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**SOUTH ASIAN
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— AVIATION PRESS —

Maldivian to commence A330 direct operations to China in early 2020



The national airline of the Maldives, Maldivian has revealed plans to commence direct flights between the Maldives and China. The announcement was made at a ceremony held in Xiang, China.

The airline is proud to say that Maldivian currently operates to 10 international and 11 domestic destinations with Airbus 321, Airbus 320, 8 Dash8-300 series, 2 Dash8-200 series and 11 DHC-6 Twin Otter Aircraft. Presently, Maldivian flies to six destinations in China with an A-321 airplane, through a transit route. With the newly acquired A330 aircraft, Maldivian will be carrying out new direct flights between Maldives and China.

The ceremony was joined by the Minister of Transport

and Civil Aviation Honorable Aishath Nahula, Maldives Ambassador to China Honorable Aishath Azeema, Managing Director of Island Aviation Services Mr. Mohamed Rizvi, Deputy Managing Director Ms. Aishath Jennifer with over 700 tour operators and senior officials from the tourism bureau of Xiang.

Maldivian plays an important role in contributing to the economy and flourishing tourism across the country, by exploring and operating direct links to Northern and

Sothern city of Maldives. According to Maldivian, they are exploring the best connectivity to commence direct flights from Gan to China, with the commencement of the New Airbus wide body aircrafts. Prior to his appointment, the Managing Director of IAS, Mr. Mohamed Rizvi played a major role in the China operations in Maldivian Holidays and he also expressed that their team is evaluating the market feasibility to explore the Europe market with major challenges.

Manta Air announced the commencement of Seaplane Service and the Release of the Official Video Theme Song



Manta Air has disclosed that preparations are being done to start seaplane services before the end of September.

Although the developments have been delayed, the airline is in the process of obtaining the required licenses from the Civil Aviation Authority as the pace has fastened. The hope to commence seaplane services was expressed highly as well.

Once the licenses are secured, Manta Air plans to bring four seaplanes from Canada with the expectation of having 10 seaplanes by the end of this year for the operations.

On the occasion of Eid al-Adha, Manta Air released the official video of its theme song, Windwalker. The video features brand ambassadors of Manta Air — Maldivian Idol season 3 runner-up Mariyam Maeesha and lead singer of the Kabans Arshad 'Kokko Kabans' Ali — performing the song.

Created by renowned Maldivian musician Ahmed Faizan, with guitar & song production by Chippe, the song Windwalker, which was first unveiled at Manta Air's brand unveiling ceremony in November, talks of the promise which Manta Air brings out as part of their service. Windwalkers walk on the winds and is wherever they are needed to send positive energy to where it is needed most providing positive vibrations to each and every person as part of their job.

AVIATION PRESS

Etihad Guest and Booking.com form rewards partnership



Etihad Guest, the award-winning loyalty program of Etihad Airways, has signed a frequent flyer program agreement with Booking.com, one of the world's leading digital travel platforms, which enables Etihad Guest customers to earn Etihad Guest Miles when booking accommodation through Booking.com on a special co-branded version of the website.

Depending on the accommodation booked, customers will earn between three and six Etihad Guest Miles for every USD 1 spent, starting August 1, 2019.

Yasser Al Yousuf, Etihad Airways Vice President Commercial Partnerships, said: "We are always looking for new ways to add value to our loyalty program and now through this partnership with Booking.com, we are delighted to give travellers the

ability to earn Etihad Guest Miles not only when booking flights, but their accommodation as well."

"We are constantly exploring new collaborations that enable us to help connect even more travelers with their ideal stay, whether that's a 5-star resort, a cosy B&B or chic city apartment," said Ripsy Bandourian, Vice President of Partnerships at Booking.com. "We're delighted to be partnering with Etihad Guest and providing additional value to our

mutual customers that truly enhances their overall shopping and trip experience."

Etihad Guest Miles will automatically be awarded 8 to 12 weeks after the guests complete their stay and can be redeemed for flights and upgrades with Etihad Airways, over 20 airline partners globally, as well as electronics, fashion items and gifts from a range of over 3,000 leading brands available at Etihad Guest's Reward Shop.

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NEW OPENINGS

Hard Rock Hotel Maldives to open doors in September



Hard Rock International and S Hotels & Resorts introduced memorable music - inspired stays to the Maldives for the first time on 1st September 2019, when Hard Rock Hotel Maldives officially opened.

Nestled within the exquisite Emboodhoo Lagoon, just 15 minutes by boat from Velana International Airport, Hard Rock Hotel Maldives forms part of CROSSROADS Maldives, the country's first and only integrated resort.

Whether you are traveling with your family seeking a hassle-free holiday, with a group of friends in search of an upbeat break, or with your other half who want to vacation in style, this vivacious beachfront hotel offers plenty of opportunities to stay and play.

"Hard Rock Hotel Maldives is an upbeat international resort that amplifies its spectacular surroundings. We'll turn up the volume with spacious rooms, suites, villas – including overwater options – plus thrilling amenities and music

memorabilia, all surrounded by crystal clear seas, pristine beaches and stunning scenery. We look forward to welcoming guests and offering everything you could possibly want for a tropical island holiday," said Tolga Unan, General Manager, Hard Rock Hotel Maldives.

As the first Maldivian outpost of the world-famous hotel brand, Hard Rock Hotel Maldives features a full range of signature experiences and facilities for all ages, including a Hard Rock Cafe®, Body Rock® fitness centre, Rock Spa®, Rock Shop®, Hard Rock Roxity Kids Club™ and Teen Spirit® Club, the dedicated hangouts for 3-17 year-olds.

The InterContinental debuts in the Maldives with Maldives Maamunagau Resort

The InterContinental Hotel Group (IHG) has opened its first luxury resort in the Maldives – the InterContinental Maldives Maamunagau Resort – on 1st September 2019. Situated on the picturesque island of Maamunagau at the Southern tip of Raa Atoll, the InterContinental Maldives is surrounded by a stunning natural lagoon and is a 35-minute seaplane ride from Velana International Airport. Guests arriving on flights after 3.30pm will be escorted to the Domestic Terminal for a 20-minute domestic flight to Dharavandhoo Domestic Airport followed by a 35 minute speedboat to the resort.

As the first and only all-Club InterContinental Resort, the resort guests will experience personalized touches and complimentary benefits throughout the island; breakfast, afternoon tea and refreshments and evening digestives at The Retreat.

Speaking at the opening ceremony, Tourism Minister Honorable Ali Waheed said the tradition and the culture of the Maldives play an important part in tourism development. Minister noted local music talent at the ceremony and thanked the resort management for the gesture. The Minister highlighted that while 56% of the resort staff were Maldivian, the resort was being managed with the involvement of Maldivians.

Recognizing the unique privilege of occupying an island in such close proximity to Baa Atoll's UNESCO Biosphere Reserve, the resort sees sustainability as a non-negotiable. Guests will be able to experience a fascinating Marine Biology night feature, embark on an exploratory excursion to

Hanifaru Bay or even make a difference by adopting their own Manta. Inspired by the ethereality of the water and transformational power of crisp island air, AVI Spa by is designed to recharge the soul by awakening the senses. Guests can rejuvenate in one of six overwater treatment villas, each harnessing the psychology of natural light and sound play to send them into a deep state of relaxation.

The resort will be featuring six restaurants, including The Retreat. This adults-only enclave has a private bar and its own infinity pool at the water's edge. Standing at this pool's periphery, a favourite drink in hand, while watching the glistening ocean's expanse meet the horizon.



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NEW APPOINTMENTS



Helen Bolten appointed as Director of Sales and Marketing at Fairmont Maldives Sirru Fen Fushi

Helen Bolton has been appointed as the new Director of Sales and Marketing for Fairmont Maldives Sirru Fen Fushi by Fairmont Hotels & Resorts.

Helen previously worked as Director of Sales and Marketing for three resorts of Sri Lankan luxury boutique hotel chain Resplendent Ceylon group before the current employment.

Hailing from Yorkshire, UK, Helen has led the commercial teams of some of the leading luxury resorts in the Maldives bringing vast experience in sales and marketing. Resorts include, Conrad Maldives Rangali Island, Niyama Private Islands Maldives, Kanuhura Maldives and Anantara Maldives Resorts.

Helen had completed a BTEC National Diploma in Travel and Tourism at Harrogate College, in addition to studying Business Administration.

An exhilarating 55-minute seaplane ride from the Maldivian capital of

Male' brings guests to the luxury all-villa Fairmont Maldives set on the idyllic island of Sirru Fen Fushi, within the Shaviyani Atoll. Taking its name from the local expression for "secret water island", Sirru Fen Fushi glistens like a pearl, its powder white sand beach fringed with swaying palms is kissed by the turquoise waters of the 600-hectare lagoon that gives way to the tranquil blues of the Indian Ocean and a never-ending horizon.

Fairmont Maldives Offers 112 luxury villas each with their own private pool. Additionally, luxury safari-style Jungle Tinted Villas, the Beach Villas and Water Villas inspired by the bohemian rustic chic vibe with copper bathroom fittings and carved wood detailing on furniture are also ideal for couples or families.

Amit Majumder, General Manager of Jumeirah Vittaveli, moves to new role in Dubai



Jumeirah Vittaveli is proud to announce that their General Manager - Amit Majumder, has been appointed as Vice President, Boutique Resorts, for Jumeirah Hotels & Resorts. Mr. Majumder started his new role effective from 15th August, 2019 and be based in Dubai at Jumeirah's headquarter. His new mandate will include oversight of Jumeirah Vittaveli, as well as the development of expansion plans for high end luxury boutique resorts within the Jumeirah brand.

Amit Majumder, General Manager, Jumeirah Vittaveli, said: "I am very excited to start my new role with Jumeirah Hotels & Resorts. This is such an inspirational brand, with a comprehensive and admirable 360-degree philosophy, not just about how we continuously aim to exceed

our guests' expectations, but how we take care of our colleagues and make sure they feel right at home with us while having a clear path into their future ahead of them. I look back at my time at Jumeirah Vittaveli with fond memories - we have continuously pushed the envelope with our innovations and projects, and I could not be more thankful to have had such a strong team to support me. It is not a farewell but only a 'until I see you again' as I will still be intricately involved in our framework of strategies for Jumeirah Vittaveli. In my new capacity as Vice President of Boutique Resorts, I look forward to using the insights and experience I have gathered working with small luxury resorts and apply these to locations in a global setting."



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ISLAND PRESS

All-Pool Loft-Style Water Villas Introduced at Four Seasons Resort Maldives at Landaa Giraavaru



Four Seasons Resort Maldives at Landaa Giraavaru has introduced new all-pool loft-style water villas.

Launching on November 1, 2019, re-imagined all-pool water villas Four Seasons Resort Maldives at Landaa Giraavaru will feature twice as much living space outside than in to create vastly extended indoor-outdoor hideaways that bring the ocean closer at all times. A spectacular extension brings the total outdoor area to 182 square meters (1,960 square feet), split into multiple, dedicated zones: sun-drenched decks, shaded social spots and dining areas, over-water hammocks, day bed and an al fresco shower.

A new shaded ocean-side living and dining pavilion with swing couch flanks the 12-meter (40 foot) pool, which extends into the lagoon for uninterrupted Indian Ocean views. Pale wooden indoor floors mimic the external sun-bleached decks for a

seamless inside-out connection, which combines with the elevated second floor lounge for a sense of space that extends both horizontally and vertically.

Inside, suspended feature walls, floor-to-ceiling windows and a contemporary design with light colors and dark blue accents imbue the 90 square meter (970 square foot) space with a sophisticated serenity. Reconfigured bathrooms include sea-view bathtubs and direct deck access, while new over-water hammocks and steps directly into the blue ensure maximum connection to the sea, and a sublime swathe of sea to be connected to.

Declared the Maldives' first UNESCO Biosphere Reserve in 2011, the Baa Atoll ecosystem is renowned as one

of the most beautiful in the country, home to the world's largest known population of manta rays, scores of whale sharks, towering thilas, exhilarating kandus, and stunning coral gardens.

In addition, the waters directly around Landaa Giraavaru are home to one of the world's largest and most successful coral propagation projects. With its 4,000th coral frame planted in May 2019, the Reefs capers project has been working to support the existing reef since before the Resort opened, and is now even putting robots and artificial intelligence to work placing the Resort's Marine Savers team at the pioneering forefront of global coral reef restoration. Turtles, baby sharks, mantas and even dolphins visit the Resort's lagoon while the coral frames attract an ever-expanding abundance

of exotic flora and fauna to within a close snorkel of each Water Villa deck.

Commenting on the new Water Villas, General Manager and Regional Vice President Armando Kraenzlin says: "In an ever-crowded world, luxury is increasingly sought in a sense of space and an ability to enjoy an unrestricted connection with the natural world. Our new Water Villas not only offer twice more space outside than in with pools that make you feel as though you are swimming out into the ocean but also extend upwards into a sea-view loft and downwards via steps into the ocean for an enhanced sense of space and connection in all directions."



TASTE THE FEELING

ISLAND PRESS

Embark on New Wellness Experiences at Anantara Kihavah Maldives Villas



Anantara Spa at Kihavah, a luxury resort in the Maldives, branches out with the introduction of their new and innovative wellness offerings which includes the Cocoon Medical Spa, two Ayurveda retreat programmes, and the Deluxe Spa Pool Villa. For guests who wish to maintain a stress-free and balanced lifestyle, or for those who need inspiration to start a new pathway towards self-healing, Anantara Spa offers a variety of wellness journeys, each custom designed to the guests' specific needs.

COCOON MEDICAL SPA

The first upscale medical spa in the Maldives launches this November. Rejuvenate the body from the inside out with innovative new therapies that detoxify and cleanse. Cocoon Medical Spa provides the highest level of aesthetic and wellness treatments performed by a medical professional in a refined over water setting. Cutting-edge therapies are designed to help its guests with weight loss and skin problems to reveal a happier self of them.

Senior Aesthetic and Wellness Nurse, Nur Laili, has been providing hands-on artistry and expertise in the areas of beauty, wellness and anti-aging for over a decade. With a driving passion to help others achieve a higher level of self-confidence, she is devoted to empowering others to look and feel their absolute best. "We offer state-of-the-art, quality treatments in a luxurious, relaxing setting to help you present your best and most vibrant self" says Laili.

Cocoon Medical Spa's trained staff and highly innovative treatments allows guests to achieve the results they desire without sacrificing the relaxation they deserve.

AYURVEDIC RETREAT PROGRAMMES

The newly devised Ayurveda retreats at Anantara Kihavah feature a tailored combination of treatments and exercise, as well as diet and lifestyle modifications to bring balance to our vital energies – or doshas. Ayurveda, a 5000-year old natural science, teaches us to live with insight

and balance and bring about a comprehensive wellness approach into our lifestyles. Heading the Ayurveda team at Kihavah is Kerala native Sharath Ram, an all-round practitioner with over a decade's experience across South Asia and the Middle East.

Nurture unique wellbeing with a choice of two specialist programmes curated by Sharath – Longevity and Detoxifying. The Longevity programme targets the everyday toxins that overload our liver and immune system, and lead to illnesses and allergies. Whereas the Detoxifying programme is designed to rejuvenate the body, strengthen the immune system and restore a naturally vibrant glow through addressing the damaging effects of modern life stresses.

Whether guests wish to dedicate 3, 5 or 7 days to holistic health, each programme is designed to help guests blossom by combining a private lifestyle consultation and therapeutic treatments with restorative yoga, breathing, meditation and herbal steams.

DELUXE SPA POOL VILLA

Anantara Kihavah reveals an exclusive Deluxe Spa Pool Villa – the first of its kind in the Maldives – that gives travellers the ultimate relaxation spa experience with a dedicated spa therapist and unlimited daily spa treatments.

Deluxe Spa Pool Villa guests will be pampered by the villa's spa therapist devoted solely to their relaxation and rejuvenation needs. Without leaving the privacy of their villa, guests can now enjoy unlimited personalised spa treatments, meditation

practices and private water aerobics every day from 10.00 am to 10.00 pm – another first in Kihavah's expansive repertoire as a luxury leader.

The enhanced villa features an indoor, en-suite spa room. Guests can also enjoy their treatments outside on the private poolside terrace, as they're lulled by the sounds of the ocean. Anantara's award-winning spa menu offers more than 25 signature treatments for guests to choose from. Consultations with luxury spa experts are provided before arrival ensuring a bespoke experience.

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world's most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 35 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Sri Lanka, Mozambique, Zambia, the UAE, Qatar, Oman and Portugal, with a pipeline of future properties across Asia, the Indian Ocean, Middle East, Africa and South America.



TASTE THE FEELING

MMPRC's Managing Director Overcoming the Challenges in the Tourism Industry

As of the best in the industry, we were excited to speak with Maldives Marketing and Public Relations Corporation (MMPRC)'s Managing Director Thoyyib Mohamed about how the organization overcomes challenges and what it has learned from its destination marketing social media efforts.



How has your role influenced the Maldives overall tourism sector since your appointment in November 2018?

I have focused my work in three major areas in order to achieve better growth for the sector. First is the diversification of destination marketing activities and efforts. Second is managing the working relationship with our stakeholders in the industry. Third, managing the internal functions of MMPRC and putting it in-line with good governance. In terms of destination marketing efforts, we have diversified our campaigns and activities to represent all products of the industry, which is the one-island-one-resort concept, the live boards, the guesthouses and the hotels. In terms of stakeholder relationships, we are establishing better working relationships with them through FAM trips, meetings and seminars. Our team has already commenced several networking trips and we have been visiting our products for familiarization and in terms of internal functions, we have applied several changes in order to increase efficiency and enable transparency. So these are the three areas I am focusing on right now.

In your opinion, what do you feel is the biggest driver(s) for the notable growth in Maldives tourism over the last 6 months?

The biggest factor in my opinion is the political and the economic stability of the country. The other factors is affordable travel options through budget airlines, which have been in the rise recently. These two factors inevitably decide the stability and the growth of the industry. We also believe the diversification of marketing activities and tapping into potential markets contributed to our growth. One of the best examples in this regard is the Indian market. We saw substantial growth in this market with our increased marketing efforts. Similarly, the ongoing media FAM trips with the use of our PR representatives in this major market is showing growth now. Challenges have been numerous. In marketing, the affordable travel options such as, the local island tourism concept while maintaining the Maldives brand positioning as a luxury destination is one itself a huge challenge for me. Moreover, the growth in capacity creates its own challenges in terms of occupancy, but we believe our marketing efforts combined with the industry stakeholders, the connectivity and the ground capacity of the airports will overcome this challenge.

What role has social media played in branding Maldives as a tropical beach holiday destination?

Maldives has maintained the tropical paradise image long before the advent of social media. However, social media has become an indispensable tool for any marketing agency and we are no different. At this age of social media, traveling and photography are the two themes recurring in most social media platforms. Therefore, images and videos showing the beauty of the Maldives islands garner a lot of attention around social media platforms. We take all the advantage we can from these trends to push the image of Maldives across the different social media platforms.

Funding has traditionally been a challenge for destination marketing organizations. Do you think that is going to change anytime in the future?

Since this is a government corporation, most of our funding comes from the government and are allocated through the state budget as a service to the nation. So, our activities will definitely be affected by the funding given each year. The current government has increased the budget for tourism promotion three times than last year. Therefore, it allows us to expand our activities this year. I believe the positive outcome this year will encourage the government to allocate reasonable funding for destination marketing in the coming years.

There has been a shift in which travelers are becoming more educated on their travel options and destinations are becoming more tourism-friendly. Is your competitive set changing at all?

Changing travel trends create new competition, but these are things we are equipped to handle. The tourism industry of Maldives is constantly evolving to adapt with these emerging trends. For example, experienced tourism, eco-tourism and sustainability in tourism are key areas of focus for the industry right now. So, I would like to note and thank the initiatives of individual properties and NGOs adapting these trends.

What is the approach to understanding and communicating to widely different markets around the world?

Understanding the market is always the key definitely. In order to understand, we collect data and trends in the markets and apply strategies accordingly. For that, we have hired PR agencies in all our major markets that constantly analyze their respective markets and create messages and

activities that appeal to the travelers of that particular market.

MMPRC's destination marketing activities until the end of the year seems to be a super-busy schedule. How do you plan staying focused at the forefront of the destination marketing game?

Our adaptations are the emerging trends that keep us focused and at the top of our game. We have a very small but an excellent team who work passionately to reach these goals. We research before the events, prepare marketing materials specific and measure the outcome against expectations. These are the keys for our success.

Several marketing seminars have been held across 11 atolls during the first six months of 2019. What were your key takeaways from it?

The key takeaways from the seminars was the need to create a unifying effort for destination marketing. As the local island tourism is relatively new, they need to be oriented towards the destination marketing targets. Since, most of these properties are small to medium enterprises; they lack the resources to obtain expertise in marketing. That is where we decided to step in, and we are hand in hand with these properties in their efforts.

This November, the Maldives contingent will be participating for the 35th time at the World Travel Market, London. What can we expect at this year's WTM?

World Travel Market London has been a great platform for networking between Maldives and the UK market. This year we will introduce a new component that emphasizes our commitment to environment friendly tourism and create awareness in this regard. It is going to be surprise and a very interesting project. We will be sharing more details at the Maldives Marketers Forum. We will also evaluate the feedback and if they do not like it, we will not engage it. As I have mentioned earlier, it is their platform and we are just facilitators. However, we have this idea of bringing in something very special in awareness for the environment and sustainable tourism. As you have mentioned, for 35 years, we have participated stand-alone and we should be making a difference now. We should let the media talk about the Maldives. We should let the travel trade partners from Europe come in and say "Oh! you're having a different concept". Last year there were about 169 participants from 65 companies, we are expecting more participants this year.



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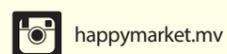
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We have served some of the wealthiest in the planet. Brought them and took care of them during the planning of their trip until the vacation ends and they fly back home.

While servicing on this 1% market, we believe that no task is accomplished unless it exceeds the expectations of each client, each has to be served differently based on their requirement and services.

These information of travelers cannot be revealed until they leave the destination most of the time, it has to be exclusive and private, while our services are endowed with the ultimate luxury experience providing the best of the best from the finest resorts and services in the Maldives.

We find every moment special and we are pleased to assist our guests with all their needs.

All they need to do is to ask and enjoy!

Our top notch clients list might be surprising but it keeps adding and increasing every day.

Some of our clients are among the seniors including owners of the largest organizations in the world, such as Microsoft, Google, Amazon, Netflix to name a few. We also have served some of the royal family members of a few destinations.

The World Travel Awards named us as Leading Luxury Travel Agent - Maldives during 2017 and 2018, not because we just provide travel agency service, but based on our portfolio of services and experiences provided to some of the most influential people in this planet.

Handling and making these clients happy aren't easy tasks, as everything needs to be perfect. Just PERFECT. We all have to live

in the moment, as it passes and we cannot undo what we provide in the very second.

My clients has been served by the most outstanding hotels and resorts in this Island nation. Lux North Male', Huvafenfushi, Anantara Kihavah, Anatara Dhigu to name a few properties who has exceeded the expectations of some of our VIP Guests. While Luxury Yachts Azalea Cruise, Searex and Azimuth 85 have catered in Maldives for some of these VIP Clients.

The process of selecting properties prior to these VIP Trips are more challenging than the real trip. As an advance team arrives and spends nearly \$100 - 500,000 at times hopping from one resort to another on chartered seaplanes and speedboats, inspecting accommodation, food, services and facilities available, before they decide on which property the client would be staying.





Some of our services includes:

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We focus on transforming travel desires into beautiful memorable experiences, finding the perfect destinations, high-quality accommodations, and activities to suit personal interests.

We currently work with very selective properties, as these are very unique personalities whom we serve and a little misconception on serving, treating them will or might spoil the whole stay or even our business.

We are at service 24/7, Ensuring our clients Live the life they have always dreamed of in a destination such as Maldives.

LATEST NEWS

China, Maldives paired again 2022 World Cup Qualifiers

Maldives have been drawn in Group A alongside China, Philippines, Syria and Guam in round two of the 2022 FIFA World Cup qualifiers. The draw was held in Kuala Lumpur. The Maldives needs to finish top of the group in order to move on to the next qualification phase of the World Cup.



A second-placed standing will also allow the Maldives to advance but it must be one of the four best runners-up for that to happen. Both instances, however, will secure an outright berth in the Asian Cup.

- Group A - China, Syria, Philippines, Maldives, Guam
 - Group B - Australia, Jordan, Taiwan, Kuwait, Nepal.
 - Group C - Iran, Iraq, Bahrain, Hong Kong, Cambodia.
 - Group D - Saudi Arabia, Uzbekistan, Palestine, Yemen, Singapore.
 - Group E - Qatar, Oman, India, Afghanistan, Bangladesh.
 - Group F - Japan, Kyrgyzstan, Tajikistan, Myanmar, Mongolia.
 - Group G - United Arab Emirates, Vietnam, Thailand, Malaysia, Indonesia.
 - Group H - South Korea, Lebanon, North Korea, Turkmenistan, Sri Lanka
- Fixtures (MALDIVES)

The matches are to be competed as follows:

- Guam vs Maldives (September 5, 2019)
- Maldives vs China (September 10, 2019)
- Syria vs Maldives (October 10, 2019)
- Maldives vs Philippines (November 14, 2019)
- Maldives vs Guam (November 19, 2019)
- China vs Maldives (March 26, 2020)
- Maldives vs Syria (March 31, 2020)
- Philippines vs Maldives (June 9, 2020)



Maldives Team wins Bronze at China's Cuisine World championship

Maldives has won the first bronze medal upon participation in the China's Cuisine World championship for the first time, held at Shenyang, China.

The event took place from 21st to 24th August with over 300 culinary elites worldwide forming 24 teams for the participation of the China's Cuisine World Championship.

Six Maldivian Chefs who joined the Championship include, Mohamed Adhil from Faarafushi Maldives, Ahmed Mazim from four seasons Maldives at Landaa Giraavaru, Riffath Mohamed from Kuda Bandos, Ibrahim Nathif from Baros Maldives, Ahmed Fatheen-the owner of Oishii and the culinary consultant Ibrahim Naeem.

Talents of Culinary Experts were tested in teams and individual events at the China's Cuisine World Championship. Maldives competed at the team event

and won a bronze medal after the production of a four-course meal from set ingredients.

Ish'haq Solih, chef at Paradise Island Resort was part of the jury for the individual event, in addition to filling the role of the manager for the Maldivian team

Launched in 2015, the Chinese Cuisine World Championship (CCWC) by the China Cuisine Association is an international level competition endorsed by the World Association of Chef Society (WACS) which aims to build a platform to promote the exchange of Chinese and Western cuisine and the development of Chinese cuisine worldwide.



TASTE THE FEELING

BEST READ

Maldives' Most Stunning Underwater Dining Experiences

Most dining options that span the spectrum across the Maldives offer backdrops by the blissful island shores or are set on stilts above the Indian Ocean. These are incredible, but if you're on the lookout for something even more exhilarating, then you might want to seek a dining experience underwater with an out of this world view.

Having a luxury meal while surrounded by floor-to-ceiling glass windows can seem slightly terrifying – but you also get to appreciate the beauty of marine life in its natural habitat and, more importantly, the Instagrammability alone will make it worth your investment, all while sort of feeling like a mermaid.

Check out these amazing underwater restaurants in the Maldives.

Ithaa Undersea Restaurant at Conrad Maldives Rangali Island



The world's first underwater restaurant, Ithaa (translates 'mother of pearl' in the Maldivian language of Dhivehi), sits a whopping five meters below sea level, offering 180-degree views of the surrounding coral gardens. To get there, diners walk across a pier, descends a spiral staircase down into a coral reef through a glass tunnel with a curved glass roof. The restaurant is open from 11 a.m. to midnight every day and serves contemporary European cuisine while diners are able to spot all kinds of tropical fish and enjoy a four-course lunch or a six-course dinner. Ithaa is also open for mid-morning cocktails and can be booked privately for breakfast, weddings or other special occasions.

The 5.8 Undersea Restaurant at Hurawalhi Maldives



Opened in late 2016, this is currently the world's largest all-glass underwater restaurant and is made of dislodged coral blocks which makes its own ecosystem. As the restaurant's name implies, it sits at a depth of 5.8 meters below the surface. To get there, diners walk across a pier towards the resort's over-water Aquarium Restaurant and head down a separate path to a long, winding staircase. The restaurant offers 10 tables in an intimate setting with surrounding coral landscape views that intrigues all shapes and sizes of sea life right up to the glass. Diners can sate their appetite among the sealife with a multi-course tasting extravaganza. The restaurant is open for lunch with two sittings, first at 12.00 and second at 14.00, and dinner at 18.00. The restaurant also serves private Champagne breakfast upon request.

Sea at Anantara Kihavah Maldives Villas



Built on the edge of a natural reef right near the deep sea, this is the world's first underwater wine cellar and leads diners to a fine-dining restaurant surrounded by the sea. Schools of angelfish can be seen swarming around the hexagonal space surfaced with mirrors, through swaying soft corals that dapple with sunlight. The wine cellar boasts over 450 bottles from two dozen countries and counting. Diners can enjoy a wide selection of special homemade breads, pancakes, and coffee for breakfast. Canadian scallops, assorted fish, Maldivian lobster, and prawns for lunch; Pair rare vintages with appetizing pan-seared Japanese wagyu for a romantic dinner. The restaurant is open for breakfast from 8:30 am – 10:30 pm, lunch from 12:00 noon – 2:00 pm and dinner from 6:30 pm – 10:30 pm.

Subsix at Niyama Maldives



Located 545 yards from the Niyama Resort, Subsix sits six meters below the Indian Ocean. It is the world's first underwater nightclub and are frequented by international DJs who spin their discs for their patrons, as they dance beneath the waves. Diners reach Subsix by speedboat and descends down a dramatic three-tier staircase. Italian abstract chandeliers illuminate the descent like shining coral, a clam-inspired bar with chairs in the shape of anemones and capiz shells draped from the ceiling. The restaurant serves lunch between 12:00 noon and 2.30pm, also serves private Champagne breakfast as 'Destination Dining' experiences upon request.

M6M Restaurant at OZEN by Atmosphere Maadhoo Island



This is the resort's pièce de résistance! M6M is an acronym for "minus six meters" and diners reach the restaurant by descending down a winding staircase into a blue-hued area. Diners can choose between three set menus, which include five delicately presented courses. The restaurant's popular dishes include citrus-doused octopus carpaccio, chilean sea bass with confit tomatoes and lobster thermidore. It is open for lunch and dinner, though the visibility is better during the day when thousands of fish (and maybe an eel or baby shark) dart behind the windows.

H2O at You & Me by Cocoon



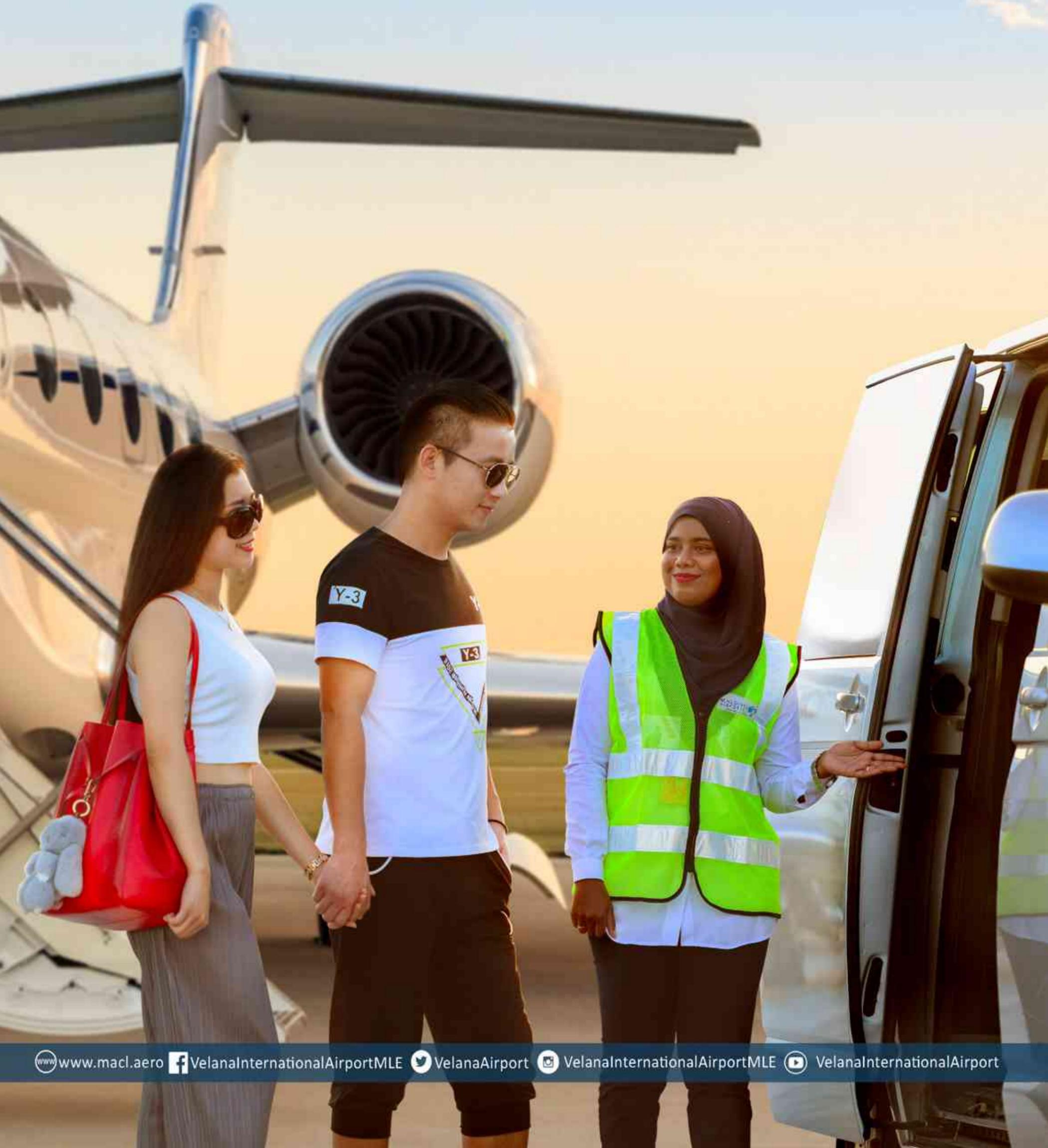
The resort's premier fine dining restaurant, H2O by LAGO is named after the chemical formula for water in a bid to promote its responsible image. The restaurant is located 100 meters from the island, and sits fully submerged six meters under the lagoon. The restaurant offers 360-degree views of Raa Atoll's breath-taking coral gardens and incredible marine environment and treats diners with unrivalled gourmet cuisine catering 26 guests at once. Just for the record: Maldives houses more underwater restaurants than any other country in the world! That being said, the quest for the elusive gastronomical heaven has come to an end, now dive into the pleasure of having a view that but a few restaurants in the world afford.



TASTE THE FEELING

Maamahi
Executive Lounge
Operated By MACL

Relish Tranquility



— (**BON APPÉTIT**) —

RIHAKURU GLAZED OCTOPUS



Keep your worries away

Ingredients

- Local Octopus 1 Kg
- Vegetable Stock 3 L
- Rihakuru (local Tuna Reduction) 30 Ml
- Lime Juice 20 Ml
- Maldivian Chili 3 Gr
- Curry Leaves 5 Gr
- Native Olive Oil 25 Ml

Method

1. Simmer the fresh octopus for about 3 hours in vegetable stock
2. Separate the arms and glaze the octopus in rihakuru
3. Finish the glaze with fresh lime juice, Maldivian chili, curry leaves and native olive oil

Courtesy of Chef Stefan Goehcke, Executive Chef
Six Senses Laamu

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EVENTS & AWARDS

11th Annual Mini Olympics at Holiday Inn Resort Kandooma Maldives



The 11th Annual Mini Olympics have kicked off at Holiday Inn Resort Kandooma Maldives.

This annual event sees all resort colleagues divided into 5 houses named after IHG's "Winning Ways" which is at the core of the resort's efforts to deliver "True Hospitality" for all. The teams – Show We Care, Aim Higher, Do The Right Thing, Celebrate Difference and Work Better Together by competing against each other in many activities such as Football, Volleyball, Badminton, Swimming, Cricket along with many games that are uniquely "Maldivian" such as Baibalaa, Bashi and Digu.

Kandooma team was honored

to have welcomed Hon. Minister Ahmed Mahloof - Minister of Youth, Sports & Community Empowerment (Maldives) as their Chief Guest for the opening ceremony where he spoke passionately about work-life balance and highlighted the importance of sporting activities to motivate young talent.

The Mini Olympics is a celebrated annual colleague activity at Holiday Inn Resort Kandooma Maldives where team spirit and working together, fun, friendship and most of all laughter outweighs competition.

Josh Kerr Wins the 9th Four Seasons Maldives Surfing Champions Trophy



In pulsing, overhead conditions at Sultans Australian Josh Kerr claimed Four Seasons Maldives Surfing Champions Trophy for the second year running. He and fellow Australian Joel Parkinson won the single-fin and twin-fin divisions respectively to book their spots in the Grand Final matchup, despite both earlier falling in the semi-finals of the thruster division. The pair's third and deciding battle for the week lived up to the hype with the two Championship Tour veterans going blow-for-blow in a gripping encounter worthy of the occasion.

Parkinson kicked off proceedings with an 8.5 and a 7.27 to take an early lead, but things were just getting started. Kerr opened his account with a 7.17 and then a 9.33 to move into the lead, before it quickly swung back to 2012 World Champion Parkinson when he unleashed a series of trademark swoops and vertical stabs up into the lip for a 9.17.

Kerr was on the wave behind, however, and pulled off the most incredible manoeuvre ever witnessed at the Four Seasons Maldives Surfing Champions Trophy: an explosive grab rail reverse (also known as a "club sandwich") performed on an incredibly

critical opening section of the wave. The dynamic display netted 2001 World Airshow Champion Kerr a near-perfect 9.93, and won him the event.

"I already had a couple of good scores," said Kerr after his win, "so I decided to put everything I could into my next wave and see if I couldn't put the final nail in the coffin. It was a steep, gnarly section, as I was bottom-turning I was thinking to myself, 'what are you doing?' but went for it anyway. Somehow I came out of it really clean and had the biggest smile on my face for the rest of the wave, it was really "Kerryzy went to town on me!" said Parkinson at the presentation. "I thought I started really well, then next thing you know I was on the ropes! Kerryzy had a 9.33 and nearly a perfect 10, and even though I had a 9.17 of my own I was still chasing a combination and pretty much packed it in and headed back to the boat with four minutes to go. This week's as much about the beauty of the Maldives as the surf contest though, and to get to share all of this with my family is really special. Riding different boards was incredible too! I've been asked a lot over my career and never been able to choose, but I'm pretty sure now that my twin-fin is the board I'd ride for the rest of my life if I had to pick one!"

"Obviously the prize money and the trophy are cool," said Kerr, "but getting to come back here to Four Seasons Maldives is the real reward. Today is my 13th wedding anniversary, lucky number 13, so that's a great anniversary present for my wife, as well as having the kids here. I didn't win too many events during my career, so it's extra cool to win this in front of them."

Grand Finale

Josh Kerr 19.26 defeated Joel Parkinson 17.67

Thruster Division Results

1. Kai Lenny (HAW)
2. Matt Wilkinson (AUS)
3. Joel Parkinson (AUS) equal with Josh Kerr (AUS)
5. Mohamed Fayaz (MDV)

2019 FS Maldives Surfing Champions Trophy Leaderboard

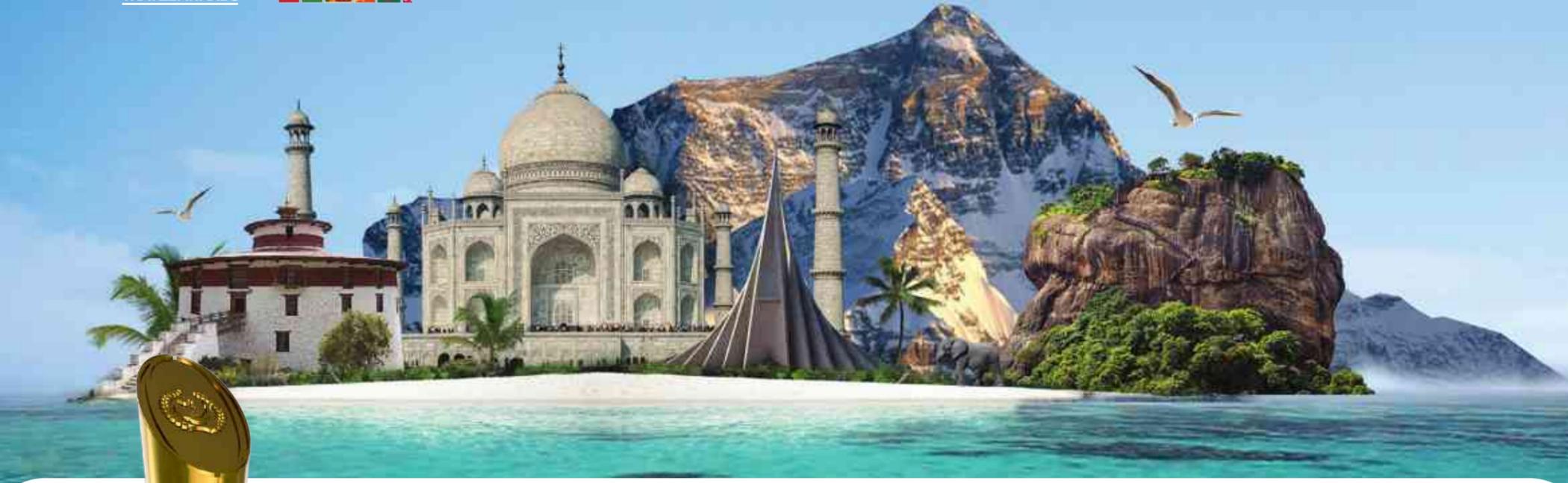
Josh Kerr (AUS) 2700 points
Joel Parkinson (AUS) 2700 points
Matt Wilkinson (AUS) 2500 points
Kai Lenny (HAW) 2500 points
Mohamed Fayaz (MDV) 2300 points



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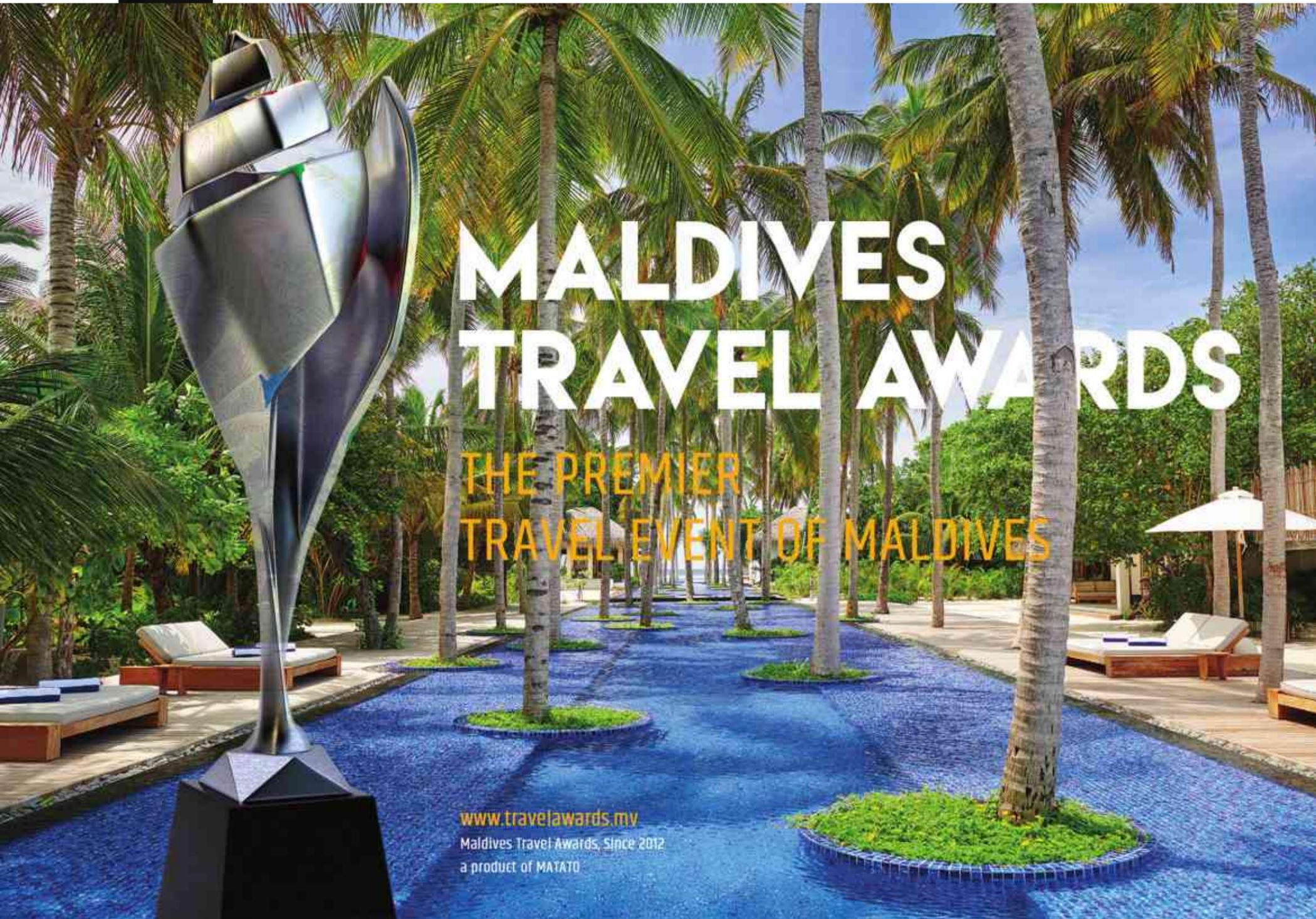


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Beam: 11.12ft

Draft: 02.23ft

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Frankly Speaking

MMPRC's marketing activities for 2019's last quarter has been gridlocked with events, one right after the other. From the perspective of a tourism industry stakeholder, do you believe there is an adequate window to accomplish a productive campaign before the year ends?



Mohamed Firaq
Managing Director
Inner Maldives Holidays



Ismail Hameed
Vice President
National Boating Association of Maldives (NBAM)

Yes I agree. The time has arrived for the 'next surge' in destination marketing – for Government (MMPRC to not only pay lip service to tourism as an economic force but to practically place it high on the agenda through resource allocation, political power, public-private partnerships etc. As we all agree the number of beds are increasing and we - this means from planning to implementation – many of the excellent plans that have been drafted for national use lie idly on the shelves and are in urgent need of practical implementation." Maldives must boom.

"MMPRC has made great effort with an inclusive approach during 2019, I would say the industry appreciates works done and in plan for this year and some ideas which has already been in place and allocated for 2020.

MMPRC have increased a lot of roadshows, and sometimes it is challenging to see only few participants taking part. This at times are not effective compared to what's being spent on promotions."



Abdulla Suood
President
Maldives Association of Travel Agents and Tour Operators (MATATO)



Fathimath Reena
Group Assistant Director, Marketing
Sun Siyam

MMPRC's works and plans are well executed. The best thing is that, management consults with industry stakeholders before making these promotions. Especially these ideas and meetings with relevant stakeholders have resulted in engaging with new roadshows and PR Activities. However, these activities has to be well supported by focused segments. Eg, more Guesthouses and Liveboards has to take part when the government spends on these new activities. Results are good and there has been more activities.

2019 has seen tremendous efforts from MMPRC to promote Maldives as a popular destination across the globe, whilst at the same time tapping in to new markets. The results are looking very promising and I am sure the return will be seen for years. It has to be an interdependent relationship between MMPRC and the industry stakeholders, and we appreciate MMPRC taking a huge step forward. With more discussion and proper planning, 2020 will definitely see brighter results.



Abdul Latheef
President,
SME and Entrepreneur Federation of Maldives (SEFM)

Different sectors in the board is good as they identify needs. Board is policy not the people making plan for MALDIVES marketing for its future. You may not like to hear this from me but now ADB is saying Maldives is not benefiting enough from tourism. MMPRC should be spending money for best return to Maldives. Negotiate also with line ministries to make policies more conducive to achieve that objective. Facilitate youth technologically to be part of this industry. They will come along.

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