

The islandchief

your trusted independent travel news

VOL 41 | December 2019 | www.islandchief.com

Email : news@islandchief.com | Hotline : +960 7986626



333-7055 / 7907057

marketing@vamco.com.mv



EXCLUSIVE INTERVIEW WITH FAWZAN FAREID

SRILANKAN AIRLINES COUNTRY MANAGER – THE MALDIVES

PAGE: 10



COCO COLLECTION LAUNCHES "NURTURE" ART EXHIBITION AT COCO BODU HITHI

PAGE: 09



MALDIVES WELCOMES THE 1.5 MILLIONTH TOURIST OF 2019

PAGE: 16



MALDIVES BOATING AWARDS SET FOR 23RD DECEMBER 2019

PAGE: 18

Digital Resorts

Innovation drives
experiences



ooredoo
business

Digital
Resorts



Scan for more details

ooredoo.mv

— AVIATION PRESS —

SriLankan Airlines and Maldives' General Sales Agent, Ace Aviation Services Maldives to hold CSR project in Addu City

SriLankan Airlines, the largest carrier into the Maldives, as well as the sole international airline operating three weekly flights to Gan is celebrating three years of operations to Gan with an important Corporate Social Responsibility Project in the form of a free medical camp from 28th November to 1st December 2019 for the public in Addu City and neighboring atolls.

SriLankan Airlines will be flying in a high-level team of medical specialists from Kauvery Hospital in Tiruchirappalli, India especially for the CSR project, including a neurologist, cardiologist, pulmonologist, endocrinologist, a dietician and support staff.

Jayantha Abeysinghe, the airline's Regional Manager for Sri Lanka & Indian Ocean, said, "As the largest carrier into the Maldives, SriLankan is fully integrated into international travel in and out of the Maldives, as well as Maldivian society in general. We are pleased to be providing this CSR service in partnership with Kauvery Hospital and several other valuable partners."

The medical camp is being carried out in Addu City for residents of Addu, Fuvahmulah and other nearby atolls. A significant number of SriLankan's passengers from the Maldives travel to Tiruchirappalli via Colombo for medical treatment. SriLankan held a similar CSR event in 2017. Nayomi Tennakoon, Area Manager Gan, said, "SriLankan was the first

scheduled international airline to commence flying out of Gan Island three years ago, and we are delighted to serve the travelling public in all of the nearby atolls with their travel requirements, via Colombo, and also the important air cargo business into and out of Gan."

This CSR project is jointly organized by SriLankan Airlines and the airline's General Sales Agent in the Maldives, Ace Aviation Services Maldives in partnership with, Kauvery Hospital, the insurance company of Maldives Aasandha Company Ltd, and the Hithadhoo Regional Hospital. Kauvery Hospital is a chain of multi-specialty hospitals with a total capacity of 1,250 beds. Two of its multi-specialty hospitals are in Tiruchirappalli along with one-of-a-kind exclusive state-of-the-art cardiac care facility. The hospital has carried out more than 7,000 cardiac surgeries, 1,000 joint replacement surgeries, 2,500 complex cancer surgeries, 5,000 angioplasties, 5,000 open heart procedures, around 50,000 dialyses, and over 1,000 major pediatric cardiology procedures.



SriLankan serves both the Maldivian Capital Male and Gan Island, connecting them through Colombo with its network of destinations. SriLankan has a route network of 130 cities in 58 countries, including codeshare operations in partnership with the world's finest airlines. SriLankan takes pride in operating three flights a week to Gan Island, and provides passengers with convenient connections to Singapore, Bangkok, London, Beijing, Shanghai, Canton, Chennai, Delhi, Mumbai, Bangalore, Karachi, Doha, Dubai, Abu Dhabi, Kuwait, Muscat, Riyadh, Jeddah, Dammam and many more. A member of the prestigious oneworld global airline partnership, SriLankan Airlines also connects travelers to over 1,000 cities in 160 countries through its oneworld partner airlines. The airline has been consistently winning prestigious accolades, including 'Leading International Airline' in South

Asia and 'Leading Airline Passenger Class – Business' award, both for the second consecutive year at the South Asian Travel Awards 2019 (SATA); 'Best Marketing Innovation' award from APEX; two awards at the World Travel Awards 2018 Asia and Australasia; 'Best Full Service Airline in Central & South Asia' at the Future Travel Experience Asia Awards; and 'Innovation in Commercial Airline Cabins' at the In-flight Asia Pacific Awards.

Ace Aviation Services Maldives is the General Sales Agent (GSA) for SriLankan Airlines in the Maldives. The company also bagged this year's South Asia Travel Awards (SATA) for the Leading Airline GSA award in the Maldives, and for the third consecutive year. Ace Aviation Services Maldives has held similar CSR projects across the Maldives and has been at the forefront during tragedy and disaster.

Maldivian commences scheduled flights from Hanimaadhoo to Cochin



Maldivian has begun direct flights from HDh. Hanimaadhoo to Cochin, India on October 28, 2019.

The national airline carrier, Maldivian informs that the agreement to charter direct flights between the two regions was made in order to facilitate easier transport for locals travelling to India for medical treatment and to offer better access for Indian travelers who want to visit India.

Malé-Cochin return fares are for USD 150, while Hanimaadhoo-Cochin return fares are at USD 199. Maldivian further revealed that preparations are being

carried out to organize flights to other cities in India. Additionally, the airline is working to arrange flights between Colombo, Sri Lanka and Maldives.

As of now, Maldivian operates International flights between Hanimaadhoo and Trivandrum, India and other destinations include, China, Bangladesh, and Thailand.

AVIATION PRESS

Air Italy heralds start of Winter Season with a new flight to the Maldives

After a long break Air Italy landed with 195 passengers, taking off from Milan Malpensa at 6.15 pm on 29th October 2019, and arriving at Velana International Airport at 8.25am on 30th October 2019. The airline is scheduled to operate three times weekly.

A water salute was given to welcome Air Italy's A330 and a ceremony was held at the Maamehi Executive Lounge to celebrate the arrival of the airline.

The airline's crew was presented with garlands and traditional Maldivian Boduberu music. Gifts were exchanged between Air Italy and Maldives Airports Company Ltd (MACL). The evening ceremony concluded with a photo session and light refreshments. Acting Managing Director of MACL Mr. Moosa Solih said, "It's a pleasure to see Air Italy being our newest partner and we are confident that the airline will add value to our airport and benefit the Maldives in terms of Trade & Tourism and I thank Air Italy's Team for choosing Velana International Airport in their route expansion and

I wish Air Italy success in their future endeavours."

Air Italy's Chief Operating Officer, Rossen Dimitrov, said, "The Maldives, which will be served during peak periods by three weekly frequencies, is a perennially popular destination with all travellers, but particularly who love its fabulous beaches and amazing water.

"I am therefore extremely pleased to announce that the passengers of our inaugural flight to the Maldives are the first to enjoy our latest cabin innovations, with our wonderful new Economy class blankets and Business Class velvet duvets, to make the travel experience with Air Italy yet more memorable." He added.



The Consular Agent of Italy, Ms. Giorgia Marazzi, conveyed a message from the Ambassador of Italy to Sri Lanka and the Maldives, Ms. Rita Giuliana Manella, who stated "I'm extremely happy to see the return of Air Italy, the second largest airline in Italy, to the Maldives, after an absence of a few years. It is a testimony not only to the long-lasting relations and friendship between Italy and the Maldives, but also to the increased interest of the Italian market to this beautiful

country. The Maldives remains the Italian people's preferred foreign beach destination. In 2018 alone, we had over 105,800 tourists visiting these wonderful islands. With the return of Air Italy, we hope to further foster our ties with a solid foundation of solidarity, understanding and mutual sympathy. Not only in the field of tourism but also as a means to augment economic and scientific relations"



**WORLD'S
LEADING
OUTBOARDS**



SOLE DISTRIBUTOR

 **ALIA INVESTMENTS (PVT) LTD**

 (960) 300 9797

 www.aliamaldives.com

NEW OPENINGS

The Standard, Huruvalhi Maldives opens its shores from November 2019

The Standard, an American hotel brand known for its taste-making clientele, pioneering design, and unrelenting un-standard-ness, launched The Standard, Huruvalhi, Maldives on 1st November 2019, marking the brand's first property in Asia. The Standard has taken a fresh approach to its island retreat, offering relaxation, social activities and vibrant cultural experiences welcoming couples, but groups of friends and singles looking to reset and recharge in paradise.



A 35-minute seaplane ride away from Velana International Airport, The Standard, Huruvalhi is nestled between Raa and Baa Atoll on a naturally protected island.

The airy, intimate lobby is accessible 24-hours daily, complete with an exclusive selection of cult beauty and wellness products and eclectic wares only available for purchase on the island. Step into one of the resort's 115 overwater and beach villas, each with its own infinity plunge pool and private lounge deck with direct access to the lagoon, ocean or beach. A glittering disco ball strategically perched above the soaking bathtub in every villa bathroom makes for a signature Standard statement piece and serves as a reminder that you really can party anywhere and at any time of the day at The Standard.

On property, guests will find a large-scale specially-commissioned work by Rostarr, highly acclaimed, ground-breaking multidisciplinary artist and member of The Global Standard Family – the brand's inner circle of creators, collaborators and cultural tastemakers.

The Standard, Huruvalhi celebrates the freshest ingredients and produce sourced both regionally and from the resort's own island farm, which form a delicious array of local and global dishes. Six unique restaurants cater to a variety of taste. GUDUGUDA, an authentic Maldivian Restaurant, featuring traditional celebratory Maldivian cuisine cooked by Maldivian "aunties" – the women who carry on the tradition of this remarkable cuisine. For a spot of grilled grub and reggae beats on the beach, BBQ SHAK offers fresh seafood and meats, fragrantly grilled to order over coconut shell charcoal.

Island living makes for thirsty work. At TODIS BAR try the signature TODIS cocktail, made from toddy, a local specialty drink made by fermenting fresh coconut water. BERU BAR is an adults-only overwater-club perched above the ocean, featuring fantastic views, a glass-bottomed floor and a sunset ritual led by Boduberu drummers.

The resort offers a selection of curated experiences and cultural programmes that include traditional basket weaving, a moonlight cinema beneath the stars, legendary pool parties at the infinity pool as

well as a variety of ocean activities. Parents looking for a reprieve can drop their kids off at the Lil' Shark Kids Club complete with professional childcare services, a teen zone and paddling pool.

For a recovery or a reboot, The Standard Spa is an indoor hydrotherapy playground complete with a contemporary communal hammam, aroma cypress steam room and contrast shower experience. Chill out with a Do-It-Yourself Mud Experience for one or a massage for two and take in The Spa's ocean views from from one of their nine private treatment rooms. The Spa Deck and Tonic Bar is the perfect place to kick-back post treatment or enjoy a yoga session. The Sun Lounge experience offers crystals and an apothecary for the body and mind that includes skincare and lifestyle products.

The Standard's commitment to showcasing an unparalleled resort experience is equalled by its dedication to the conservation of marine life. Preserving coral life, reducing plastic waste, and using products made from repurposed and recyclable materials all form a groundwork of the resort's conservation efforts to saving the ocean and marine life. Some signature menu items include a \$1 donation towards the resort's foundation for coral conservation. The Standard, Huruvalhi proudly has its very own lagoon coral nursery which houses over 3,000 juvenile corals, creating the resort's very own personal underwater garden.

Rahaa Resort opens in Laamu Atoll

Rahaa Resort, developed and operated by Maldivian company MO Hotels, welcomed its first guests on 1st November 2019.



The 4-star resort complements the history and heritage of the Maldives and is located in the vibrant Laamu Atoll, southern Maldives. Rahaa aims to make the Maldives more accessible to all classes of travellers who want to experience its pristine white sands and clear waters.

Rahaa offers Villas in two categories, Deluxe Ocean View Villas and Superior Lagoon View Villas, featuring en-suite bathrooms fully equipped with bathtubs and outdoor showers making it the perfect venue to hit refresh. The Villas have a porch for its guests to wake up and enjoy the fresh breeze from

the lagoon as it soothes their body and mind. The linen and furniture are handpicked by industry professionals to ensure an unforgettable stay.

The restaurant has a buffet setting for all the main meals, while the café and bar make sure culinary needs are satisfied 'round the clock. Rahaa serves a fusion of cuisines for all, with an array of global dishes.

The Rahaa experience is tailor-made to be a flexible fit regardless of whether guests are on their honeymoon, family vacation, or an adventure trip. What makes the Rahaa experience unique is that it

offers the natural wonders of the Maldives – a glimpse into the southern parts of the archipelago, while aiming to open up its local island life and history to tourists. Rahaa has something to offer everyone. Be it unwinding at the spa with holistic treatments that will suit all the client's needs at the hands of specially trained therapists, night fishing on a boat or dancing the night away.

Rahaa is only the second resort to open in the pristine Laamu atoll, the longest stretch of islands connected by land in the Maldives.

DUBAI. TOKYO. GUANGZHOU. SINGAPORE.



COLOMBO, TAKE A BOW.



Placing Sri Lanka's Real Estate
on a pedestal of Global Excellence.

Altair, created by celebrity architect Moshe Safdie, is redefining Colombo's skyline forever. Acclaimed and awarded for its uniqueness of design and as an engineering marvel, Altair offers 2-3 bedroomed Apartments, Sky Villas and Presidential Suites.



Inquiries - M: +94777 55 22 44 or +94777 55 33 66 W: www.altair.lk

NEW APPOINTMENTS

Ooredoo appoints Suresh Kalpathi Chidambaram as Chief Financial Officer and Executive Director



Ooredoo Maldives has appointed Mr. Suresh Kalpathi Chidambaram as the CFO and as an Executive Director appointed to the Board of Directors in the capacity of a nominee of Wataniya International FZ-LLC, effective 17th September 2019.

Mr. Chidambaram has over 30 years of finance experience in various industries including manufacturing, retail and telecommunications. He

joined the Ooredoo Group in 2008 and held the position of Senior Director, Investment Management until 2013. He was also the CFO at Ooredoo Global Services prior to his current role as CFO of Ooredoo Maldives. Mr. Chidambaram holds a Master of Management Studies from Birla Institute of Science and Technology and he is a member of the Institute of the Chartered Accountants of India.

A statement by Ooredoo Maldives read, "We are delighted to congratulate Mr. Chidambaram on his appointment as the CFO and as an Executive Director on the Board of Directors and warmly welcome him to the Ooredoo Maldives' family. We are confident that Ooredoo Maldives will prosper and grow in the future under his leadership with his contribution and guidance."



Stavros Packeiser to fill the role of new General Manager at Park Hyatt Maldives Hadahaa

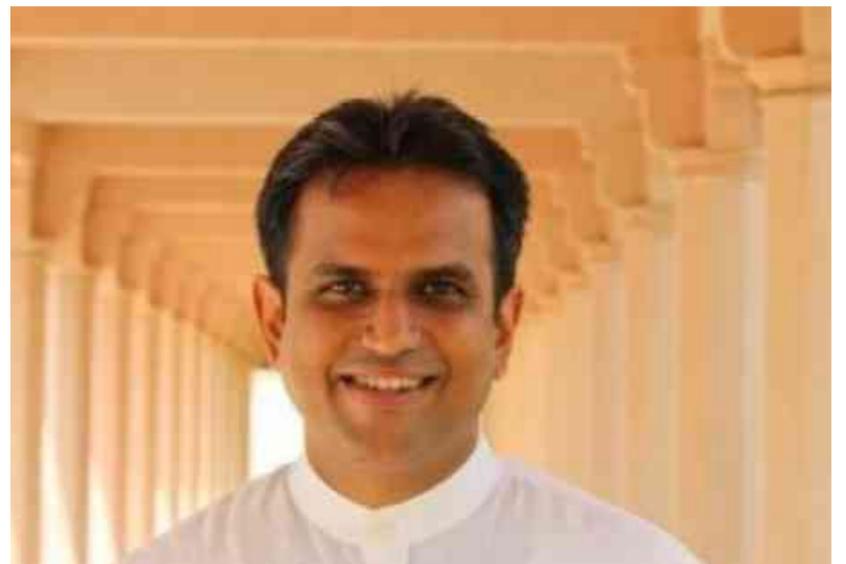
Stavros Packeiser has been assigned as the new General Manager at Park Hyatt Maldives Hadahaa.

Stavros attained his degree in computer science at Heriot-Watt University, Edinburgh. During the time, he was working as a part-time waiter for additional income, when he discovered his interest in working with people more than computers.

After graduating in 2002, Stavros was employed as a Bar Supervisor at The Carlton Hotel in Edinburgh. Thus began his hospitality career, working through food and beverage roles on the world's largest ocean line RMX Queen Mary 2; Hyatt Regency Thessaloniki, Greece;

Hyatt Regency Dushanbe, Tajikistan; Sani Resort, Halkidiki, Greece; Hyatt Capital Gate Abu Dhabi (now on Andaz); Grand Hyatt Dubai; Rixos The Palm, Dubai; and Palace Downtown, Dubai. He has also been filling the role of F&B Director at Park Hyatt Saigon in Ho Chi Minh City for the past two years since 2017.

"At Park Hyatt Maldives, I plan to continue the valuable work my predecessors have done for the resort in terms of performance and sustainability", comments Stavros on his first General Manager role. "I am to bring to life new projects and experiences that will make our resort a leader in sustainability and luxury travel."



Harish Nair appointed as Resort Manager at The St. Regis Maldives

Harish Nair has been designated to the post of Resort Manager at The St. Regis Maldives Vommuli Resort, home to unrivalled amenities and facilities.

Prior to the recent appointment, Harish worked at Six Senses Hotels, Resorts & Spas in Thailand as Corporate Director of Rooms. He has worked in the Indian and Greece markets as well and has over fourteen years of experience in the hospitality industry. He received his

education from the Institute of Hotel Management and Catering Technology in India.

The St. Regis Maldives Vommuli Resort is nestled between verdant rainforest and white-sand beaches on a private island. Explore the tropical beauty and rich marine life of this peaceful, eco-conscious setting. The private lagoon, Iridium Spa and outdoor infinity pool promise nonpareil relaxation.



QNT
Light Digest™
WHEY PROTEIN

LOW SUGAR ✓
REDUCE BODY FAT ✓
MUSCLE MAINTENANCE ✓
WITH WHEY ISOLATE ✓



H.Dhooriha, 7A
Kalaafaanu Hingun
Male' Maldives
E: sales@asiagrouptrading.com

asia
group
TRADING

Partnerships

asia
forwarding
CARALISE
SPRL



A FESTIVE CELEBRATION BEYOND EXPECTATION

Surrounded by nothing but turquoise lagoon which melts into sapphire blue, the island of Kihavah and her pure white sands rise up out of the ocean like a mirage.

Located on the Baa Atoll in a UNESCO Biosphere Reserve, Anantara Kihavah Maldives Villas invites you to imagine your own paradise. Snorkel with mantas and Hawksbill sea turtles. Stargaze into the night. Dine on a deserted sandbank or beneath the ocean's surface.



For more information and reservations please contact
+960 664 4111 or reservations.maldives@anantara.com

LIFE IS A JOURNEY.

ISLAND PRESS



Jumeirah Vittaveli Launches Apprenticeship Program on 15th November 2019

Jumeirah Vittaveli has launched its Apprenticeship Program, with the first batch being inaugurated on Friday.

The first batch of 14 apprentices were inaugurated at a special ceremony held at Jumeirah Vittaveli Friday afternoon, 15th November 2019.

Former Maldives President Maumoon Abdul Gayoom officiated the ceremony, where he gave an inaugural speech and handed over enrolment certificates to the apprentices. "I believe this is going to be an exciting beginning for the young people who have just entered this apprenticeship program here at Jumeirah Vittaveli. This program is important for these students, so they learn the skills they would require when they serve in the tourism industry of this country."

Abhijit Ghosh, the General Manager at Jumeirah Vittaveli, also addressed the new apprentices and guests. "Our main core objective of this program is to really give our budding hoteliers an opportunity to come to a beautiful destination like Jumeirah Vittaveli, which will serve as a stepping stone to their career."

"Please take this opportunity, young

talents, as tomorrow the future lies in your hands." He added.

The Jumeirah Vittaveli Apprenticeship Program is open for Maldivians that pass their O-Level exams as well as an assessment conducted by the resort.

The eight-month-long program aims to train and build passionate Maldivian school graduates in various areas of the hospitality sector with one of the most luxurious brands in the world. For the first two months, the apprentices will be trained in all major fields, including culinary, food and beverage, front office and housekeeping. The following six months will be dedicated to on-the-job training in their chosen area of specialisation.

On successful completion of the programme, apprentices will be offered employment opportunities at Jumeirah Vittaveli as well as sister properties across the globe. The second batch of the Jumeirah Vittaveli Apprenticeship Programme

will be open for applications in summer 2020, for entry in November 2020.

Located a short 20-minute ride on board a luxurious motorised catamaran from the main Velana International Airport, Jumeirah Vittaveli offers unmatched diversity, subtle luxury and personalised exploration, whether you are seeking a romantic getaway or an exotic destination for your family. The resort comprises of 89 villas and suites each with their own swimming pool and direct access to the beach or lagoon. The private and spacious villas are available with one or two bedrooms making them the ideal accommodation for both families and couples.



Share
a
Coke®



Coke2
HOME
Now order online!



SCAN QR CODE TO DOWNLOAD THE APP.
AVAILABLE IN MALE, HULHUMALE AND ADDU ONLY.

ISLAND PRESS

Coco Collection Launches “Nurture” Art Exhibition at Coco Bodu Hithi



Coco Collection has launched their new art programme, “Nurture”, by hosting their first exhibition under this initiative. “Nurture” will be an ongoing effort by Coco Collection to help and encourage the development of art and artists focused on environmental and wildlife conservation. By using art to educate and to raise awareness of these global issues, their goal is to contribute to the care and protection of the environment.

Featuring the work of South African artist Mbongeni Buthelezi, the first “Nurture” exhibition was held at Coco Bodu Hithi resort on 13th November and highlights the prevalent issue of plastic pollution.

Known for inventing his own method of “plastic painting”, Mbongeni creates stunning masterpieces using a heat gun and thousands of pieces of plastic rubbish. “I use rubbish to create something

beautiful from it. I collect something that has no value and give it new life. That’s what we can do with ourselves and our lives.” - Mbongeni Buthelezi.

This collaboration between Coco Collection and Mbongeni Buthelezi aims to not only draw attention to the problem of plastic pollution but to also spark a conversation within our communities about adopting creative and sustainable behaviors.

In addition to featuring a selection of his existing artwork at the “Nurture” exhibition, six new pieces inspired by the Maldives were unveiled at the event by the Minister of Environment, Dr. Hussain Rasheed Hassan and South African High Commissioner to Sri Lanka, Ms. Ruby Marks. These pieces reflect the natural beauty as well as the culture of the Maldives, and they will be permanently housed at Coco Bodu Hithi.

Following the unveiling of the artwork, Mbongeni talked about his inspirations and motivations, while demonstrating to the attendees the painstaking method of plastic painting. A few of the guests then tried their hand at the tricky technique as well.

During his month-long residency at Coco Bodu Hithi, Mbongeni has also been leading workshops where he shares his techniques and knowledge while helping attendees explore, experiment, and get in touch with their creative side. He is also working on a piece titled “The Children of the Sea”, depicting the culture and heritage of the Maldives and how the lives of Maldivians intertwine with the ocean. Using discarded plastic collected from the beaches of the Maldives, the finished piece will be transferred to Coco Palm Dhuni Kolhu in Baa Atoll for installation at the end of the residency.

RIU Hotels Maldives holds a special welcome to celebrate the start of its seaplane flights by Manta Air



RIU Hotels Maldives held a special welcome on Tuesday, 19th November 2019 to celebrate the start of Manta Air seaplane services to its hotel.

With the addition of the Manta Air Seaplane services, guests coming to the two properties owned by RIU Hotels Maldives now have two options to reach their destination; the domestic airline services or flying to the hotel via seaplane.

RIU Hotels Maldives currently operates two hotels in the Maldives; Hotel RIU Atoll and Hotel RIU Palace.

RIU Atoll currently boasts 264 villas, 36 of which are suites over the Indian Ocean with rooms equipped with all the best comforts such as a minibar, air conditioning, safe box and satellite

TV. Hotel Riu Atoll also provides guests with a pool with swim-up bar and impressive views of the sea, plus another pool for children. You can also head to the beach and relax in the sun lounge area or go diving to contemplate the underwater beauty of the island paradise. The five-star Hotel RIU Palace offers 176 rooms, 72 of which are overwater suites. For F&B, it offers a main restaurant and two speciality restaurants, in addition to a poolside bar. Riu Palace Maldivas features an infinity pool with swim-up bar.

The seaplane service for RIU Hotels Maldives is provided by Manta Air, a recent entry into seaplane operations. Manta Air is currently expecting the arrival of 5th seaplane on the 20th of November which will be used to

further expand its services with an aim to maintain the same level of service they have provided through their ATR domestic service.

Currently, a new seaplane base at the main Velana International Airport is being built as part of an ongoing USD 800 million mega project to expand and upgrade the Maldives’ main gateway. The four-storey terminal, which will be equipped with over 80 docking platforms and other support facilities, is expected to come into operation by the end of the year.

Seaplane is the preferred mode of transport between the main Velana International Airport and dozens of resorts, especially those located in outer atolls.



Share a Coke®



Coke2HOME
Now order online!



SCAN QR CODE TO DOWNLOAD THE APP. AVAILABLE IN MALE, HULHUMALE AND ADDU ONLY.



EXCLUSIVE INTERVIEW

Fawzan Fareid

SriLankan Airlines Country Manager – The Maldives



What are the key takeaways from your previous role as the SriLankan Airlines' Country Manager for Japan?

Japan is a very strategic market for SriLankan Airlines and the Japanese outbound tourism is a vital component for us. There are approximately 16 million Japanese citizens travelling every year – and it is growing exponentially. The Japan market has huge potential when it comes to tourism.

In Japan, SriLankan Airlines exclusively promotes Sri Lanka and the Maldives and it has had a very positive outcome. Thirty-eight per cent of the 40,000 or so Japanese tourists fly to the Maldives with SriLankan.

Initially, Maldives was known in Japan as a destination only for the honeymooners. One aspect I learnt during my time there is that nowadays, Japanese tourists are very excited about activities such as diving and surfing. I believe this is the perfect opportunity for the Maldives to penetrate that specific segment of the tourism market in Japan. Currently, destinations such as Hawaii, Saipan, Fiji, New Caledonia, and so on, are destinations that are being marketed in Japan for these exciting activities. The Maldives has huge potential to get to that in Japan in terms of diving and surfing. The Maldives is not just a honeymoon destination; there are many popular dive and surf spots in the country and it's all about how the Maldives markets the destination.

You have only started your new role in the Maldives a little over a month ago, how has it been so far?

To be very honest, I have always wanted to carry out a term in the Maldives. After working in Japan for four-and-a-half years, I was to be posted in another country, but I specifically requested for the Maldives instead. I do not take the Maldives lightly, despite its small size, the revenue generated is relatively equal to some of the other major destinations. I had been closely watching the Maldives over a period of time, and I knew I had to play my cards right. I believe this was the right move.

This is an exciting place! The people and the activities on the islands are much livelier. I found that Maldivians are very friendly and have been tremendously supportive during my relocation here and in helping me settle down. Additionally, I am very fond of the local Maldivian cuisine – it is quite close to Sri Lankan food, but completely unique at the same time. So far, I have truly been enjoying my time here.

What are the key attributes for SriLankan Airlines' success in the Maldives?

Ever since SriLankan Airlines started operations 40 years ago on 1st September 1979, Maldives has always been considered as the airline's second home-base – and this bond is still going strong and will endure forever. The relationship between Sri Lanka and the Maldives is solid. We are one of the carriers that have consistently served the greatest number of flights to the Maldives. As soon as the expansion project of Velena International Airport is complete, we will once again commence our fourth



night-time flight to the Maldives. SriLankan Airlines looks forward to that day.

There is a large number of Maldivians residing in Sri Lanka and vice versa. Therefore, there is a multitude of nationals from each country travelling between Colombo and Malé. On the other hand, there is also a large number of inbound tourists from other countries to the Maldives, so we grabbed that opportunity and provided them with a feasible connectivity between destinations. These two aspects, along with the relationship between the two countries, are the key reasons that SriLankan Airlines has been so successful in the Maldives. SriLankan Airlines is also the only international airline to cover two destinations in the Maldives, namely, Malé and Gan

How has SriLankan Airlines contributed in rebuilding the country's tourism efforts following the tragic bombings of Easter Sunday?

SriLankan Airlines, as the National Carrier was on the forefront of the country's recovery efforts. Through its established worldwide network, the airline took measures to convey to the world that Sri Lanka has reinstated its security and the destination is a safe and secure place. Even in the face of travel advisories, SriLankan continued to operate its full network strength, thus re-emphasizing that safety is established.

The Airline spearheaded the communication endeavors driving the message of safety, through organizing journalist FAM tours sourced from its key markets such as India and China, using collaborative platforms such as Australia's Great Ocean Road Running Festival to drive the message through direct interaction with the visitors, and most of all the award-winning endeavor was the Vesak commemoration that took place at our home

base, Bandaranaike International Airport, which was barely three weeks after the tragedy struck. This was honored with a global accolade - the 'Best Marketing Innovation' award from the Airline Passenger Experience Association (APEX).

The campaign, which centered on the Buddhist festival of Vesak to showcase the unity and spirit of tolerance among Sri Lanka's many ethnic and religious communities, reached an audience of 7.6 million people with 1.2 million engagements via live streaming over YouTube and Facebook that specifically targeted major tourism markets worldwide.

The campaign involved a range of events that emphasized the message of peace through spiritual songs, intricate decorations, offering refreshments catered by none other than the Airline's catering arm - SriLankan Catering to travelers at the airport, thanking people for visiting Sri Lanka, and much more. A special choir of airline employees ranging from pilots to cabin crew, aircraft engineers, administrative staff, auditors and aircraft interior cleaning crews were trained by some of the country's top musicians to entertain travelers.

SriLankan Airlines was recognized for the third consecutive year at the South Asian Travel Awards 2019 (SATA), and also bagged the 'Leading Airline Passenger Class - Business' award for the third year running among the airlines in the region. How important is it to be honored in this way?

Indian Sub-continent is our extended home market. Our consolidated presence in India, Pakistan, Bangladesh and even the Maldives have given us a status of a leading carrier in the region, a fact which is recognized at various global forums including World Travel Awards. It is always a pleasure to have been honored as it goes to show that we have continuously delivered what we

promise our customers, in terms of connectivity, service and comfort.

How is SriLankan Airlines utilizing social media to build their brand community and interact with their customers?

SriLankan Airlines currently steers a strong social media marketing drive, to educate customers on its product and services, special offers, connectivity additions as well as important announcements. The Airline also uses a considerable amount of social media space to showcase Sri Lanka. The Airline looks forward to adopt latest advancements, best practices and industry trends to provide a digitally enhanced customer experience.

There is heavy competition among flights from Male' to India. How is the battle and how are things turning out?

One of the predictions of the industry is that by the year 2030, India will be the fourth largest market in the world for air travel, replacing the UK. Another prediction is that there will be a 3% growth in the number of outbound tourists from India and China. Consequently, airlines are adjusting themselves to cater to these markets.

SriLankan Airlines is faring quite well in the competition amongst flights from Malé to India. Not only do we have reasonable prices, but we also provide absolute high standards of service and comfort to our customers. Let's say a few customers buying their seats closer to the date are comparing flights. The closer it gets to the day of travel, the higher the prices rise for each airline. At this point, most travelers will not look at the prices - they will compare the service and comfort level. This is where we have a good hold



Personally, I love a good challenge. I believe competition is good for any business to grow.

on the competition between airlines from Malé to India.

Personally, I love a good challenge. I believe competition is good for any business to grow. This is where you can get the best out of your team and yourself. I always tell my team, no matter what, customer is king. Provide customers with the respect and service they expect, and you will definitely start seeing higher revenues – it depends a lot on the extent of the service you provide to your customers. At SriLankan Airlines, the more competition we have, the healthier our airline becomes. Be about the game, then you're through – you don't need to worry.

What separates SriLankan Airlines from its competitors?

Primarily, I would say it's the number of flights we operate between Malé and our hub in Colombo, as well as the distribution from Colombo to other destinations. This is our biggest selling point.

Additionally, we provide quick, consistent and frequent connectivity. Let's take India as an example; we have flights from Colombo to Delhi three times a day, to Mumbai and Bangalore twice a day, and to Chennai four times a day.

Another factor is that Colombo is a very convenient transit point. The airport is easy to navigate and not complicated like a lot of the other international airports around the globe. Additionally, the fact that almost everyone at the airport speaks English makes it very advantageous. Maldivians, especially, are so used to flying via Colombo – they know the airport like the back of their hands.

I'm also glad to say that SriLankan has won 'Asia's Leading Airline to the Indian Ocean' at the World Travel Awards for the 3rd consecutive year, giving a sound indication of the level of our service standards.

Another strong point of SriLankan Airlines is the cabin crew. Unlike other international airlines who have multinational crew members, ours is 100% Sri Lankan. This not only makes the airline unique,

but provides a consistent level of thinking, mentality, service, standards and much more. We are very proud to have an all-Sri Lankan in-flight crew.

We always thrive to provide the best for our guests. On the Maldives route, for example, most of the time we deploy our modern A330-300 aircrafts. We are sometimes asked why we operate these big aircrafts to the Maldives. It's all about providing the highest standards to our guests.

How has the oneworld partnership helped SriLankan?

Being a member of an esteemed alliance such as oneworld goes to prove that even though we have a relatively smaller fleet and network, we are being recognized on par with the industry giants such as British Airways, Qatar Airways, Cathay Pacific etc. As an Airline, it has contributed to the elevation of our brand through an association of this magnitude. This has also provided a range of opportunities to our top tier frequent fliers, who can travel with added ease when they fly across the alliance's network. Most of all, Maldives marks a milestone in our oneworld membership, as Gan Island is one of the destinations that SriLankan Airlines was privileged to add to the alliance's amalgamated route network.

How do you think the airline market/industry will grow in the next five years?

According to IATA, there will be a 3% growth in the next 10 years, primarily driven by China and India. China will be replacing the US as the number one travel generator and India will push the UK to number four, taking the third spot. Thailand is also expected break into the top ten travel generating countries by 2030, replacing Italy. There is a major growth expected from the Asia.

The question is how will government bodies cope in terms of infrastructure. Certain airports are already on the move, like Bangalore; they will be opening their second runway soon, as they are more or less done. There are many areas that need to be covered at government level in order

to cope with this demand that has been projected – specially in our region. India breaking into the top three is huge for Sri Lanka and the Maldives. The US is another world. China is another world. Likewise, we fall into the Indian Subcontinent. We have to prepare ourselves to take on these challenges.

In order to support these predictions, SriLankan Airlines is currently planning to set up an international aviation academy which will be the airline's training arm in the Maldives. This project should be finalized very soon. SriLankan will be conducting trainings in various areas, such as airport handling, ticketing and so on. There are many new airlines coming in to the Maldives market such as Gulf Air which was inaugurated recently, Oman Air has also come in. As the number of airlines coming into Maldives is growing, what can we do? That was the question we asked ourselves. Considering all these areas we came to the conclusion of setting up a training school in the Maldives.

We will be conducting IATA-certified trainings which will provide Maldivians with cutting edge education for all participants. We are trying to support the government with all these facilities so that everyone is geared up to handle the massive growth predicted for the future. Time will move much faster than we think, so will the number of travelers and the existing workload and buildings in terms of resources will all be too much to handle. Therefore, we all have to gradually support that area and make sure everything is in place when the time comes. There is a projected growth of over 150 million to the current numbers for the next five or ten years. It's a massive growth!

THE NEW **CIP/VIP** TERMINAL

@ Velana International Airport (VIA) is under Development to meet the needs of today's modern traveller. The total transformation of CIP/VIP Terminal in terms of its infrastructure and services has made the Terminal stand out in terms of its services and ambience and takes care of all the airport formalities for its guests in an atmosphere of comfort and luxury.



THE TASTE WHICH UNITES US.



RAUCH YELLOW

1 Ltr | 250 ml

The Tetra Range is a new product in our assortment. 7 fresh and fruity varieties made from high-quality fruits are now available in 1.0 l and 250 ml cartons.

RAUCH Yellow has been part of the Arabian and North African drinks culture for more than 40 years now. RAUCH is one of the leading European fruit juice manufacturers. Founded 1919 in Austria they provide outstanding product quality exported to more than 100 countries worldwide.

Marketed & Distributed by



M.New Plot | Ameenee Magu
Male' | Maldives | 20307

www.happymarket.com.mv

info@happymarket.com.mv

(+960) 331-3523

(+960) 331-3522

Male' 331-4713, 334-8505, 330-6716, 331-3523 | Villi Male' 339-0700 | Hulhumale 335-1020 | Addu City 689-2777

www.happymarket.com.mv

[happymarket.mv](https://www.facebook.com/happymarket.mv)

[happymarket.mv](https://www.instagram.com/happymarket.mv)

Pumpkin Halwa



Ingredients

- 3 cups of Pumpkin
- 2 cups Sugar
- 1 cup flour
- 1 cup local Almond (KANAMADU) cut to from middle
- 1 teaspoon Cardamom powder
- ½ cup Jasmine water
- ½ cup Semolina
- 1 tablespoon vegetable ghee

Method

1. Boil the Pumpkin until it's well cooked. You can test it by using a fork, if it goes through easily then they are cooked.
2. Drain the Pumpkin and remove all the water by using a clean cloth with pressing
3. Mix all the ingredients in a bowl except the ghee.
4. Heat the ghee in a large pot and once the ghee is melted add the Pumpkin mixture.
5. Turn the heat to low and while stirring occasionally cook the Pumpkin until it is loosened from the pan (about 30minutes).
6. Remove from the heat and spread it on a tray with ½ inch thick, let it cool
7. Cut the Halwa into bit size and serve

Courtesy of Chef Ibbe, Executive Sous Chef
Angsana Ihuru



Keep your worries away

Our industry-leading printing solutions deliver exceptionally high quality print to create lasting impressions for your business.

Our services include printing - large-format, books, brochures/ leaflets, business cards, posters, calendards, ceramic tiles, flyers, greeting/invitation cards, letterheads, menus, name plates, photo books, cloth/fabric printing and glass etching. Additional services - laser cutting, plaque making, self-ink stamps, creative designing, die cutting, pins, shopping/gift bags, trophies and shields.

While celebrating over 20 years in the business we provide full color printing services onto any type of flat surface, including wood, plastic and metal.

LATEST NEWS

Maldives welcomes the 1.5 millionth tourist of 2019

The Maldives warmly welcomed the 1.5 millionth visitor of the year on 24th November 2019.



The event that was held to commemorate the arrival of the 1.5 millionth visitor at Velana International Airport commenced with the stamping of the 1.5 millionth visitor by the Maldives Immigration. Ms. Marina Kazakova and her husband were escorted with a traditional Maldivian performance and she was welcomed by the Minister of Tourism, Mr. Ali Waheed, Managing Director of Maldives Marketing and Public Relations Corporation, Mr. Thoyyib Mohamed, Acting Managing Director of Maldives Airports Company, Mr. Moosa Solih and Chief Guest Mr. Ahmed Nazeer, Secretary General of MATI

Velana International Airport was decorated with banners and Ms. Marina Kazakova was awarded with a congratulatory certificate and gift representing Maldivian culture and tourism.

Ms. Marina Kazakova and her husband, from Russia, were awarded with a complimentary holiday package for 6 nights sponsored by Mirihi Island Resort with return tickets sponsored by MMPRC. This is their 7th time to the Maldives.

This milestone was achieved 38 days ahead of the estimated time and would not have been achieved without the marketing efforts to promote Maldives within the year. A total of 130 events were held including fairs, roadshows, media FAM trips and joint campaigns among them. By the end of September 2019, a total of 1,251,690 tourists had arrived. This is an increase of 13.68% from the same duration last year, with a total of 1,080,459 tourists. By the end of 2018, more than 1.4 million tourists visited the Maldives.

Maldives Signs Visa exemption agreement with Morocco

Maldives and the Kingdom of Morocco, on Friday, 15th November 2019, signed an agreement facilitating visa exemption for citizens of both countries.



As per the Ministry of Foreign Affairs, Maldivians will be permitted to travel to Morocco without a visa starting from February 2020.

Minister of Foreign Affairs Abdulla Shahid signed the agreement during his meeting with his Moroccan counterpart, Minister of Foreign Affairs, African Cooperation and Moroccan Expatriates Nasser Bourita. During the meeting, held at the Ministry of Foreign Affairs of Morocco, Minister Shahid also delivered a letter from President Ibrahim Mohamed Solih addressed to the King of Morocco Mohammed VI and conducted discussions on several topics of mutual interest.

Both ministers reiterated their commitment to further strengthening bilateral relations between the two countries in sectors such as economic cooperation, people to people contact, culture and heritage, education and climate change as well as counter-

terrorism and radicalization.

Three other agreements were also signed during the meeting:

- Agreement for Islamic Cooperation between the Maldives' Ministry of Islamic Affairs and Morocco's Ministry of Religious Endowments and Islamic Affairs
- Memorandum of Understanding on Cooperation between the Ministry of Foreign Affairs of the Maldives and the Ministry of Foreign Affairs of Morocco
- Memorandum of Understanding between the Maldives' Foreign Service Institute and Morocco's Foreign Service Academy

Minister Shahid was accompanied by the Minister of State for Foreign Affairs Ahmed Khaleel, Ambassador of Maldives to UAE Dr. Hussain Niyaaz, additional Secretary of the Ministry of Foreign Affairs Ahmed Shiaan and Assistant Director of the Ministry of Foreign Affairs Moomina Ibrahim.



Share
a
Coke®



Coke2
HOME
Now order online!



SCAN QR CODE TO DOWNLOAD THE APP.
AVAILABLE IN MALE, HULHUMALE AND ADDU ONLY.

EVENTS & AWARDS

MATATO announces Maldives Travel Award to be held on 19th December 2019

The Maldives Travel Awards is the prize created to celebrate Commitment, Excellence and Expertise in the Maldivian Tourism Industry. First launched in 2012, Maldives Travel Awards is the most prestigious, comprehensive and sought-after recognition in the travel and tourism sector.

This time 'round, Crossroads Maldives will be hosting the Gala for Maldives Travel Awards 2019 scheduled to take place on 19th December 2019. Dubbed as the premier travel event of the Maldives, the Maldives Travel Awards Gala will see more than 200 travel professionals from the industry come together to celebrate the winners in 25 categories of the Gala Edition which is exclusive for the resorts, airlines and liveaboards operating in Maldives.

The 2019 Maldives Travel Awards is celebrating its 8th Anniversary with a record number of nominations in all major categories. This year, the Gala Edition features 236 nominations in 28 categories representing more than 100 registered travel brands in the Maldives. The Guesthouse edition, exclusive for local island tourism features 196 nominations in 13 categories. Winners in both editions are selected based on reviews by travellers and popular vote collected via SMS and

online voting portal. More than 110,000 votes were registered this year in two editions combined.

All the nominees were featured for popular votes, for a period of thirty days – between 31st October to 30th November. Popular votes, collected via SMS and the online voting platform, accounts for 40% of the winning score in each category. Winners for the Gala Edition will be selected with a score combination of popular votes (40%) and a review by the panel of judges (60%).

This year's winners of Maldives Travel Awards People's Edition will also be presented at the Gala celebrations. Three travel professionals will be celebrated in the People's Edition 2019.

"We are very excited for the upcoming Gala event which again marks a historic milestone for Maldives Travel Awards. We continue to grow our numbers with more and more properties signing up for the Awards making this celebration even more grand and significant." President of MATATO Abdulla Suood. The annual gala night for Maldives Travel Awards produced and presented by Maldives Association of Travel Agents and Tour Operators, MATATO, brings together the largest club of travel professionals and

executives for an evening of celebration.

MATATO officially announced that celebrations for the Gala will commence in the evening of 19th December 2019, at Crossroads Maldives, with a networking reception hosted at Café Del Mar for the MTA Guesthouse Edition Winners. Following this, the Gala dinner will begin where the winners of the Gala edition will be awarded.

HOST PARTNER

CROSSROADS MALDIVES

GOLD PARTNERS

YAMAHA **ALIA** **MALDIVES**

ALIA INVESTMENTS Maldives Insurance Company

SILVER PARTNERS

Printlab **ASmarine** 

SUPPORTING PARTNERS

cm **MALDIVES** **ELIYZ** **BOSS** **loopcraft**

The islandchief **MALDIVESTV** **Kodefily**



MALDIVES
TRAVEL AWARDS
GALA 2019

19.12.19

SAVE THE DATE

HOSTED BY
CORSSROADS MALDIVES

CROSSROADS
MALDIVES

EVENTS & AWARDS

Maldives boating awards set for 23rd December 2019



The Maldives Boating Award is an initiative of National Boating Association of Maldives (NBAM) which began in the year 2014 to recognize the strength of the boating industry and services rendered by the service providers. The awards will be honored to the winning nominees who have applied different categories on various sectors inclusive of standard. The Maldives Boating Awards aims to encourage and raise service standards within the Maldivian Boating Industry. NBAM holds exclusive rights of the Maldives Boating Awards.

The Maldives Boating Awards' judging criteria are based upon facilities and service excellence provided by the participant. Size of a service or company is not taken into consideration during the nomination or voting process. In order to proceed with registration, the participant should operate within the Maldivian Boating Industry and service delivery should be within the Maldives.

To participate in the Maldives Boating Awards, every nominee has to compulsorily be an active member of NBAM. The participants were able to self-nominate or be nominated by other parties. Once the nominations are received, evaluations were carried out by a selected panel of adjudicators. NBAM Vice president, Mr. Ismail Hameed stated "Maldives

Boating Awards 2019 will be challenging. We have 28 different categories where the stakeholders can nominate maximum 3 categories from each company / business; where professional scoring would be given to the nominee by the judging panel (70%), apart from the online voting for popular votes which considers 30% for the award. Hence, the NBAM team is looking forward to have a great event and award the key pioneers in the Marine industry in Maldives."

With over 100 nominations received for the 5th Edition of Maldives Boating Awards 2019, professional evaluation began on 21st November and online voting was opened on 27th November 2019. The qualified panel of Maldives Boating Awards 2019 Judges consists of

Capt. Zaid, Marine Surveyor Shammoon, Secretary General of NBAM Ignaz and President of MATATO Suood. Nominees include different categories of liveaboards, boat builders, yacht and boat brands, engine brands, marine equipment suppliers, insurers and professionals from the industry who have been enrolled for the new category faces of boating.

An official announcement by NBAM stated, "The 5th Annual Maldives Boating Awards Gala will be held on 23rd December 2019 at Dharubaaruge". Since its inaugural event in 2014, NBAM has been celebrating the best of Marine industry, recognizing products, services and people in 29 different categories.



DEC 23
2019

DHARUBAARUGE'
MALE' MALDIVES



AN EVENT BY

PRINCIPLE PARTNER

GOLD PARTNER

ONLINE MEDIA PARTNER



EVENTS & AWARDS

Judging concludes on Maldives Business Awards



The judging of the nominees for the Maldives Business Awards (MBA) concluded on 5th December 2019, Thursday.

Hosted at Maagiri Hotel, the judging on all MBA 2019 nominees commenced on 21st November 2019. Over 50 nominees from both Enterprise Excellence and Industry Excellence categories pitched their presentations to the expert judging panel.

Broken down to several segments, over 100 hours of judging was conducted in order to evaluate all the nominees;

making the MBA judging process among the most comprehensive ones practiced in the country. This was further cemented with the positive response and comments received from all of the nominees regarding how the judging process was conducted.

Consisting of a total of eight selected individuals; all boasting top credentials in their respective fields, come with years of experience and carry with them garnered expertise.

The judging panel of Maldives Business Awards 2019 included;

1. Hamdun Abdulla Hameed (Chairman of the panel of judges)
 - Former Minister of Planning, Member of Parliament, Ambassador to Singapore
2. Dr. Mariyam Waseema
 - Managing Director, Life Support
3. Ahmed Maazin
 - Permanent Secretary, Ministry of Finance
4. Saeedha Umar
 - Consultant Trade Facilitation at Asian Development Bank (ADB), former Chairperson at Bank of Maldives (BML)
5. Ibrahim Nasreen
 - Chief Commercial Officer at Public Service Media (PSM)
6. Ibrahim Asim
 - Director, Maldives Marketing and Public Relations Corporation (MMPRC)
7. Ahmed Munavvar
 - Former Minister of Finance
8. Athif Shakoor
 - Managing Director, United Food Supplier

The Maldives Business Awards recognizes business excellence and thus, rewards local corporations and business individuals for maintaining

industry best practices as well as introducing revolutionary and innovative services. This year's edition has two new awards categories, which are the People's Choice Awards for the Best Marketing Campaign of the Year and the Best CSR Program of the Year. The awards' major objectives include recognizing excellence and creating healthy competition among businesses, promoting innovation and business intelligence, showcasing outstanding achievements by the business community and recognizing the process by individuals and businesses who have excelled in their respective sectors.

Blazon Inc, the organizer of this much-coveted business event of the year, officially announced that the Maldives Business Awards will be held on 21st December 2019 at Crossroads Maldives.

maldives business awards 2019

Most Honorable Business Award in Maldives

Giving an Edge to Businesses; Honoring Excellence, this **21st DECEMBER 2019**

businessawards.mv



Organized by: Blazon Inc.

Ooredoo Color Run 2019: The most colourful event of the year in the Maldives



The fun-filled 5K returned for the third edition of the most colourful day of the year in the Maldives on 30th November 2019. The aim of the Ooredoo Color Run is to promote running as a fun way to achieve a healthy and active lifestyle. Filled with colour and non-stop fun, each kilometre covered during the Ooredoo Color Run was rewarded with a burst of colour powder at the colour station, and songs from incredible music artists. As the run is not a timed event, participants had the choice to either walk, jog, run or dance to the finish line, where their efforts were celebrated in style with colour throws, finisher medals & a fantastic music show.

Everyone was welcome to join the festivities of the Ooredoo Color Run weekend which started off on Friday, 29th November 2019 at 8am with Moodhu Ufaa – a new entry to the Ooredoo Color Run weekend. Moodhu Ufaa brought the community together for a fun morning at the beach, with beach activities and exciting water sports. Partnering cafés provided the opportunity to have breakfast on the beach, and local favourites such as ambu majaa and maskaashi. Activities included Vaadhemun (tug of war), Veli Hunaru (sand art competition), Bucket Relay and Marble Hunt.

On the same day was Ooredoo Gudi Mahaasama at 4pm, a kite festival aimed to revive the wonderful tradition of flying kites with family and friends in the Maldives. The event included fun displays, a kite workshop, kite flying and an exciting bols race.

Then came the Color Run which kicked off on Saturday, 30th November 2019 at 3.30pm. While only pre-registered

participants were able to receive the winner's medal upon completion of the run, interested runners were able to join the run in a white t-shirt, and be part of the fun-filled Color Run experience. Ooredoo Color Run also celebrated the excitement with a number of fun awards such as the Most Entertaining Runners and the Runner with the Best Costume, with prizes for the winners including smart phones, gym subscriptions, and great vouchers from partners.

Following the Color Run, Ooredoo Maldives hosted a music show from 8.30pm onwards featuring fan-favourites from the Maldivian music industry including Sky Rock, Gravity, 2 Sense, Equatic Vibe and Symbolic Records.

At the Ooredoo Color Run Music Show, Ooredoo Maldives launched their "WiFi Calling" service (Voice over Wi-Fi or VoWiFi), which will give crystal clear voice experience when connected onto a Wi-Fi network.

For the first time in the Maldives, the service was launched in the presence of Minister of Communications, Science and Technology, Honourable Maleeh Jamal and the Chief Executive of Communication Authority of Maldives, Mr. Ilyas Ahmed.

Najib Khan, Chief Executive Officer, Ooredoo Maldives, said "We continue to invest in the latest technologies that enhance the quality of our services, in order to meet the increasing communication needs of customers. We are proud to introduce WiFi Calling to the Maldives, which enables crystal clear calls even in heavily congested areas. The service is now available for Ooredoo customers at no additional cost". WiFi Calling (VoWiFi) is a technology that enables users to make/receive calls over a Wi-Fi Network, in areas where range is not available and when phone is on flight-mode.





AS COAST CRAFT 38

"Get From the Best"



ACTION 25

Ready for some Action?



/asmarinemaldives

AL-SHAALI MARINE MALDIVES PVT LTD

+960 664 66066

info@asmarinemaldives.com

www.asmarinemaldives.com

Frankly Speaking

Dorm room accommodation for budget travellers are a new in the Maldives. What are your views on hostels and beachside camping across the Maldives Islands?



Hussain Hassaan
Director
Perfect Travel Group

It ain't healthy for the Tourism industry in general without certain regulations, like for example, price wise, specially guesthouses being in the same atoll as prime and up market or low market resorts, it's not fair for the clients who travel to the resorts at a higher budget when he or she spends USD 300 -1000 or more per night and share the same sandbank or picnic areas as the hostel/beachside camp or guesthouse client



Ahmed Zubair Adam
Managing Director
Blue Horizon

Maldives used to be an exclusive destination with limited beds, but with every growing, governance structure and a mass guest house policy to shore the recurrent budget deficit, Dorm Room Accommodation is already happening in the Maldives for gap year students and for low budget surf travellers. From one star to luxury, it is a pity that there are not enough sandbanks, surf points, dive points or picnic islands to cater to this demand. Sports tourism, spear fishing (limited areas), mice tourism, medical tourism and retirement or time share or different ownership models are things that policy level decision-makers need to be looking at along with a strong national airline and transit traffic airport to bring the much-needed tourists to fill these ever-growing beds. need to think beyond dive, surf, spa and beach tourism as we double and triple the bed capacity. Of course, HR and education policy, fish farming and other sorts of food policies need to be addressed so that our biodiversity is protected.



Abdul Latheef
President
SME & Entrepreneurs Federation of Maldives (SEFM)

Dorm Room accommodation is usually for students. Do it for local students in crowded islands where there is need for student accommodation. I do not think it would be an ideal thing to start Dorm Tourism in Maldives at this point for the foreign tourists. The different needs and priorities between backpackers and local residents can lead to tensions, as can the antisocial behaviour of backpackers. We already have Guest Houses for budget tourists which are less costly than a dorm room in a decent university. It's better to concentrate and support the SMEs who have borrowed money and invested in guest houses. In my opinion, for many reasons we have more to lose than what we could gain by starting Dorm Room Tourism for foreigners in the Maldives.



Shaaz Waleed
Managing Director
Resort Life Travel

If a client pays a dollar a night, or a client pays a million dollars a night, both are coming for holidays – spending power can be different, but both have the same vision to enjoy Maldives. Destination must be equal to every traveller; it's like someone driving an old seventies car on the highway, but another guy drives a Rolls-Royce sharing that same highway. I don't see any difference, maybe I am wrong but racist ideologies must be changed! I myself have experienced some of the local staff still have the same attitude of considering Chinese tourists as a Chaolha, or Wallahi for Middle East tourists and Ruski for Russian tourists and etc. Management should educate all staff that a tourist is a tourist and must be served equally. Salaries and other incentives are paid because of tourists no matter which nationality they are from.



Abdulla Suood
President
Maldives Association of Travel Agents & Tour Operators (Matato)

Dorms, hostels and capsule hotels, or sleeping pods are very popular and affordable accommodations and space efficient hotels which have been spreading all over the globe. It is ideal for larger cities and transit hubs. But these types of products are not ideal for Male City and Maldives, as we have very limited space in the capital of Maldives along with the growing population.

As a destination, Maldives is exclusive but we do have affordable accommodation for everyone, and my opinion is that these are not sustainable business models for Maldives tourism and we should discourage!



PHOTOGRAPHY

DD

Double dot

Portrait | Fashion | Lifestyle

E: info@colourprofile.net, M: +960 9990555
Insta: doubledot.mv



REV-1[®]

LUBRICANTS

POWER TO MOVE



CERTIFIED BY API (American Petroleum Institute)



☎ 333-7055 / 7907057 ✉ marketing@vamco.com.mv

🌐 www.vamco.com.mv 📘 /vamcomaldives 🐦 /vamcomaldives