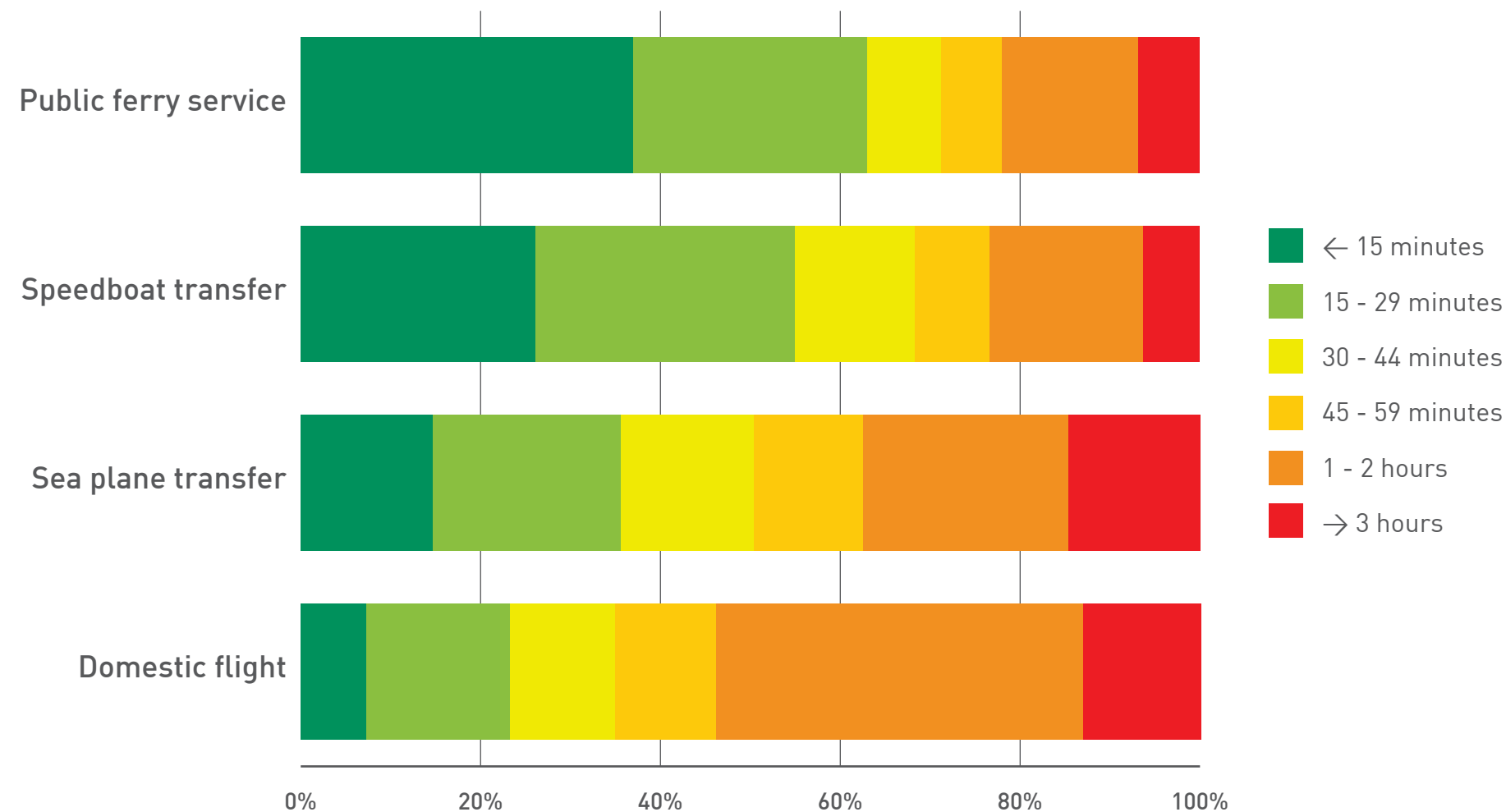


Figure 14. Waiting time at airport by method of transport

Waiting time at airport is shortest for visitors travelling to their place of stay by ferries and speedboats. 55% of visitors who travelled by speedboat transfer said they had to wait at the airport for not more than half an hour.

TIME TO REACH PLACE OF STAY

Of the international visitors to the Maldives, 79% took less than an hour journey time to reach their place of stay.

About 29% of visitors had a journey time less than 30 minutes to reach their destination while 50% took between 30 to 60 minutes. For 21% of the international visitors, journey time to reach their place of stay was more than an hour.

79%

REACH THEIR
PLACE OF STAY IN LESS
THAN 60 MINUTES



QUALITY OF HOTEL TRANSFER

About 87% of visitors ranked ‘service’ on hotel transfer excellent or very good.

Similarly, safety aspect was ranked excellent or very good by 80% of visitors to the Maldives. The poorest ranking was for information briefing with 27% of visitors stating information briefing was average or poor.

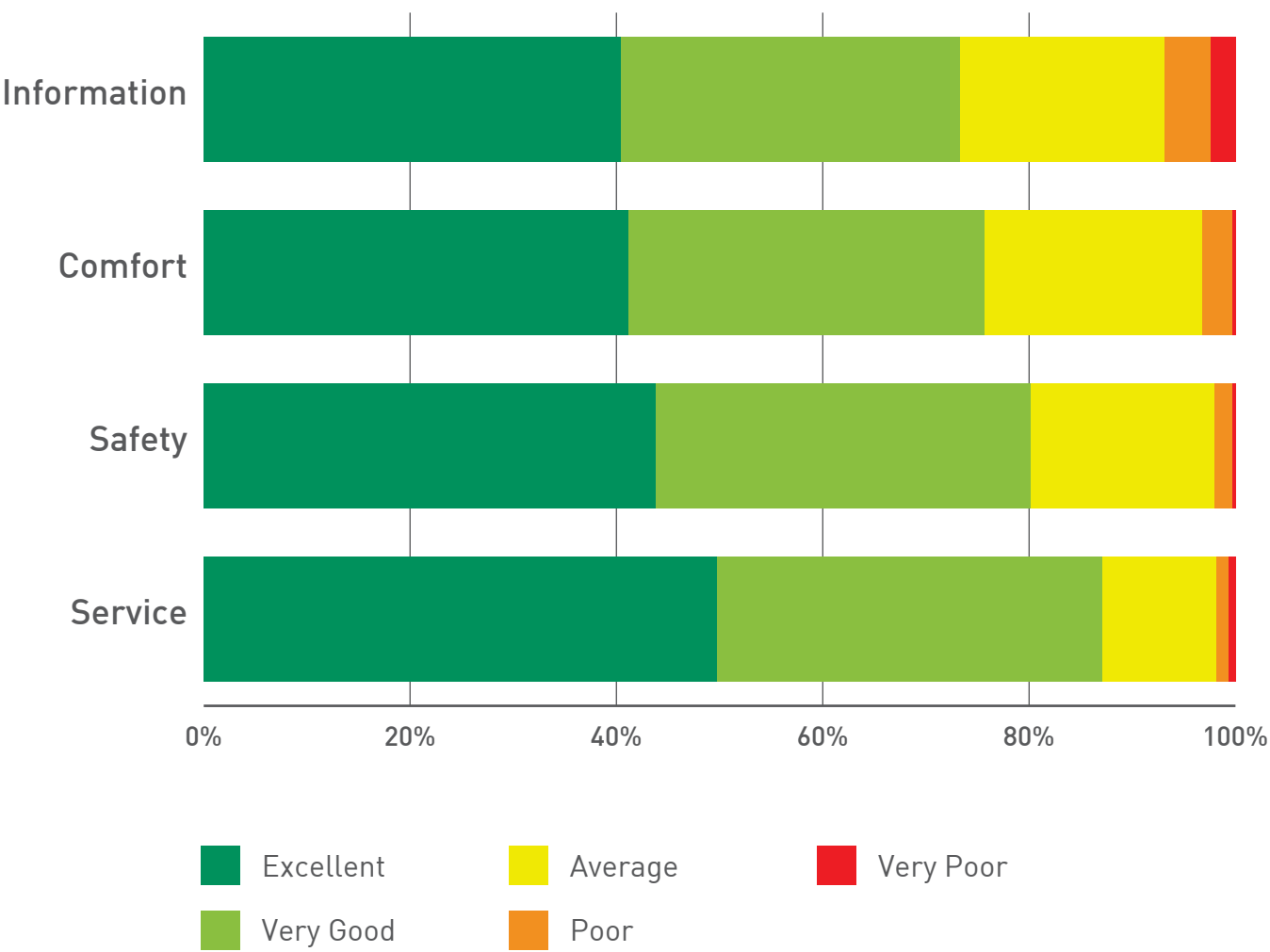


Figure 15. Rating on quality of transport services to hotel

PRICE PERCEPTION OF HOTEL TRANSFER

Majority of the international visitors found the prices of their hotel transfer as value for money.

About 67% of those who travelled by domestic flights, 63% of those who travelled by speedboats, and 59% of those who travelled by seaplanes found the prices of hotel transfer ‘value for money’. In contrast, 43% of visitors who travelled by seaplane found it ‘expensive’. Compared with February 2015 survey, the number of visitors who ranked their hotel transfer as ‘value for money’ for domestic flights and seaplanes have increased.

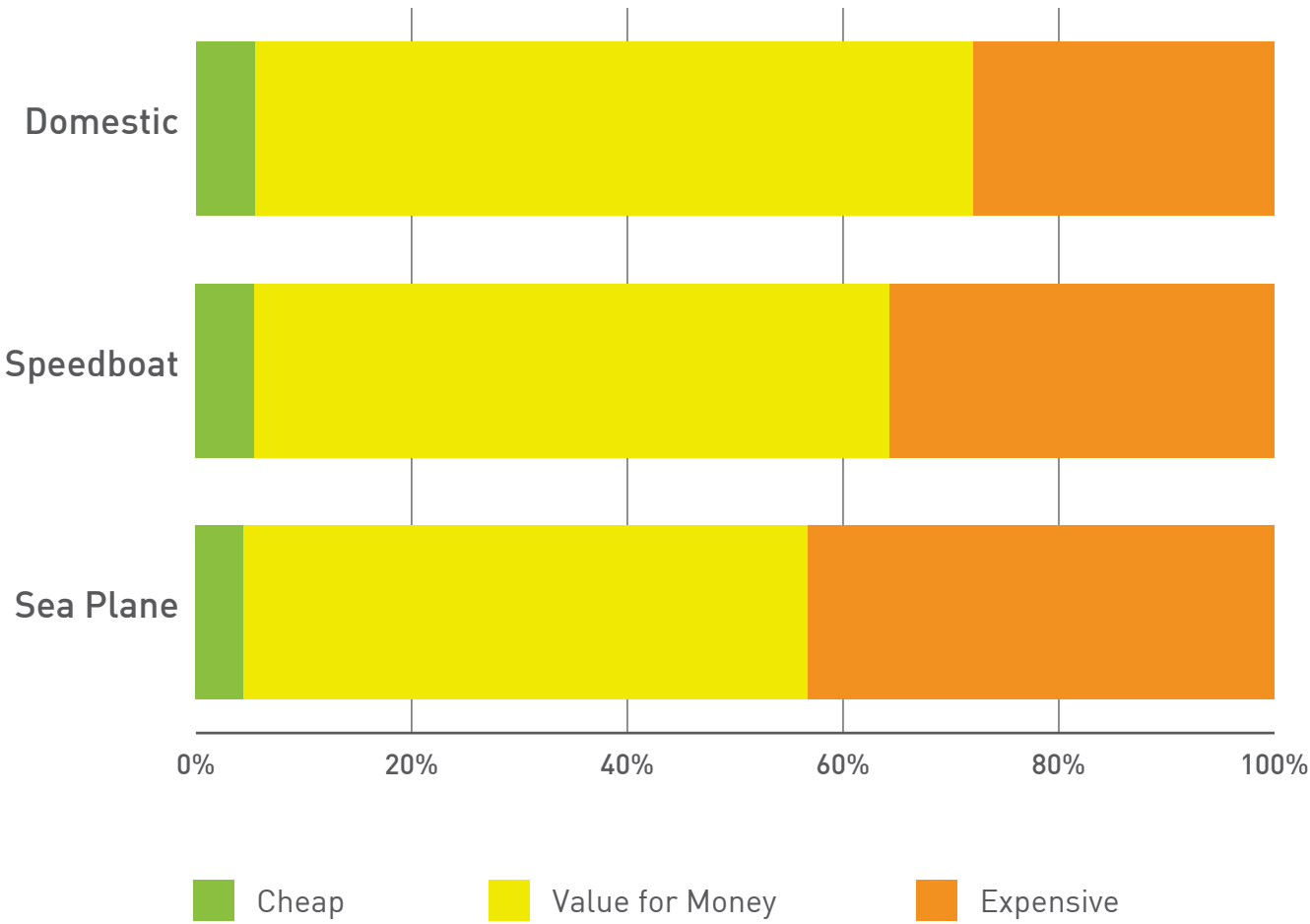


Figure 16. Price perception of hotel transfer

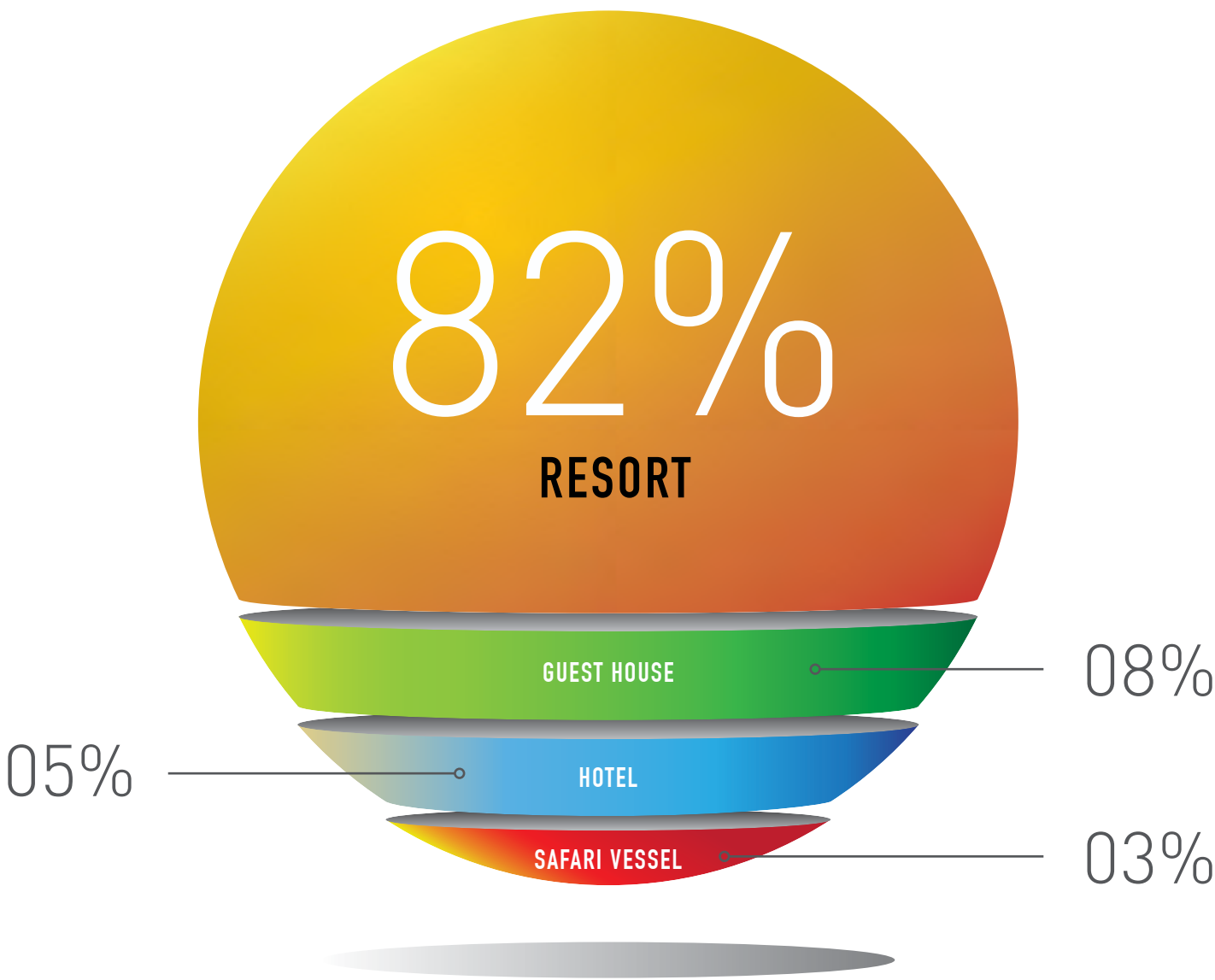
Place of Stay

Four out of five international visitors (82%) to the Maldives stayed in tourist resorts.

Out of the visitors who did not stay in resorts, 8% stayed in guesthouses, 5% in hotels, while 4% stayed on boat or safari vessels.

Of the international visitors who stayed in resorts, 90% travelled with partner or family. Similarly for hotels and guesthouses, 75% and 68% of those who stayed travelled with partner or family respectively. However, of those who stay in cruise and luxury yachts, 60% travelled with friends, and 41% of those who stayed in safari vessels travelled with friends while 18% travelled alone.

One out of four visitors who stayed in guesthouses chose the Maldives because of quality of beach. The underwater beauty of the Maldives motivated one out of three visitors who stayed in safari vessels.



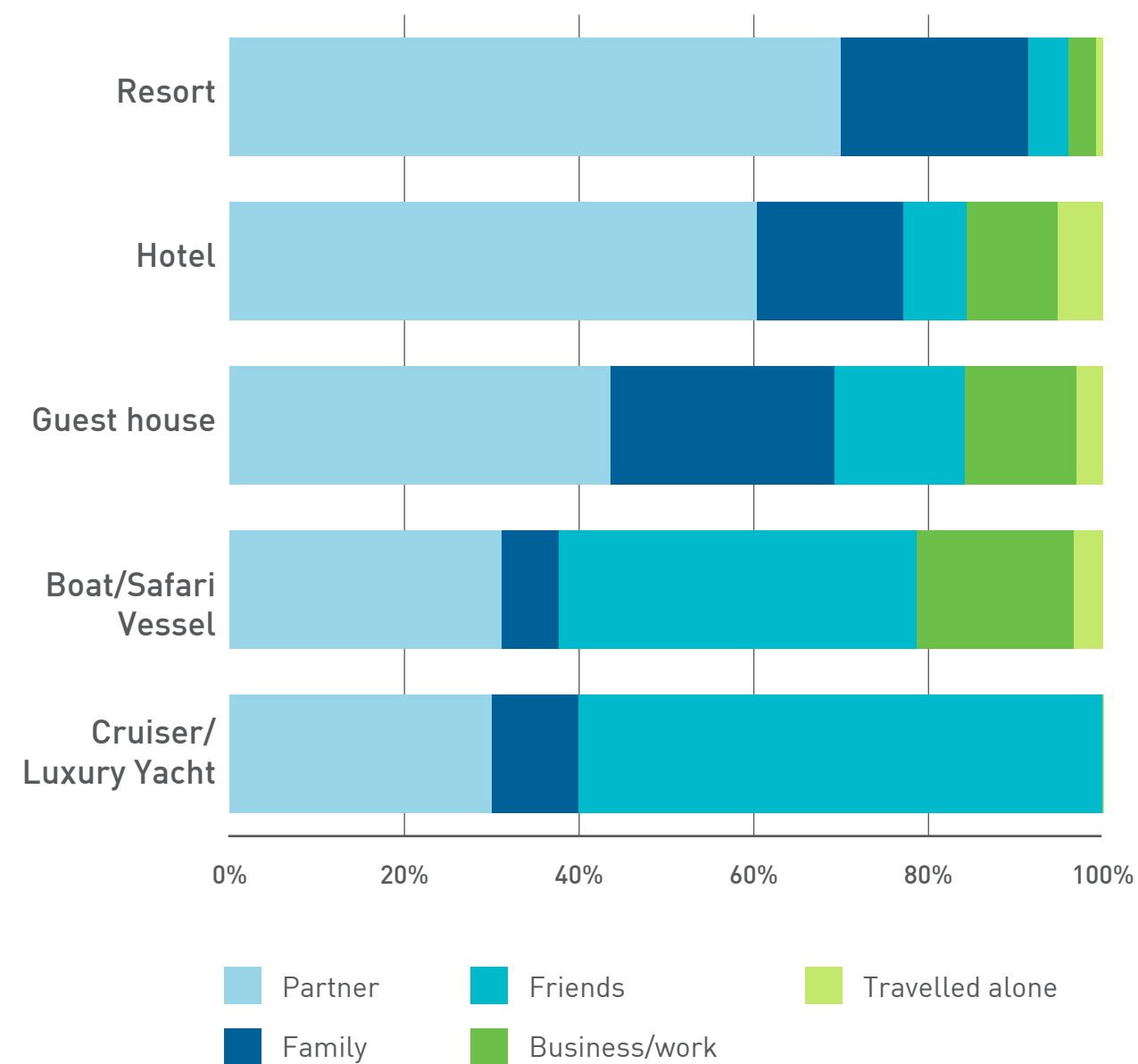


Figure 17. Type of accommodation selected by travel companion

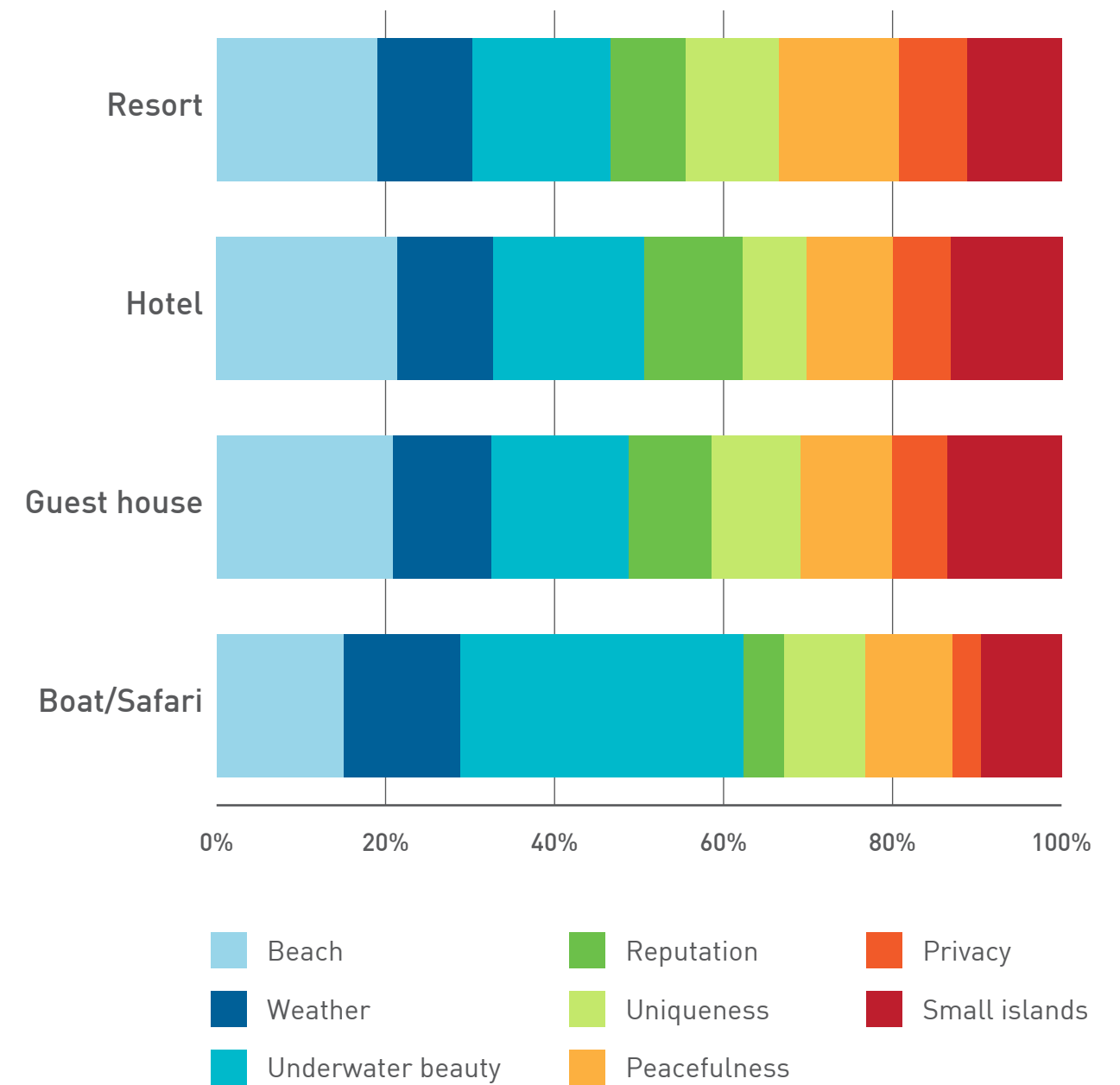


Figure 18. Motivators for choosing the Maldives by place of stay

QUALITY OF SERVICES

Of the services at place of stay, in-room entertainment was ranked lowest at place of stay.

Of those who ranked in-room entertainment 35% ranked it at as average or poor, with 8% stating it as poor. In contrast, guest services and management are ranked highest at place of stay. Of those who ranked guest services and management 87% ranked it as excellent or very good.

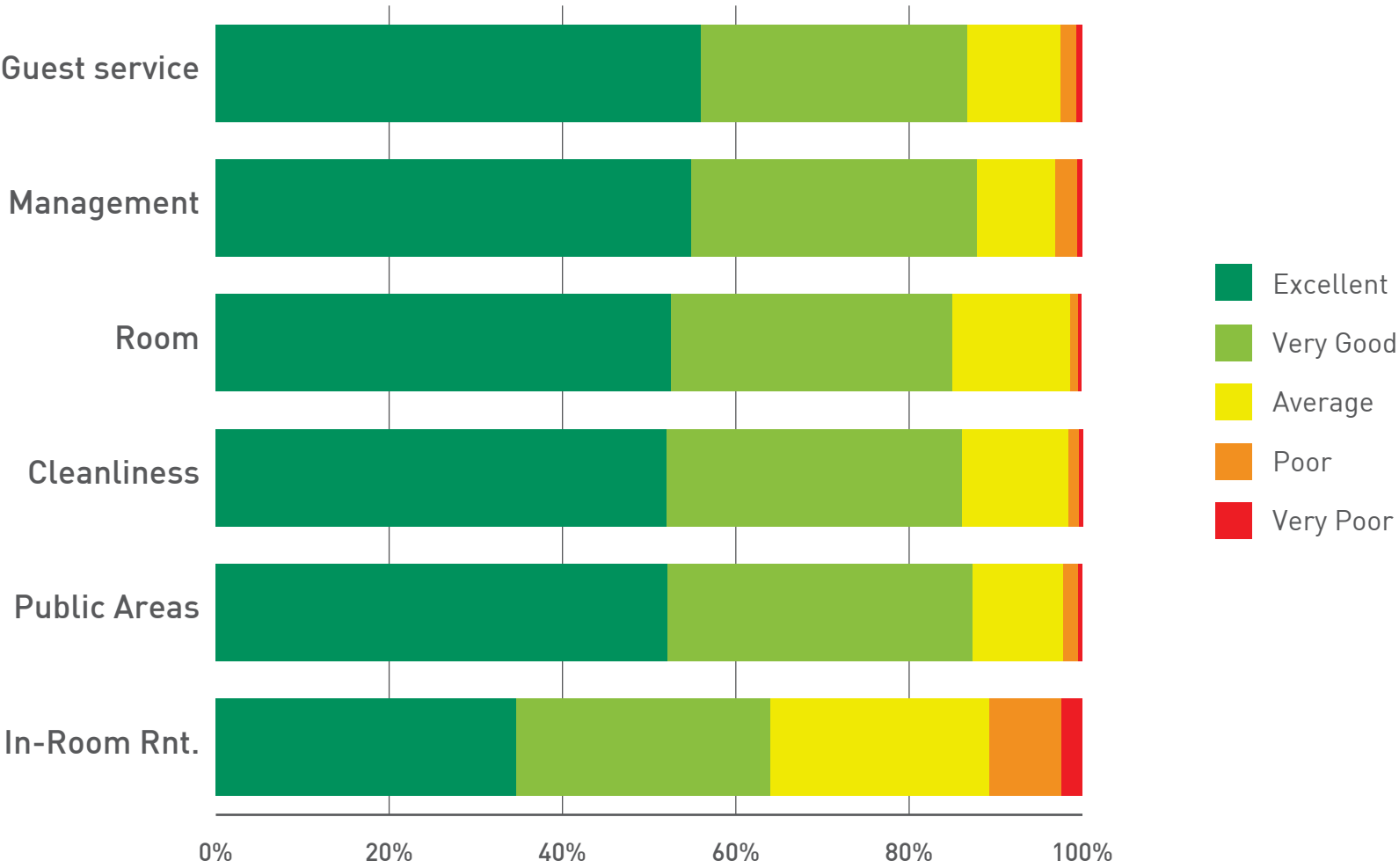


Figure 19. Services at place of stay

PRICE PERCEPTION OF SERVICES AT PLACE OF STAY

The prices charged for Internet in the place of stay are considered ‘value for money’ or ‘cheap’ by 69% of the international visitors.

Internet is perceived cheap by 17% of the visitors. However, 49% of the international visitors perceive telephone call prices to be expensive.

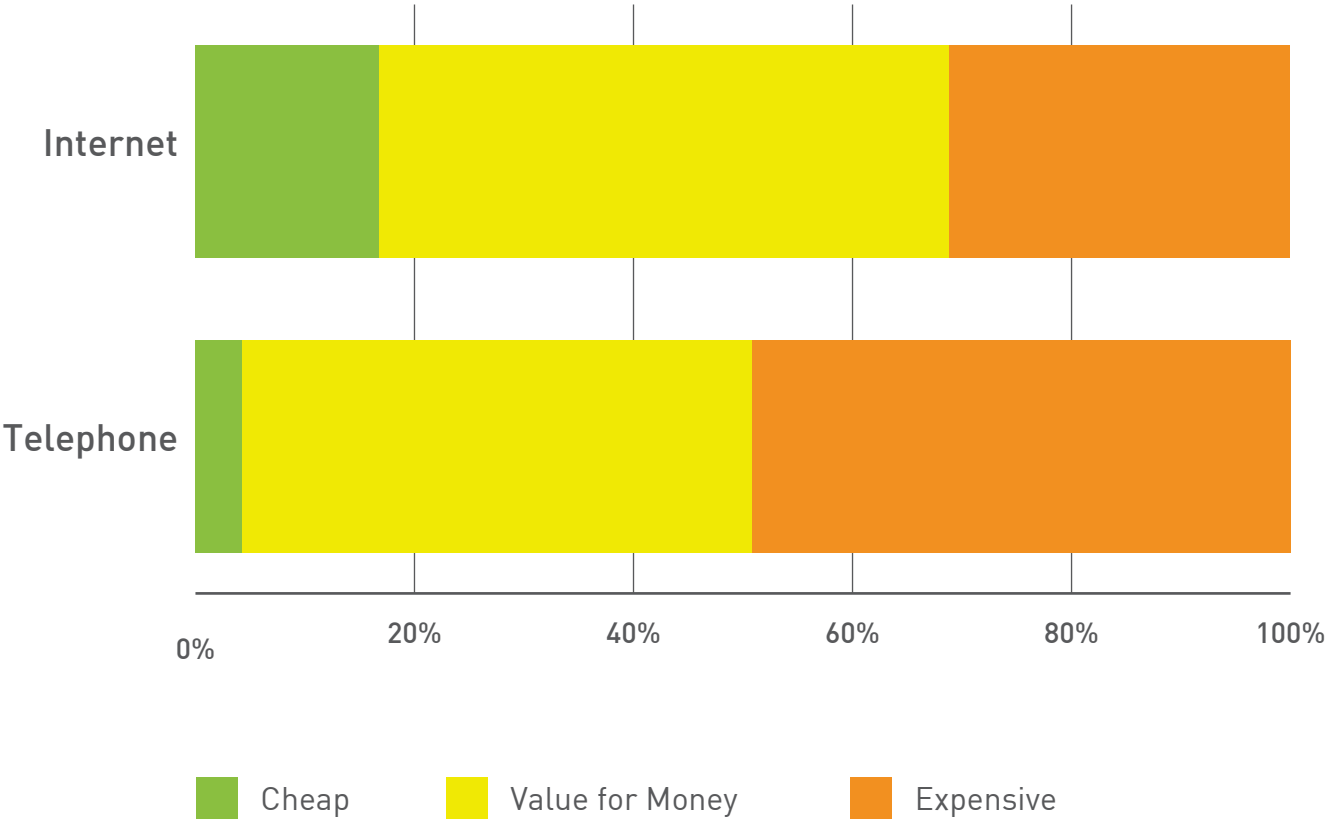


Figure 20. Perception of prices for communication

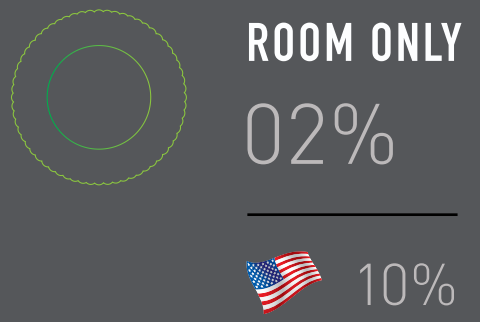
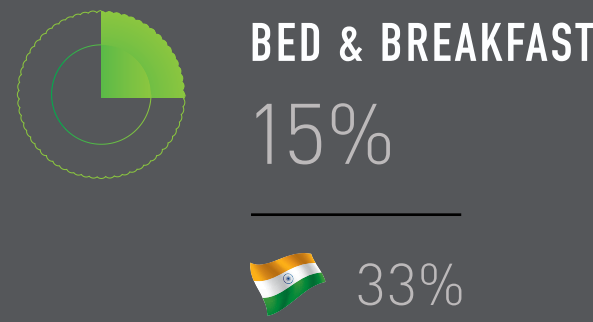
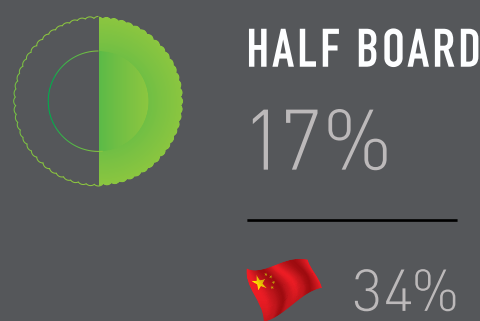
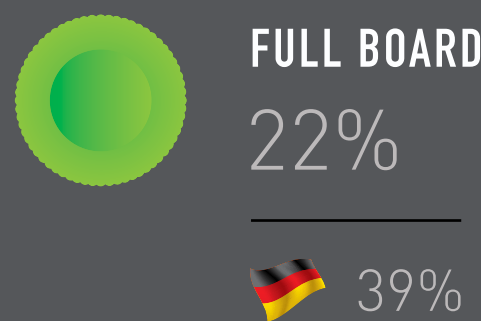
Dining

MEAL PLAN

Of the international visitors to the Maldives, 44% selected all-inclusive meal plans during their stay in the Maldives.

About 22% opted for full board while 17% chose half board meal options. More international visitors opted for all-inclusive meals during this survey period compared to February 2015 survey. All-inclusive meals option was selected by 37% of visitors in February 2015.

More than 76% of the British visitors chose all-inclusive meal plans. Likewise, 70% Italians, 59% French and 57% Spanish opted for all-inclusive meal plans. Half of the German visitors opt for all-inclusive while 40% opted for full board meal option. Bed and breakfast option was preferred mostly by Indian (33%), American (31%), and Japanese (24%) visitors.



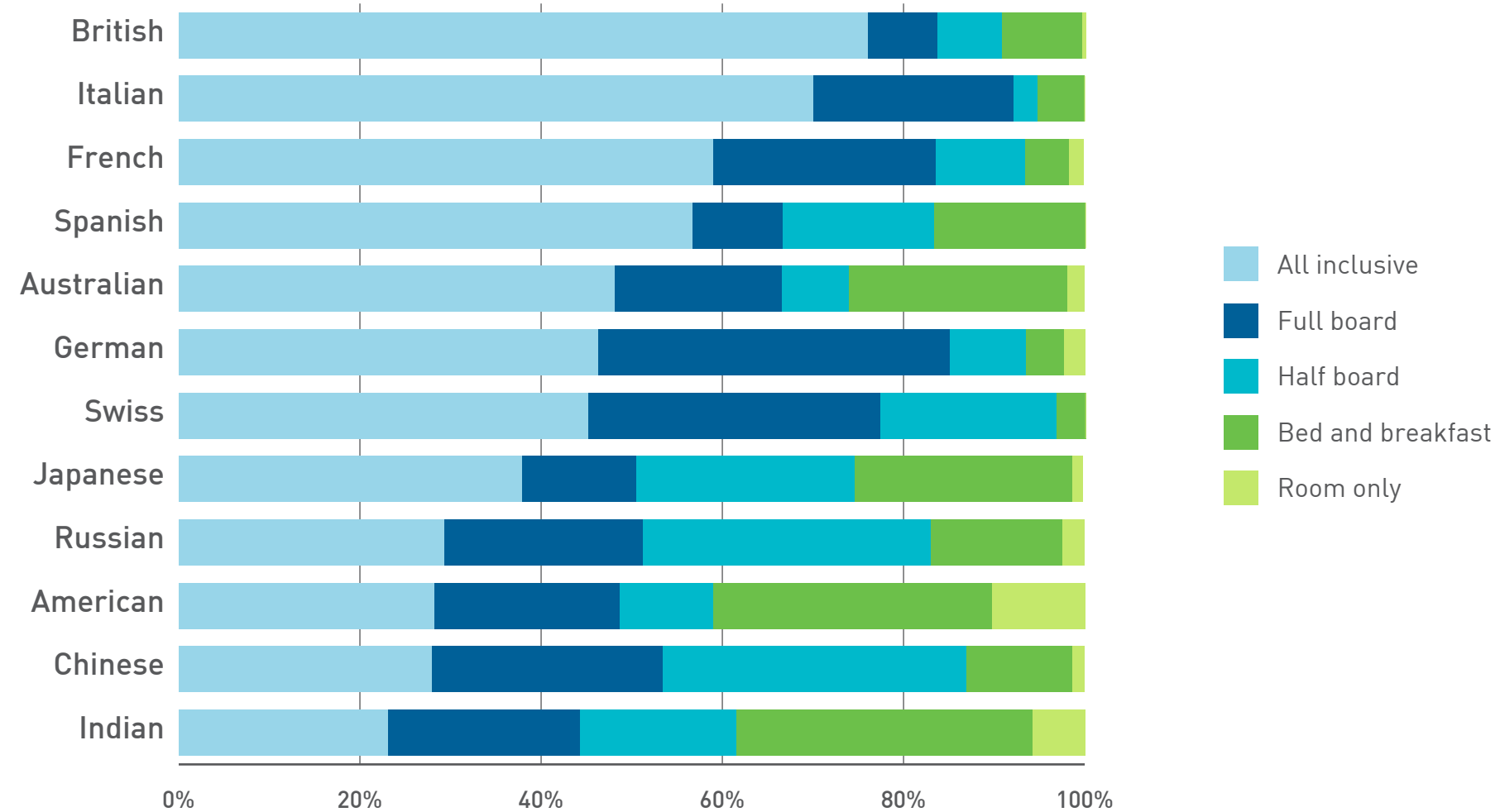


Figure 21. Meal plan preferences by nationality

QUALITY OF DINING

Quality of dining experience at place of stay in the Maldives is ranked very highly by the international visitors

More than 84% of the visitors rank the dining experience at place of stay as excellent or very good. About one fourth of the visitors rank dining as average.

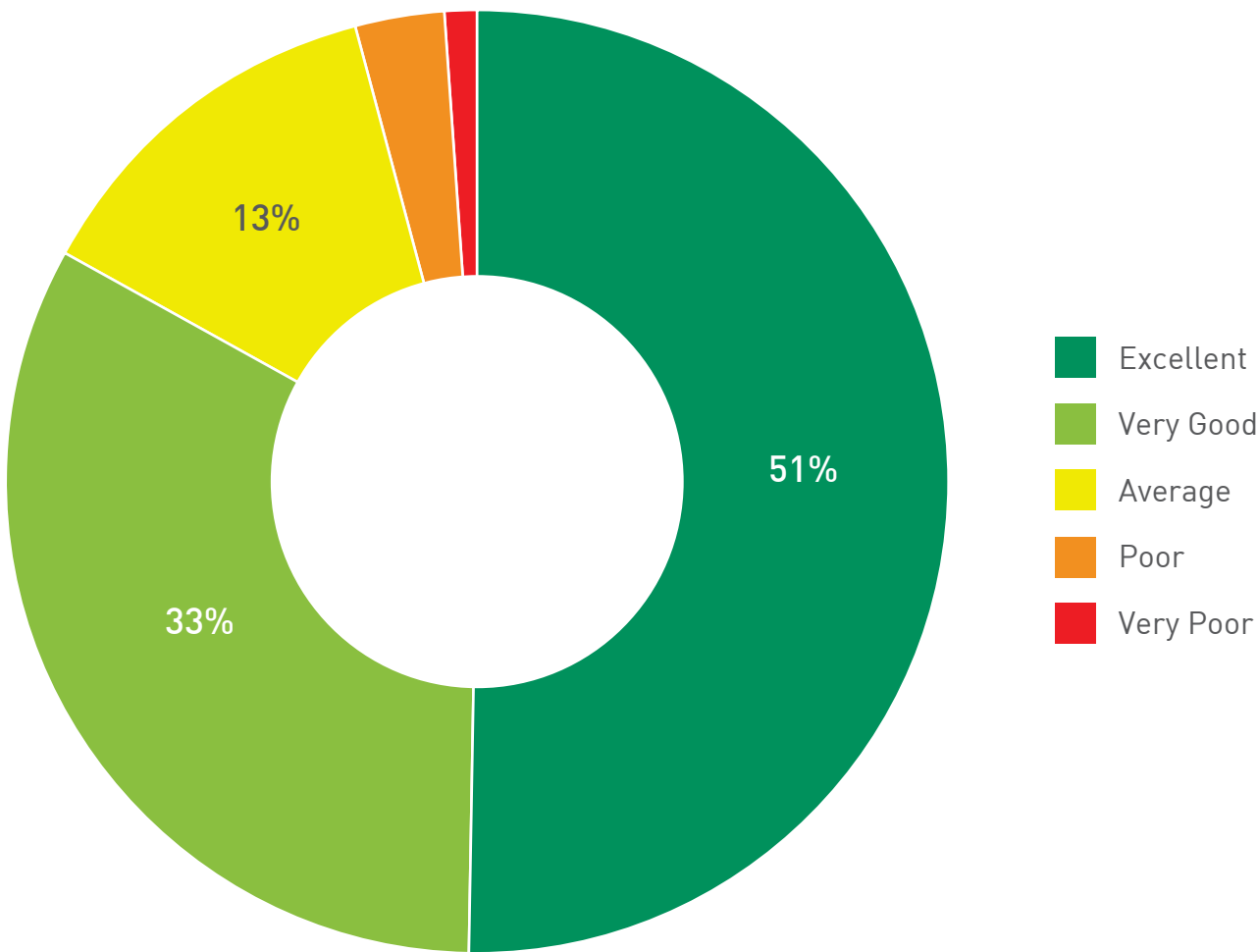


Figure 22. Dining experience at place of stay

PRICE PERCEPTION OF FOOD AND BEVERAGES

Of the international visitors, 58% ranked food prices in the Maldives as ‘value for money’.

However, 49% of respondents perceived alcohol as expensive, while 41% perceived soft drinks as expensive. About 36% of visitors still perceive water to be expensive in the Maldives. The proportion of visitors who found the price of water to be expensive has decreased significantly during the last five years.

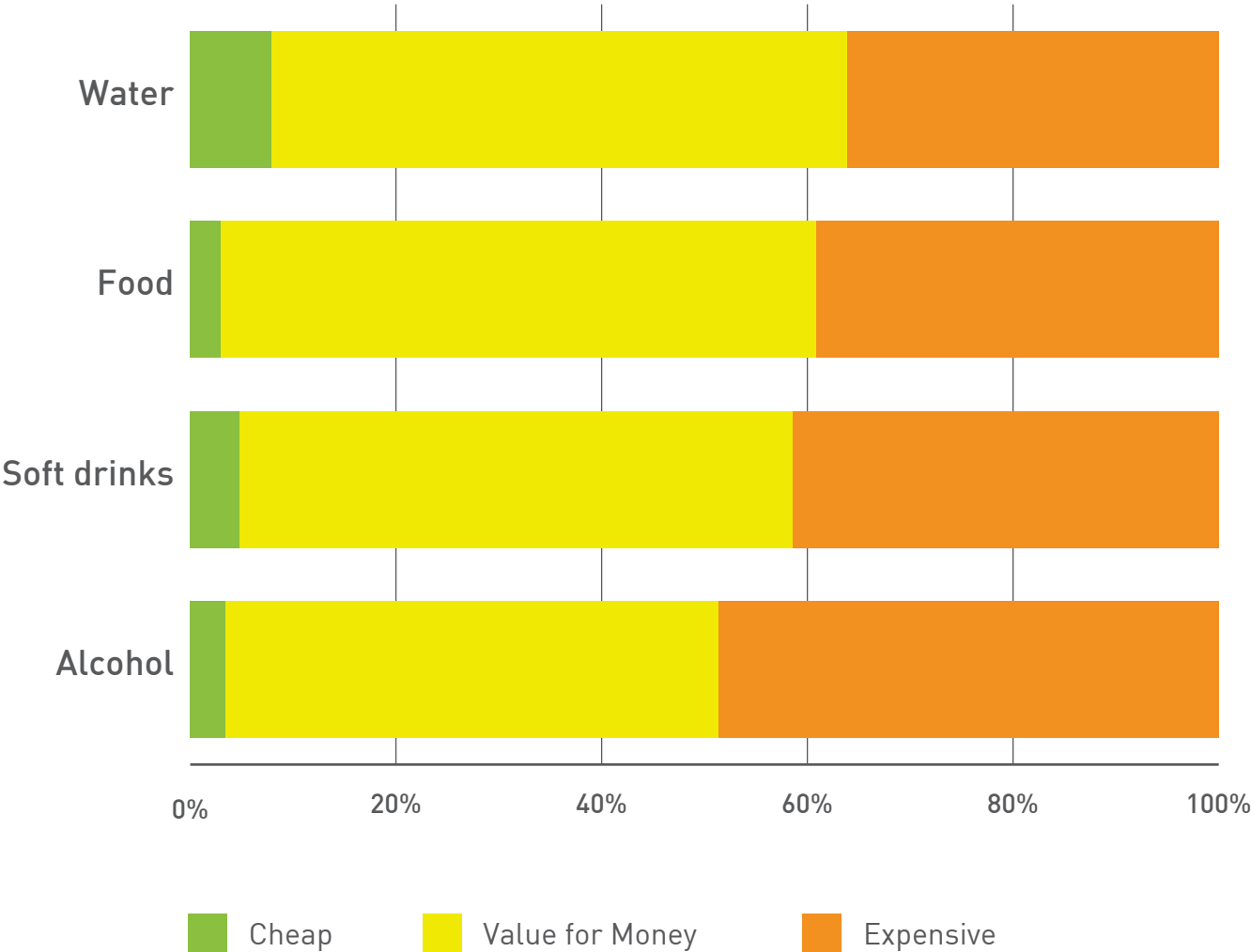


Figure 23. Perception of food and beverage prices

COMPARISON OF FOOD QUALITY WITH SIMILAR DESTINATIONS

Of the international visitors who have visited a similar destination, 37% rank the food quality in the Maldives higher than similar destinations.

On the other hand, the food quality is ranked lower by 23% of those had visited similar destinations while 41% perceived food quality in the Maldives is same as other similar destinations.

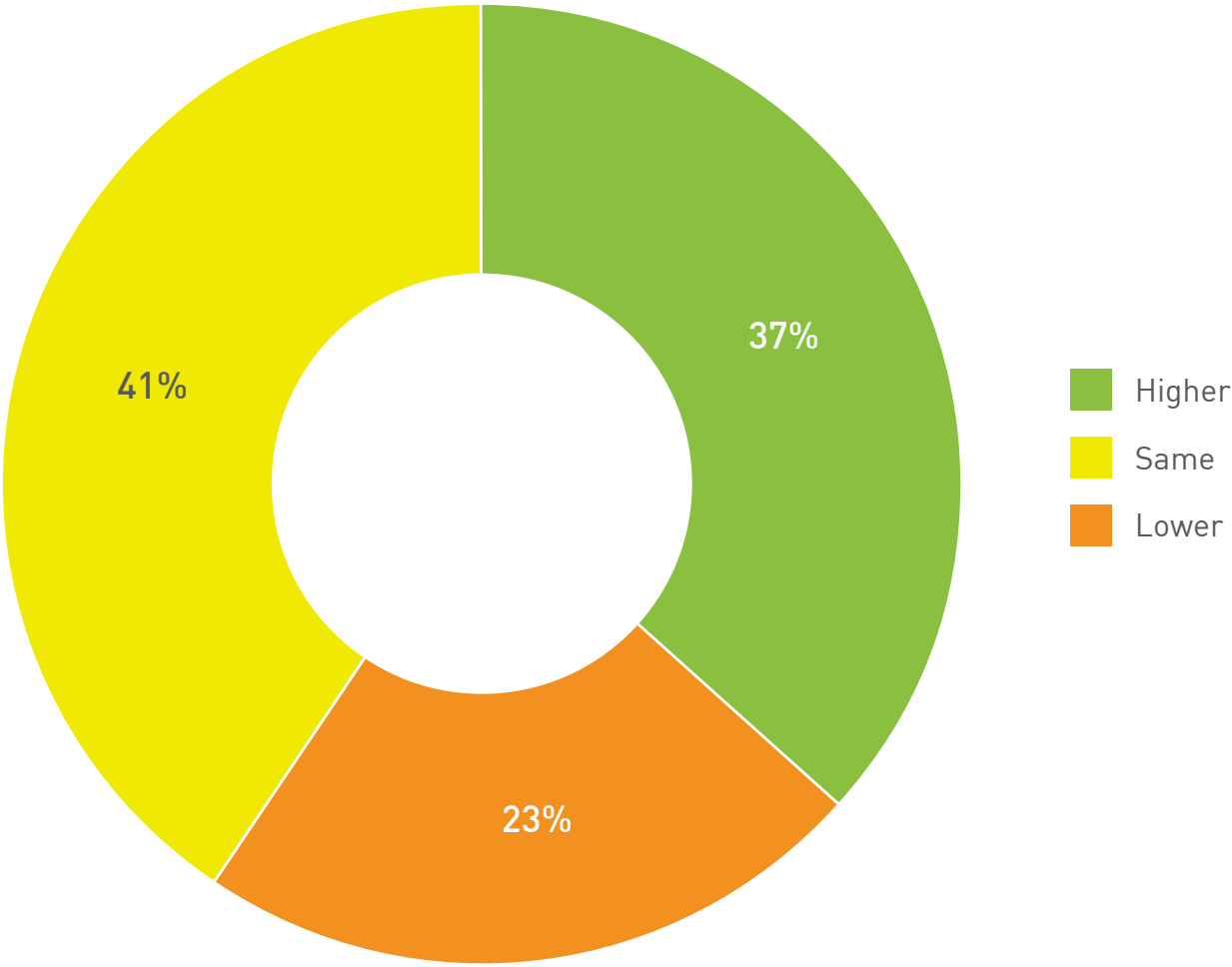


Figure 24. Food quality comparison with similar destinations

Activities and Attractions

ACTIVITIES MOST ENJOYED

Snorkelling and diving are rated highest amongst the activities enjoyed in the Maldives.

About 90% of the respondents rated snorkelling and diving as either ‘excellent’ or ‘very good’. The other highly rated activities are sightseeing (86%), spa treatment (83%), water sports (81%) and surfing (80%).



SNORKELLING

90%

RATED EXCELLENT & VERY GOOD



DIVING

90%

RATED EXCELLENT & VERY GOOD

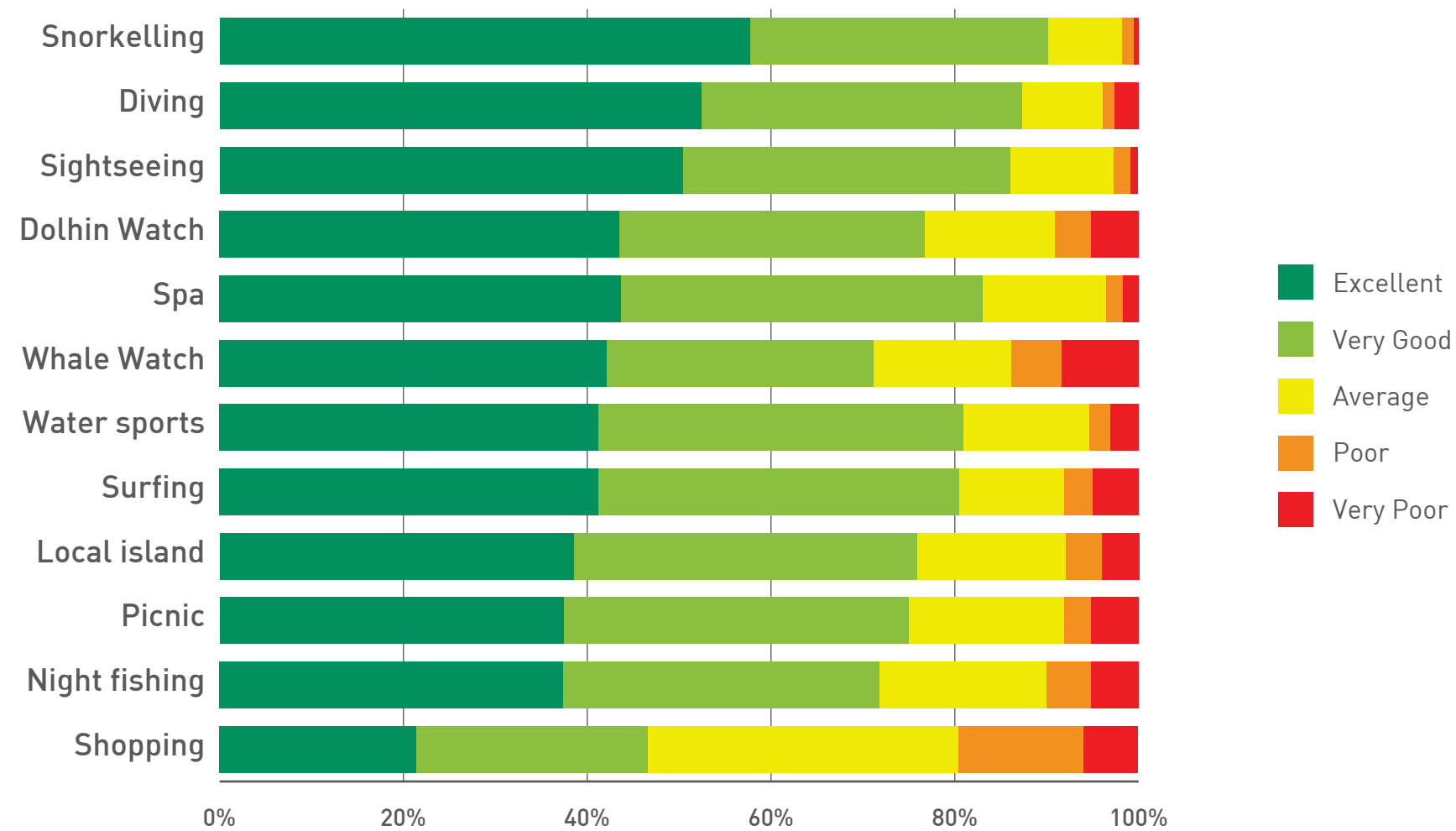


Figure 25. Activities most enjoyed by international visitors

International visitors rated shopping as the poorest activity in the Maldives. Of the respondents, 34% perceived shopping as average, 14% perceived it as poor while 6% perceived shopping to be very poor.

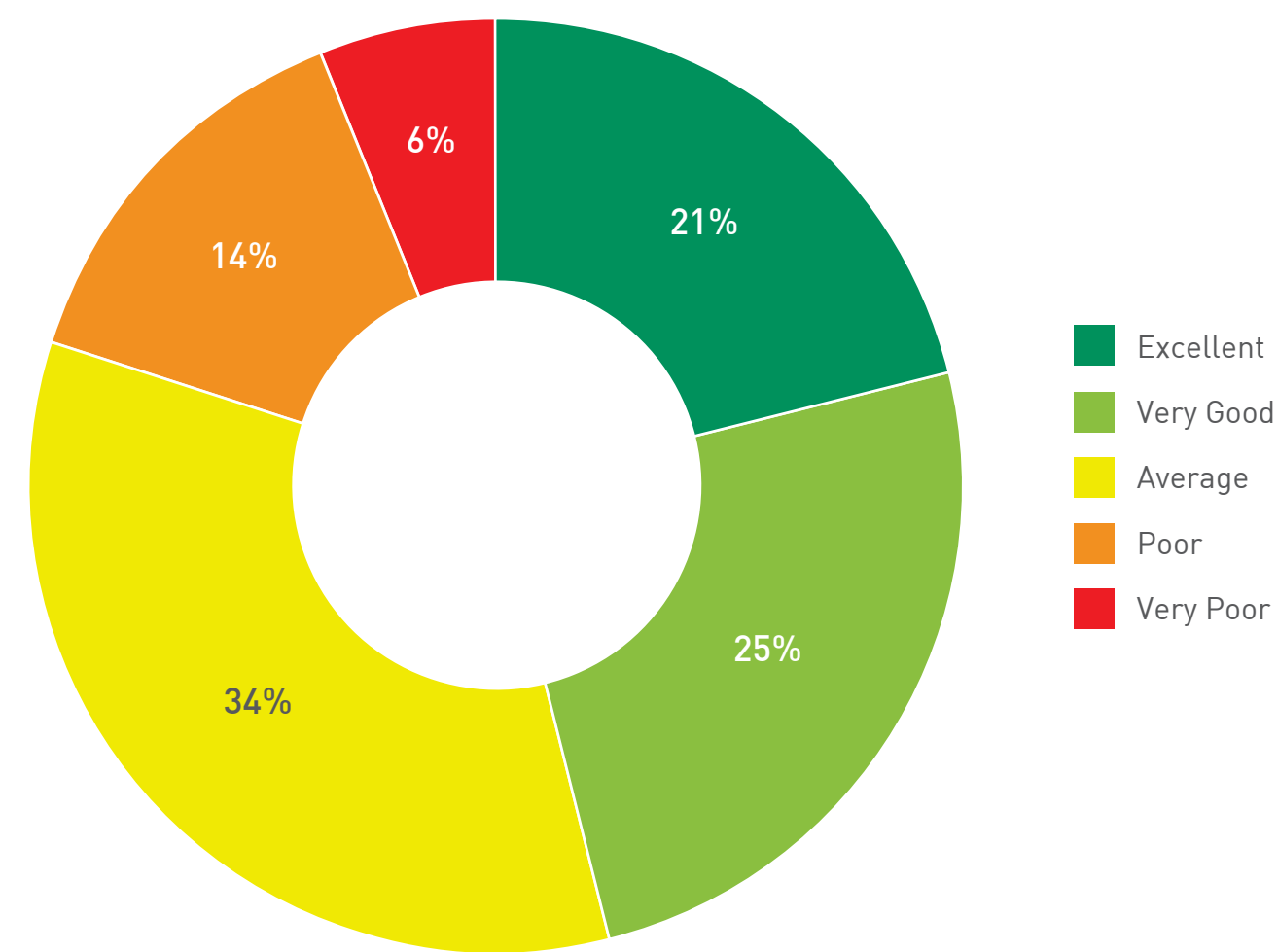


Figure 26. Shopping experience in the Maldives

PERCEPTION OF PRICE OF ACTIVITIES

Spa treatment is perceived as the most ‘expensive’ activity at place of stay in the Maldives.

More than 53% of the respondents perceived spa treatments to be ‘expensive’. Overall, activities at place of stay are ranked mostly as ‘value for money’. Sports activities are perceived as ‘value for money’ by 55% of the respondents while 6% perceived them to be ‘cheap’.

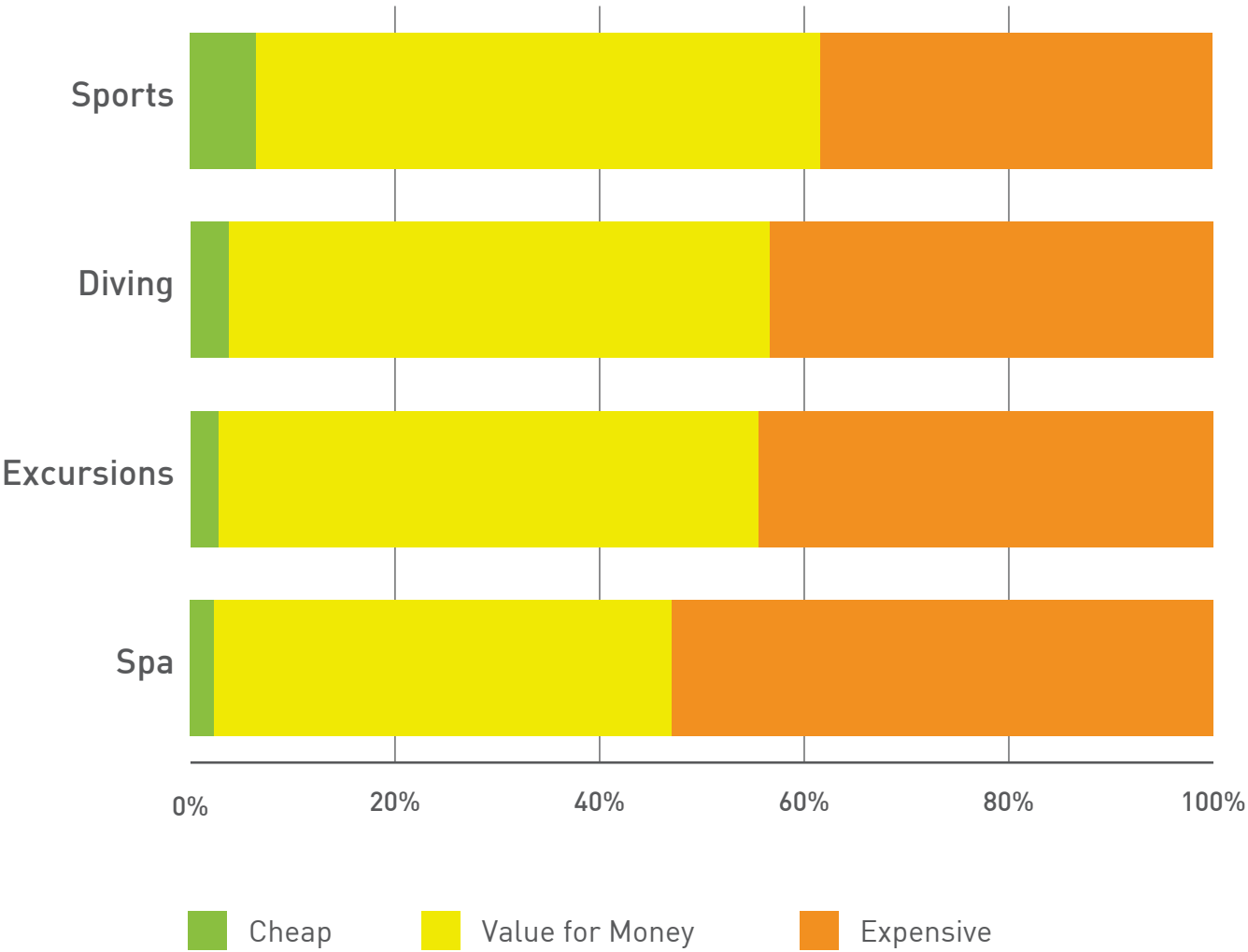


Figure 27. Perception of prices for activities

Souvenirs in the Maldives are perceived to be ‘expensive’. More than 56% of the international visitors perceived price of souvenirs to be ‘expensive’ while 41 perceived souvenirs to be ‘value for money’. Only 3% of visitors perceived souvenir items to be ‘cheap’.

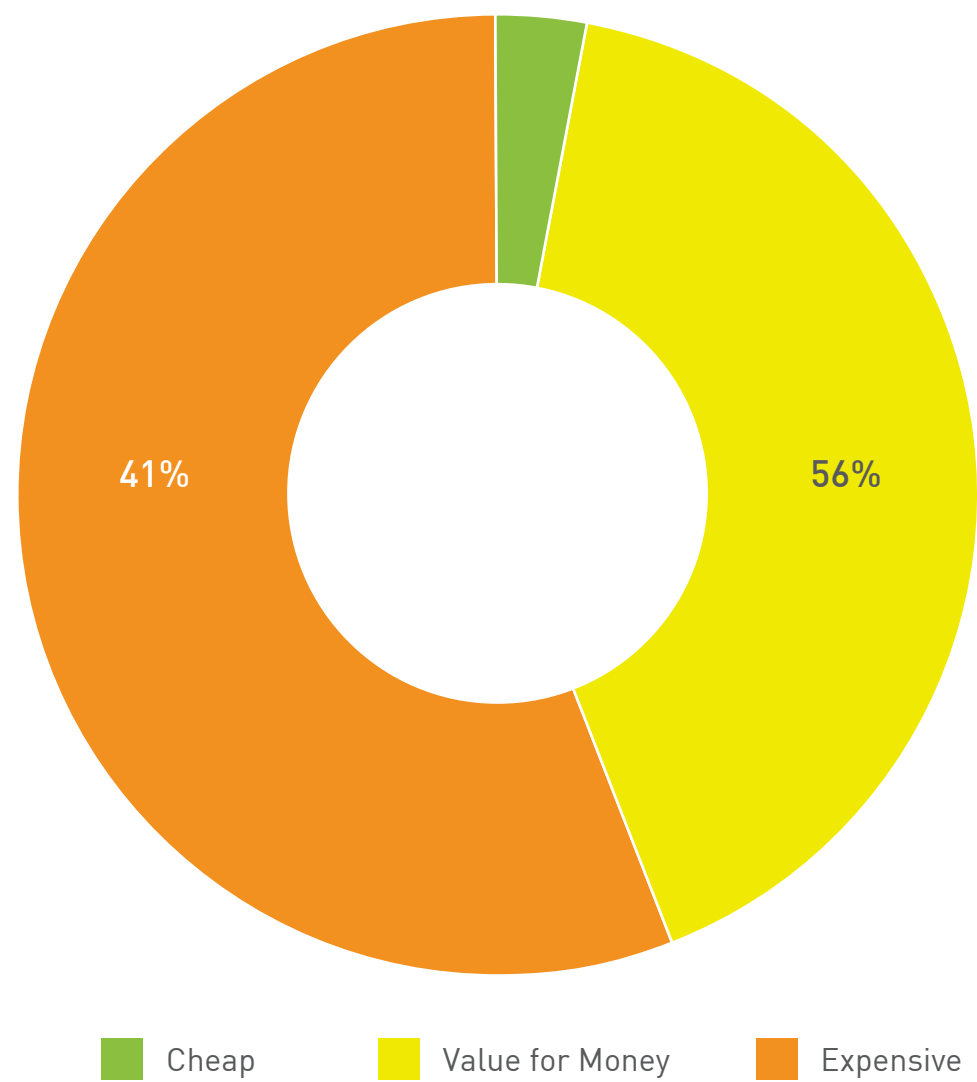


Figure 28. Perception of prices for activities

Places visited during the stay

Of the international visitors to the Maldives, 44% visited a local island during their stay in the Maldives.

Of the respondents to the question, 20% visited a local island, 19% visited the capital city Male’, while 5% visited a picnic island and 1% visited the Baa Atoll Biosphere Reserve. About 3% stated they experienced whale shark watching, while 2% visited cultural and heritage sites.

07

EXPENDITURE IN THE MALDIVES

The questions on expenditure in the Maldives were targeted at those who travelled in a group and the answers were to be provided by the head of the travel group. Of the respondents, 255 provided answers to expenditures related questions.

Travel Group Size

Of the travel group heads who provided answers, 69% reported they spent for two people in the group, while 7% spent for three persons and 7% spent for four persons.

Table 1 . Number of people on travel group (N= 255)

NUMBER OF PEOPLE	FREQUENCY	PERCENTAGE
1	18	7.1
2	175	68.6
3	18	7.1
4	19	7.5
5	6	2.4
6	5	2.0
7	2	0.8
8	3	1.2
11	4	1.6
12	1	0.4
18	1	0.4
21	2	0.8
110	1	0.4
TOTAL	255	100

Tour Package

Of the 425 respondents who answered the question if they travelled on a tour package, 56% answered in the affirmative. The travel group heads were asked how much they spent on tour package. Of the respondents, 14% said they spent less than US\$1,000, while 38% said they spent between US\$ 1,000 and US\$ 5,000. About 38% reported that they spent between US\$ 5,000 and US\$ 10,000 and 7% of respondents reported they spent between US\$ 10,000 and US\$ 20,000.

Table 2 . Expenditure by visitors for tour package (N= 204)

USD RANGE	FREQUENCY	PERCENTAGE
← 999	29	14
1,000 – 4,999	77	38
5,000 – 9,999	78	38
10,000 – 19,999	14	7
20,000 – 29,999	2	1
→ 30,000	4	2
TOTAL	204	100

Table 3 . Expenditure by visitors in Maldives apart from tour package (N=143)

USD RANGE	FREQUENCY	PERCENTAGE
← 999	84	59
1,000 – 4,999	47	33
5,000 – 9,999	7	5
10,000 – 19,999	2	1
20,000 – 29,999	0	0
→ 30,000	3	2
TOTAL	143	100

Of those who reported they travelled on a group tour package, 59% said they spent less than US\$1,000 outside the package in the Maldives while 33% said they spent between US\$1,000 and US\$ 5,000 in the Maldives apart from tour package.

Of those who reported they travelled on a group tour but did not purchase a package, 36% said they spent between US\$1,000 and US\$ 5,000 in the Maldives, while 30% said they spent less than US\$1,000 and 26% stated they spent between US\$5,000 and US\$ 10,000 in the Maldives.

Table 4 . Expenditure by visitors in Maldives apart from tour package (N=101)

USD RANGE	FREQUENCY	PERCENTAGE
← 999	30	30
1,000 – 4,999	36	36
5,000 – 9,999	26	26
10,000 – 19,999	7	7
20,000 – 29,999	1	1
→ 30,000	1	1
TOTAL	101	100

08

OVERALL VISITOR SATISFACTION

Comparisons with Similar Destinations

International visitors to the Maldives rank the beaches, underwater beauty and privacy in the Maldives higher than similar destinations.

Other similar destinations stated by the visitors include Zanzibar, Malaysia, Mauritius, Thailand, Seychelles, Indonesia, Dominican Republic, Bali and Bahamas. The beaches and the underwater of the Maldives are rated higher by more than 55% of the visitors, in comparison to other similar destinations. Resorts and hotels, friendliness of staff, safety and quality of the resorts and hotels are also rated either higher or same as other destinations. 'Value for money' is rated same by 38% of visitors.

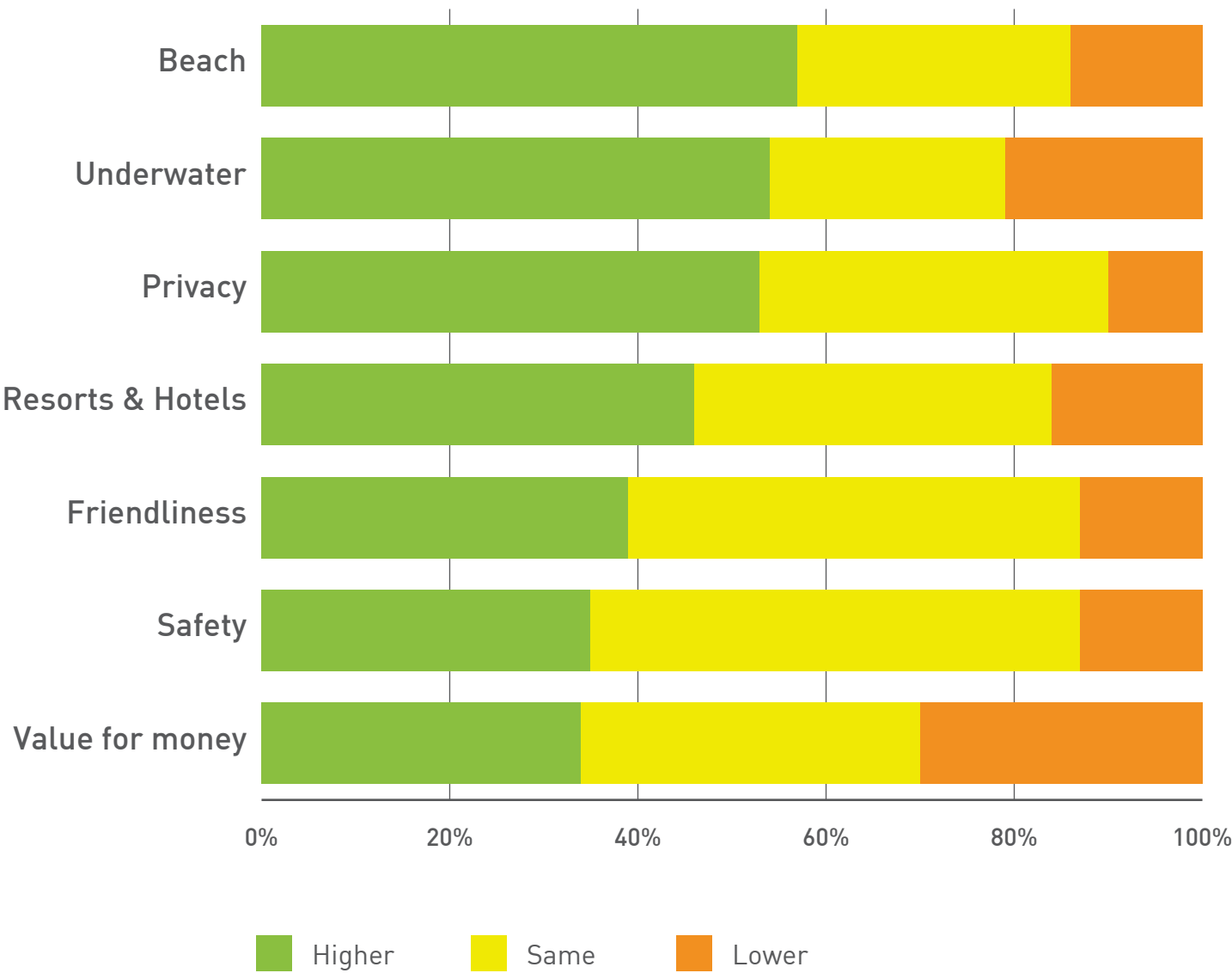


Figure 29. Rating of the Maldives compared to similar destinations

Expectation, Intention to Visit and Recommendation

Nine out of ten visitors to the Maldives stated that the holiday met their expectations.

The visitors also stated that they intend to visit again and would recommend the Maldives to others.



MET THEIR HOLIDAY EXPECTATION



INTEND TO VISIT
THE MALDIVES AGAIN



WOULD RECOMMEND
THE MALDIVES TO OTHERS

10

CONCLUSIONS & RECOMMENDATIONS

Conclusions

An overwhelming result of the MVS survey is that over 90% of the international visitors to the Maldives said holiday experience met their expectations. Nine out of ten visitors intend to travel to the Maldives again. 98% of visitors said they will recommend the Maldives to family, friends and colleagues.

It is well established that white sandy beaches, underwater beauty and warm weather of the Maldives are the main motivating factors for visiting the Maldives. Peacefulness, uniqueness, reputation, and privacy are also important motivating factors.

Snorkelling and diving are the activities rated highest by visitors to the Maldives. It is also noteworthy that visitors to the Maldives rate the beaches and underwater beauty in the Maldives higher than other similar destinations.

Internet is the most important source of information as well as the most important mode for booking the holiday to the Maldives. Online Travel Agents (OTAs) now have more than 50% market share in the sale of rooms in the tourist resorts. Travel agencies, particularly from Western and Southern Europe continue to be important partners in the Maldives tourism industry.

European visitors continue to make bookings in advance, while visitors from the new inbound markets to the Maldives travel with short-term bookings.

One out of three visitors to the Maldives are repeat visitors. The survey results showed that more repeat visitors travel to the Maldives during the peak season in comparison to the off peak season.

Through the time series data of MVS, it is also established that Maldives is a popular destination for couples and families. International visitors travelling as a family group to the Maldives is increasing.

The clarity and quality of transport related information provided to passengers is an area that needs immediate improvement. Shopping at airport and shopping at place of stay needs significant improvement. The MVS has shown that in-room entertainment is also an area that needs improvement.

Recommendations

The industry representatives who participated in the MVS results workshop held on 25 November 2015 made the following recommendations.

MMPRC and Ministry of Tourism need to have content in multiple languages on their websites: with priority to Mandarin, German, Italian, French, Russian, Arabic, and Japanese.

The Department of Immigration, Maldives Customs Services, and the Ibrahim Nasir International Airport shall give immediate priority to train their officials in Mandarin, Russian, Arabic, and major Western European languages. These agencies shall aim to have at least one multi-lingual officer on duty at all the times. Proper signage and user friendly information is necessary at the airport.

The international visitors to the Maldives need precise and clear information on the important things visitors should know and their obligations while in the Maldives. Visitors need to know what they can and cannot bring into the Maldives, the duty-free concession limits and what to expect and experience when travelling through the Maldives airports. It is important that MMPRC and MoT websites to have this information in the languages of major markets.

Visitors to the Maldives need direct and reliable information on domestic public transport options with transport schedules for domestic flights and ferries, all made available on a website. An app with departure time, duration and prices needs to be developed for the international visitors to make informed decisions on the best available options.

There is also a need to provide touch screen information kiosks and ticket machines at Hulhule’, Male’, and Hulhumale’ ferry terminals on domestic flight schedules, guest transfer information to/from airport to the place of stay and boat/ferry schedules to local islands. The ticket machines shall be set up to accept major credit cards.

Official star categorization of the Maldivian resorts will be a very important source of information for visitors to the Maldives. Accurate and objective assessment of resorts are particularly relevant to the Maldives where premium luxury is offered by many resorts that are way beyond services offered by typical five star hotels. Presently, visitors have to rely on user generated online reviews and star ratings provided by online travel agents that are open to manipulation and fraud by rival competitors.

There is an urgent need for MMPRC and MoT to revive and recover the traditional markets to the Maldives that are in decline. Frequent personalized contact with travel agencies and recognition of the contribution travel agencies make to the Maldives are important in this context.

The Maldives is attracting families during school holiday periods. However, the choices of attractions and activities for teenagers are presently limited. There is a need to offer and promote thrilling activities for adolescents and young people that are in line with the eco-friendly sustainable tourism offered by the Maldives. Examples of such activities include: diving, snorkeling, surfing, water sports, shark watching and dolphin watching that is geared to capture the imagination of young people.

With the growing popularity of guesthouse tourism in the inhabited islands, special efforts are needed to promote community-based tourism. Visitors shall be allowed to experience authentic local cuisine, culture, art, music, lifestyle, and souvenirs. There is also a need to allow visitors to participate in community celebrations, events, and activities.

The Maldives attracts a number of visitors who enjoy boating and diving in the Maldives. The country lacks adequate facilities to provide services for super yachts, passenger liners and boating enthusiasts. Proper marina facilities need to be developed in the

north, center, and south of the Maldives. There is also a need to promote the Maldives for the luxury yacht and cruise segments.

The major motivating factors to travel to the Maldives are the beaches, coral reefs, marine mega fauna, small island beauty, and crystal clear waters. Continuous investments are needed to maintain the quality of the natural environment. With the introduction of the green tax, visitors to the Maldives have started making contributions to protect and enhance the natural environment of the Maldives. The visitors thus demand to know how and where the tax money is being spent for environmental improvements and the efficacy of these improvements.

In order to build the resilience of the tourism industry, strategies are needed to diversify tourism vertically and horizontally. In this context, there is a need to study the options to diversify the tourism product of the Maldives as well as the source markets of visitors.

Annex 1

METHODOLOGY

Methodology

The questionnaire for the Maldives Visitor Survey undertaken in September 2015 is based on a redesign of the questionnaire used for the survey conducted in October 2013 with some minor changes. The questionnaire consisted of three sections and 27 questions in total. The questionnaire was prepared and printed in seven different languages. They are English, Italian, German, French, Japanese, Chinese and Russian languages.

The sample for the survey was selected based on 5-year averages of the top ten inbound markets to the Maldives between the years 2010 and 2014. The sample was calculated using the tourist arrival data from the Ministry of Tourism. Derivation of sample size is given in Table 1. Based on the top ten nationalities, the minimum targeted distribution was 1,800.

A half-day training session was held for the enumerators prior to the commencement of the survey.

The survey was conducted for a period of 14 days between 21 September 2015 and 4 October 2015 at Ibrahim Nasir International Airport (INIA).

Table 1 . Derivation of sample size

NATIONALITY	5 YEAR AVERAGE	MINIMUM SAMPLE
China	24.0	432
Germany	9.2	166
United Kingdom	10.0	181
Russia	6.5	116
Italy	7.3	132
France	5.6	102
India	3.4	62
Japan	3.8	69
Korea	2.8	50
Switzerland	3.3	59
Others	24.0	200
TOTAL		1800

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

By the end of the survey period, the number of questionnaires distributed was 1875. Respondents to the survey averaged at 134 per day. Total number of questionnaires collected was 1855. Of them 1777 questionnaires were deemed fit for data analysis.

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, and issues and anomalies that arise.

Once all the survey data was entered and checked, all the files were combined and single dataset generated on SPSS and MS Excel. The SPSS statistical software was used for data analysis.

SURVEY QUESTIONNAIRE

MALDIVES VISITOR SURVEY 2015

ES:
EC:
EE:



i) Nationality Place of Residence: ii) City iii) Country

iv) Departing Airline Gender v) ☐ Male vi) ☐ Female

SECTION A

1. 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

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

a. ☐ Travelled alone b. ☐ Partner c. ☐ Family d. ☐ Friends
e. ☐ Business/work associates f. ☐ Tour group g. ☐ Study/student group

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

a. ☐ Adults b. ☐ Children c. ☐ Not sure

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

a. ☐ Word of Mouth b. ☐ Internet c. ☐ Travel Agent d. ☐ Magazines
e. ☐ TV f. ☐ Guidebook g. ☐ Outdoor advertising h. ☐ Newspaper
i. ☐ Fairs/Exhibitions j. ☐ Radio k. ☐ Advertisement onBBC l. ☐ Visited Maldives before

5. 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

6. 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

7. How did you book your trip? (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
e. ☐ Telephone booking f. ☐ Booked by employer g. ☐ Other, please specify

8. Did you use any of the following websites to plan/organize your trip to the Maldives? (Please tick (✓) all relevant boxes)

a. ☐ Visit Maldives b. ☐ Trip Advisor c. ☐ Yahoo! Travel d. ☐ Expedia e. ☐ Agoda
f. ☐ Hotels.com g. ☐ cTrip h. ☐ Kayak i. ☐ Booking.com j. ☐ Travelzoo
k. ☐ Makemytrip l. ☐ Qunar.com m. ☐ LonelyPlanet n. ☐ Other, please specify

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

a. ☐ Less than a week before travel 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 B

10. How would you rate the following services at Ibrahim Nasir 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"/>

11. What was the **MAIN method of transport** from the Ibrahim Nasir International Airport to your place of stay?

a. ☐ Domestic flight b. ☐ Sea plane transfer c. ☐ Speedboat transfer d. ☐ Public ferry service

12. How long did you have to **wait at the Ibrahim Nasir International Airport** (to get to your place of stay)?

a. ☐ Less than 15 minutes b. ☐ 15 - 29 minutes c. ☐ 30 - 44minutes
d. ☐ 45 - 59 minutes e. ☐ 1 - 2 hours f. ☐ 3 hours or more

13. How long did it take for you to **get from Ibrahim Nasir International Airport to your place of stay?**

- ☐ Less than 30 minutes

☐ 30 - 60 minutes

☐ 1 - 2 hours

☐ 3 - 4 hours
- ☐ 5 - 6 hours

☐ More than 6 hours

14. How would you rate the quality of your hotel transfer? *(Please tick (✓) one box)*

	Excellent	Very Good	Average	Poor	Very poor	Not Applicable
a. Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Information briefing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Where did you stay during your visit to the Maldives? *(Please tick (✓) all relevant boxes)*

- ☐ Resort

☐ Hotel

☐ Guest house

☐ Boat/safari vessel
- ☐ Cruiser/luxury yacht

☐ Other, please specify

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

- a. Place 1:

Nights
- b. Place 2:

Nights
- c. Place 3:

Nights

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

- ☐ Room only

☐ Bed and breakfast

☐ Half board (breakfast and one meal included)
- ☐ Full board (three meals included)

☐ All inclusive

18. In general, how did you find the prices charged for the following?

	Expensive	Value for Money	Cheap	Not applicable
a. Room	<input type="checkbox"/>	<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"/>
m. Speedboat transfer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Sea plane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Domestic flight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. 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. Room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. In-room entertainment	<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. Guest services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Public areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Dining experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. 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	<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. Night fishing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Water sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

a. ☐ Local island b. ☐ Picnic island c. ☐ Malé d. ☐ Resort

e. ☐ Baa Atoll Biosphere Reserve (Hanifaru Bay) f. ☐ Whale shark watching (Ari Atoll) g. ☐ Cultural and heritage sites

22. Have you ever visited any destination similar to the Maldives? a. ☐ Yes b. ☐ No (if ‘No’ go to Q23)

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	<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 C

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

.....

24. What did you like most about the Maldives?

.....

25. Did your holiday experience meet your expectations? a. ☐ Yes b. ☐ No

Please explain your reason

.....

26. Do you intend to visit Maldives again? a. ☐ Yes b. ☐ No

Please explain your reason

.....

27. Would you recommend the Maldives as a tourist destination to others? a. ☐ Yes b. ☐ No

Please explain your reason

.....

SECTION D

28. 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

29. Economic status: (Please tick (✓) one box)

a. ☐ Employed b. ☐ Self-employed c. ☐ Home maker d. ☐ Student

e. ☐ Retired f. ☐ Unemployed

If ‘employed’, what is your occupation? (Please tick (✓) one box)

a. ☐ Manager, Director and Senior official b. ☐ Professional

c. ☐ Associate Professional and Technical d. ☐ Administrative and Secretarial

e. ☐ Skilled trades f. ☐ Caring, Leisure and Other Service

g. ☐ Sales and Customer Service h. ☐ Others, please specify

SECTION E

This section is to be filled by group head, if you are travelling in a group.

.....

30. For how many people in your travel group did you spend?

31. Did you travel on a tour package?

a. ☐ Yes

b. ☐ No

If ‘Yes’:

Yi) Total cost of tour package

USD ☐ GBP ☐ EUR ☐ RMB ☐ JPY ☐ RUB ☐

Amount

Yii) Amount spent in the Maldives apart from tour package

.....

If ‘No’:

Ni) Amount spent for the trip in Maldives

.....

32. Which other countries are included in your tour package? *(Please specify)*

Country	No. of Nights

~ Thank you for your time ~



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