



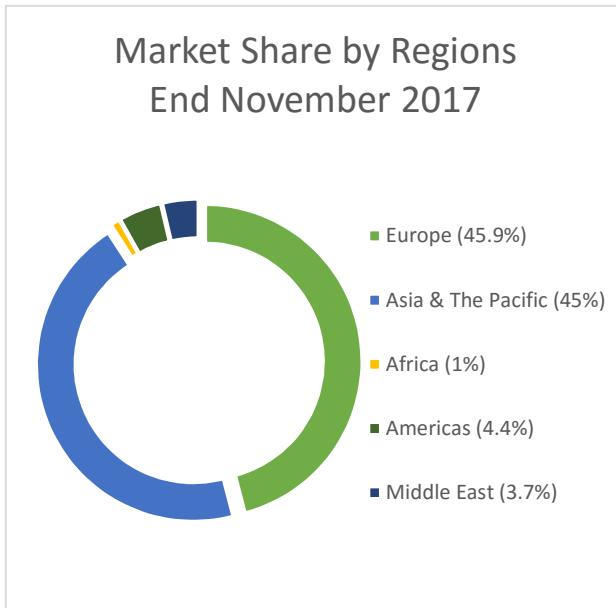
**MINISTRY OF TOURISM**  
REPUBLIC OF MALDIVES

**November 2017: strong results for the Maldives Tourism**

Maldives exhibited a remarkable performance in November enjoying a double digit growth of 15.2% continuing its upward trajectory with respect to arrivals. With the 120,506 tourists that visited during the month of November 2017, arrivals to the Maldives summed up to 1,246,501 for the period. Compared with the same period in 2016, tourist arrivals grew by 6.8%, boosting the bed night's by 15.8% in the January to November period of 2017. By regions, Europe, Asia and the Pacific, Americas and Africa all saw a firm growth for the period.



At the end of November 2017, **Europe** retained at the top position with a market share of 45.9% and a robust growth of 11.3%. Tourists visiting Maldives from Europe reached 572,021 for the period. The top five markets within this region include Germany (8.3%), United Kingdom (7.6%), Italy (5.9%), Russia (4.4%) and France (3%). **Asia and the Pacific** followed closely behind accounting for 45% shares of total arrivals during the period January to November 2017. Arrivals to the Maldives from Asia and the Pacific, totaled 561,147 at the end of November 2017. This region has showing signs of recovery posting a positive growth of 1.9% for the period.

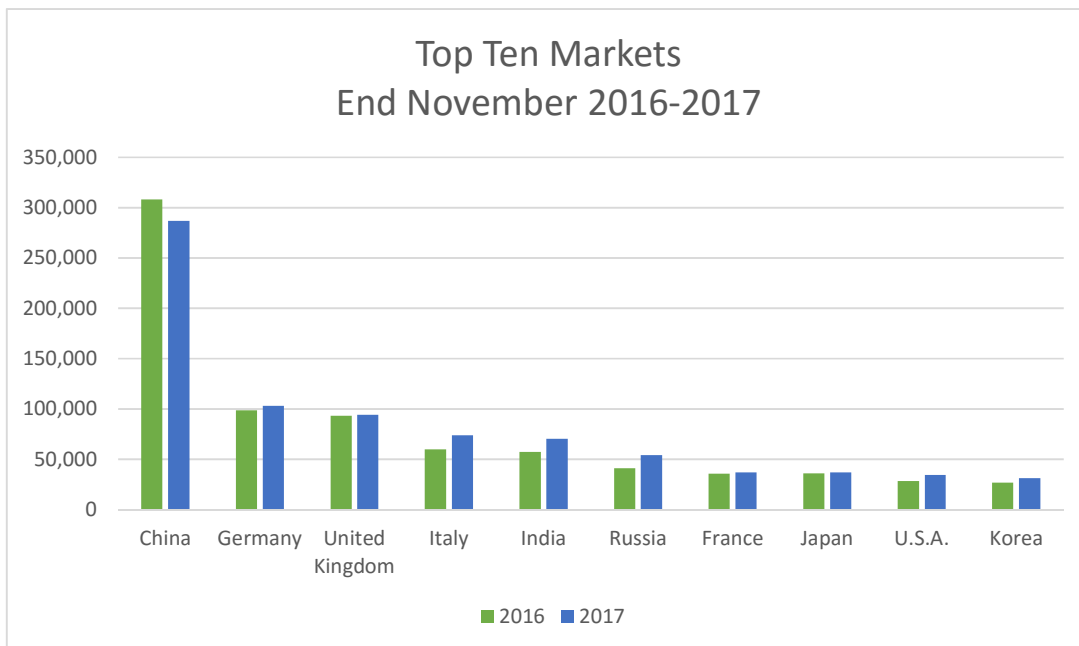


**Americas** secured a market share of 4.4 % at the end of November, recording a healthy growth of 23.1%. The American region has been on the upward trend, registering double digit growths throughout the year 2017. **Middle East** took hold of 3.8% shares of arrivals during this period. This region is on a declining trend over the last few months of 2017 registering a negative 4.7% growth for the period from January to November

2017 compared with that of 2016. **Africa** (1%) showed best results in terms of arrival growth with a positive 33.5% increase.

The top 10 markets remained stable holding onto their respective positions at the end of November 2017. **China** was the leading market capturing 23% of the shares. Despite the Chinese markets' plummeting growth in the past 10 months of 2017, the Chinese market picked up and posted a sharp double digit growth of 11.8% in the month of November 2017. The second position was occupied by **Germany** which registered a rise in its share (8.3%) and growth (4.7%) in the January to November period of 2017. Similarly **U.K** strengthened its position increasing shares to 7.6% and remained at the third place. The U.K market which performed with negative results since July 2017, performed exceptionally well with a robust growth of 18.7% in the month November 2017, leading to a growth of 1.1% at the end of the period. The fourth largest market to Maldives was **Italy** which held 6% of the shares and recorded a healthy increase of 23.4% for the period from January to November 2017 compared with that of 2016. In addition to this, Italy, the leading market in terms of growth rate for the month of November 2017 amongst the top ten markets, registered an outstanding growth of 40.3% in the month of November 2017. **Indian** market which has been progressing rapidly, recorded a healthy growth of 22.5% and accounted for 5.6% of the shares for the January to November period of 2017. **Russian** market remained at the 6<sup>th</sup> position at the end of the period, securing 4.4% of the shares and ending the eleven months

of the year with a healthy growth of 32.7%. The **French** market was the 7<sup>th</sup> largest market with 3% of shares for the January to November period, with a strong growth (24.9%) particularly in the month of November 2017. **Japanese** market which is seen progressing gradually, recorded a positive growth of 2.4% and captured 3% market shares. **USA** has strengthened its hold, with 2.8% of the total market shares and a significant growth of 20.1% at the end of November 2017. At the 10<sup>th</sup> position for the period was **Korea** with 2.5% shares and a double digit growth of 16.6% at the end of November 2017 compared with the same period of 2016.



On the supply side, out of the 40,694 registered beds in the Maldives at end November 2017, on average 38,412 beds were operational throughout the period. An increase of 10.8% in bed capacity was recorded for the 11 month period of 2017. Tourist bed nights for the period was estimated at 7,742,863 which was an increase of 9.3% compared with that of 2016. The average occupancy rate of Maldives stood at 60.5% for the period and average duration of stay rose to 6.3 days.