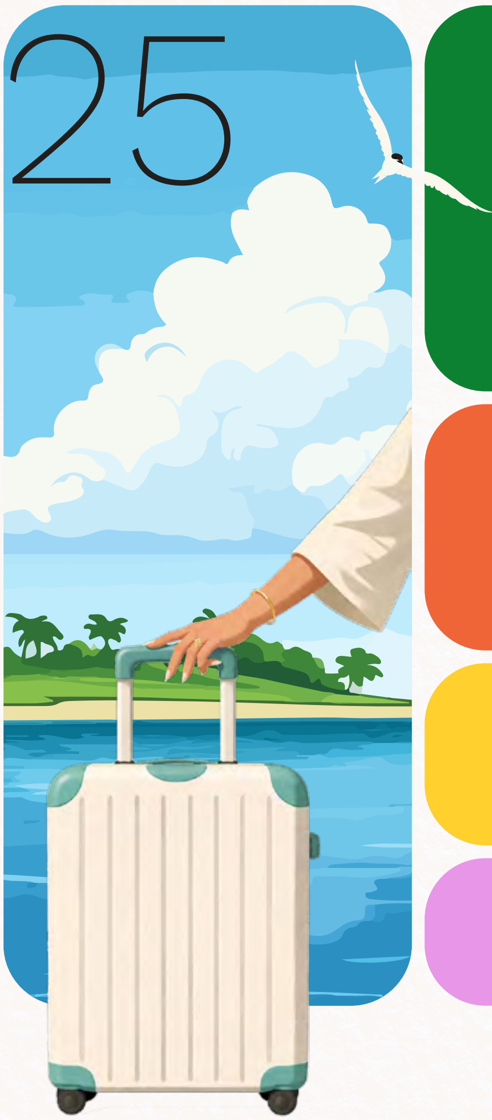
MALDIVES VISITOR SURVEY 2025



Ministry of Tourism and Civil Aviation
Republic of Maldives

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Maldives Association of Travel Agents

Trans Maldivian Airways (TMA)

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EXECUTIVE SUMMARY

The Maldives Visitor Survey 2025 confirms that the Maldives continues to perform as a highly aspirational, premium leisure destination, with demand driven by deliberate choice rather than convenience or price-led substitution. Nearly four in five visitors selected the Maldives as their first-choice destination, underscoring the country's strong competitive positioning against other long-haul island destinations. Importantly, the Maldives is overwhelmingly experienced as a single-destination holiday, with more than two-thirds of visitors travelling exclusively to the country, reinforcing its role as a primary, rather than complementary, travel experience.

Visitor behaviour reflects a considered and planned travel journey consistent with a high-value destination. Most travellers decide on their trip between three and twelve months in advance, with booking activity concentrated in the one-to-six-month window prior to arrival. This planning pattern and booking behaviour indicates a mature, predictable demand cycle rather than impulsive travel. The market mix remains well diversified, combined with a balanced gender profile and strong long-haul participation, contributing to the resilience of the Maldives' tourism.

Accommodation choices continue to be dominated by resorts, which remain the backbone of the tourism product, while guesthouses and hotels represent a growing but still secondary segment. Typical lengths of stay cluster between four and seven nights, confirming the Maldives as a full-holiday destination rather than a short break. Meal plan selection is heavily weighted towards all-inclusive and full-board options, reinforcing the strength of the resort model while also highlighting limitations on off-resort visitor spending and broader economic spillovers.

Travel inspiration and trip planning are driven primarily by peer recommendations, social media, and online travel platforms. This underlines the importance of trust-based influence and third-party advocacy in

shaping destination choice. Booking and information pathways reveal a digitally driven ecosystem. While many visitors book flights and accommodation separately, international travel agents, airline-direct channels, and direct bookings dominate the transaction landscape.

Visitor satisfaction levels are exceptionally strong and represent one of the Maldives' most important strategic assets. More than half of respondents report that their experience exceeded expectations, while fewer than five percent indicate any level of disappointment. Advocacy indicators are compelling: most visitors express a very high likelihood of recommending the Maldives to others, and intentions to return are similarly strong, despite the high proportion of first-time visitors. This demonstrates the Maldives' ability not only to attract new visitors but also to convert them into long-term advocates and repeat travellers.

The visitor journey performs well, with most respondents reporting no significant challenges during travel or stay. Where issues do arise, they are most related to weather disruptions and the complexity of international and domestic flight connections, rather than systemic failures at airports, immigration, or accommodation. These challenges are limited in scale but point to opportunities to improve journey integration, expectation management, and pre-travel information, particularly for first-time visitors.

Overall, the findings indicate that the Maldives does not face a demand, satisfaction, or reputation challenge. Instead, future growth will be shaped by how effectively the destination can enhance end-to-end journey coordination, leverage its strong advocacy base, and diversify tourism value creation. Strengthening these areas will be critical to sustaining competitiveness, resilience, and inclusive economic impact in the next phase of the Maldives' tourism development.

A: VISITOR CHARACTERISTICS

A1. GENDER

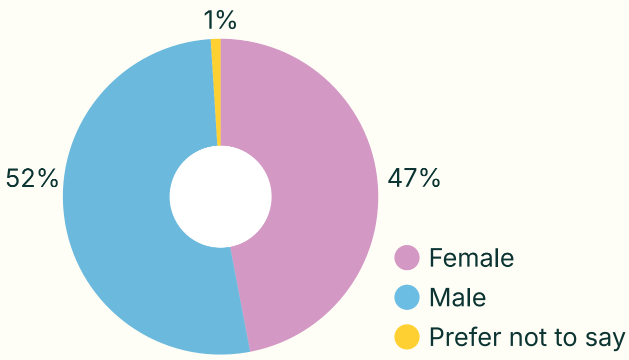


Figure 1: Gender of respondents

Visitor gender distribution is broadly balanced, reflecting the Maldives' appeal as a shared, couple-centric leisure destination.

There is near gender parity among visitors, with 52% of visitors being male and 47% being female. This aligns with dominant travel patterns, with a majority of respondents travelling as part of a couple, which is in line with the reputation the Maldives has as being a romantic destination.

The largest gender gap appears in liveaboards, where male respondents are more prominent, while resort and inhabited island stays show a more even gender split.

Males slightly dominate in resort only (54%), resort + inhabited Island (51%), and liveaboard only (57%). In contrast, inhabited island only stays have a small female majority (51% female vs. 49% male).

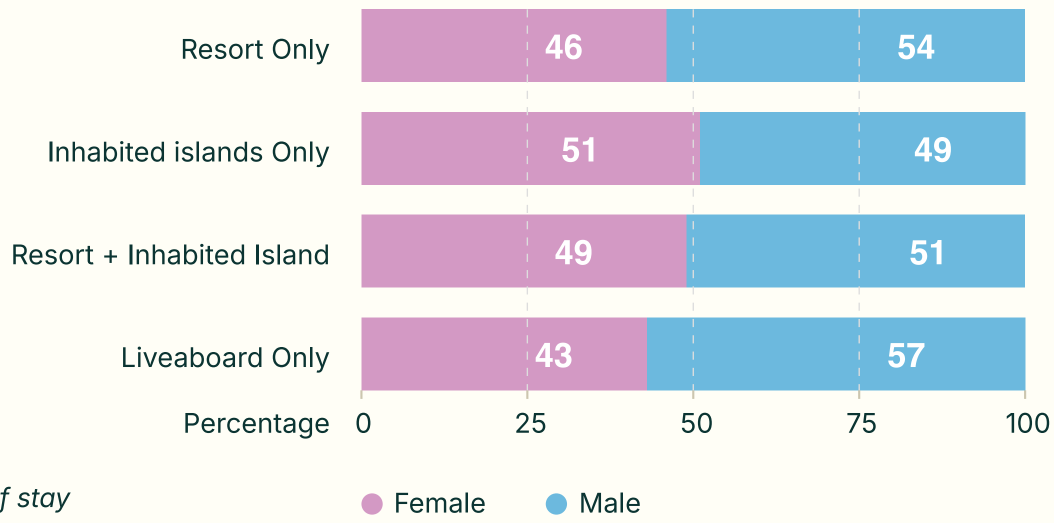


Figure 2: Gender by place of stay

Male respondents are slightly more represented in nuclear family travel, while female respondents are more prominent in extended family and group travel arrangements.

Male respondents are more likely to travel with a partner/spouse only (55%) and family with children (58%), and they also represent 44% of multigenerational family travel. In contrast, female respondents dominate in group-oriented travel categories, including friends/groups of friends (66%), family and friends' groups (61%), organized tour groups (71%), and multigenerational families (56%).

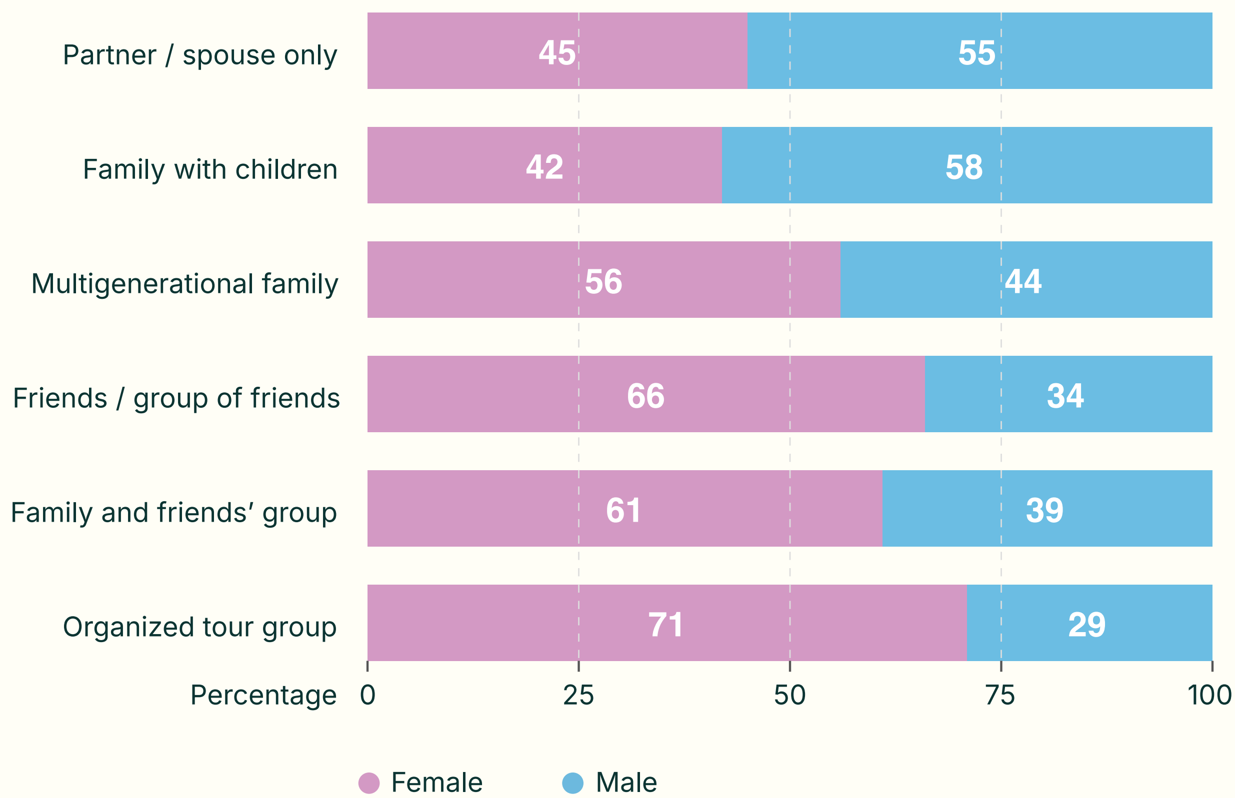


Figure 3: Gender by travel companion

A2. NATIONALITY AND PLACE OF RESIDENCE

Nationality

The top 10 nationalities of respondents are British (12%), Chinese (9%), Russian (9%), Indian (8%), German (8%), Italian (7%), Spanish (4%), American (4%), French (4%), Swiss (3%) and others (32%) making up the majority of respondents in this survey period. The full list of respondent nationalities is given in Annex 1.

Nationality	% respondents
British	12
Chinese	9
Russian	9
Indian	8
German	8
Italian	7
Spanish	4
American	4
French	4
Swiss	3
Others (remaining nationalities)	32

Table 1: Nationalities of MVS respondents

Place of Residence (City)

The most common place of residence amongst respondents during this survey period was the United Arab Emirates, with 5% of visitors residing in Dubai and a further 1% residing in Abu Dhabi. Other frequently cited places of residence amongst respondents include Moscow, Russia (4%); London, United Kingdom (3%) and Shanghai, China (2%).

City (place of residence)	% visitors
Dubai, United Arab Emirates	5
Moscow, Russia	4
London, United Kingdom	3
Shanghai, China	2
Mumbai, India	1
Abu Dhabi, United Arab Emirates	1
Beijing, China	1
Riyadh, Saudi Arabia	1
Barcelona, Spain	1
Bengaluru, India	1
Others (all remaining cities combined)	80

Table 2: City of residence of visitors to Maldives

Across all major source markets, the survey shows a strong dominance of home-country residence.

Between 90% and 99% of respondents across nationalities report residing in their country of nationality, indicating that international travel to the Maldives remains primarily driven by residents based in their home markets rather than expatriate or highly mobile populations.

Nationality	Residence distribution (percent of nationality)
Chinese	China 93%, Hong Kong 3%, Malaysia 1%, Singapore 1%, UAE 1%, Australia 0.4%
Russian	Russia 91%, UAE 2%, Kazakhstan 1%, Ukraine 1%
British	UK 92%, UAE 6%, Ireland 0.3%, Portugal 0.3%, Spain 0.3%, Australia 0.3%, Germany 0.3%, France 0.3%, India 0.3%, Italy 0.3%
German	Germany 95%, Switzerland 1%, Italy 1%, UAE 1%, Austria 0.5%, Netherlands 0.5%, France 0.5%
Italian	Italy 93%, Switzerland 1%, Germany 1%, UK 0.5%, France 0.5%
Indian	India 98%, UAE 1%, UK 0.5%, Qatar 0.5%, South Africa 0.5%
American	USA 88%, UAE 5%, UK 3%, India 2%, Germany 0.7%, Netherlands 0.7%, Tunisia 0.7%
French	France 93%, Switzerland 3%, Spain 2%, Belgium 1%, UAE 1%
Spanish	Spain 96%, Argentina 2%, UK 2%
Swiss	Switzerland 91%, France 4%, Germany 2%, Italy 2%, Spain 1%
Others (combined)	Highly dispersed; strongest concentrations in UAE, UK, Germany, Italy, France, Spain, followed by Nordic, Eastern European, Southeast Asian and African countries

Table 3: Place of residence by nationality

A3. AGE GROUP

Maldives tourism is Millennial-led, with nearly half of visitors aged 29–44, supported by a strong Gen X premium segment.

Millennials made up the majority of respondents (47%), followed by Gen X (24%), Gen Z (20%) and Baby Boomers (8%).

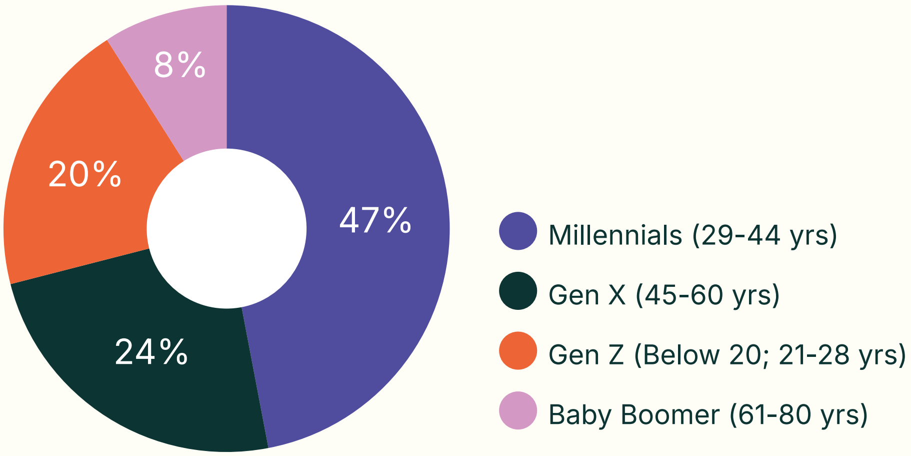


Figure 4: Age group of visitors

A4. MAIN OCCUPATION OR WORK STATUS

Nearly 6 in 10 Maldives visitors are business owners or professionals, underscoring the destination's premium demand profile.

Professionals (32%) and business owners (26%) made up the majority (58%) of all visitors, indicating high disposable income and resilience to economic cycles has a strong alignment with desire for premium and luxury tourism. About 8% of respondents were employed in skilled/technical fields while 6% worked in service or sales work. Homemakers comprised of 3%, while 2% were recognised as creative professional and 1% as content creators. About 5% identified as retirees, while 3% were students and 2% were unemployed.

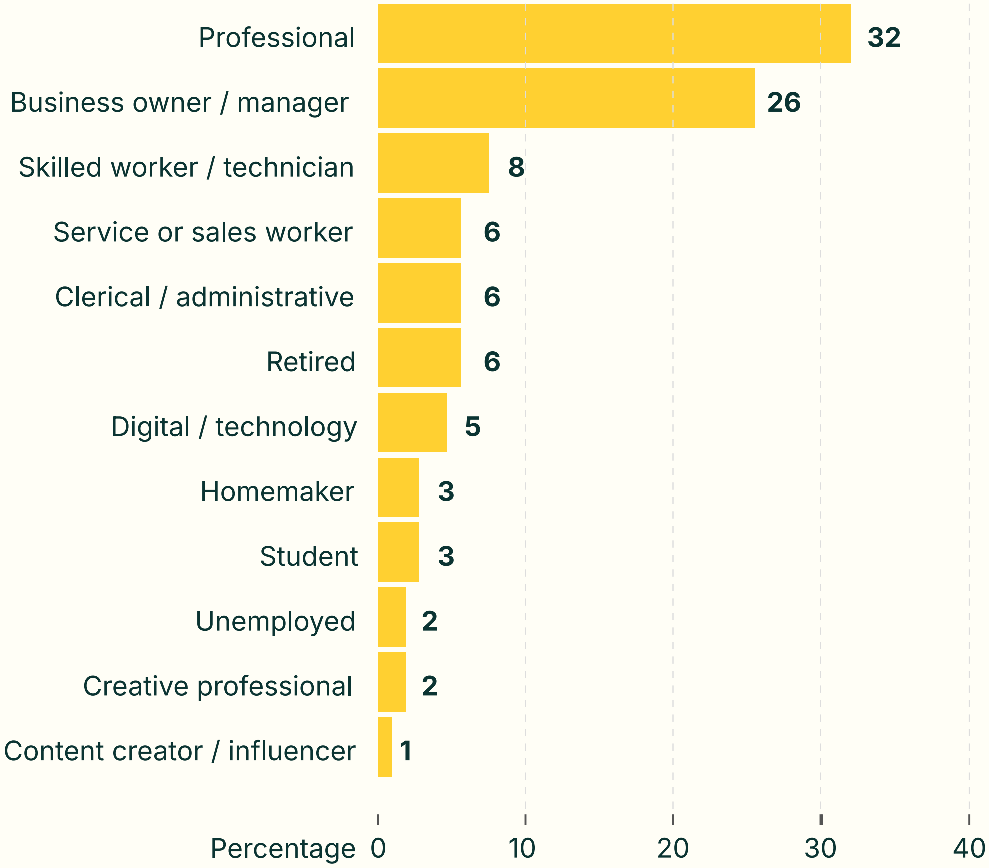


Figure 5: Occupation of visitors

Professionals and business owners dominate across most nationalities.

Professionals form the largest group among Indians (55%), Americans (49%), Germans (41%), Spanish (41%) and British (39%), while also representing a strong share of Swiss (35%), French (30%) and Italians (29%). Business owners and managers are especially prominent among Russians (36%), French (29%), Spanish (27%), Swiss (26%) and Chinese (23%), with around one fifth of British, Germans, Italians, Indians and Americans also in this category.

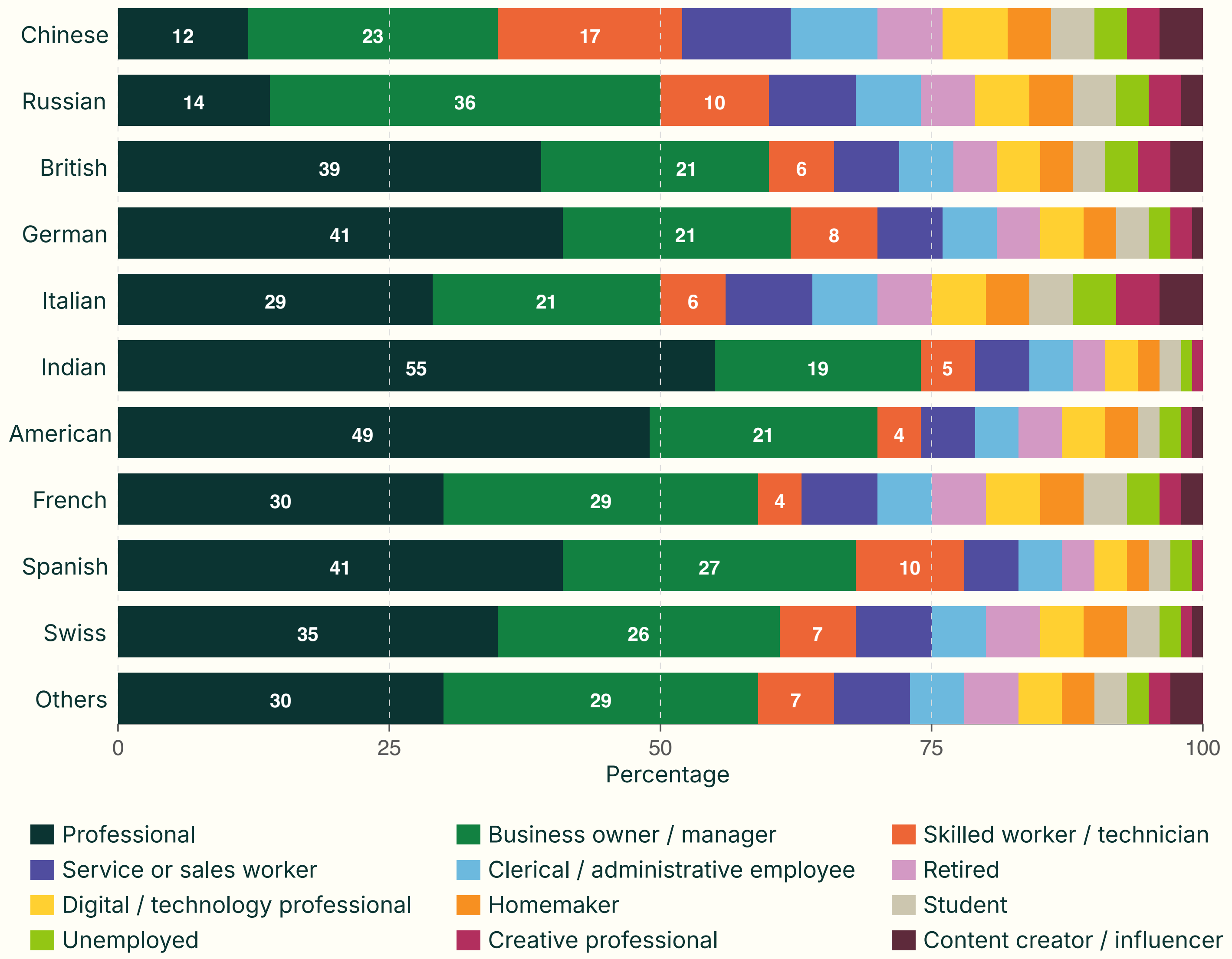


Figure 6: Occupation by nationality

A5. TRAVEL COMPANIONS

Maldives tourism is overwhelmingly couple-led, with nearly two-thirds of visitors travelling with a partner or spouse.

77% of visitors travel either as couples or as families, proving the demand for holidays in the Maldives is relationship-led and experience driven. 65% of respondents were travelling as part of a couple. Family travellers accounted for 12% of respondents, with 10% being families with children and 2% being multigenerational families. Friends and mixed groups accounted for 13% of visitors. About 8% of respondents were solo travellers and 2% were part of an organised tour group or study group.

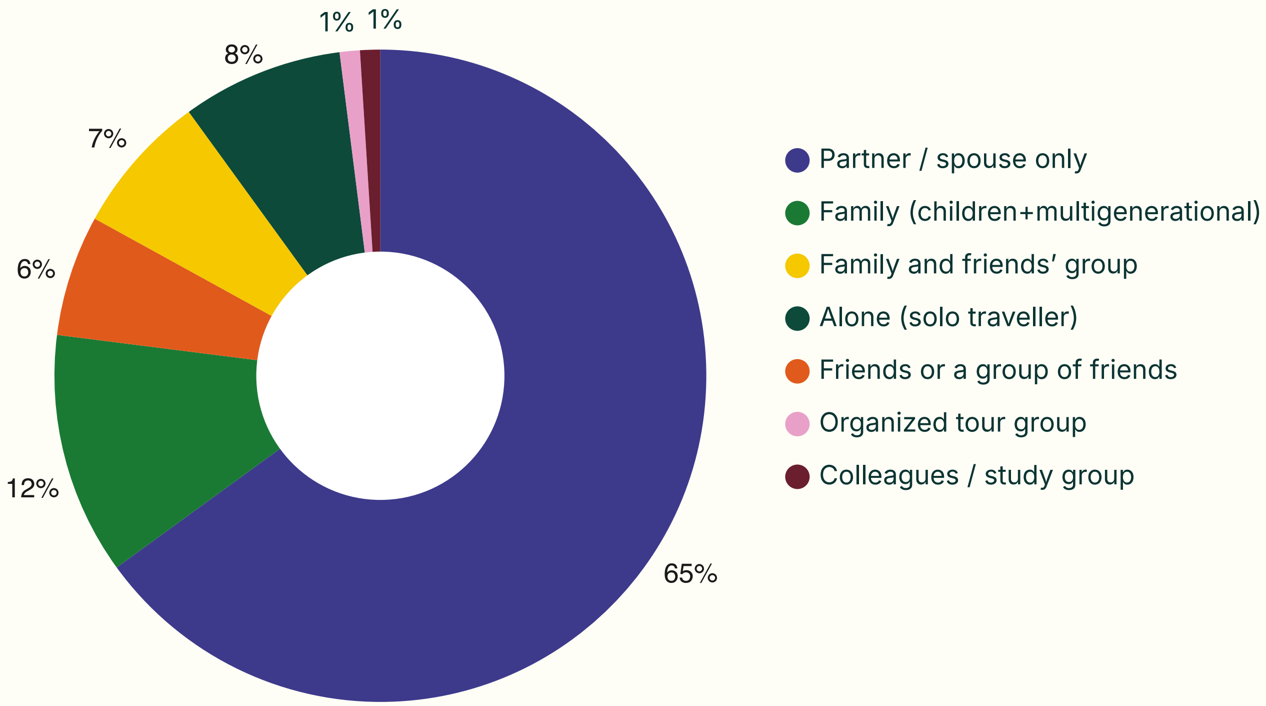


Figure 7: Travel companions

Couple travel clearly dominates across every market.

Majority of visitors across all markets travel with a partner or spouse, particularly among British (77%), Americans (75%), Germans (74%), Indians (71%), Swiss (71%) and Chinese (66%).

Figure 8: Travel companion by nationality

Resorts are mainly couple-focused, inhabited islands attract more independent travellers, and liveaboards appeal strongly to solo and group-based travellers.

Resort only visitors are predominantly couples (73%), with smaller shares travelling as families with children (10%) or friends' groups (3%), while solo travellers account for just 4%. Inhabited Islands only have a more diverse profile, with 44% travelling as couples, but a higher proportion of solo travellers (19%) and friends/groups of friends (12%). The resort + inhabited Island combination is also strongly couple-oriented (70%), with 10% families with children and modest shares of friends (7%) and solo travellers (6%). In contrast, liveaboard only stays show a very different pattern: solo travellers form the largest group (34%), followed by couples (19%) and friends/groups (19%), with a notable share in organized tour groups (15%) and no family-with-children segment.

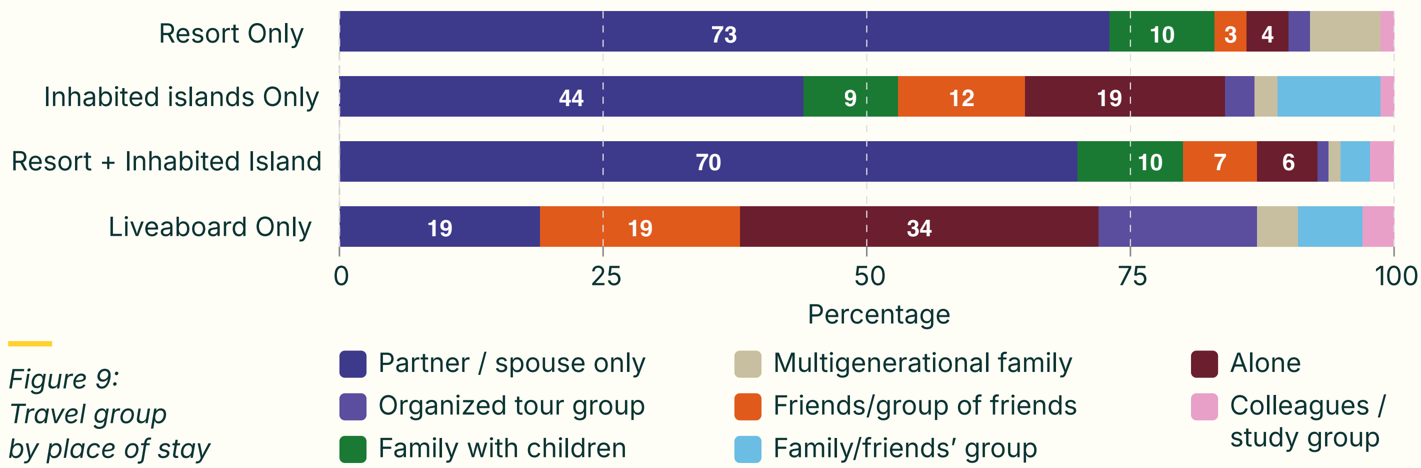


Figure 9: Travel group by place of stay

Repeat visitors—especially frequent ones—are more inclined toward solo travel, while first-time visitors are more likely to travel as couples.

Partner or spouse is the dominant pattern across both first-time and repeat visitors, although it declines with frequency of visits, from 68% among first-time visitors to 48% among those visiting more than 10 times. Family travel with children is slightly more common among repeat visitors (13%–14%) compared to first timers (9%). Solo travel increases significantly with repeat visitation, rising from 7% among first-time visitors to 27% among those who have visited more than 10 times, suggesting experienced visitors are more likely to travel alone.

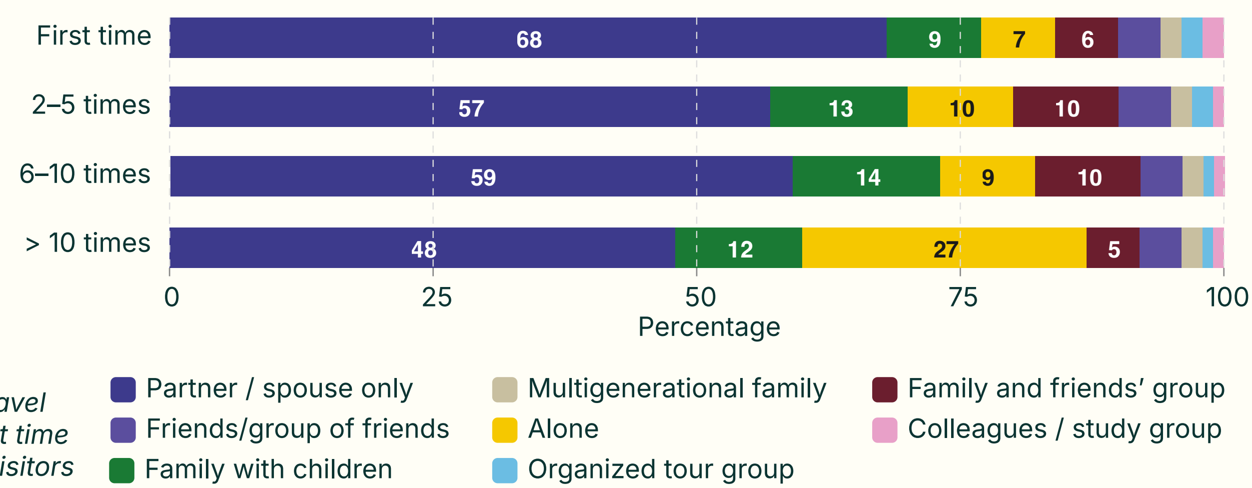


Figure 10: Travel group by first time and repeat visitors

A6. NUMBER OF ADULTS IN TRAVEL PARTY

Most respondents (79%) travelled in a group with two adults. About 10% travelled in a group with one adult, 8% with three to five adults, and 5% travelled with six or more adults.

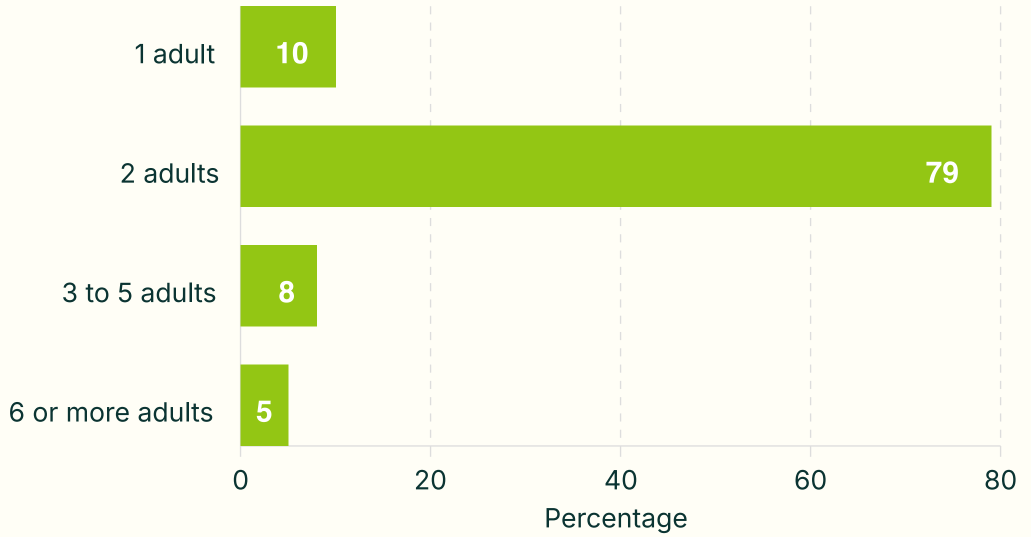


Figure 11: Number of travel adults in the travel group

A7. NUMBER OF CHILDREN IN TRAVEL PARTY

A majority of visitors (90%) travelled with no children. Of the 10% that travelled with children 6% travelled with one child, 3% with two children, 1% with three or more children.

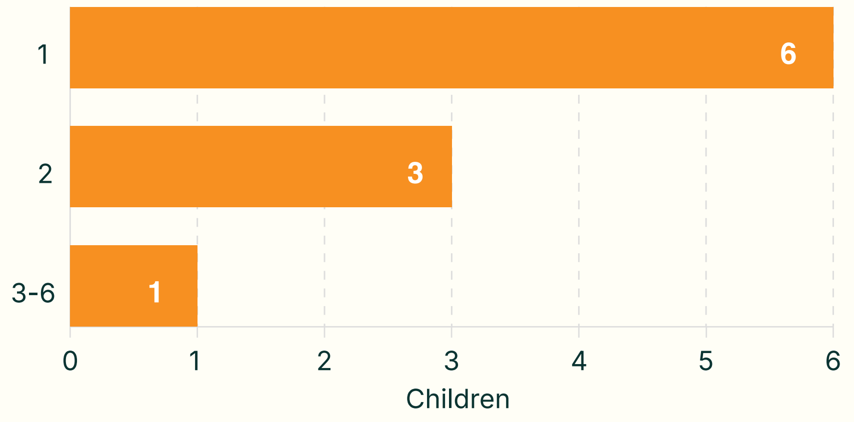


Figure 12: Number of children in travel group

Russian respondents had the highest proportion of children traveling with them (14%), followed by Indian respondents (12%). British and Italian visitors each accounted for 8%, while Chinese and Spanish respondents represented 4% each. German, French, and Malaysian families each made up 3%. American, Czech, Kazakh, Saudi Arabian, and Australian respondents each accounted for 2%, while Polish, Romanian, Swiss, and Korean visitors each represented 1%. A substantial share (25%) falls under "Other" nationalities, indicating a diverse range of additional countries traveling with children.

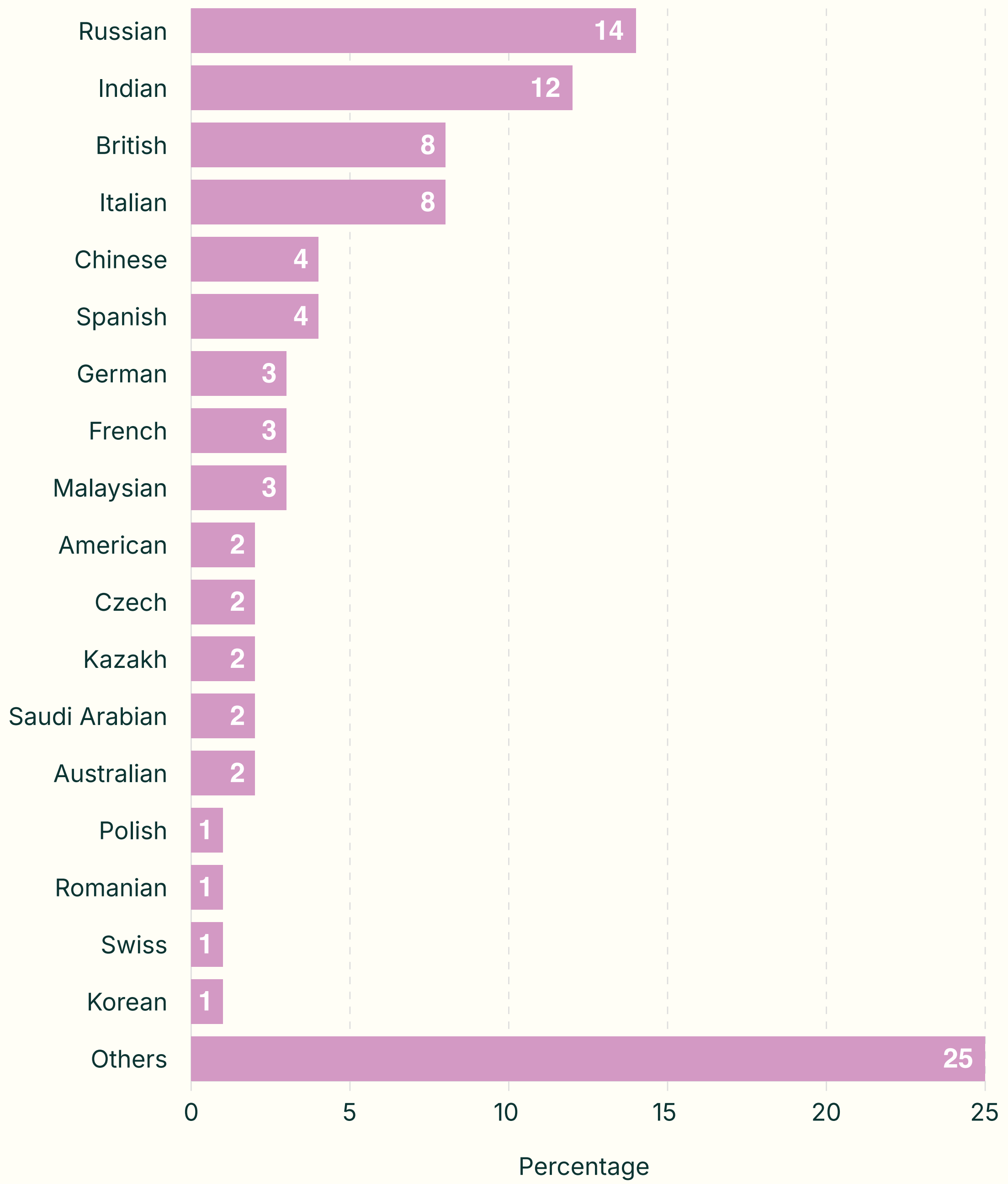


Figure 13: Number of children in travel group by nationality

A8. PLACES STAYED AND NUMBER OF NIGHTS

Places stayed

Resorts remain the backbone of Maldives tourism, accounting for three-quarters of all visitors stays, alongside a growing non-resort segment.

Resorts are the core economic engine of the Maldives, with 70% of visitors staying at a resort only and 4% of visitors staying at both resorts and guesthouses. About 21% of respondents stayed at a guesthouse only. Repeat visitors were also likely to stay at guesthouses. This increase in guesthouse tourism has strong links to local island economies and was popular among visitors who were looking for cultural and experiential tourism. 2% of visitors stayed on boats and safari vessels, and these respondents were associated with desiring a highly specialised experience which mainly involved activities such as diving, surfing and fishing. 2% of visitors stayed in multiple accommodation types, which indicates more sophisticated trip planning and a desire to combine luxury and local experiences.

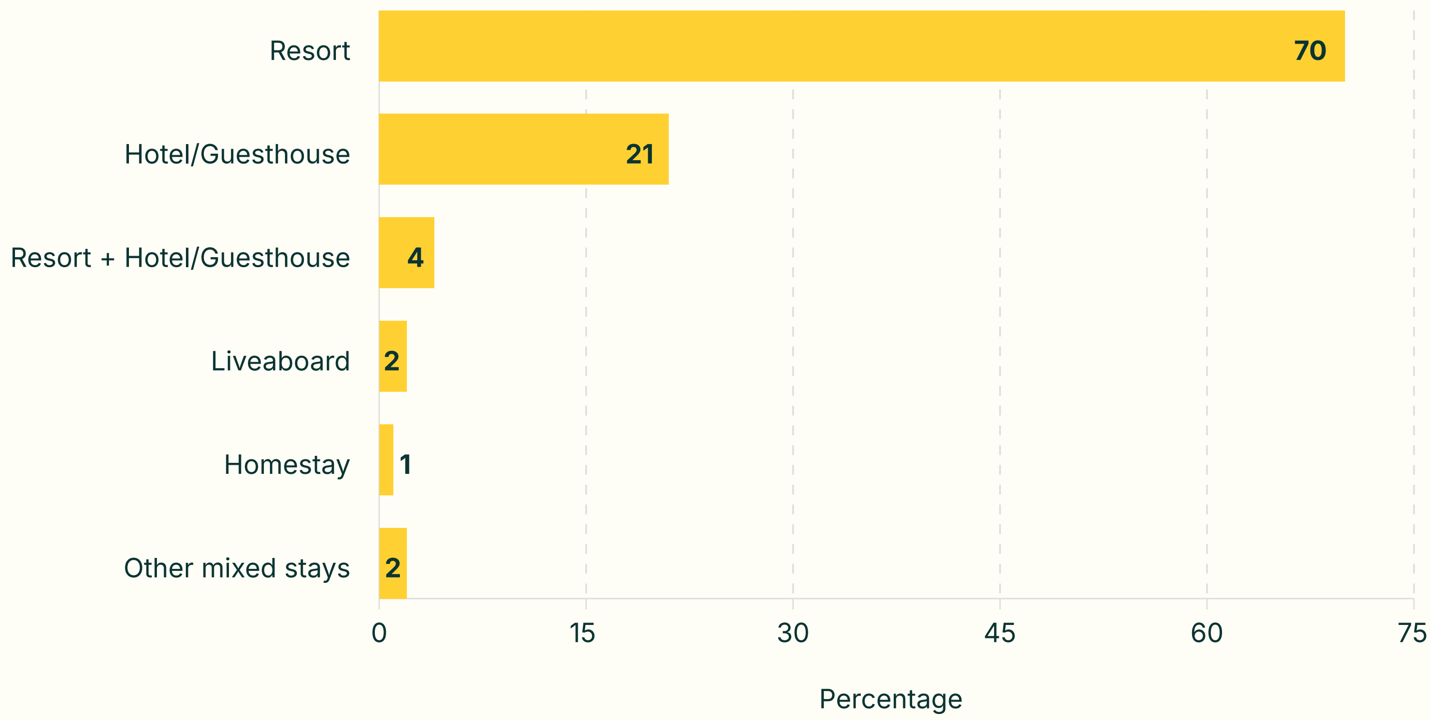


Figure 14: Places stayed in Maldives

Resorts dominate most markets, while Russians and Spanish show a comparatively stronger preference for inhabited islands.

Resort only is the dominant choice across all major markets, particularly among British (89%), Swiss (85%), Americans (80%), Indians (78%) and Germans (77%), with strong shares also among French (74%), Italians (65%) and Chinese (63%). Russians show a more balanced pattern, with 53% choosing resorts and a high 44% staying on inhabited islands only, which is also popular among Spanish visitors (43%) and Italians (30%). Inhabited islands attract moderate shares of French (20%), Germans (16%), Indians (16%) and Chinese (18%).

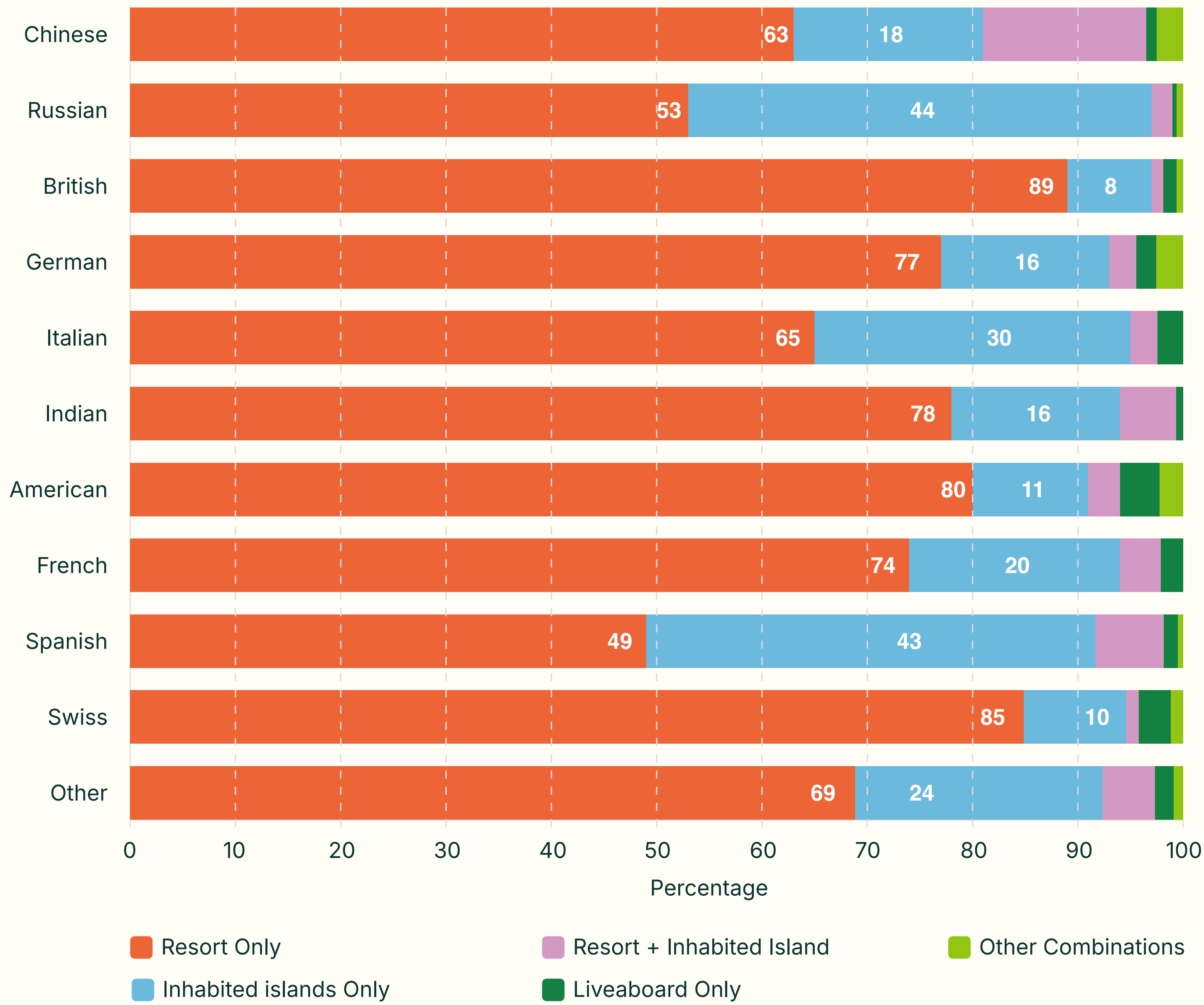


Figure 15: Places stayed in Maldives by nationality

Older travellers show a stronger preference for resorts, while younger visitors are more likely to choose inhabited islands.

Resort only is the preferred accommodation across all age groups, with preference increasing with age: 57% among Gen Z under 20, 66% among Gen Z (21–28), 68% among Millennials, 78% among Gen X, and 77% among Baby Boomers. Inhabited islands only are more popular among younger travellers, accounting for 36% of Gen Z under 20 and 27% of Gen Z (21–28), but declining steadily with age to 16% among Gen X and Baby Boomers. Liveaboard only remains a small niche across all groups, ranging from 0% to 3%. The Resort + Inhabited Island combination represents a minor share for all age categories, generally between 3% and 6%.

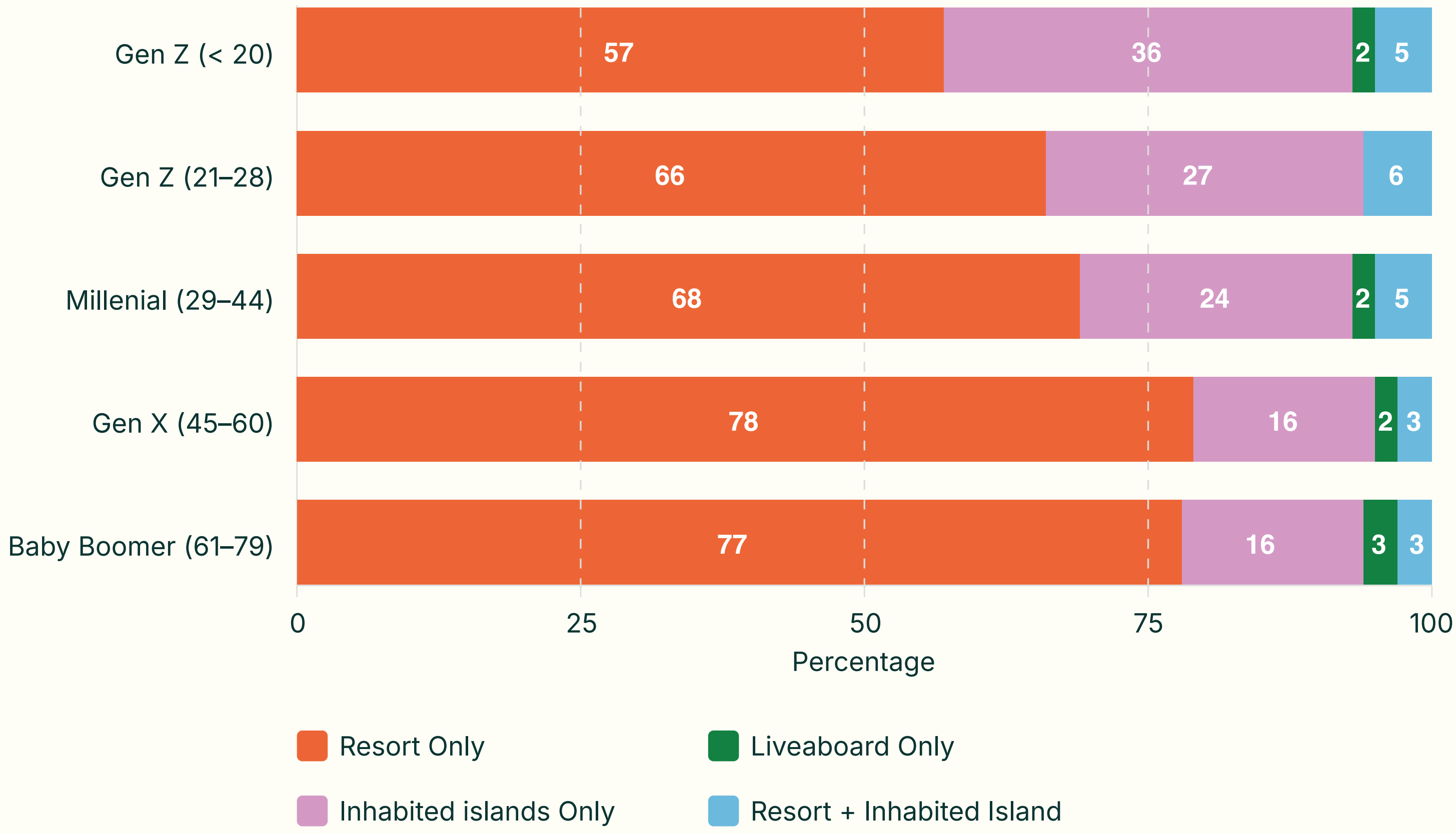


Figure 16: Places stayed in Maldives by age group

Number of nights stayed

Maldives resort tourism is anchored around week-long stays, with nearly 6 in 10 guests staying 4–7 nights, while over a quarter extend beyond a week.

Most visitors across all three property types stayed 4–7 nights, accounting for 59% of resort guests, 52% of visitors to inhabited islands, and 73% of liveaboard guests. Short stays of 1–3 nights were more common on inhabited islands (28%) compared to resorts (14%) and liveaboards (3%). Stays of 8–10 nights represented 17% in resorts, 13% on inhabited islands, and 19% on liveaboards. Longer stays of 11–14 nights were relatively low across all types (9% resorts, 4% inhabited islands, 5% liveaboards), while 15+ night stays were rare, especially for liveaboards (0%), and minimal for resorts (2%) and inhabited islands (3%).

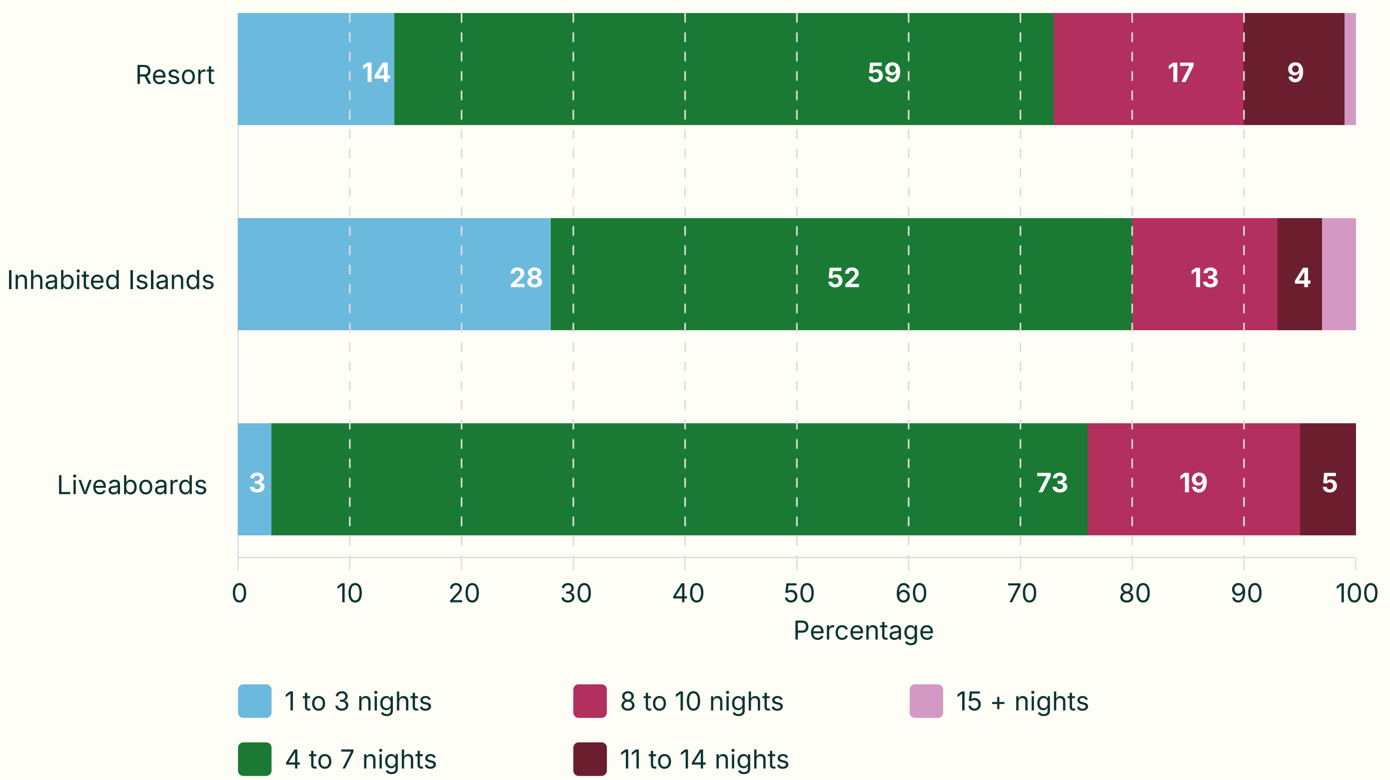


Figure 17: Number of nights stayed

One-week stay dominates most markets, European visitors—especially Germans, British and Swiss—are more inclined toward longer resort holidays.

A stay of 4 to 7 nights is the most common duration for most markets, particularly among Chinese (85%), Spanish (74%), Italian (73%), French (71%), American (66%) and Russian visitors (62%). However, British and German visitors show a preference for longer stays, with substantial shares staying 8 to 10 nights (29% British, 32% German) and 11 to 14 nights (19% British, 26% German). Swiss visitors also demonstrate a tendency toward extended stays, with 28% staying 8 to 10 nights and 24% staying 11 to 14 nights. In contrast, Indian visitors stand out for short stays, with 49% staying 1 to 3 nights and another 48% staying 4 to 7 nights. Stays of 15 nights or more remain minimal across all nationalities.

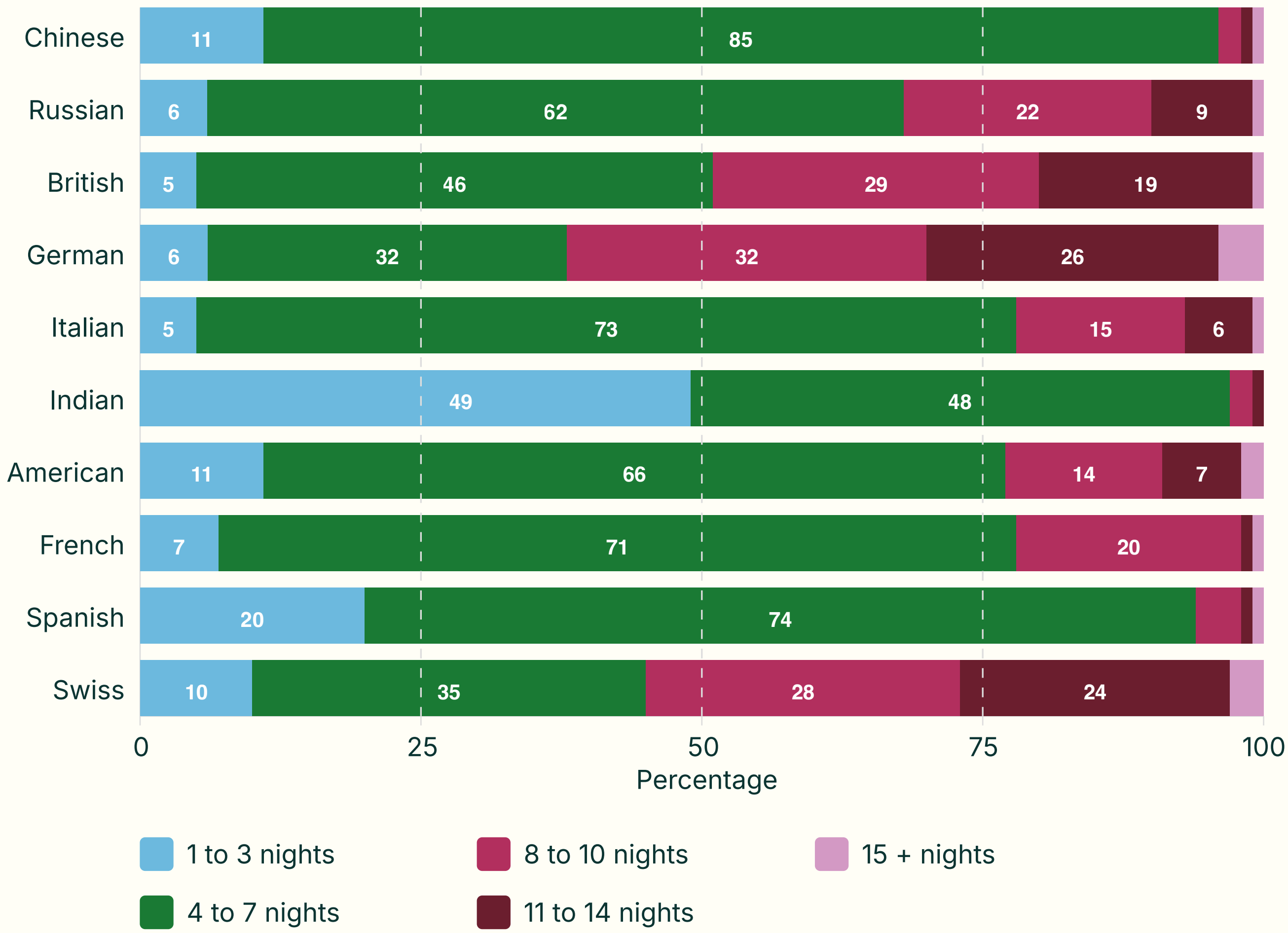


Figure 18: Number of nights stayed in resorts by nationality

While a one-week stay dominates most markets staying on inhabited islands, Indians and Chinese tend toward shorter stays, whereas Swiss, Germans and Russians are more likely to stay longer.

The length of stay on inhabited islands differs by nationality, though 4 to 7 nights is the most common duration for most markets, particularly Italians (75%), Swiss (60%), Americans (59%), French (57%), Spanish (57%) and Russians (53%). Short stays of 1 to 3 nights are especially high among Indians (61%), Chinese (48%) and Americans (41%), and are also notable among Spanish (30%) and British visitors (24%). Longer stays of 8 to 10 nights are more common among Swiss (30%), Germans (26%), Russians (26%) and British (24%). Stays of 11 to 14 nights remain limited, highest among Russians (12%) and Germans (11%). Visits of 15 nights or more are rare overall but relatively higher among Swiss (10%), French (7%), Germans (7%) and Indians (5%).

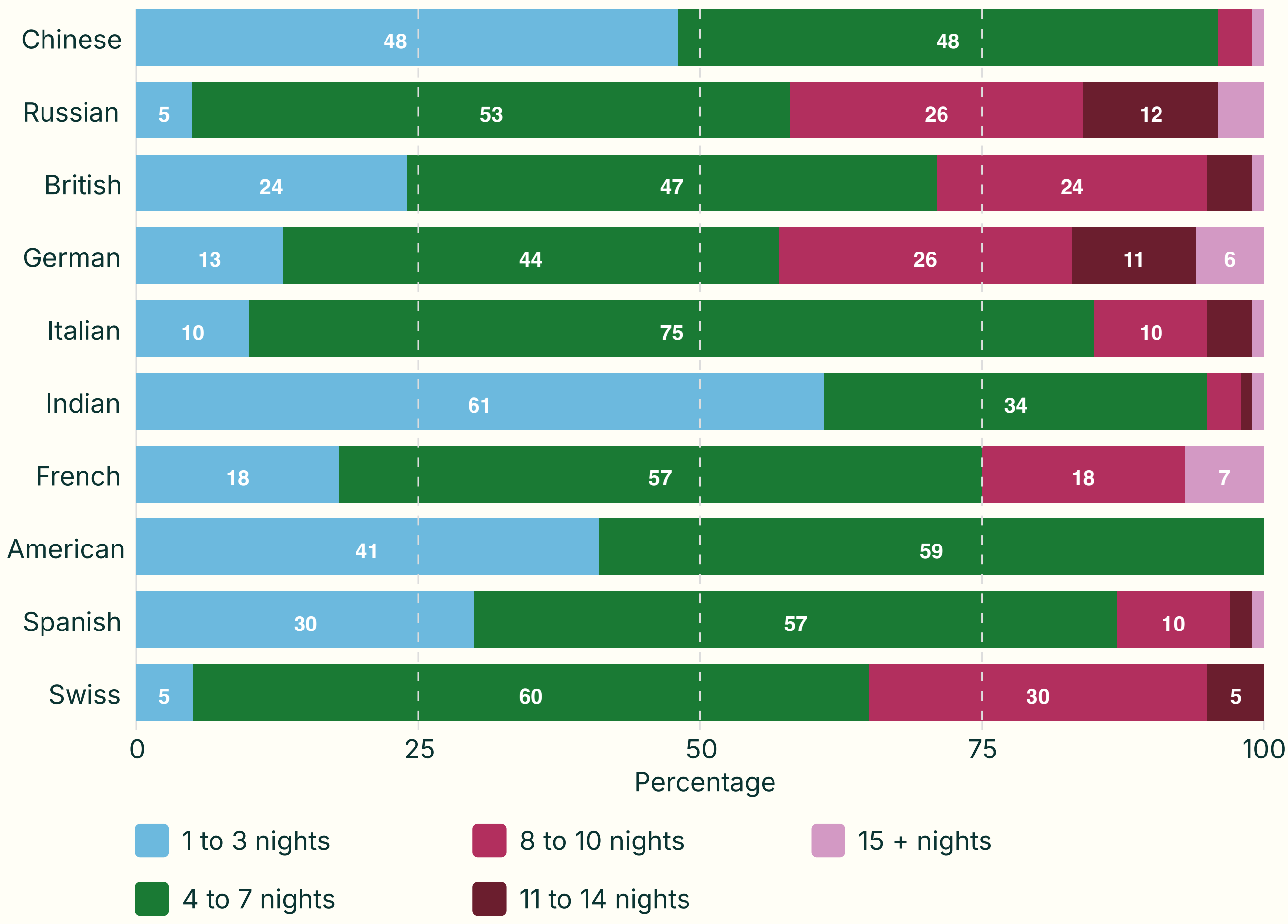


Figure 19: Number of nights stayed in inhabited islands by nationality

B: DREAMING AND PLANNING

B1. STYLE OF TRAVEL

Visitors to the Maldives primarily see themselves as sun-and-sand relaxers and romantic travellers, reinforcing the destination's premium escape positioning.

Over two-thirds of visitors identified with relaxation, romance and indulgence with 31% of respondents describing themselves as sun & sand relaxers, 27% as romantic travellers and 12% as luxury seekers. About 11% of respondents described themselves as adventurers/water sport enthusiasts, 4% as wellness seekers and 2% as cultural explorers. A further 7% of respondents were family holidaymakers and 1% were travelling for business and leisure.

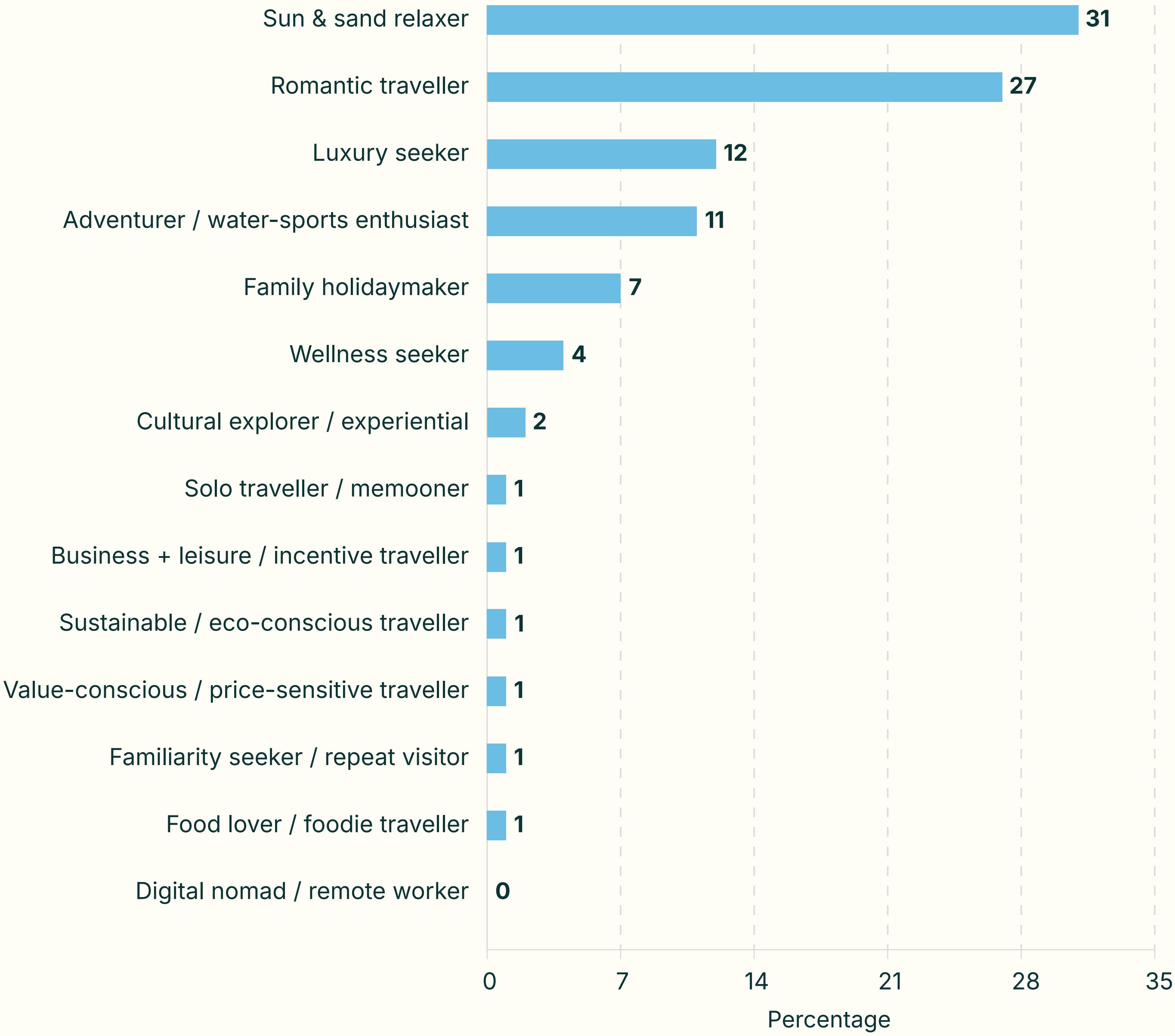


Figure 20: Traveller style of visitors to the Maldives

Across all nationalities, the dominant traveller profile is the sun and sand relaxer, accounting for roughly 28% to 36% in most markets, particularly high among British (36%), Russians (36%), Americans (34%) and Spanish (34%).

The romantic traveller segment is the second strongest across nearly all nationalities, averaging around 25% to 29%, with Italians and Swiss at about 29%. Luxury seekers represent a consistent mid-sized segment, especially among Spanish (17%), Indians (14%) and French (13%). The adventurer or water-sports enthusiast segment is notably strong among Germans (16%) and French (13%). Family holidaymakers account for around 6% to 10%, highest among Russians and Americans (10%). All other segments—including wellness seekers, eco-conscious travellers, cultural explorers, solo travellers, value-conscious travellers, and business-leisure visitors—remain small niche markets, generally below 5% in each nationality.

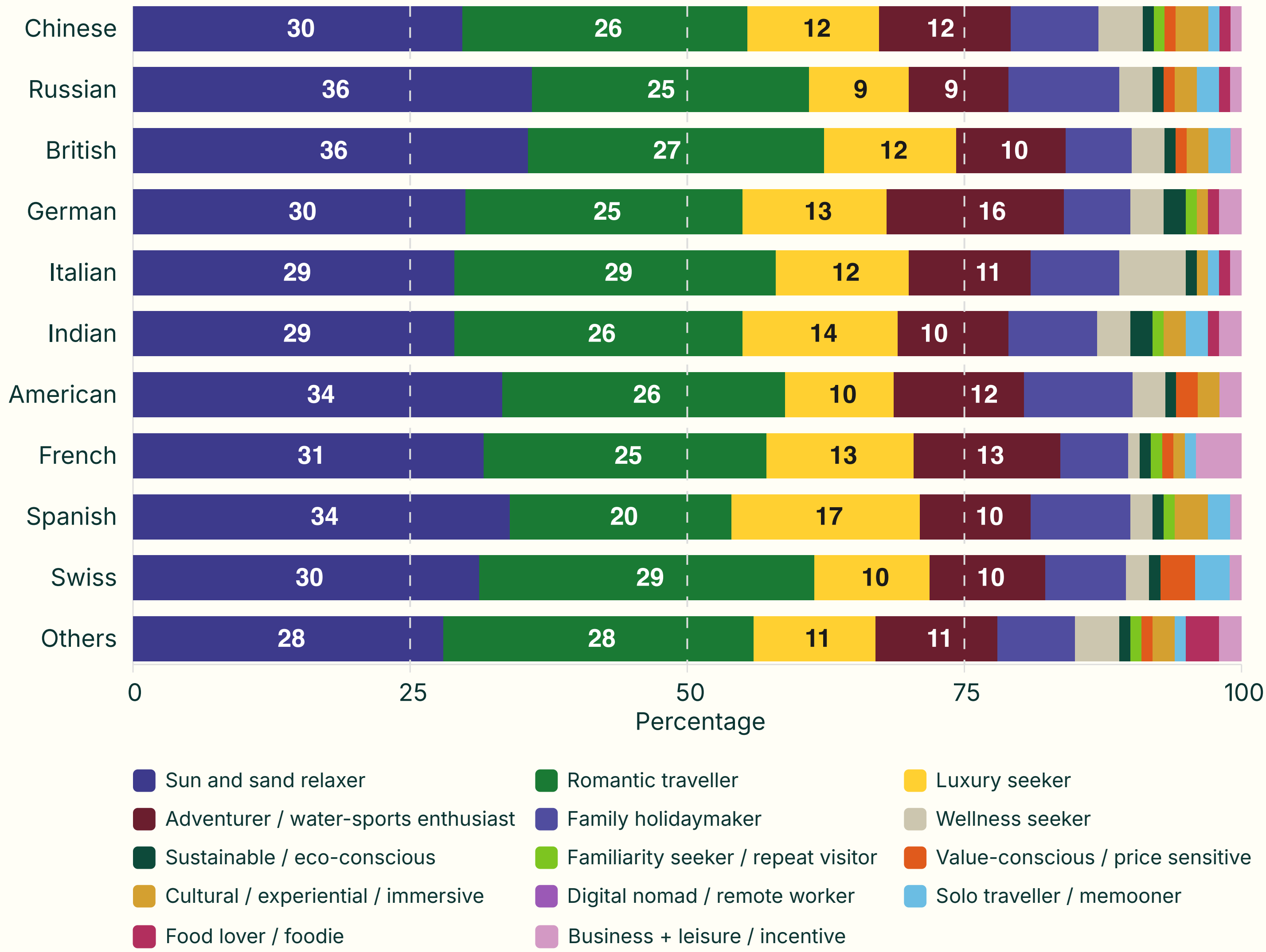


Figure 21: Traveller style of visitors to the Maldives by nationality

Younger travellers show more diversity in motivations including luxury, adventure, sustainability and solo travel, while older generations are more strongly concentrated in relaxation and romance-oriented travel styles.

Across all age groups, the dominant visitor style is the sun and sand relaxer, increasing steadily with age from 26% among Gen Z under 20 to 37% among Baby Boomers, indicating that relaxation becomes more important for older travellers. The romantic traveller segment is strong among Gen Z (21–28), Millennials and Gen X at around 27% to 28%, but lower among the youngest group at 14%, suggesting romance-driven travel peaks in young and middle adulthood. Luxury seeking is highest among Gen Z under 20 at 17% and declines progressively with age to 9% among Baby Boomers. The adventurer segment remains relatively consistent across generations at around 10% to 14%, though slightly higher among the youngest travellers.

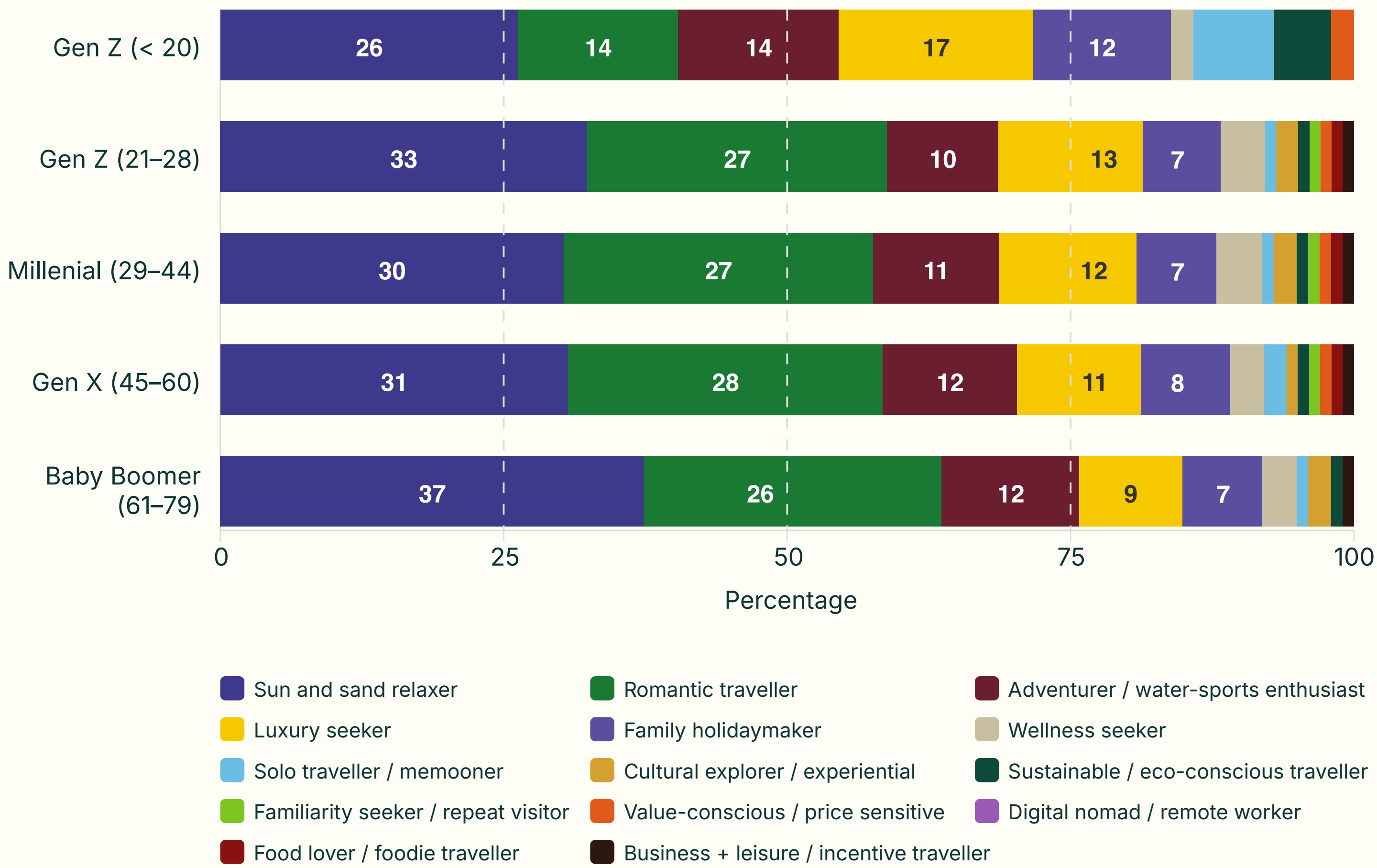


Figure 22: Traveller style of visitors to the Maldives by age group

Sun and sand relaxers dominate across all groups but are strongest among those visiting 2–5 times at 34%, compared to 30% of first timers and 28% of more frequent visitors.

The romantic traveller segment remains stable at around 26% for first and mid-level repeat visitors but rises significantly to 32% among those visiting more than 10 times, suggesting strong loyalty among couples. Luxury seekers peak among visitors who have travelled 6–10 times at 18%, notably higher than first timers at 12% and very frequent visitors at 7%. Similarly, the adventurer segment is highest among the 6–10 visit group at 15%, compared to 11% of first timers and 9% of the most frequent visitors. Wellness seekers remain small across all categories but decline among the most frequent visitors.

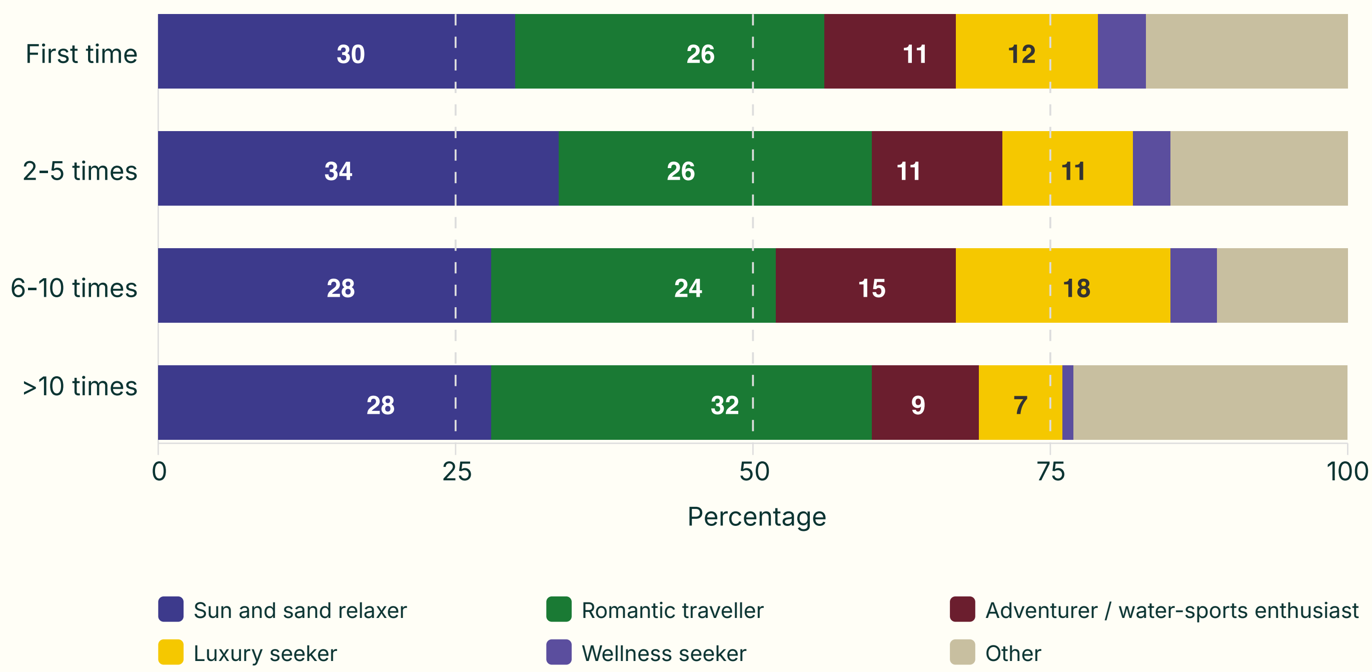


Figure 23: Traveller style of visitors to the Maldives by first time and repeaters

B2. AWARENESS ABOUT THE MALDIVES

The Maldives awareness is overwhelmingly driven by word-of-mouth and social media, accounting for nearly two-thirds of first discovery.

Over 62% of visitors learned about the Maldives through peer-driven or organic channels. 34% of respondents heard about the Maldives from family and friends, with 29% hearing of it through social media. 13% of respondents heard of the Maldives through travel agents and tour operators, while 9% heard of it through online travel websites. Official destination marketing also had a low direct awareness impact, with 2% and 2% of respondents hearing of the Maldives through the official Maldives website/Instagram and resort/hotel websites respectively. A further 5% of respondents heard of the Maldives through traditional media and outdoor advertising, while 1% heard through influencers and bloggers.

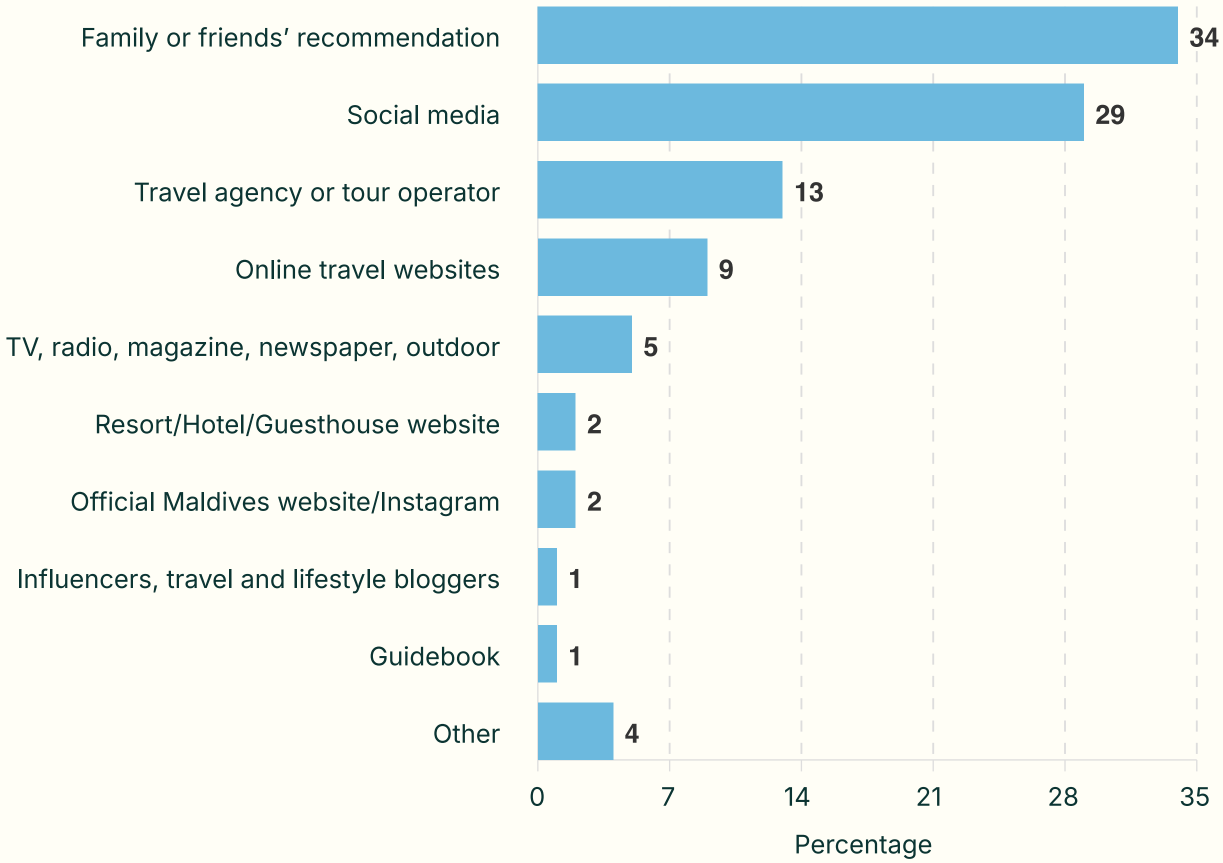


Figure 24: Method of first learning about the Maldives

The Maldives' awareness is primarily driven by word-of-mouth in European markets and by social media in Asian markets, with traditional channels playing a supporting role.

Word-of-mouth is particularly strong among Swiss (45%), Indians (38%), Germans (37%), French (36%), Russians (36%), British (35%) and Italians (35%), highlighting the influence of personal networks in European and Indian markets. In contrast, social media is the leading source among Chinese visitors (51%) and Spanish (43%), and is also significant among Indians (36%) and Others (32%), indicating stronger digital discovery in these markets. Travel agencies and tour operators remain relevant, especially for Italians (21%), Germans (17%), French (17%) and British (17%), but are less important for Americans (6%) and Indians (7%). Online travel websites are notably influential among Americans (17%), Germans (13%), British (13%) and Swiss (13%). Traditional media plays a secondary but visible role in Russia (8%), Spain (7%) and Switzerland (7%). Official destination and hotel websites contribute only small shares across all markets.

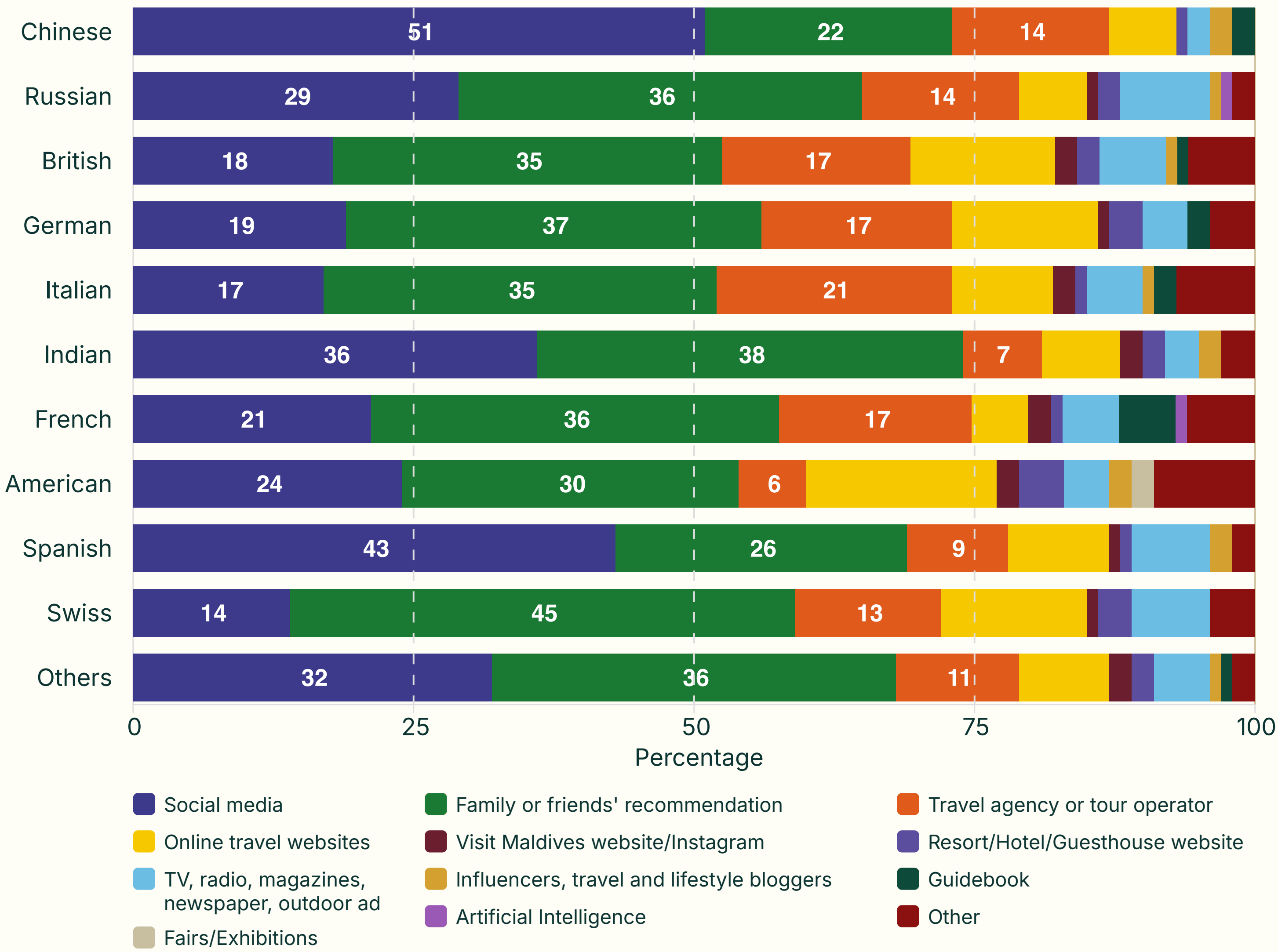


Figure 25: Method of first learning about the Maldives by nationality

Younger travellers are digitally driven—especially via social media—while older travellers rely more on traditional intermediaries and booking channels.

Social media dominates among younger travellers, accounting for 46% of Gen Z (21–28) and 36% of Gen Z under 20, but drops sharply with age to 16% among Gen X and just 7% among Baby Boomers. In contrast, travel agencies and tour operators become increasingly important with age, rising from around 10% among Gen Z and Millennials to 17% among Gen X and 26% among Baby Boomers. Online travel websites also show an age gradient, increasing from 5–8% among younger groups to 12%–14% among older travellers. Family and friends' recommendations remain consistently strong across all age groups at around 29%–41%, making it the most stable awareness driver. Traditional media plays a modest but slightly higher role among Gen X.

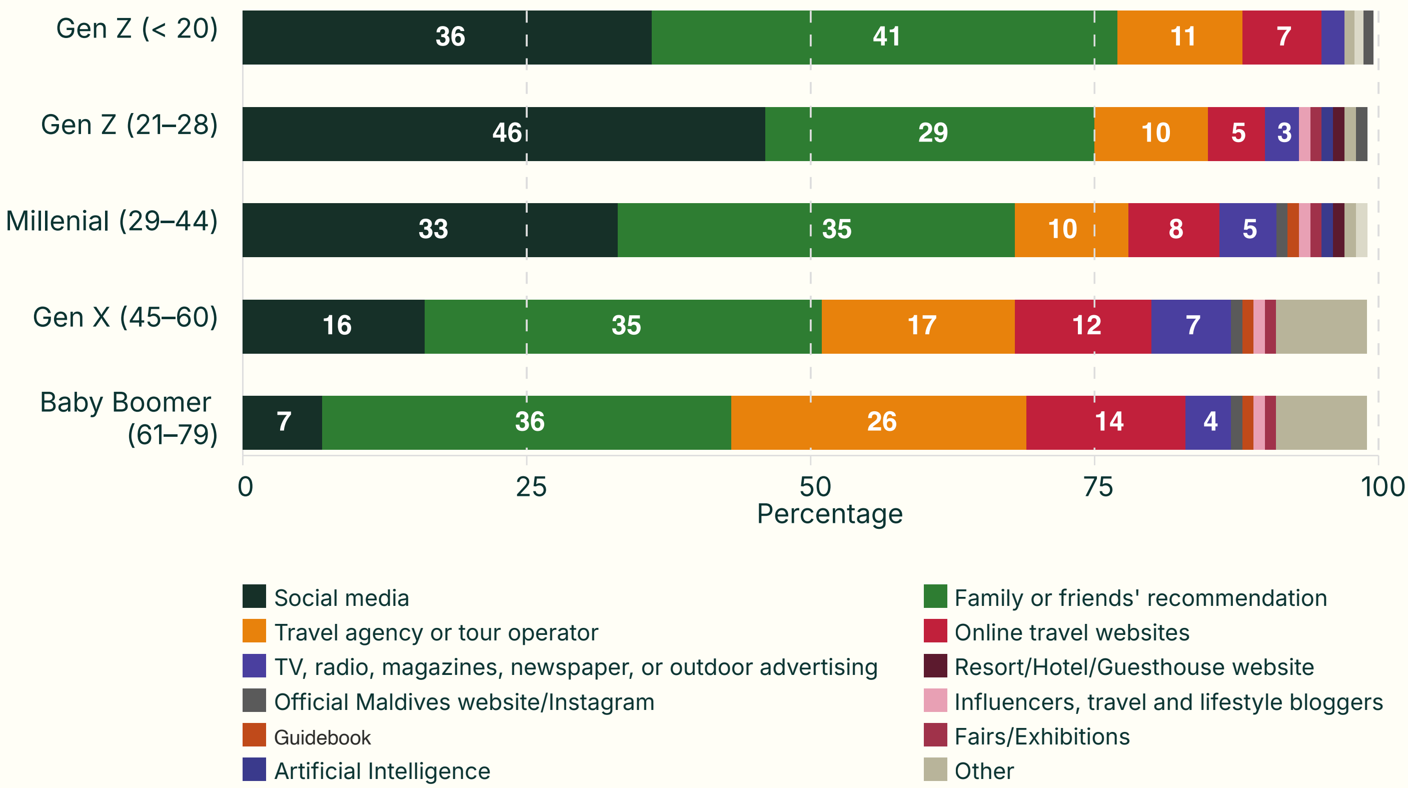
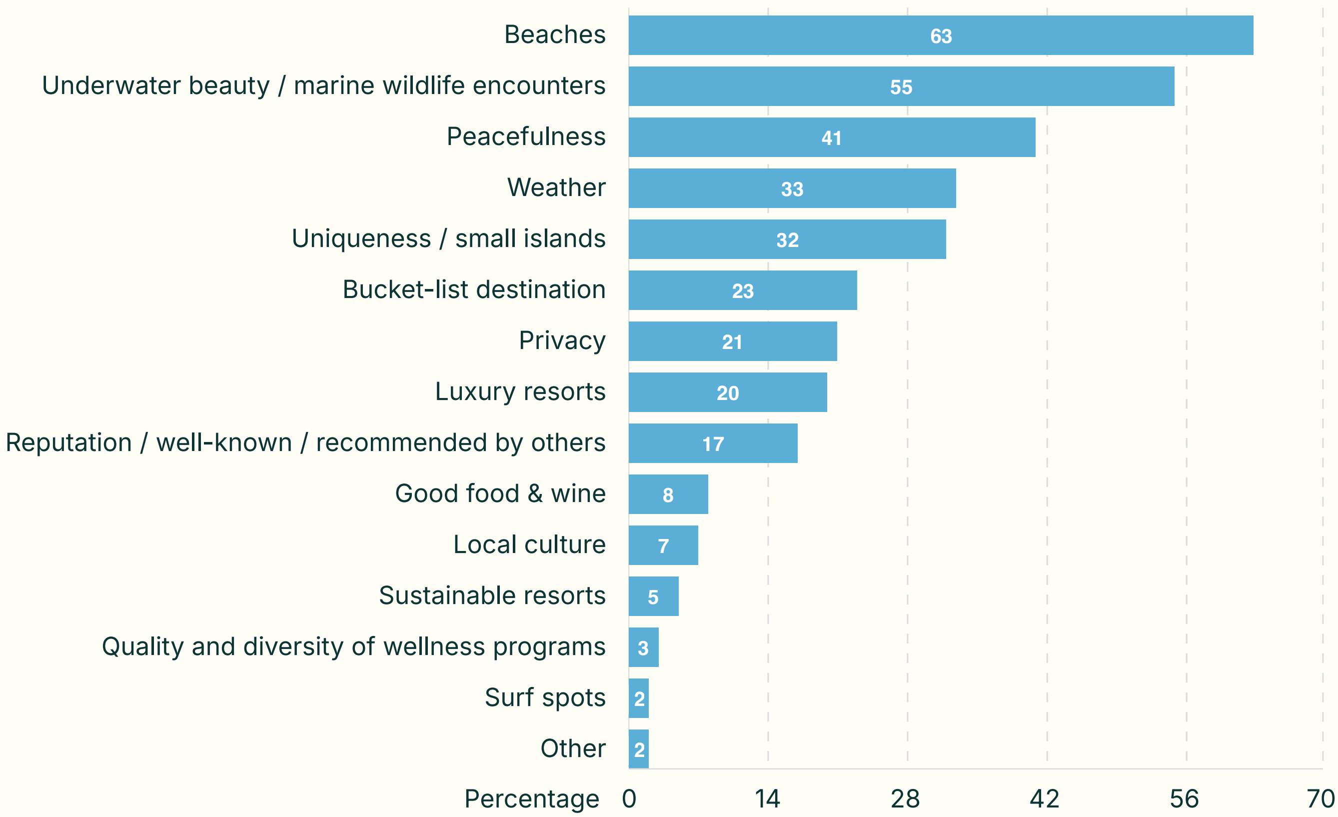


Figure 26: Method of first learning about the Maldives by age group

B3. MOTIVATION FOR CHOOSING THE MALDIVES

The Maldives is chosen primarily for its beaches, underwater beauty, and peaceful exclusivity, reinforcing its position as a premium tropical escape destination rooted in natural beauty and emotional appeal.

Beaches were the strongest motivation for visiting the Maldives, cited by 63% of respondents, followed closely by underwater beauty and marine life encounters at 56%. Visitors were also strongly motivated by the weather (33%), the uniqueness of the small-island setting (32%), and the Maldives' bucket-list appeal (28%). Privacy and peacefulness remain important emotional drivers, with 23% of respondents citing privacy and 41% citing peacefulness as key reasons for choosing the destination. Luxury resorts were mentioned by 20% of respondents. Other motivations for visiting the Maldives were comparatively limited, including good reputation and recommendations (17%), good food and wine (8%), local culture (7%), sustainable resorts (5%), wellness programmes (3%), and surf spots (2%), indicating that experiential and cultural diversification remains secondary to the Maldives' core nature-based appeal.



*Multiple response question

Figure 27: Motivation for choosing the Maldives

Across all nationalities, beaches and underwater beauty clearly dominate as the top motivations, each accounting for roughly 15% to 23% individually across markets.

Beaches are strongest among Italian and Swiss visitors (22%), followed by Chinese, Indian and Spanish (21%), while underwater beauty peaks among Spanish (23%), Italian and Swiss (20%), and French (19%). Peacefulness consistently represents around 11% to 15%, highest among Italian and Indian (15%) and British and German (13%). Weather is particularly important for German and Swiss visitors (14%) and also significant among British and Spanish (13%). Uniqueness and small islands account for roughly 8% to 12%, strongest among American (12%) and German (12%) travellers. Privacy ranges between 8% and 11%, notably among British (11%) and Swiss and Italian (10%). Secondary motivations such as reputation, bucket-list appeal, luxury resorts, food, culture, wellness and surf each generally account for less than 10% individually. and experiential elements play supporting but smaller roles.

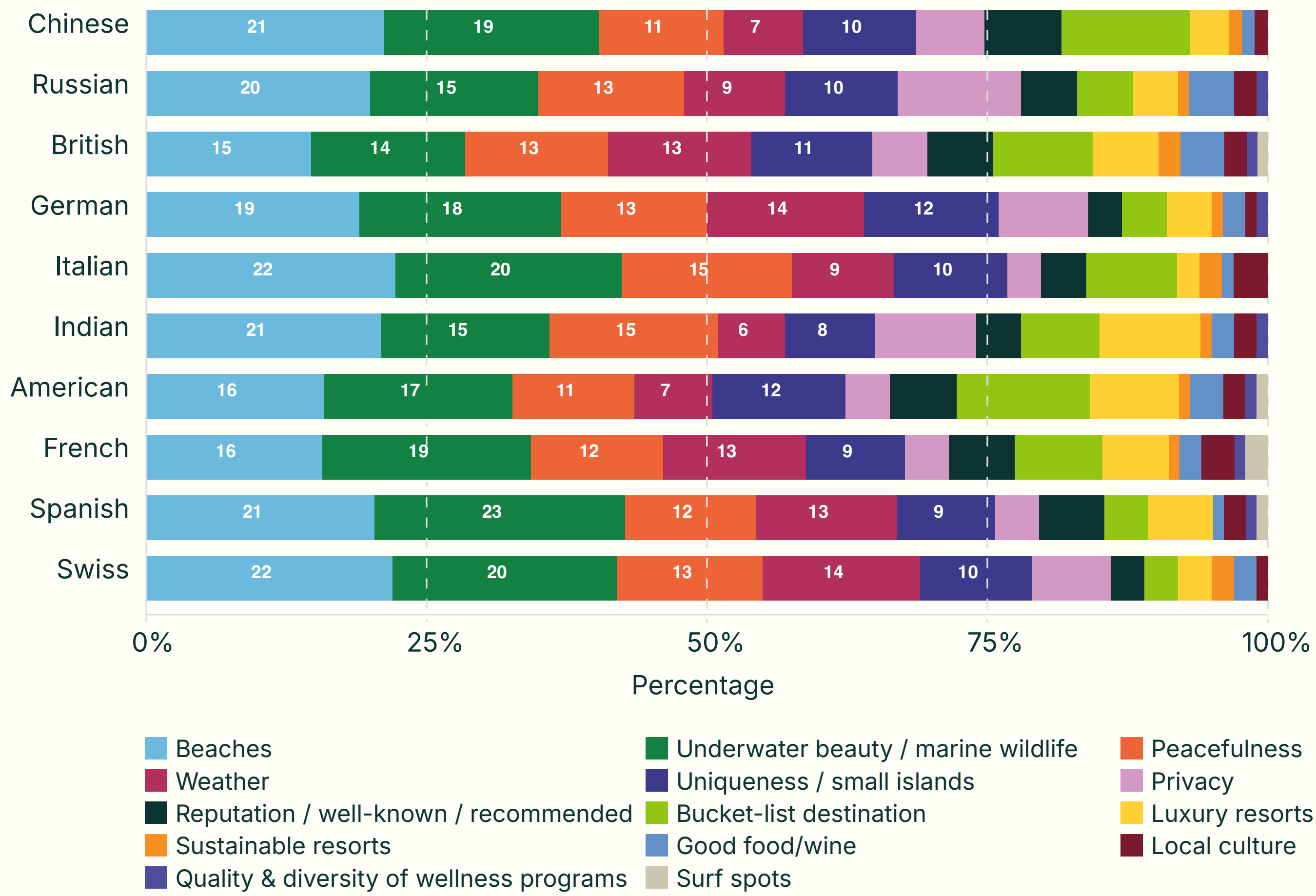


Figure 28: Motivation for choosing the Maldives by nationality

B4. EXPERIENCES/ACTIVITIES SOUGHT IN THE MALDIVES

Most visitors to Maldives come to relax and enjoy the marine environment, with snorkelling and rest ranking far above specialist activities.

The top experiences sought in the Maldives amongst respondents were snorkelling (67%), rest and relaxation (63%) and diving (26%). 24% of respondents were travelling for their honeymoon, showing romance travel remains a central part of Maldivian tourism. Other reasons for travelling to the Maldives included weddings/ vow renewals (3%), family/friends gathering (6%) and special occasions (13%). 16% of respondents were also travelling for health and wellness.

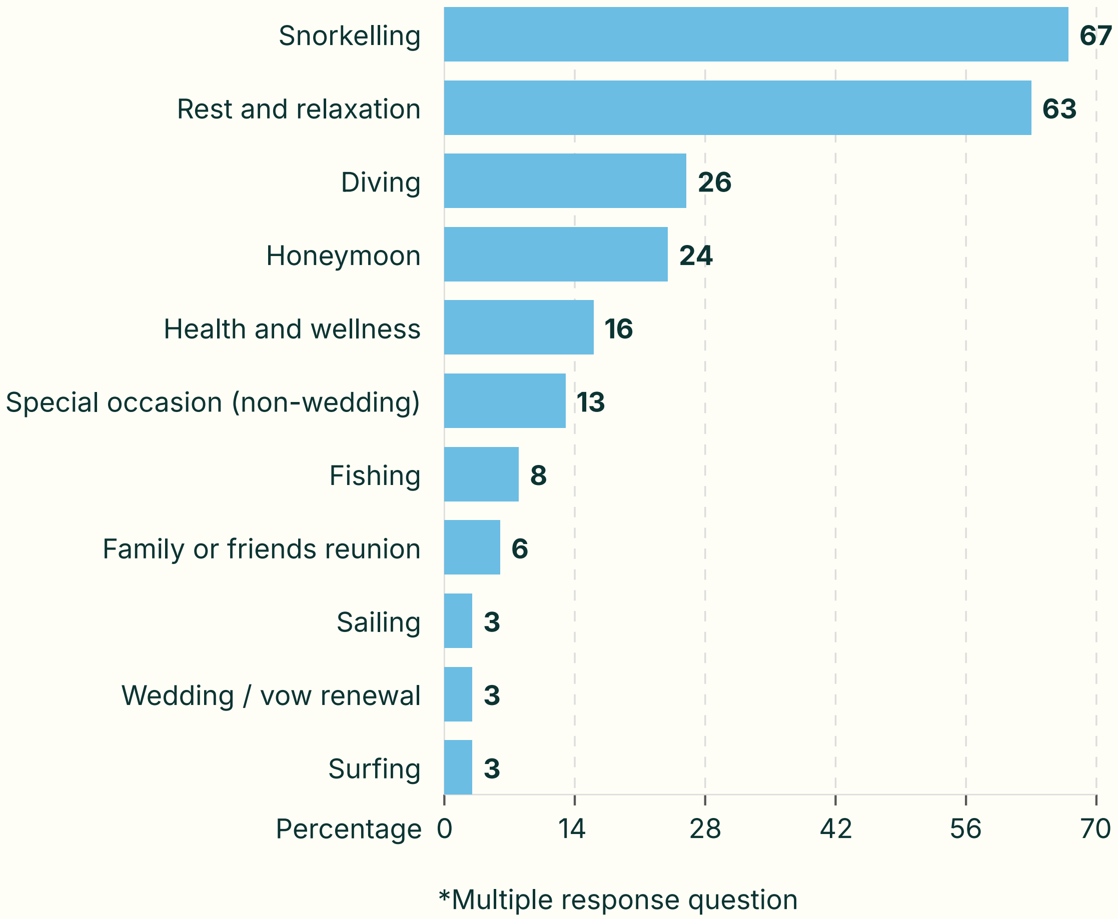


Figure 29: Activities and experiences sought in the Maldives

Across all nationalities, beach and marine experiences clearly dominate visitor preferences, some markets—particularly India and the China—show relatively more diversified experiential demand.

Beach-related activities are strongest among Swiss (37%), British (35%), German (35%) and Italian visitors (35%), while underwater experiences are equally important, particularly for British (35%), Russians (30%), Germans (30%), Swiss (32%) and Americans (31%). French (31%) and Spanish (33%) visitors also show high interest in core coastal experiences. Scenic relaxation and nature-based experiences generally range between 9% and 15%, with slightly higher interest among French and Spanish travellers. A distinct pattern appears among Indian and Chinese visitors, 22% and 17% visit to spend their honeymoon.

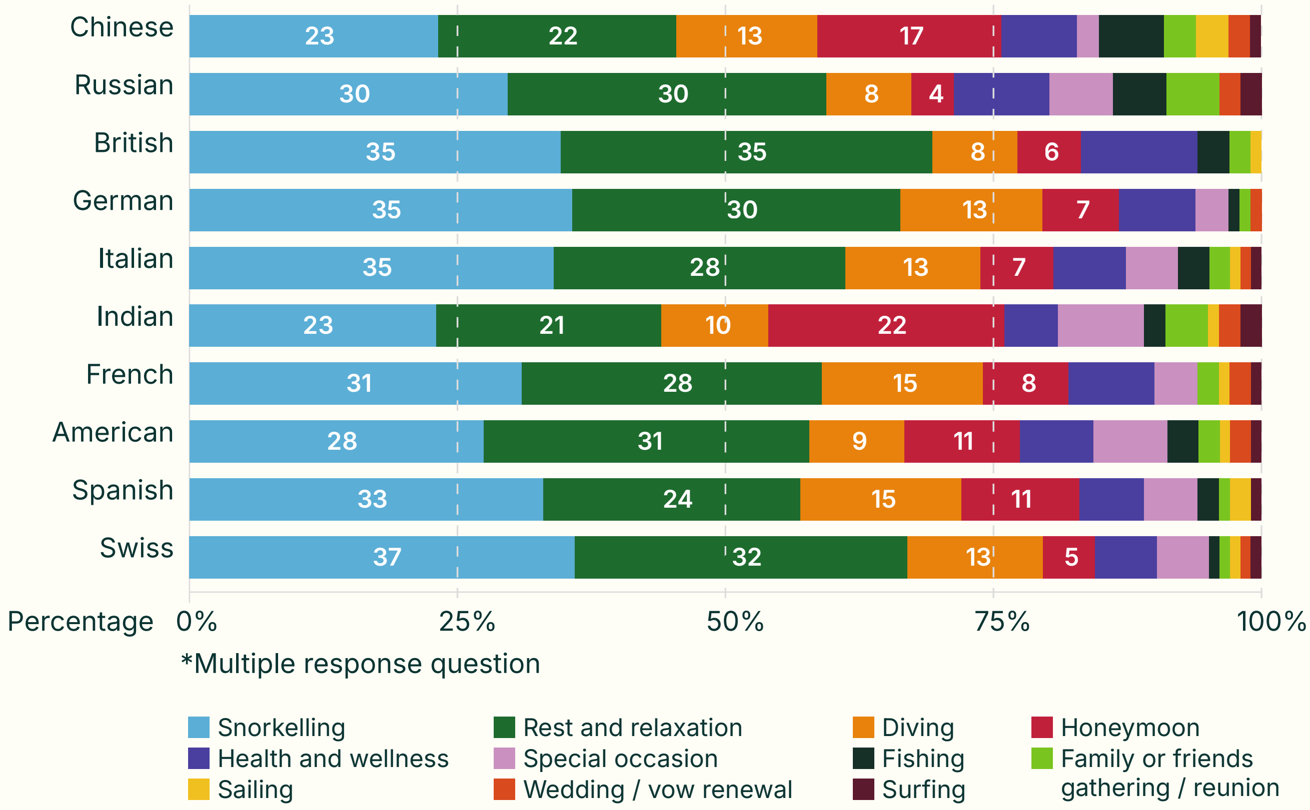


Figure 30: Activities and experiences sought in the Maldives by nationality

Visitors staying on resorts emphasize relaxation and romance, while those in inhabited islands blend relaxation with soft adventure and liveaboards are clearly specialized diving-focused experiences.

For visitors staying on resort, the main priorities are snorkelling (29%) and rest and relaxation (28%), followed by honeymoons (12%), highlighting resorts as relaxation- and romance-focused destinations. Visitors staying on inhabited islands only also prioritize snorkelling (31%) and rest and relaxation (28%), but show relatively higher interest in diving (14%) and fishing (5%), indicating a slightly more activity-oriented profile. The Resort + Inhabited Island segment balances relaxation and experiences, with snorkelling (28%), rest and relaxation (25%), and a notable 15% honeymoon share, the highest among all categories. In contrast, liveaboard only visitors are overwhelmingly focused on diving (54%), far exceeding any other experience, with much lower emphasis on relaxation (9%) and snorkelling (23%). Other niche activities such as wellness, special occasions, sailing, and surfing account for small shares across all stay types.

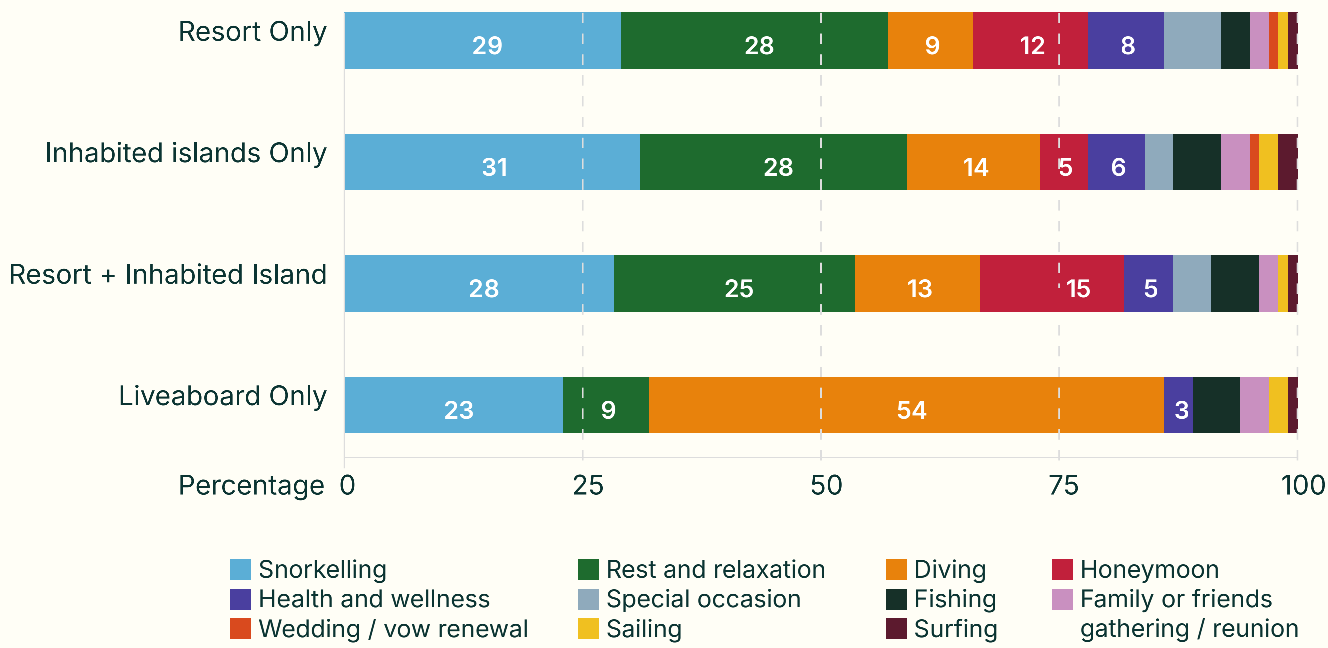


Figure 31: Activities and experiences sought in the Maldives by place of stay

B5. FIRST CHOICE DESTINATION

Nearly 8 in 10 visitors choose the Maldives as their first-choice destination, underscoring exceptional brand strength and low substitution risk.

97% of visitors were actively choosing the Maldives, with 78% of visitors stating the Maldives was their first choice and 19% stated that it was among the top few choices. 3% of respondents visited the Maldives as a backup option.

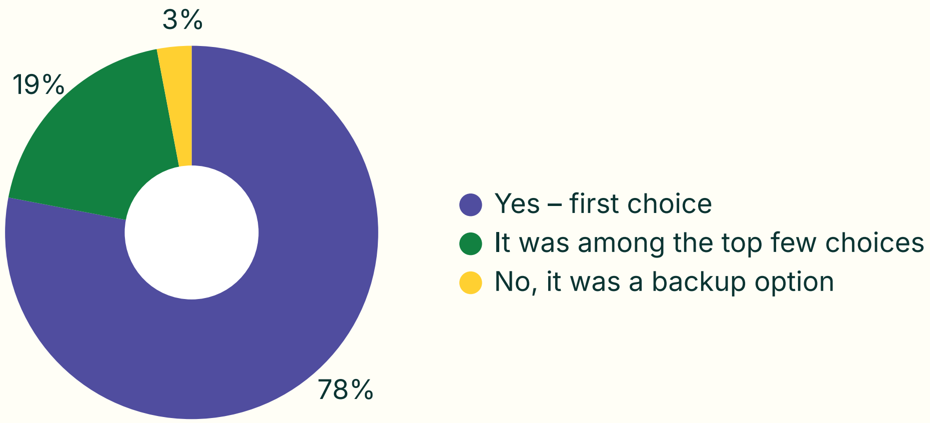


Figure 32: First choice destination

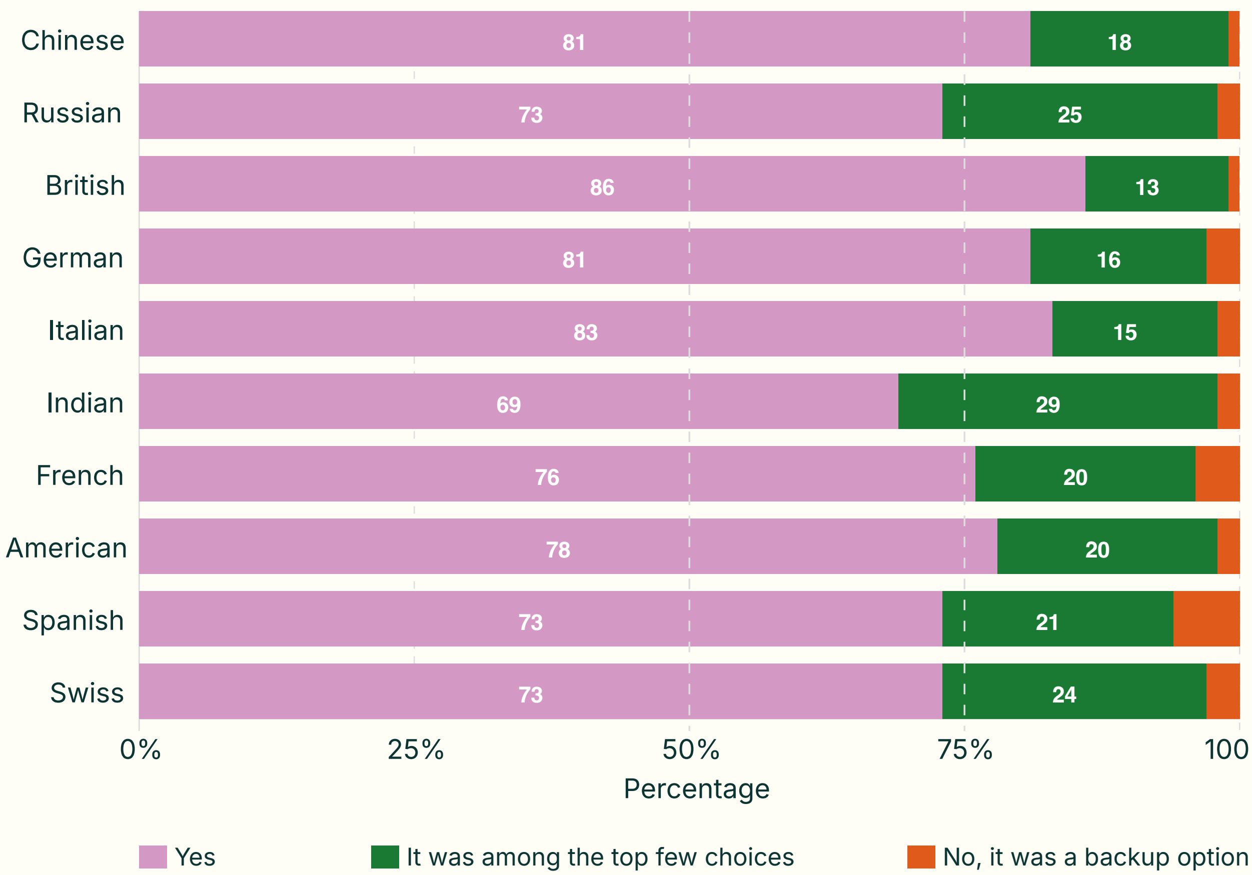


Figure 33: First choice destination by nationality

Other destinations considered by visitors in resorts/guesthouses

Maldives competes most directly with Indian Ocean and Southeast Asian beach/island experiences.

81% of respondents did not name any alternative destinations, aligning with the finding that the Maldives is the first choice for most respondents. Many visitors see the Maldives as a distinct destination, and not as one of many interchangeable options.

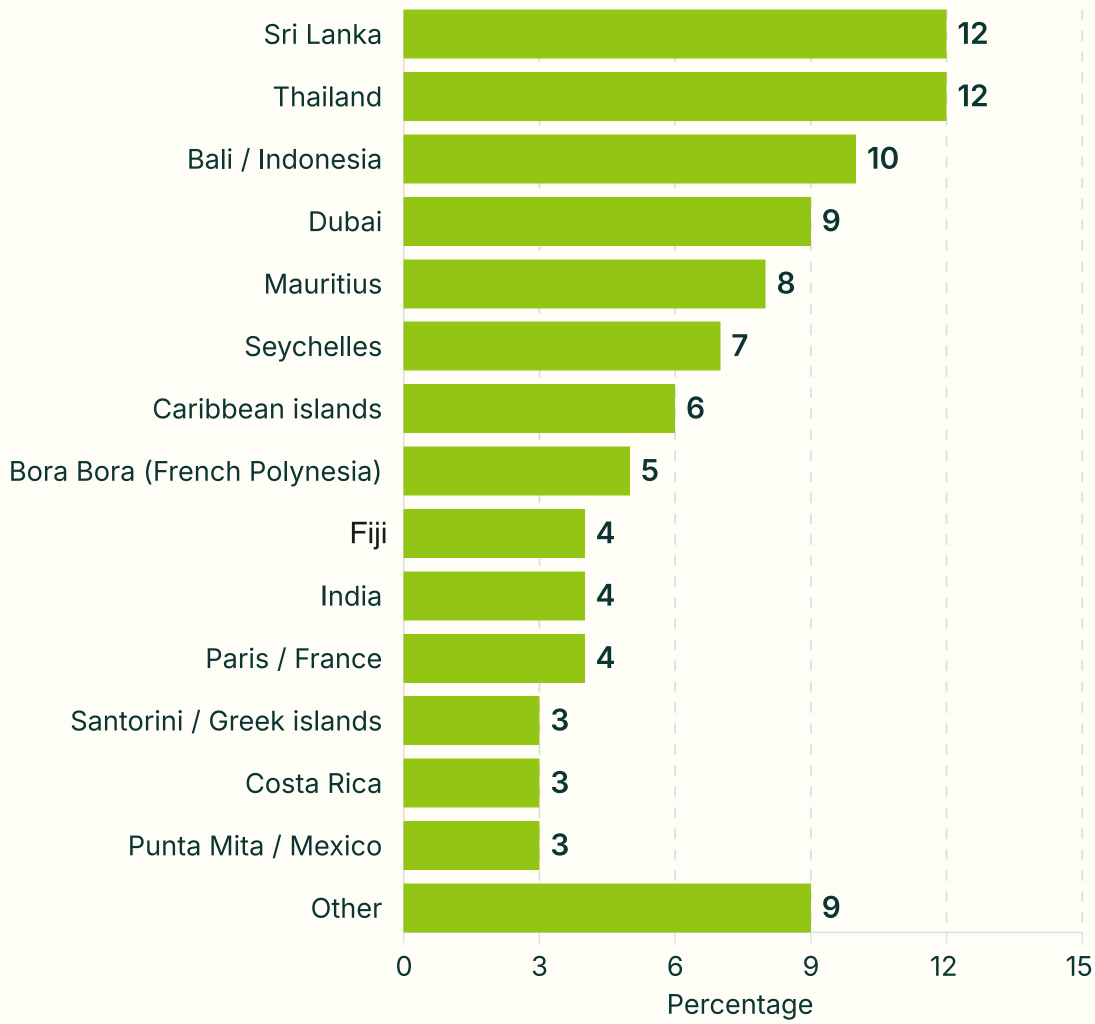


Figure 34: Other destinations considered by visitors in resorts/guesthouses

B6. WHY MALDIVES OVER OTHER DESTINATIONS

Resorts / guesthouses

Visitors to resorts and hotels/guesthouses choose the Maldives over competing destinations primarily for superior beaches, privacy, and a safe, peaceful environment.

The main reasons respondents chose the Maldives over other destinations included better beaches and scenery (11%), the Maldives being safer and more peaceful (5%) and more exclusive and private (5%) than similar destinations. Other reasons include the Maldives being easier to reach/having better flight connections (5%) and price or deal-driven reasons (3%). Brand and reputation were also reasons for respondents choosing the Maldives over other similar destinations, with 4.3% citing recommendations by others, 2% the brand of resort/hotel and 2% having a previous positive experience. High service standards were also mentioned by respondents, with 2% citing the Maldives having better service and 2% citing better facilities and experiences than similar destinations. Other reasons mentioned by respondents included proximity to Sri Lanka or India, combined itineraries, weather disruptions elsewhere and visa ease or last-minute availability.

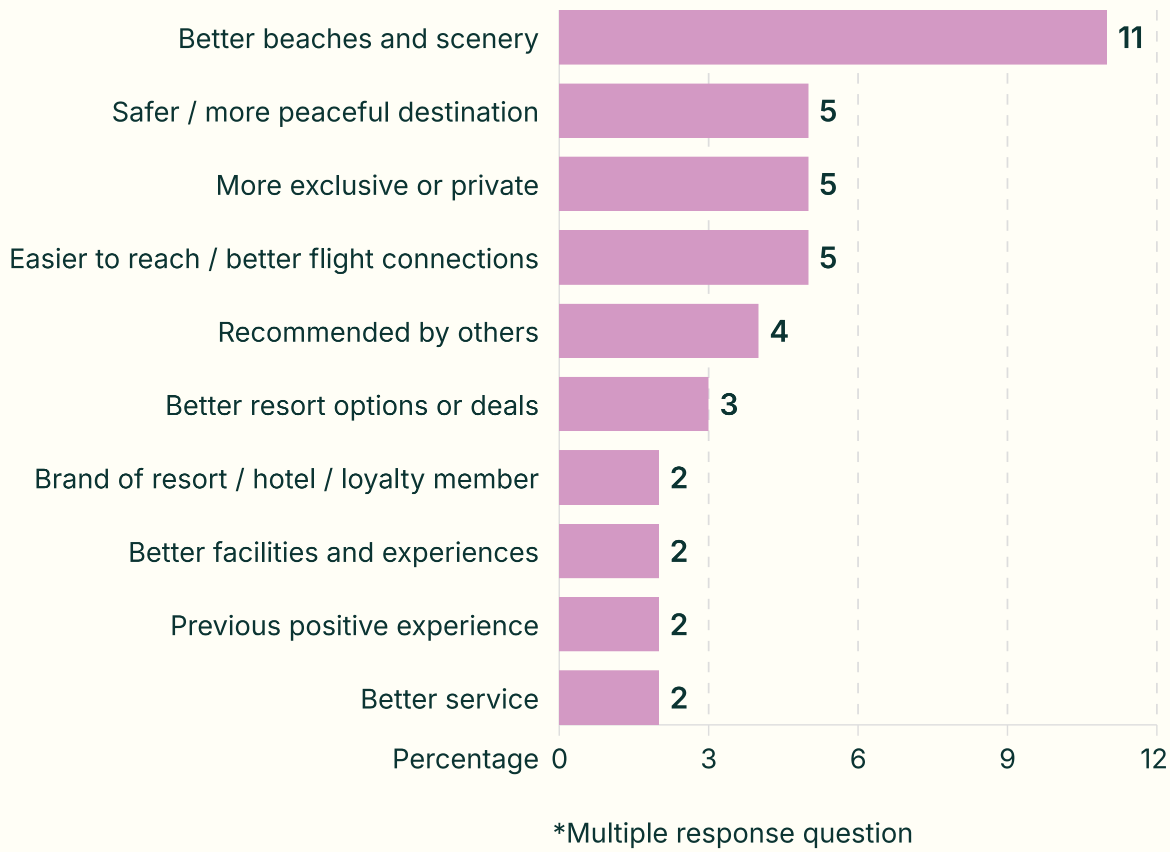


Figure 35: Reasons for choosing the Maldives by visitors who stayed at resorts and guesthouses

Liveaboard

The main reasons for respondents who stayed on a liveaboard choosing the Maldives over other similar destinations included better dive/surf/fishing spots (10%), recommendations by others (5%), the Maldives being a safer/more peaceful destination (2%), better boat options/deals (2%) and the Maldives being easier to reach or having better flight connections (2%).

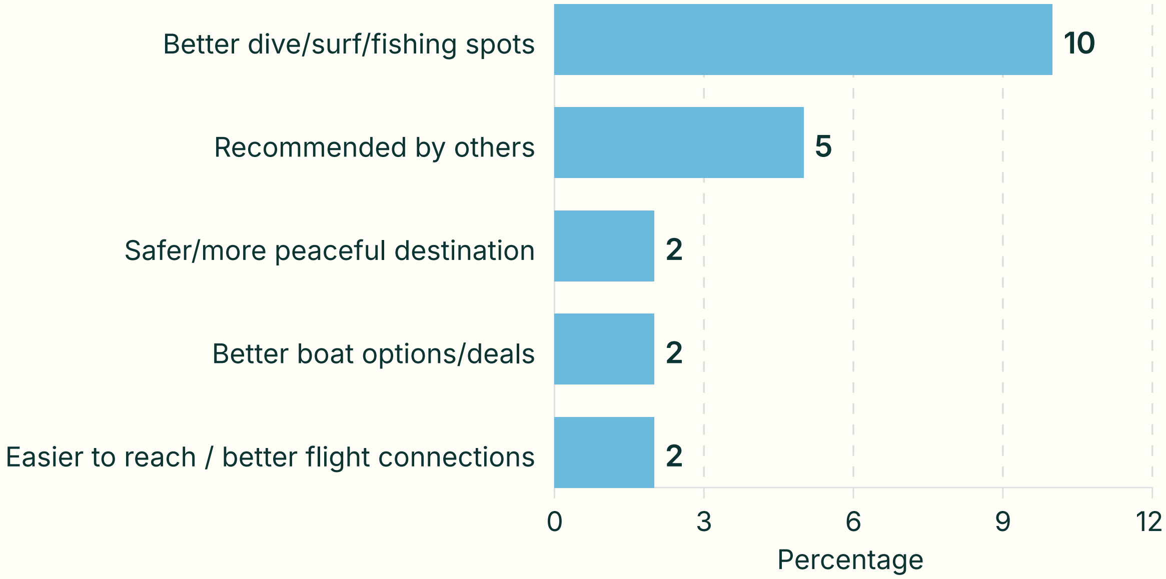


Figure 36: Reasons for choosing the Maldives by visitors on liveaboards

B7. WHEN DID YOU DECIDE TO VISIT THE MALDIVES

Most Maldives visitors decide 3–12 months in advance, but nearly 4 in 10 make the decision within two months.

The Maldives is a planned, considered purchase, consistent with premium pricing, flight coordination and resort availability, with 58% of respondents planning their trip more than 3 months in advance. 28% of respondents planned their trip 3-5 months in advance, while 24% planned their trip 6-12 months in advance. About 8% of visitors planned their trip over a year before the trip. 39% of respondents planned their trip within 3 months of their visit, with 18% planning their trip 1-2 months before their visit and 21% planning their trip less than one month before their trip.

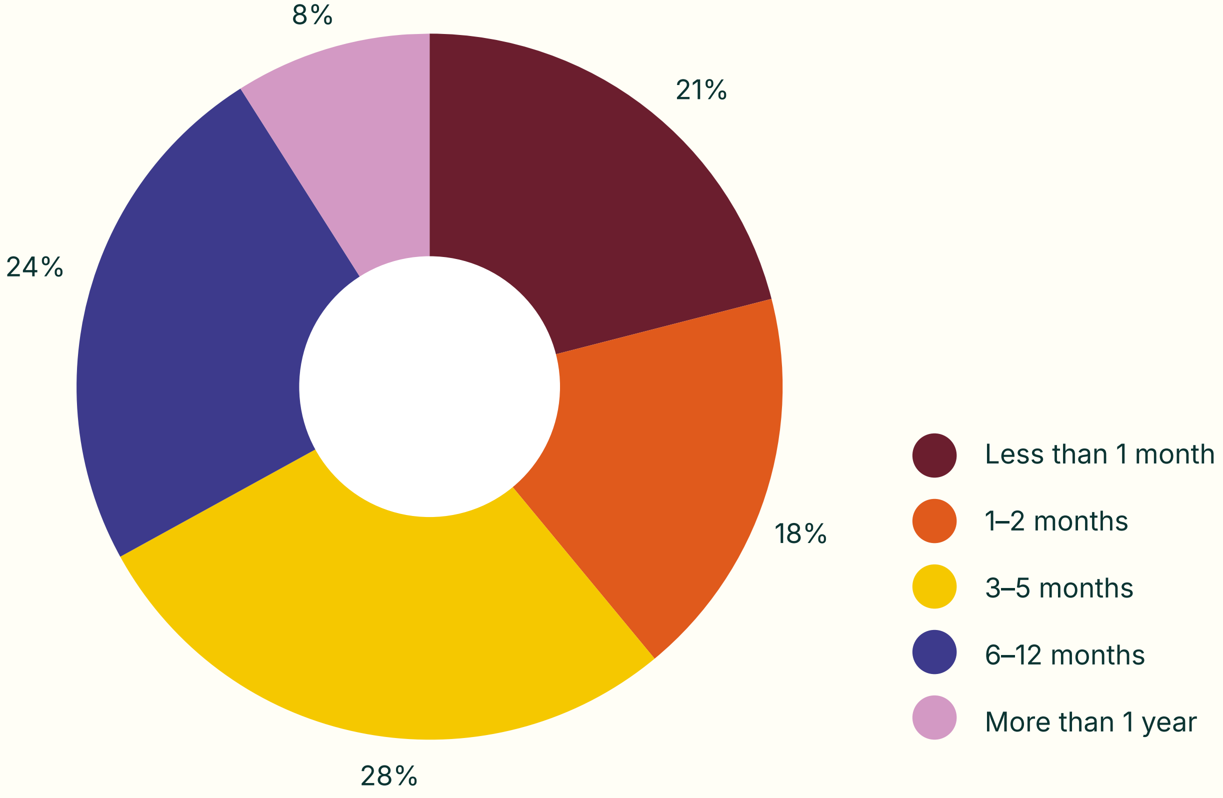


Figure 37: Decision to visit and planning period

Asian markets, particularly India and China tend to decide and book closer to departure, whereas European travellers plan significantly further ahead, reflecting more structured and pre-arranged holiday planning behaviour.

Chinese (31%) and Indians (35%) have the highest share of early decision-makers in the shortest planning window, indicating relatively spontaneous booking behaviour, while Russians (28%) also show moderate short-term planning. In contrast, Swiss (42%), British (38%), Germans (37%) and Americans (35%) display the strongest tendency toward longer planning horizons, suggesting more advance trip organization. Southern European markets such as Spanish (38%) and Italian (33%) also show significant mid-to long-term planning patterns. French visitors demonstrate a balanced distribution, with 29% planning in the mid-range and 24% booking further in advance.

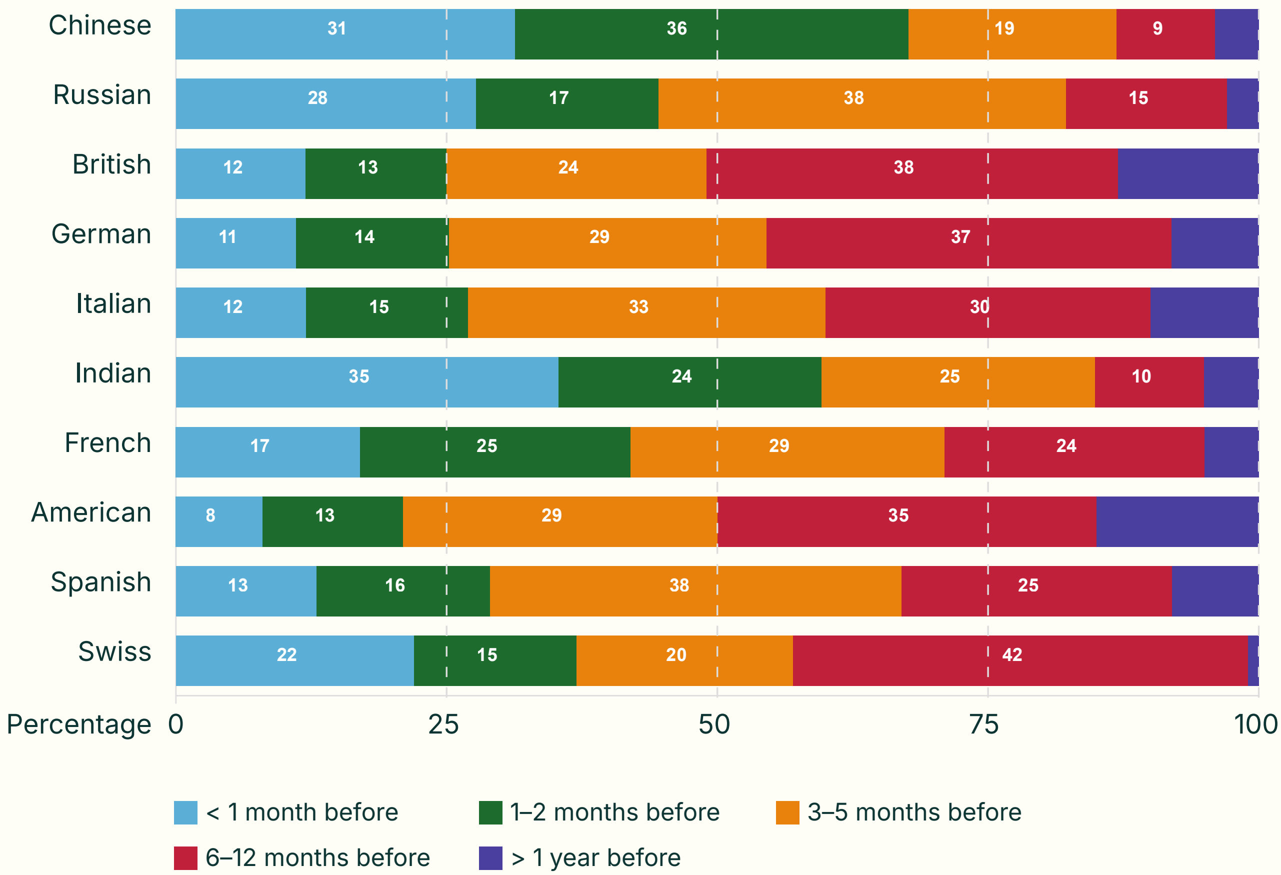


Figure 38: Decision to visit and planning period by nationality

The data indicates a clear age gradient, with spontaneity highest among Gen Z and long-range planning strongest among Gen X and Baby Boomers.

Younger travellers book closer to departure, with 31% of Gen Z under 20 and 28% of Gen Z (21–28) deciding less than one month before travel, compared to just 17% of Gen X and 13% of Baby Boomers. Similarly, short-term planning within one to two months is more common among younger groups. In contrast, older travellers plan significantly further in advance: 31% of Gen X and 36% of Baby Boomers book 6–12 months ahead, compared to only 12% of the youngest Gen Z group. Millennials show a more balanced pattern, with strong representation in the 3–5 month window (30%) and moderate long-term planning (21%). Bookings made more than a year in advance remain relatively small across all groups but are slightly higher among Gen X and Millennials.

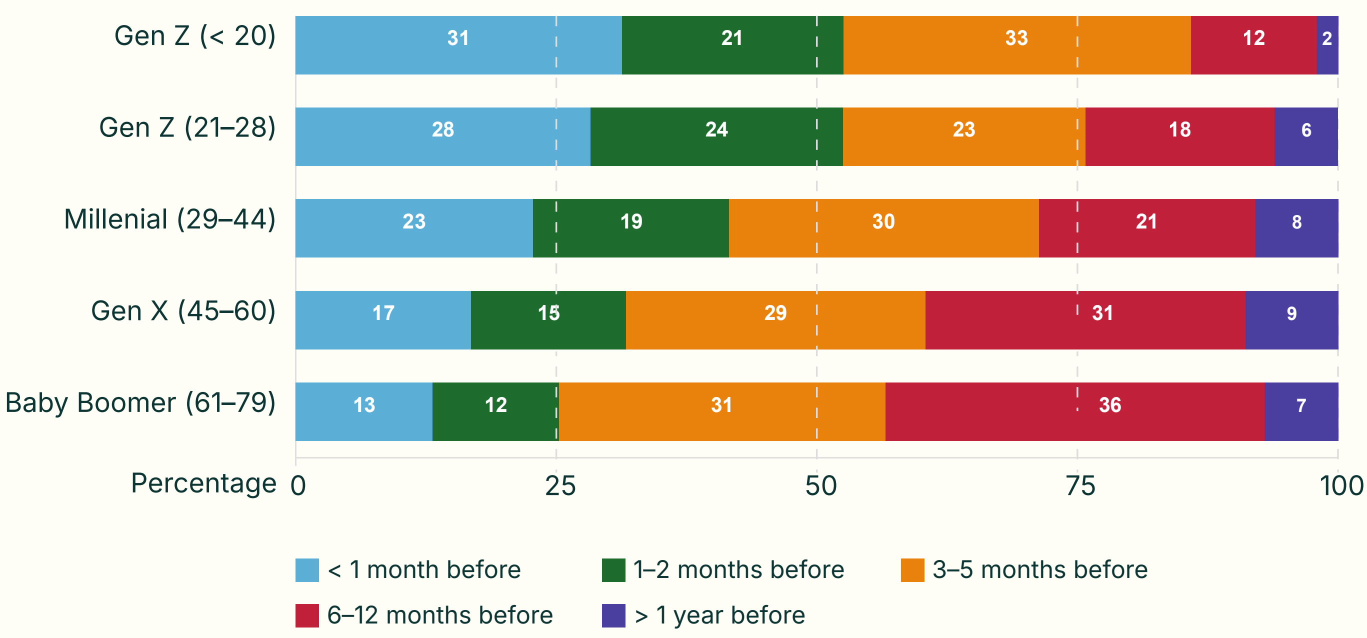


Figure 39: Decision to visit and planning period by age group

Visitors staying on resort and liveaboards tend to plan further ahead, while visitors staying on inhabited islands are more likely to book closer to departure.

Visitors staying on inhabited islands only and resort + inhabited island show more short-term planning behaviour, with 27% booking less than one month before the trip, compared to 19% for resort only stays. Resort guests demonstrate a stronger mid- to long-term planning pattern, with 29% booking 3–5 months ahead and 26% booking 6–12 months in advance. Liveaboard only visitors show a concentrated mid-range planning profile, with the highest share booking 3–5 months before travel (32%) and 25% booking 6–12 months ahead, indicating more structured planning than inhabited island stays but slightly less long-lead booking than resorts. Bookings made more than one year in advance remain relatively similar across all stay types, ranging from 6% to 8%.

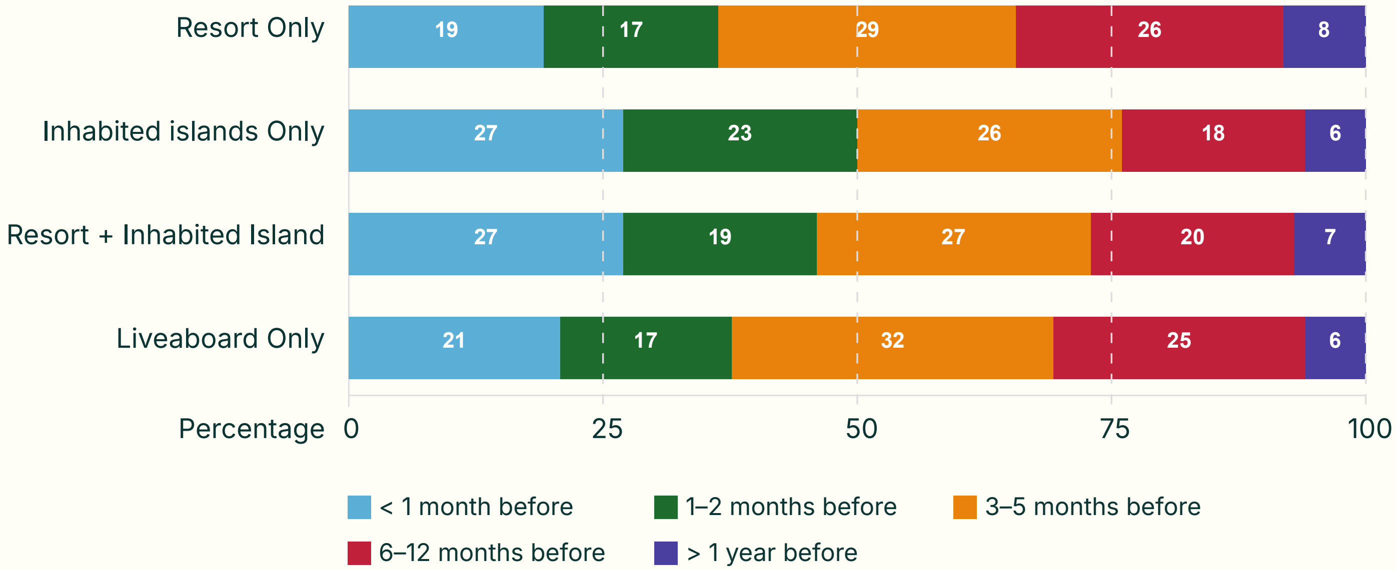


Figure 40: Decision to visit and planning period by place of stay

B8. SOURCES OF INFORMATION TO PLAN / ORGANISE

Maldives trip planning is digital-first: global travel platforms and social media dominate.

The top three sources of information were all digital with 51% of respondents using travel websites, 33% using social media and 31% using an internet search. 25% of respondents used a travel agency/tour operator, while a further 11% used online travel blogs as a source of information. 10% of respondents used flight comparison sites and 6% used online communities and forums. The official destination channel is used by 3% of respondents.

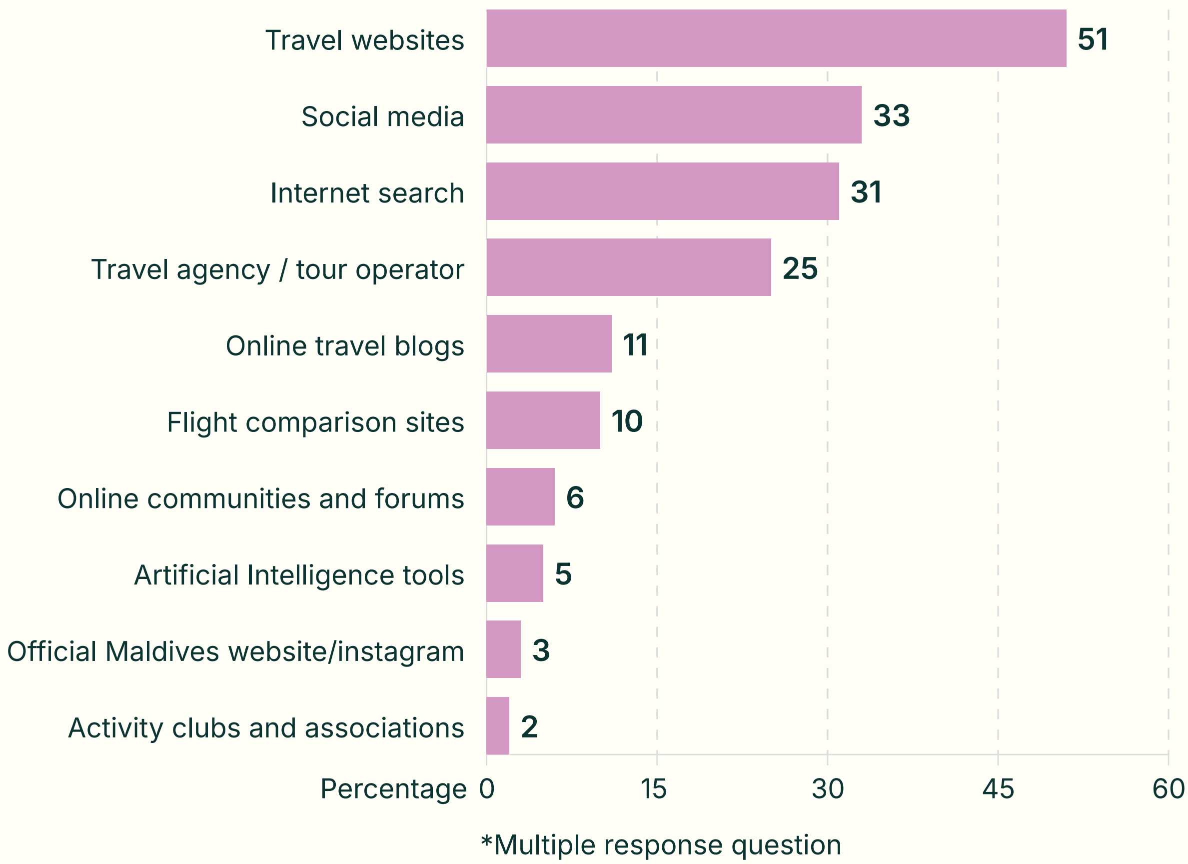


Figure 41: Sources of information

Visitors compare options and seek reassurance through multiple online and offline sources, combining digital content, peer recommendations and professional advice as part of a multi-channel decision-making journey.

British (34%), German (32%), and Indian (30%) travellers show high reliance on one leading digital source, but also substantial use of secondary channels such as travel agents (around 18–22%) and additional online research. Swiss (27%), Italian (27%), and Russian (27%) travellers similarly demonstrate diversified information patterns, with notable shares spread across social media, travel agencies, and online platforms. Chinese visitors stand out for strong digital influence (37% via a key online channel),yet still show meaningful use of other sources (26% and 12% across additional channels). No nationality is overwhelmingly dependent on a single source; even where one channel dominates, secondary and tertiary sources remain significant, typically ranging between 10% and 25%.

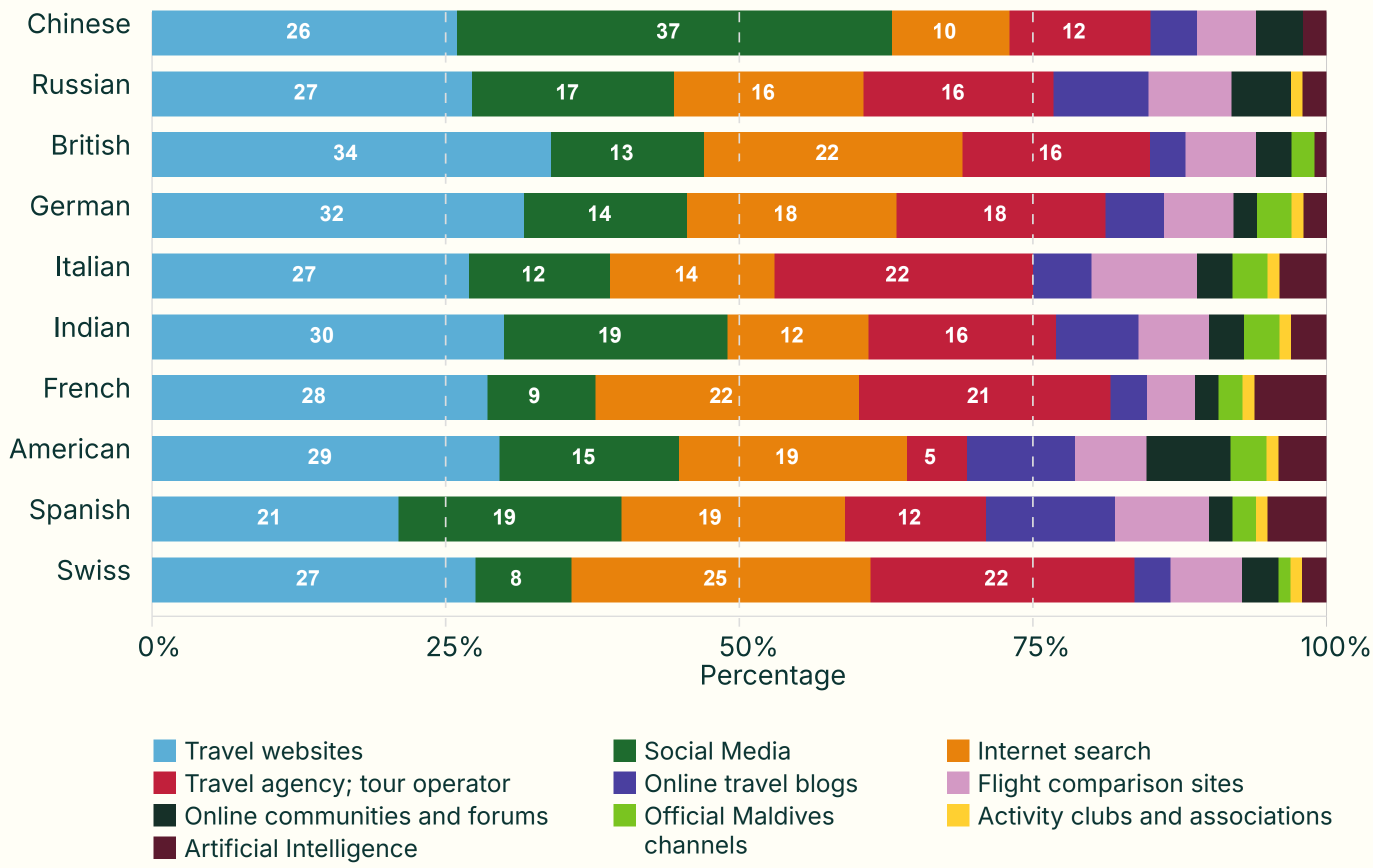


Figure 42: Sources of information by nationality

Younger travellers lean more on social and digital-native platforms, while older travellers favour structured travel websites and traditional intermediaries, reflecting a clear shift from social-led inspiration to more formal planning channels with age.

Travel websites become increasingly important with age, rising steadily from 22% among Gen Z under 20 to 37% among Baby Boomers, making them the dominant planning tool for older travellers. In contrast, social media is strongly skewed toward younger groups, accounting for 26%–27% among Gen Z but dropping sharply to 12% among Gen X and just 6% among Baby Boomers. Internet search engines remain relatively stable across age groups at around 17%–20%, showing broad cross-generational use. Reliance on travel agencies and tour operators increases with age, from 12%–15% among younger travellers to 22% among Baby Boomers, indicating greater preference for professional support among older cohorts. Blogs, forums, and AI tools remain niche but slightly more relevant among Millennials and Gen Z (around 3%–7%).

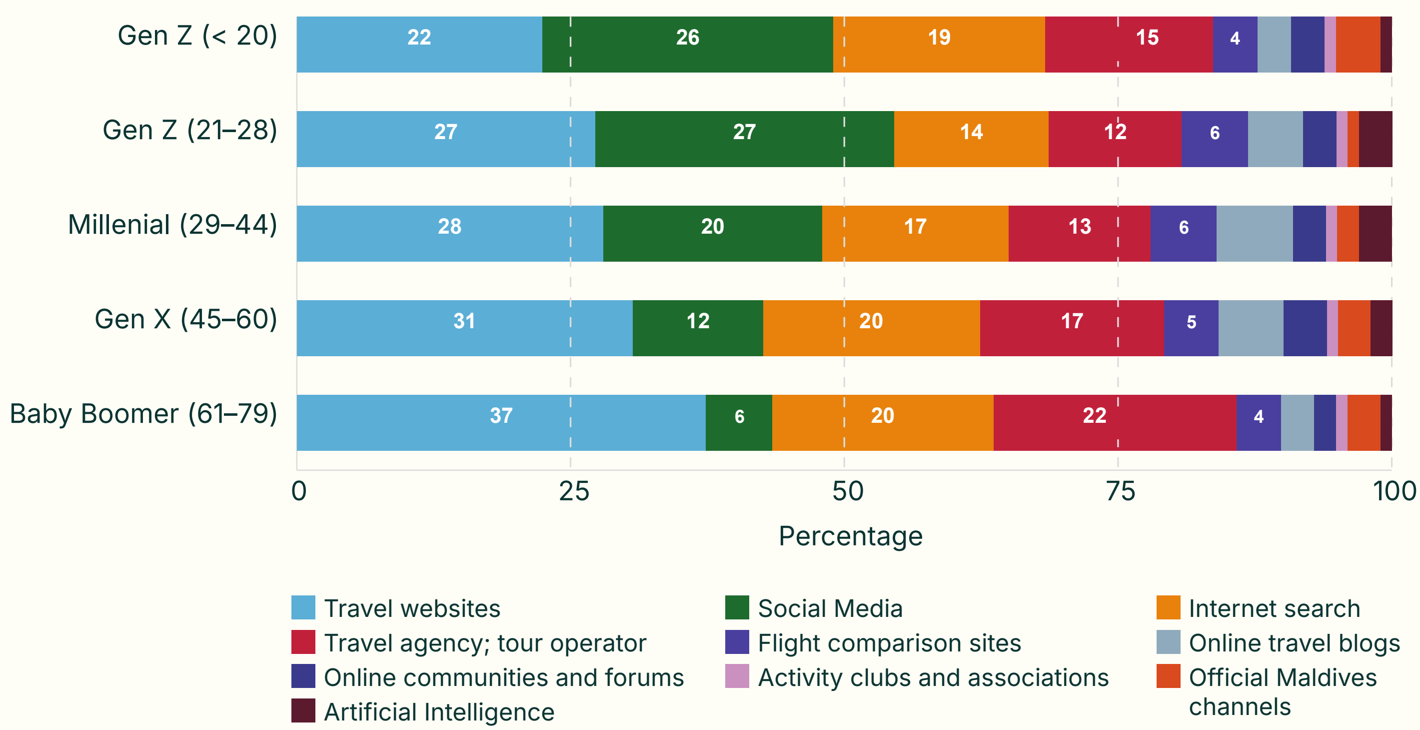


Figure 43: Sources of information by age group

Resort guests rely more on formal booking platforms and intermediaries, inhabited island visitors show stronger digital and social research patterns, and liveaboard travellers combine search-driven planning with some agency support.

Travel websites are the leading tool across all accommodation types, particularly for resort only visitors (31%), compared to 26% for other stay types. Social media plays a stronger role for inhabited islands only (23%) and resort + inhabited island (21%) travellers, but is less influential for liveaboard guests (11%), who appear less socially driven. Internet search is relatively consistent across segments, slightly higher for liveaboards (22%), suggesting more independent research behaviour. A notable distinction is the role of travel agencies, which are much more important for resort only (18%) and liveaboard (15%) visitors, but far less for inhabited islands only (6%), indicating that resort and liveaboard trips may involve more structured or pre-arranged planning. Flight comparison sites and travel blogs are more frequently used by inhabited island and liveaboard travellers, pointing to more price-sensitive or research-driven behaviour.

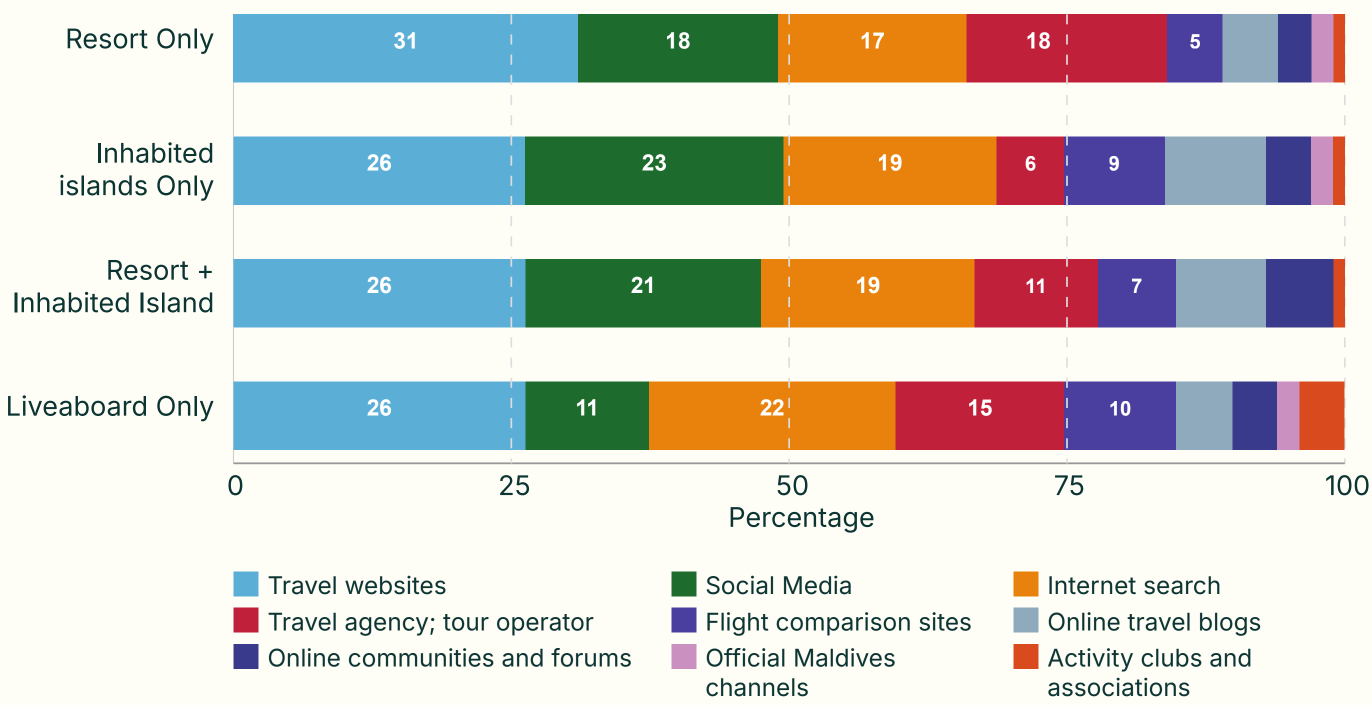


Figure 44: Sources of information by place of stay

B9. MAIN REASONS FOR CHOICE OF ACCOMMODATION

Tourist resorts

Resort choice in the Maldives is driven primarily by luxury, service quality, and reputation—price and promotions play a secondary role.

Luxury is the primary decision factor, with 39% of respondents citing luxury and comfort as their main reasons for choosing to stay at a resort. Online reviews, word-of-mouth and consistent service delivery are more influential than discounting, with service quality (22%) and recommendations/reviews (20%) ranking well above promotions (10%), availability (3%) and brand loyalty (4%). Privacy and experience were also considered core differentiators amongst respondents, with 11% citing privacy and exclusivity and 10% citing the unique experience of visiting the Maldives.

Figure 45: Reasons for choosing resorts to stay

The pattern across nationalities is broadly consistent: visitors choose resorts primarily for a seamless, high-comfort, and self-contained holiday environment, with limited variation in underlying motivations between markets.

The leading motivation across most markets' accounts for roughly 24% to 27%, particularly among Italian, French, Spanish, Russian and American visitors, suggesting strong preference for the core resort value proposition. Secondary drivers, typically ranging between 12% and 18%, reflect factors such as privacy, convenience, service quality, and curated amenities, with Indians (18%) and Russians (17%) showing comparatively higher emphasis on these aspects. Mid-tier motivations generally range from 9% to 15%, including elements such as luxury positioning and ease of planning. Lower-tier reasons—each usually below 10%—include niche preferences such as specific facilities or secondary experiential factors.

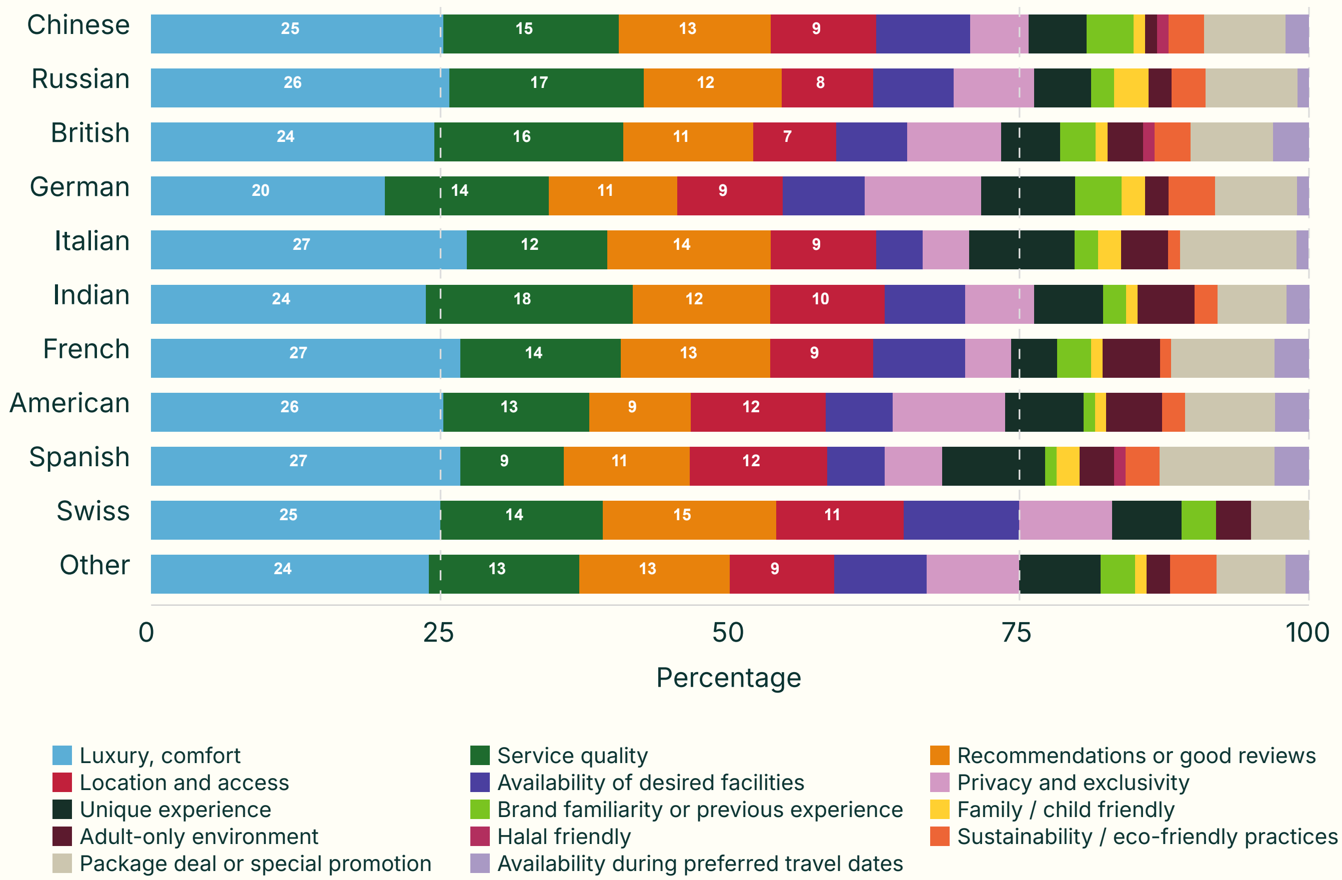


Figure 46: Reasons for choosing resorts to stay by nationality

Inhabited Islands

Hotel/Guesthouse choice is driven primarily by value, authenticity, and access to diverse island experiences—price matters, but experience defines the segment.

Among respondents staying at guesthouses, value was the primary driver, with 16% citing the value for money as their reason for choosing a guesthouse stay. Experience and authenticity also mattered strongly, with 8% citing the authentic local experience, 3% interaction with local communities and 4% simplicity and relaxed atmosphere. 6% of respondents cited access to multiple dive sites, beaches, islands or adventures, while recommendations and "Good" reviews were cited by 5% as reasons why they chose the guesthouse.

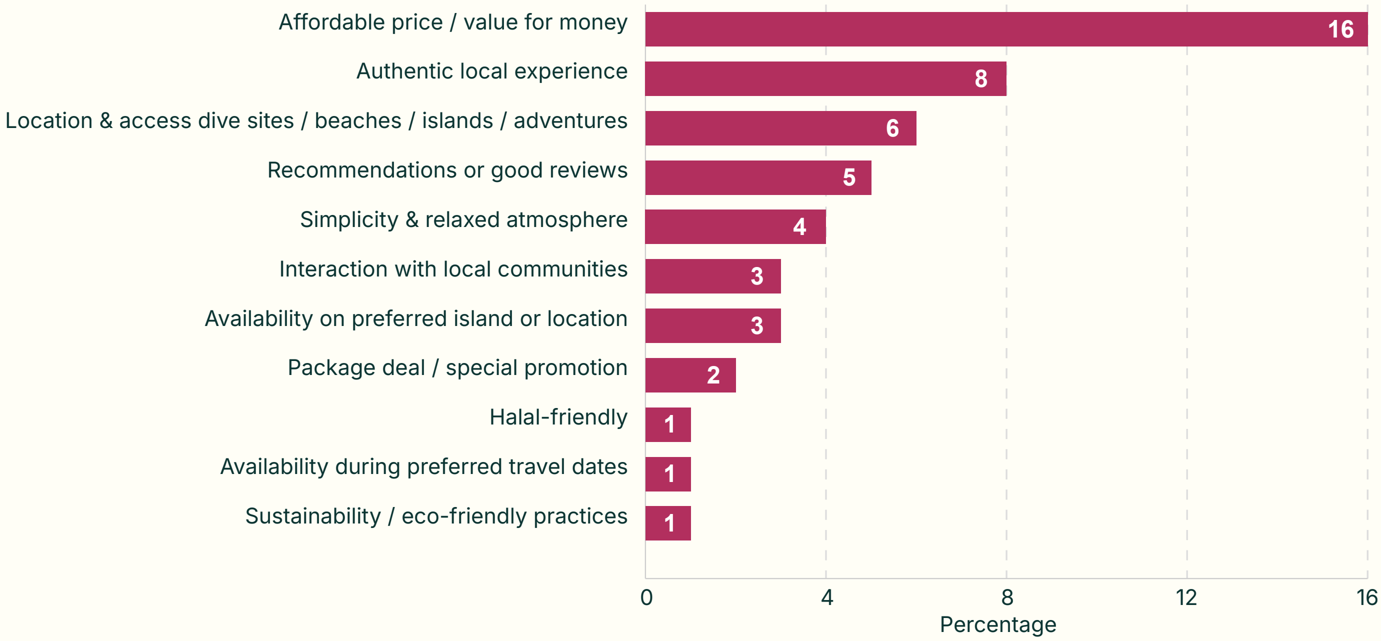


Figure 47: Reasons for choosing guesthouses to stay

Inhabited islands attract travellers seeking value for money, cultural connection, and a more experiential alternative to the private resort model, with broadly similar patterns across most markets.

Visitors who chose to stay on inhabited islands were primarily motivated by value for money and the desire for a more authentic and locally immersive experience, with the leading reason (value for money) accounting for roughly 25% to 37% across most nationalities, particularly high among Indians, Chinese, Russians and Germans. A second major motivation (authentic local experience), ranging from about 16% to 29%, reflects interest in engaging with local communities and everyday island life, especially among French, Italian, Spanish and British visitors. Other notable factors, generally between 7% and 17%, include affordability, flexibility, and the opportunity to explore beyond the resort environment, with relatively stronger emphasis among Russians and Americans. Secondary reasons, each contributing smaller shares, suggest interest in independence and a less commercialized setting.

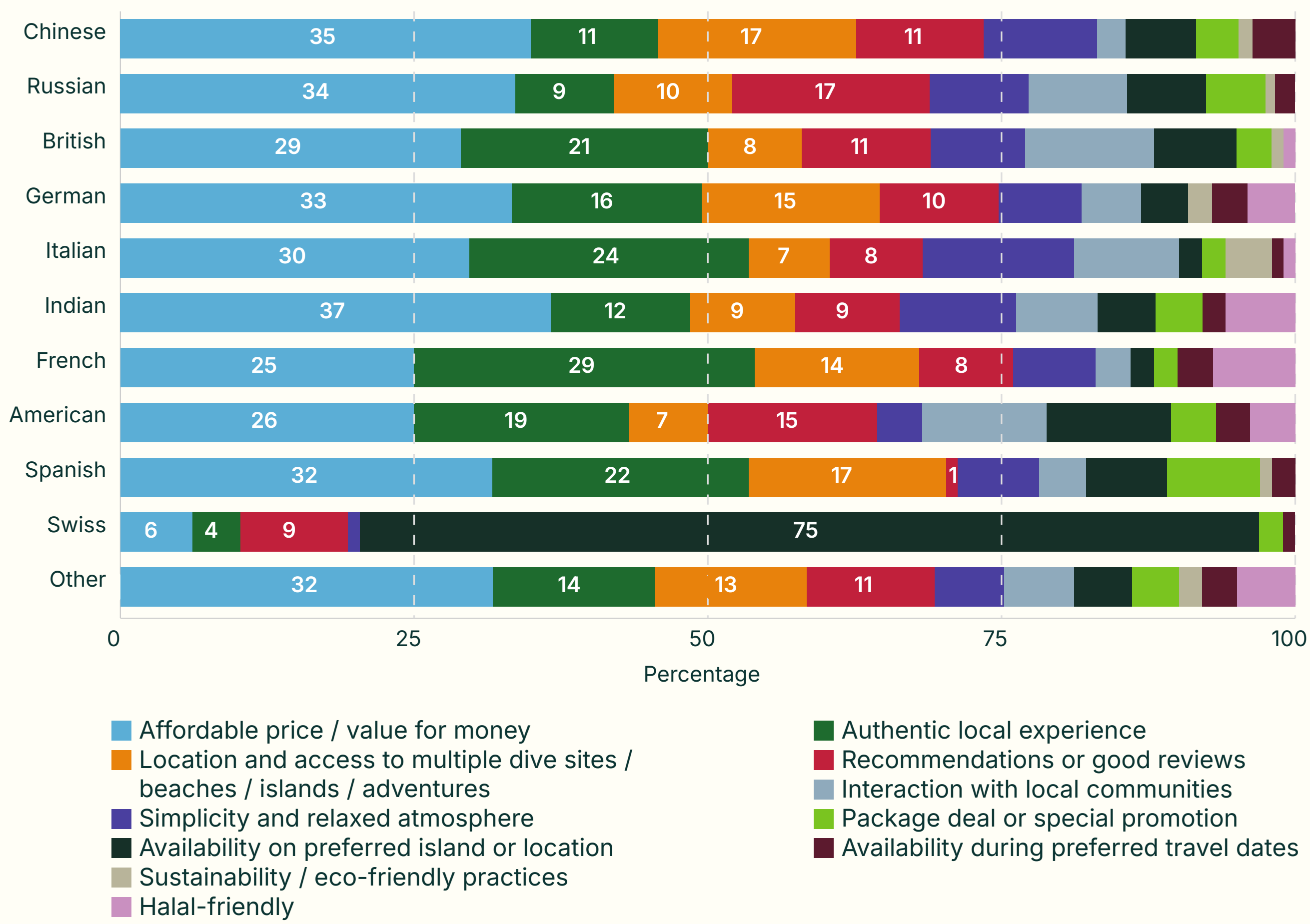


Figure 48: Reasons for choosing guesthouses to stay by nationality

Liveaboard

The top reasons for respondents choosing a liveaboard stay were location and access to multiple dive sites, beaches, islands and adventures (38%), the unique experience (35%) and service quality (26%). Other reasons cited by respondents include the value for money (20%), recommendations (18%), availability during travel dates (14%), brand familiarity (12%) and luxury and comfort (12%).

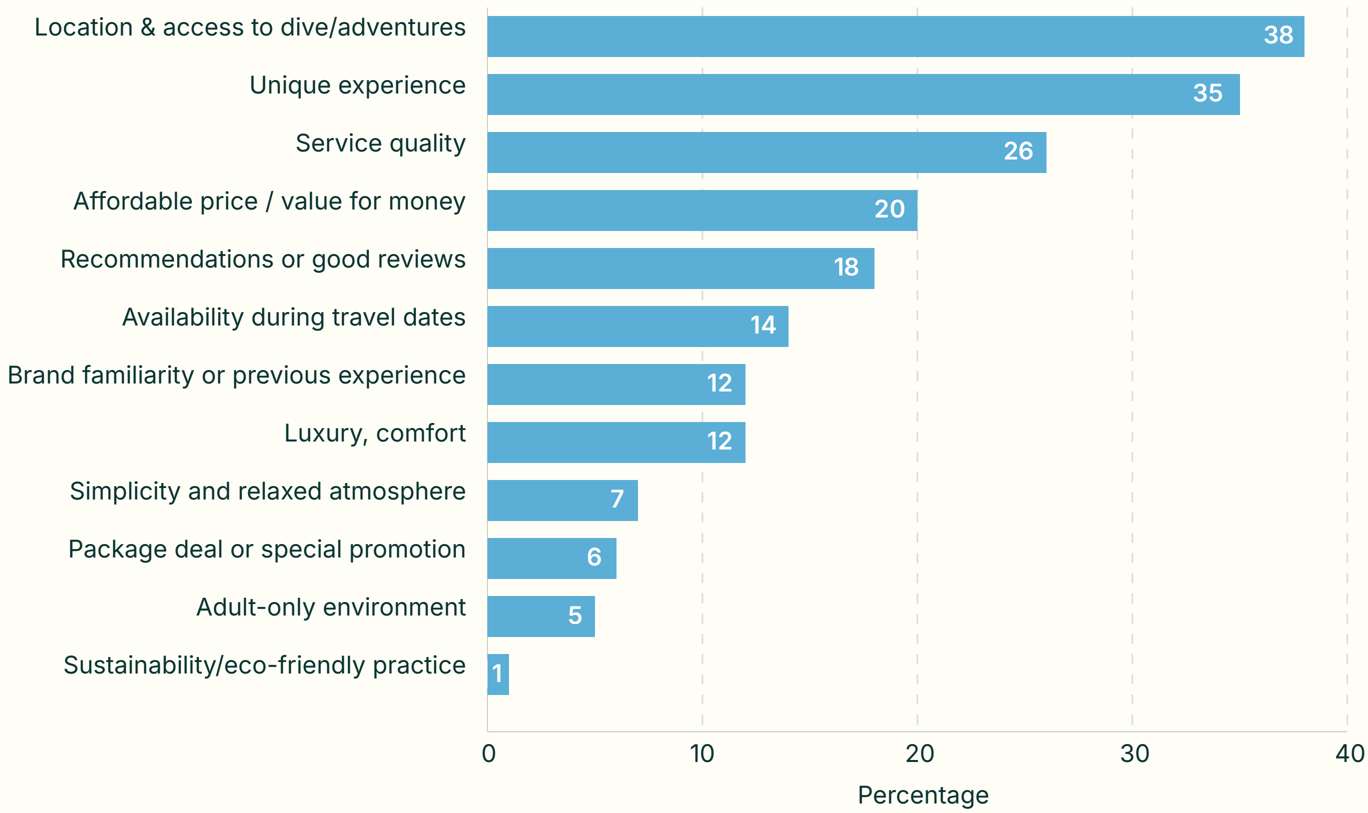


Figure 49: Reasons for choosing liveaboard vessels to stay

B10. VISITING ANY OTHER COUNTRIES

Over two-thirds of visitors travel exclusively to the Maldives, reinforcing its strength as a stand-alone destination—while nearly one-third combine it with other countries.

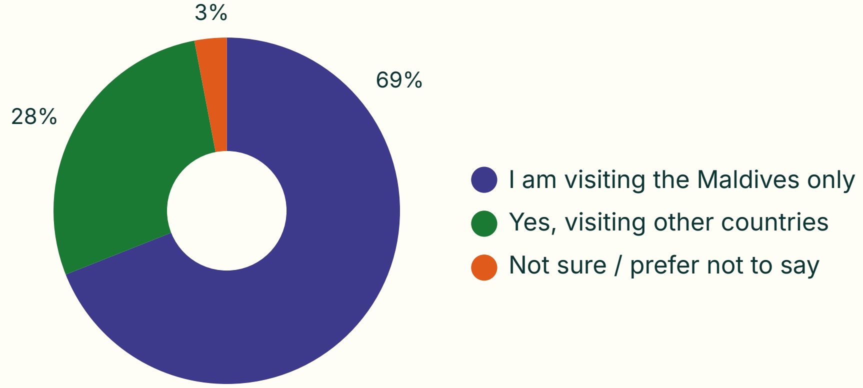


Figure 50: Visiting other countries on this trip

The Maldives functions predominantly as a primary destination for most markets, with limited regional combination travel.

Most visitors are not combining the Maldives with other countries on the same trip. This is particularly evident among Indian (87%), British (78%), Swiss (79%), Italian (75%), Russian (76%), German (73%), and French visitors (70%), indicating that for these markets, the Maldives is primarily a standalone destination. Chinese visitors also show a strong single-destination pattern, with 59% visiting only the Maldives, though a notable 35% are combining it with other countries. In contrast, American and Spanish travellers display a nearly even split, with about 49% visiting only the Maldives and around half combining it with other destinations, suggesting greater multi-country travel patterns from these long-haul markets.

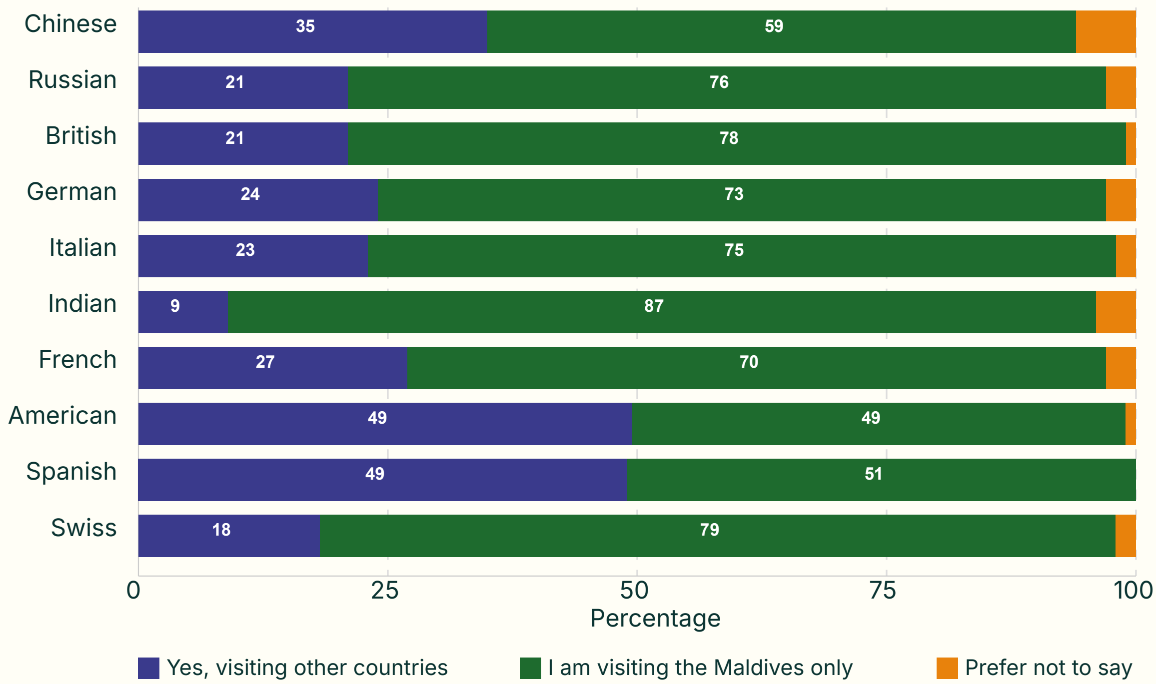


Figure 51: Visiting other countries on this trip

The Maldives was more often the second leg of the trip.

Of those who combined the Maldives with another country, about 60% of respondents visited another country before arriving in the Maldives, 27% visited another country after leaving, while 14% of respondents visited the Maldives between two other destinations.

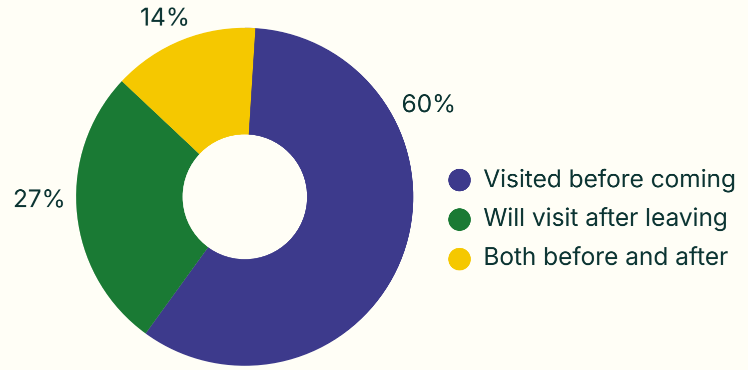


Figure 52: Visiting other countries before or after Maldives

The Maldives is most commonly the concluding destination within multi-country itineraries, particularly for European travellers, reinforcing its role as a premium end-of-trip leisure segment.

Among visitors who are combining the Maldives with another country on the same trip, most are visiting the other destination before arriving in the Maldives, particularly among Spanish (78%), Italian (76%), Swiss (75%), German (70%), British (67%), and French visitors (67%), indicating that the Maldives is often positioned as the final leg or relaxation stop of a broader trip. Similarly, 60% of Americans and 59% of Indians visit another country before the Maldives. In contrast, Chinese visitors show a more balanced pattern, with 43% visiting another country before and 36% after the Maldives, while 21% combine both before and after. Russians also show a comparatively higher share visiting another country after the Maldives (25%) compared to many European markets.

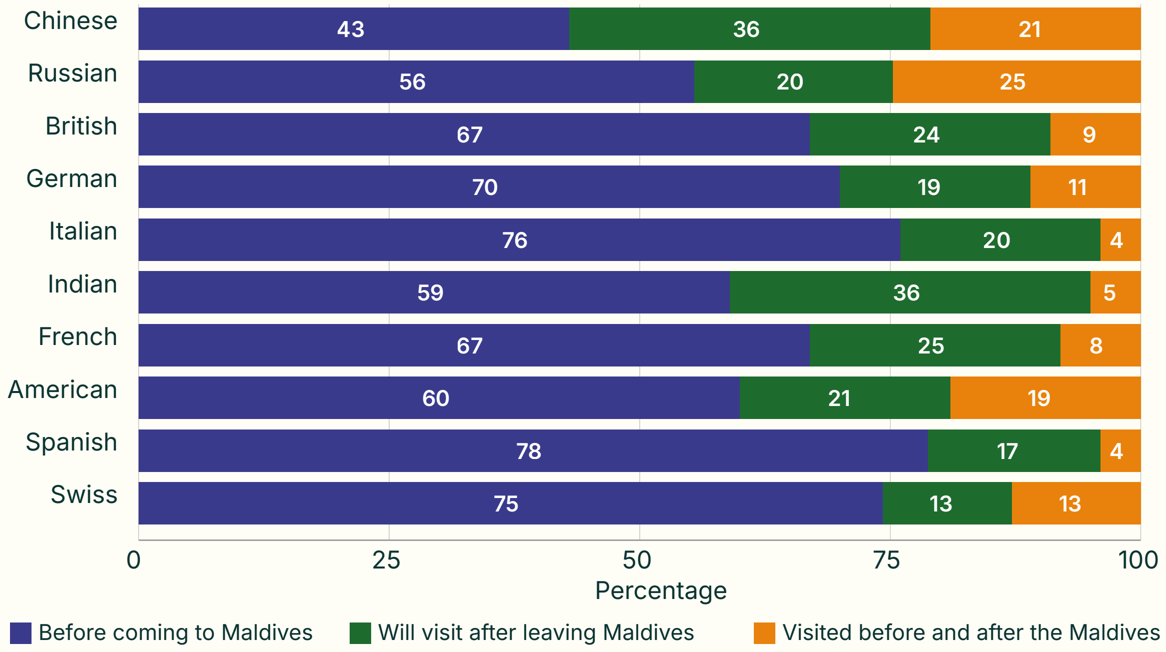


Figure 53: Visiting other countries before or after Maldives by nationality

Resorts/Guesthouses

Respondents who stayed on resorts and guesthouses during their visit to the Maldives and combined the Maldives with another destination during the same trip mostly visited similar destinations such as Indonesia (14%), Thailand (13%), Seychelles (12%), Mauritius (11%) and Sri Lanka (11%).

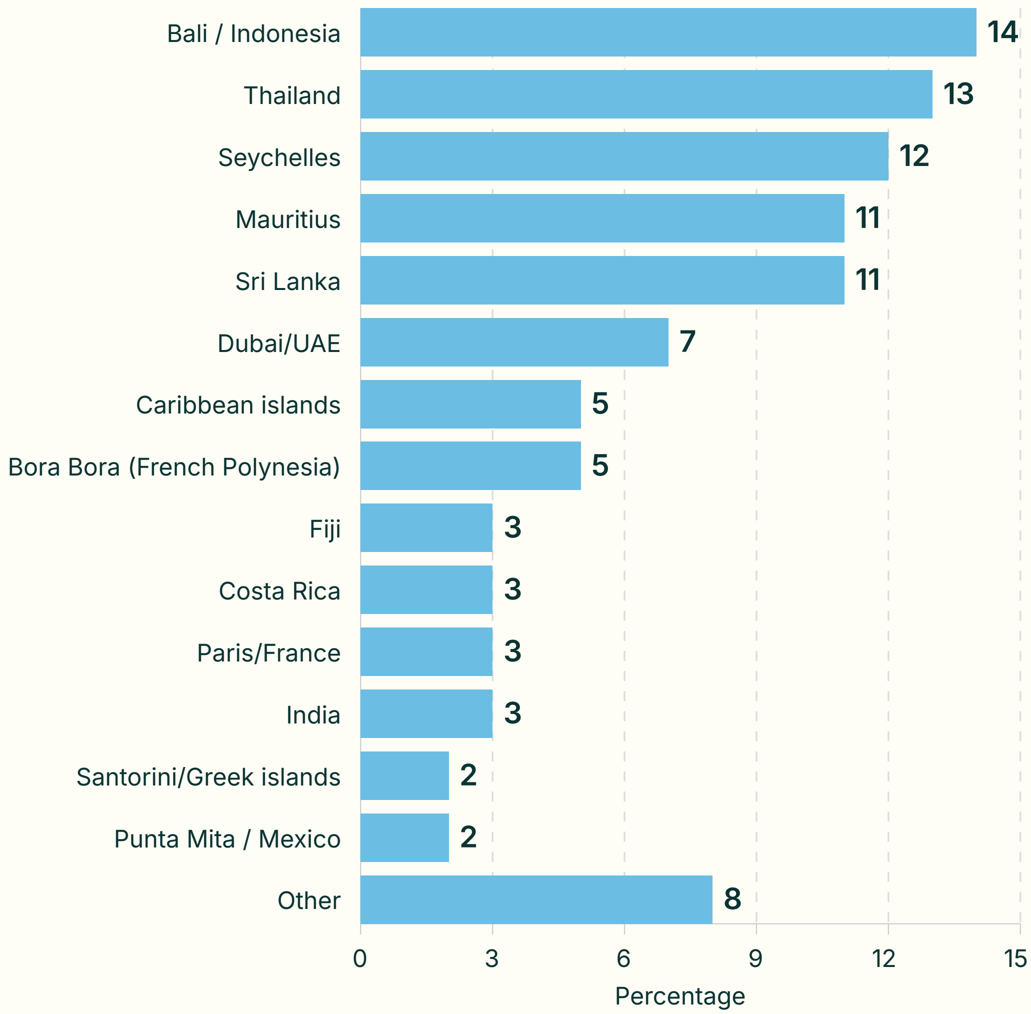


Figure 54: Other countries visited on this trip by tourists who stayed in resorts/guesthouses

Liveaboard

Respondents who stayed on liveaboards during their stay in the Maldives and visited another country during the same trip commonly visited similar destinations such as the Philippines (25%), Indonesia (22%), Thailand (19%) and Egypt (14%).

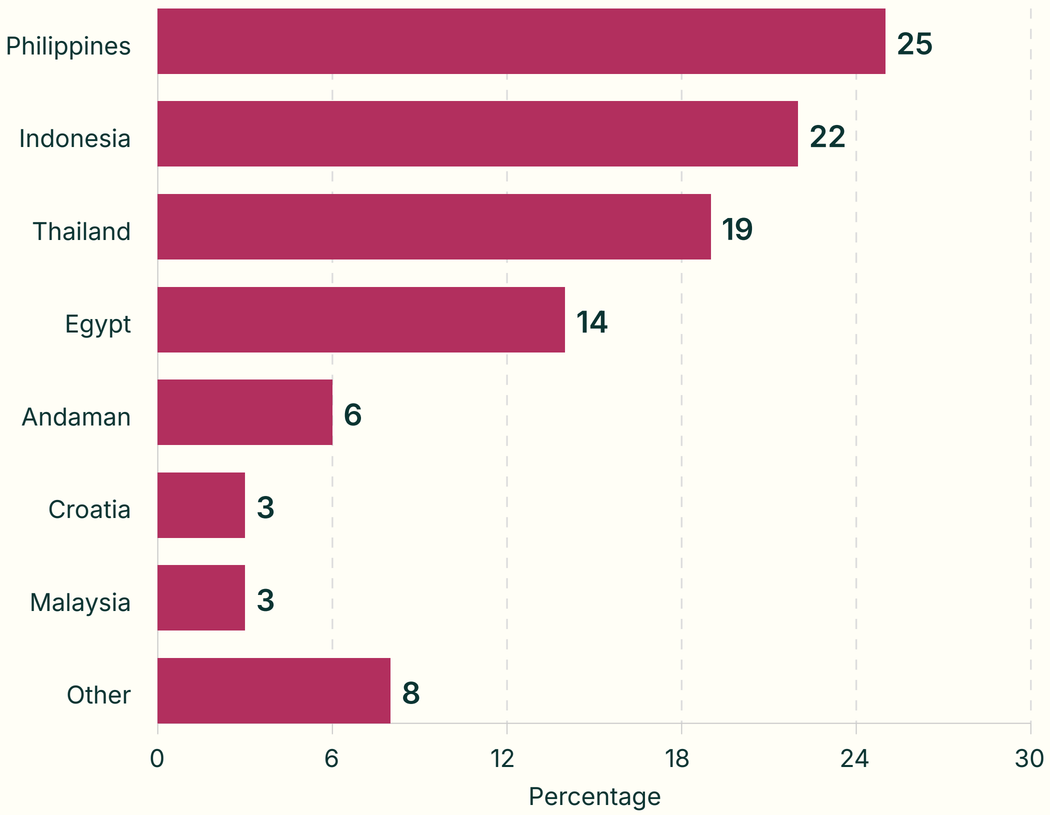


Figure 55: Countries visited by visitors who stayed in liveaboards

C: REPEAT VISITS AND OVERALL HOLIDAY EXPERIENCE

C1. NUMBER OF VISITS TO THE MALDIVES

The Maldives is primarily a first-time destination, but one in four visitors returns—revealing a strong, under-leveraged loyalty opportunity.

73% of respondents were first-time visitors, indicating the Maldives has a strong global destination pull and continuous success in attracting new markets and travellers. 25% of respondents were repeat travellers, suggesting that while the Maldives is often considered a “once-in-a-lifetime” destination, a significant share converts into habitual return travel. Of these return travellers, 20% have visited 2-5 times and 5% of respondents had visited 6 or more times.

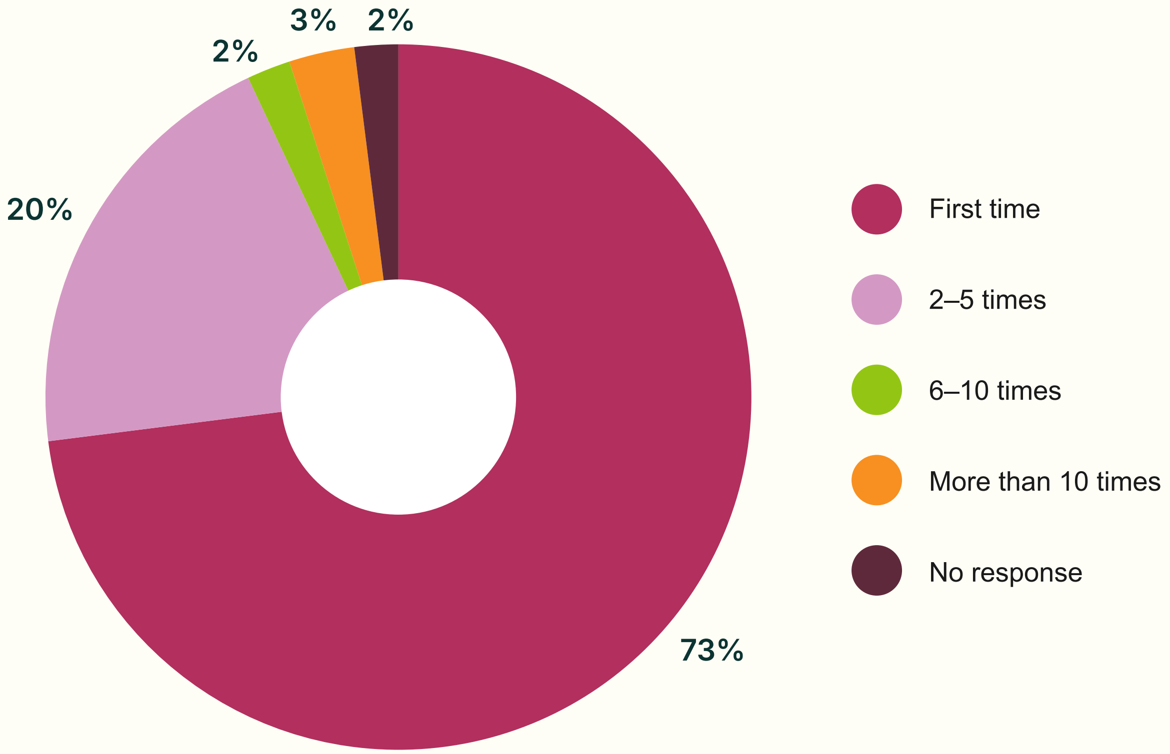


Figure 56: Number of visits to the Maldives

The Maldives demonstrates strong global appeal in attracting new visitors, while certain European markets—particularly Switzerland—show higher levels of repeat engagement and destination loyalty.

The Maldives continues to attract a strong proportion of first-time visitors across most nationalities. First-time visitation is particularly high among Indians (90%), Chinese (88%), Americans (86%), Spanish (83%), and French (77%), indicating significant new-market inflows from these segments. European markets such as Italian (73%), British (66%), Russian (65%), and German visitors (60%) also show a majority of first-time travellers, though with relatively higher repeat shares compared to Asian and American markets. Swiss visitors stand out with a more balanced profile, where only 43% are first-time visitors and 45% have visited 2–5 times, suggesting a strong repeat loyalty pattern in this market. Repeat visitation beyond five trips remains small across most nationalities.

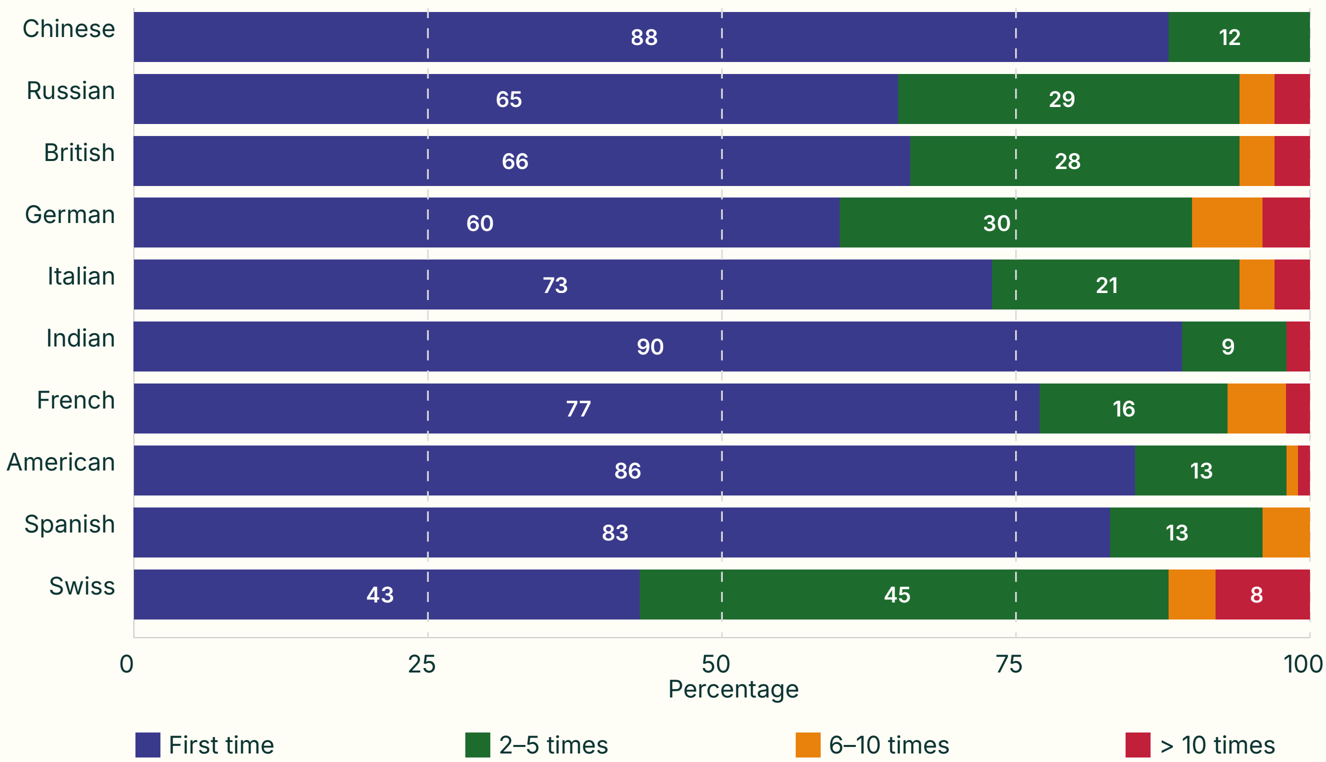


Figure 57: Number of visits to the Maldives by nationality

C2. HOLIDAY EXPERIENCE IN ONE WORD

The Maldives delivers a world-leading ‘paradise and escape’ experience, with overwhelming emotional resonance, strong service validation, and emerging pressure points around cost and environmental integrity that will define future competitiveness.”

The one-word descriptions of the Maldives showed the visitors most strongly associate the Maldives with themes of beauty, relaxation, and paradise, indicating a powerful emotional and visual positioning of the destination. Prominent words such as beautiful, paradise, amazing, relaxing, and peaceful reflect a perception centered on natural scenery, tranquillity, and escape from everyday life. The presence of terms related to the sea, beaches, and luxury further reinforces the Maldives’ identity as a premium tropical island destination.

Figure 58: Words selected to describe the Maldives holiday experience

C3. SATISFACTION LEVEL

Nearly 80% of visitors rated the Maldives holiday experience extremely satisfied and negligible dissatisfaction—confirming a consistently ‘wow’ experience.

A majority of respondents (57%) rated their satisfaction levels as a 10/10, showing the Maldives consistently delivers standout holiday experiences rather than just meeting expectations, with 93% of visitors rating their trip between an 8 and a 10. Only 3% of respondents rated their trip between 1-6, suggesting service or experience failures are rare and not systemic.

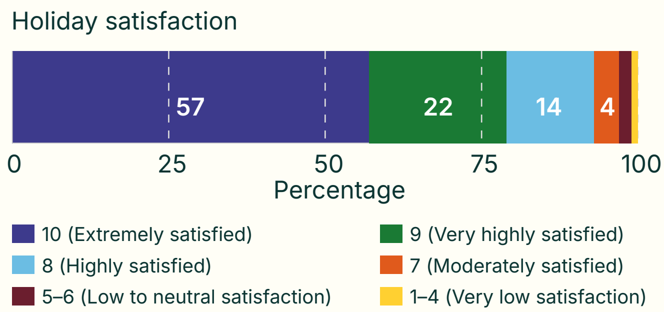


Figure 59: Satisfaction level of holiday experience

The Maldives demonstrates consistently strong visitor satisfaction globally, with particularly high top-level ratings from Russian, British, and American travellers, reinforcing the destination’s strong performance and repeat potential.

Satisfaction levels across all nationalities is very high, with the majority of visitors rating their Maldives holiday in the top satisfaction categories. Russians (70%) and British (69%) record the highest share of top-tier satisfaction, followed by Americans (62%). Germans and Italians each report 52% in the highest category (10/10), while French (48%), Spanish (49%), and Swiss (48%) also show strong positive ratings. Indian visitors show a more distributed pattern, with 41% in the highest category (10/10) but a notably high 31% in the next satisfaction tier (9/10), indicating generally positive but slightly more moderate evaluations. Chinese visitors appear more concentrated in mid-level satisfaction categories (57% rating 10/10 and 20% rating 9/10), suggesting comparatively fewer top-tier ratings than European markets. Across all markets, neutral and dissatisfied responses remain minimal.

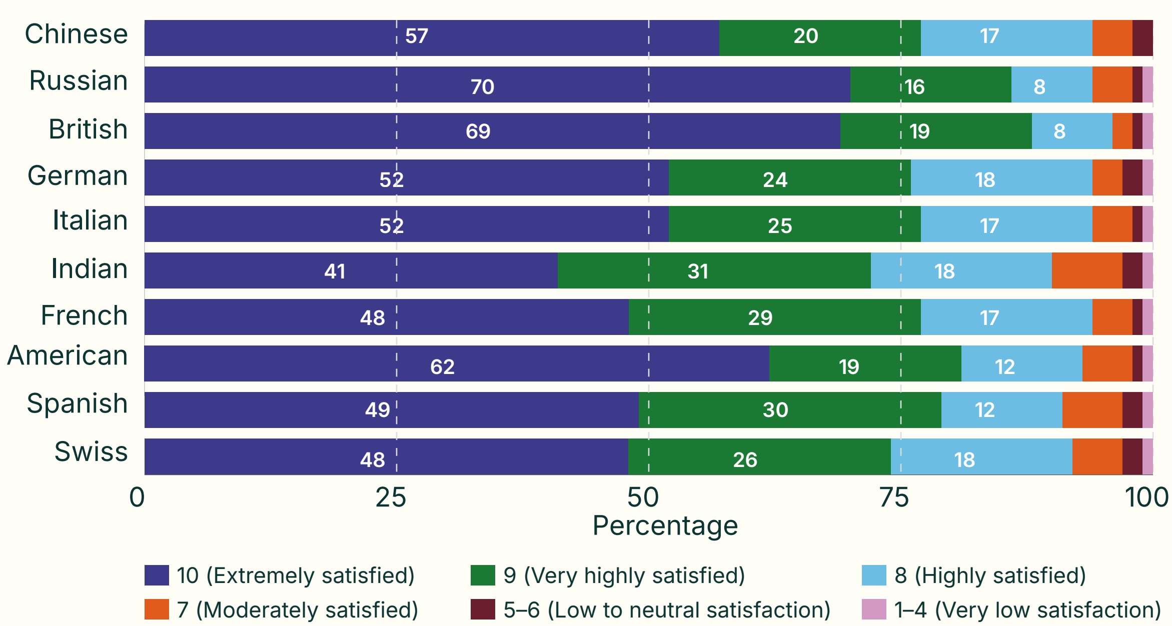


Figure 60: Satisfaction level of holiday experience by nationality

C4. INTENTION TO VISIT MALDIVES AGAIN

Intent to return to the Maldives is exceptionally high—over 84% of visitors are very likely to return, revealing a large, untapped repeat-visit opportunity.

A majority of visitors (60%) stated that on a scale of 1-10, they were 10/10 likely to return to the Maldives again. Only 4% rated their likelihood to return as a 1-4, indicating low disappointment, minimal negative experiences and a strong alignment between expectations and delivery.

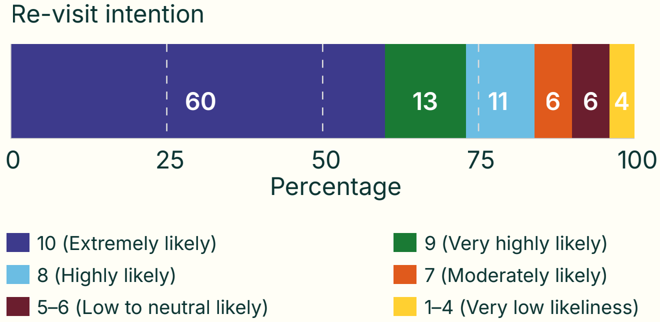


Figure 61: Intention to visit the Maldives again

The Maldives enjoys strong repeat appeal globally, with especially high loyalty among Russian, British and Swiss travellers.

Overall intention to revisit the Maldives is strong across all nationalities, with a clear majority in each market expressing positive revisit intent. Russians show the highest likelihood to return, with 74% in the strongest intention category (10/10), followed by British (69%) and Swiss (63%), reflecting particularly strong loyalty in these European markets. Germans (60%), Chinese (58%), Americans (54%), Spanish (53%) and French (52%) also demonstrate solid repeat potential, with more than half indicating high intent to revisit. Italian and Indian visitors show comparatively lower top-tier revisit intent at 48%. Across all markets, the proportion indicating no intention to return remains relatively small.

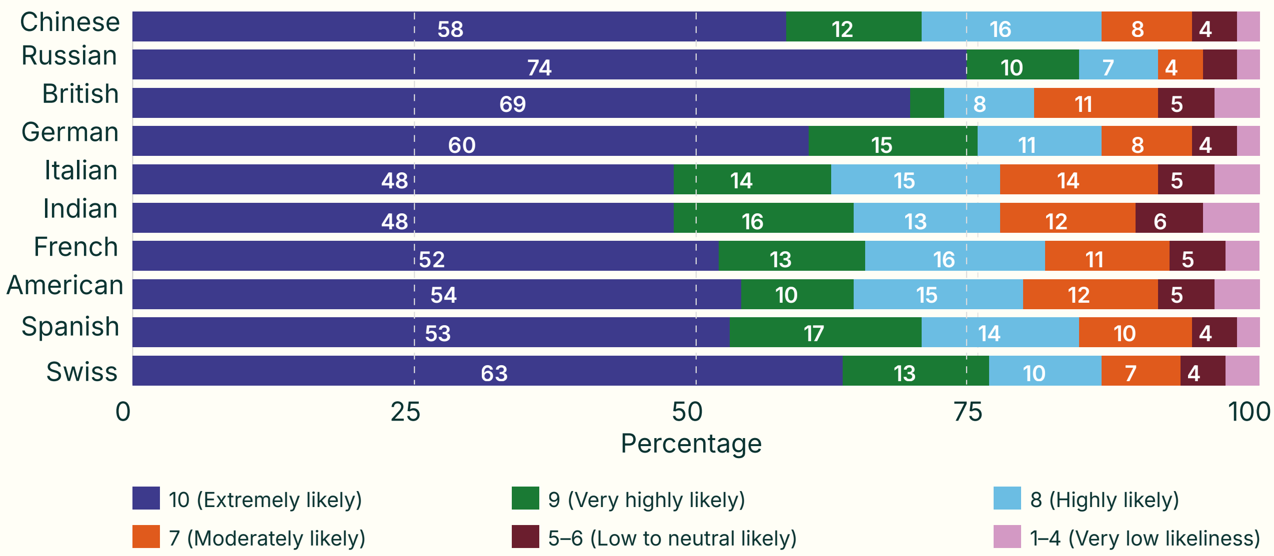


Figure 62: Intention to visit the Maldives again by nationality

Repeat driver (theme)	What people say
Iconic nature & marine life	“beautiful beaches”, “crystal clear water”, “sealife”, “snorkelling/diving”
Relaxation / switch-off	“peaceful”, “calm”, “stress-free”, “reset”
Resort service excellence	“1st class service”, “friendly staff”, “everything seamless”
Luxury + privacy	“private island”, “exclusive”, “winter sun”
Safety / comfort / Muslim-friendly	“safe”, “family friendly”, “halal”, “privacy respected”
Convenience of packaged holiday	“all taken care of”, “easy from airport to resort”
Emotional attachment / tradition	“returning again”, “home away from home”, “been many times”

Table 4: Words selected to describe reasons to return to the Maldives

C5. ADVOCACY TO RECOMMEND MALDIVES

The Maldives achieves world-class advocacy, with over 90% of visitors highly likely to recommend the destination—confirming exceptional brand strength and word-of-mouth power.

70% of respondents gave the maximum score of 10 when asked whether they would recommend the Maldives, with 93% of respondents rating their likelihood of recommending the Maldives 8-10. This places the Maldives in an elite tier of global destinations in terms of advocacy and word-of-mouth potential. The main reasons amongst respondents to recommend the Maldives were mainly due to the iconic natural beauty and marine life, as well as the capacity of relaxation, peace and escapism. Other reasons stated included the luxury resorts and service quality, the uniqueness and bucket-list appeal, as well as the safety and friendliness and marine activities.

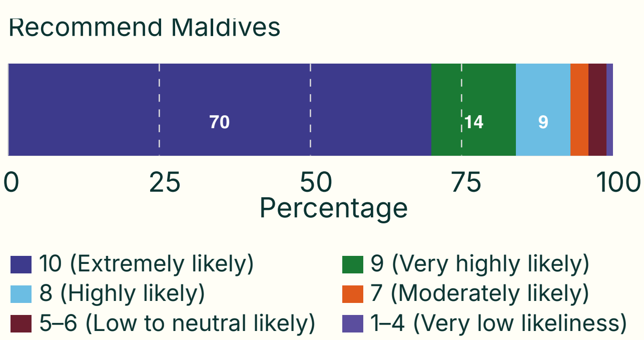


Figure 63: Likelihood of recommending the Maldives

The Maldives benefits from very strong word-of-mouth potential globally, with especially high advocacy among Russian, British and American travellers, reinforcing its strong brand positioning and satisfaction performance.

Advocacy for the Maldives across all nationalities is exceptionally strong, with a clear majority in every market indicating the highest likelihood to recommend the destination. Russians (82%) and British (80%) record the strongest top-tier (10/10) recommendation intent, followed by Americans (76%) and Germans (70%), demonstrating particularly high promoter potential in these markets. Swiss and Spanish visitors each show 67% in the highest category (10/10), while Chinese, Italian and French visitors stand at 65%. Indian visitors, while slightly lower at 53% in the top category (10/10), display a substantial 22% in the next positive tier (9/10), indicating overall favourable sentiment. The proportion of respondents unlikely to recommend remains minimal across all nationalities.

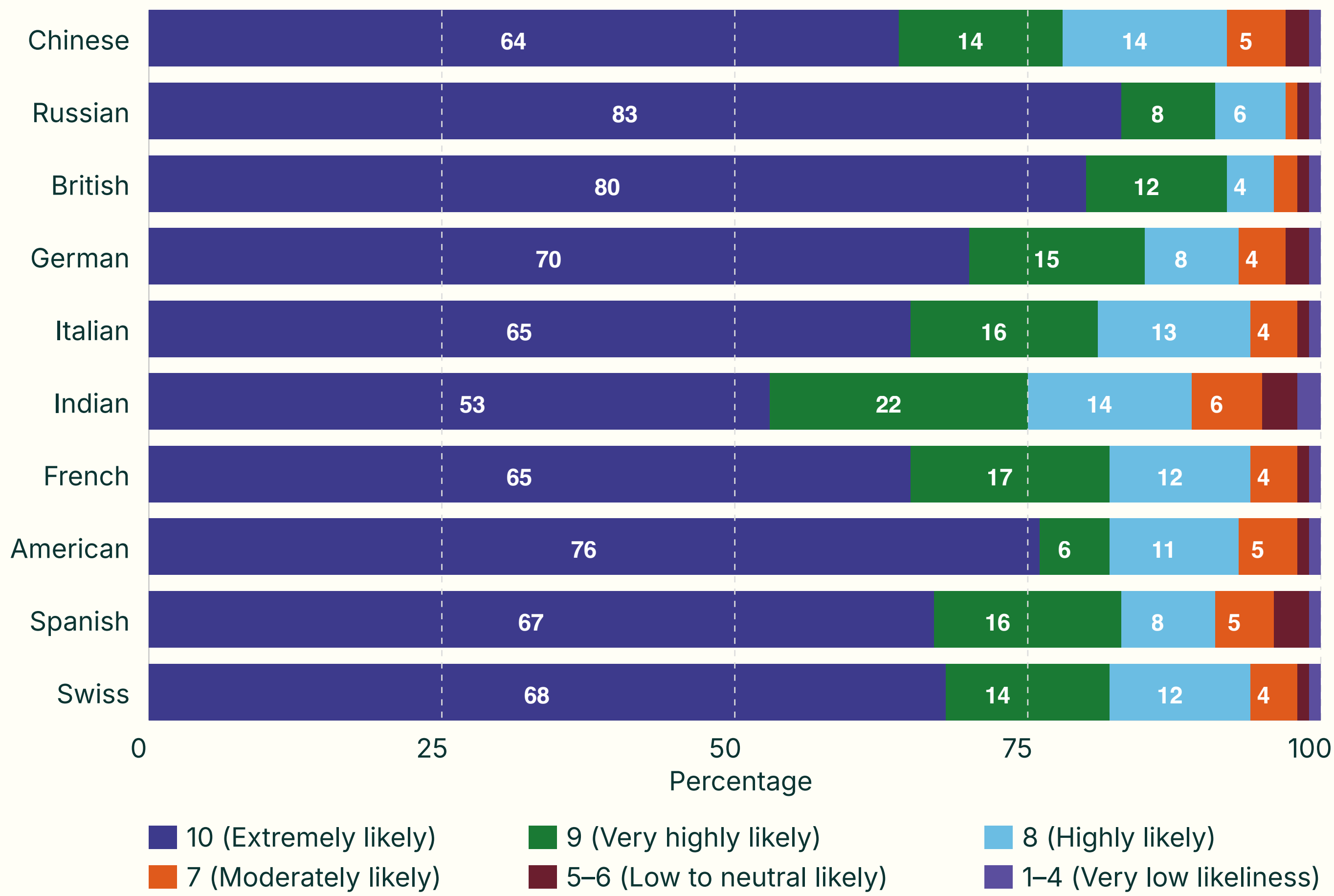


Figure 64: Likelihood of recommending the Maldives by nationality

Strategic driver	What visitors actually say	Relative weight
Iconic natural beauty & marine life	“Paradise”, “best beaches”, “turquoise water”, “sharks & reefs”, “like nowhere else”	Very high
Relaxation, peace & escapism	“Switch off”, “calm”, “serene”, “perfect to relax”, “mental reset”	Very high
Luxury resorts & service quality	“Five-star service”, “private island”, “world-class hospitality”	High
Uniqueness / bucket-list appeal	“Once in a lifetime”, “dream destination”, “must do at least once”	High
Safety & friendliness	“Very safe”, “kind people”, “welcoming staff”	Medium–high
Marine activities (diving/snorkelling)	“Best diving”, “underwater world”, “snorkelling paradise”	Medium–high
All-inclusive convenience	“Everything taken care of”, “easy holiday”	Medium
Romance & honeymoons	“Perfect honeymoon”, “romantic”, “special memories”	Medium

Table 5: Words selected as reasons to recommend the Maldives

C6. EXPERIENCE VERSUS EXPECTATIONS

The Maldives consistently meets—and often exceeds—visitor expectations, with over half of visitors reporting a better-than-expected experience and fewer than 1% experiencing significant disappointment.

42% of respondents stated their experience was much better than expected with a further 15% stated their experience was slightly better than expected. 39% stated their experience was about the same as expected. In total, 95% of visitors stated that their experience was as expected or better, confirming a strong alignment between destination promise and delivery.

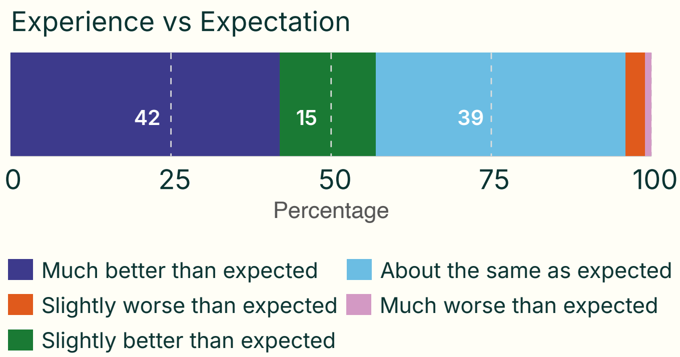


Figure 65: Visitor experience vs expectation

The Maldives not only fulfills anticipated value for most visitors but frequently surpasses it, particularly among European markets such as France, Switzerland, Russia, and Italy, reinforcing the destination's strong premium positioning and satisfaction performance.

The Maldives either met or exceeded visitor expectations, with a particularly strong skew toward experiences exceeding expectations. French and Swiss visitors show the highest proportion reporting that their experience exceeded expectations (56%), followed by Russians (49%), Chinese (42%), Italians (43%), and Germans (39%). British (38%) and American (37%) visitors also demonstrate strong positive uplift. Meanwhile, a substantial share across all markets—ranging roughly from 28% to 48%—report that the experience met expectations, highest among Indians (48%), British and Americans (46%), and Spanish (43%). Only small proportions across all nationalities indicate that the experience fell below expectations.

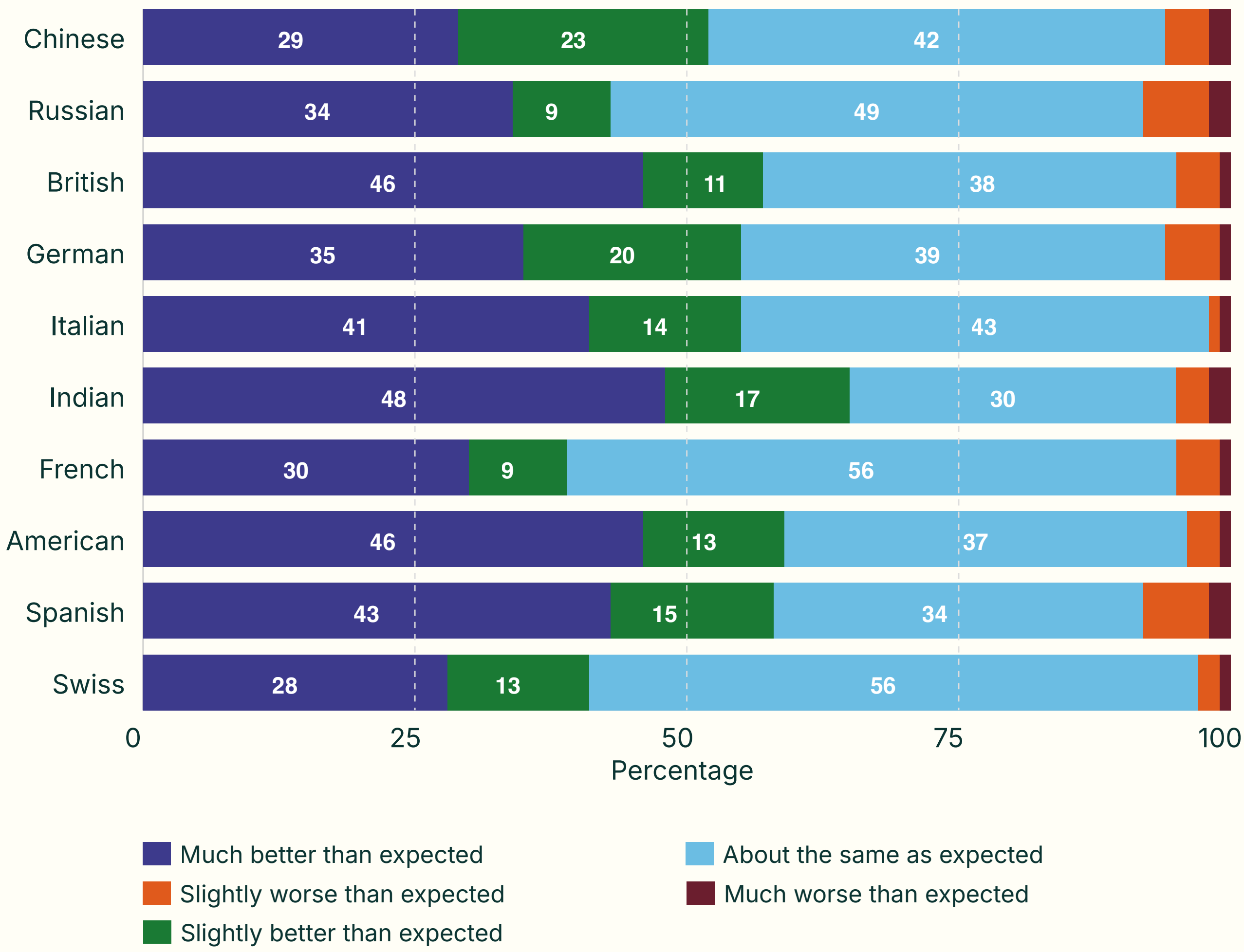


Figure 66: Visitor experience vs expectation by nationality

C7. CHALLENGES EXPERIENCED WHILE TRAVELLING/ DURING STAY

Travel to and within the Maldives is largely seamless, with over 80% of visitors reporting no challenges and only a small minority experiencing friction.

83% of respondents reported that they experienced no challenges at all while travelling or during their stay in the Maldives, while 12% experienced some sort of challenge.

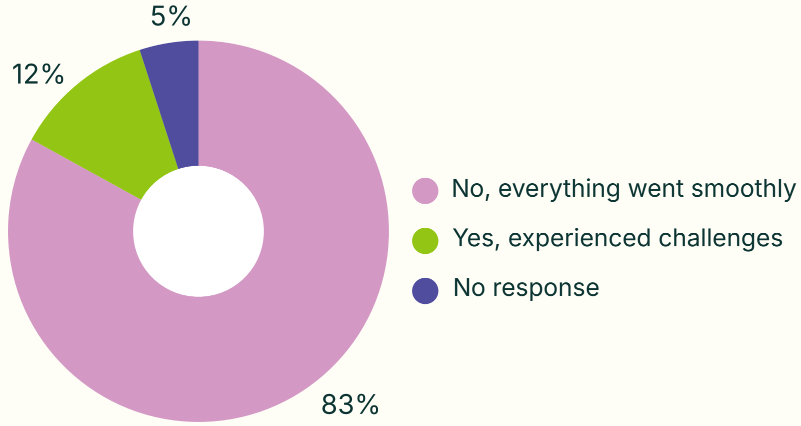


Figure 67: Challenges faced while travelling or during stay

Amongst those who faced challenges, weather and flight connections were the most dominant issue, impacting 4% and 3% of respondents respectively. While weather is largely exogenous and non-controllable, flight connection transfers are a point that could be better managed. In terms of flight connection transfers, international delays, missed domestic connections and seaplane and speedboat timing were cited by respondents. Other challenges cited by respondents included language/communication issues (2%) and insufficient pre-travel information (1%), which are highly addressable issues that can be improved through clearer digital content, FAQs and consistent messaging by airlines, resorts and agents.

Challenge experienced	% all visitors
Weather-related issues affecting experience or activities	5
Difficulties with flight connections or transfers	4
Language barriers or communication issues	2
Insufficient information before travelling	1
Issues with airport immigration / customs procedures	1
Problems reaching resort / guesthouse after arrival	1
Other (highly fragmented, individual issues)	2

Table 6: Challenges and friction points

* “Other” includes dozens of one-off issues (flight cancellations, luggage delays, seaplane waits, health issues, food preferences, local transport limitations, pricing concerns, environmental cleanliness, etc.), each cited by ≤1 respondent.

C8. VISITED A SIMILAR DESTINATION

The Maldives attracts both first-time island travellers and seasoned destination-hoppers in equal measure—requiring a dual positioning of aspirational entry point and best-in-class benchmark.

Nearly half of respondents (51%) had visited a similar destination before, while 49% had not, indicating the Maldives attracts both seasoned island travellers and true first-timers. The similar destinations commonly cited by respondents included countries such as Thailand, Mauritius, Seychelles and Indonesia.

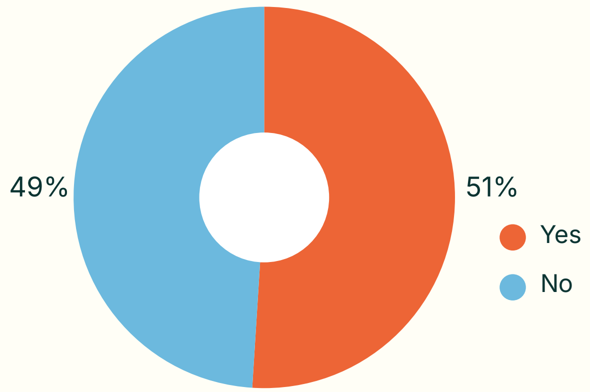


Figure 68: Visitors who have visited a similar destination

Destination visited

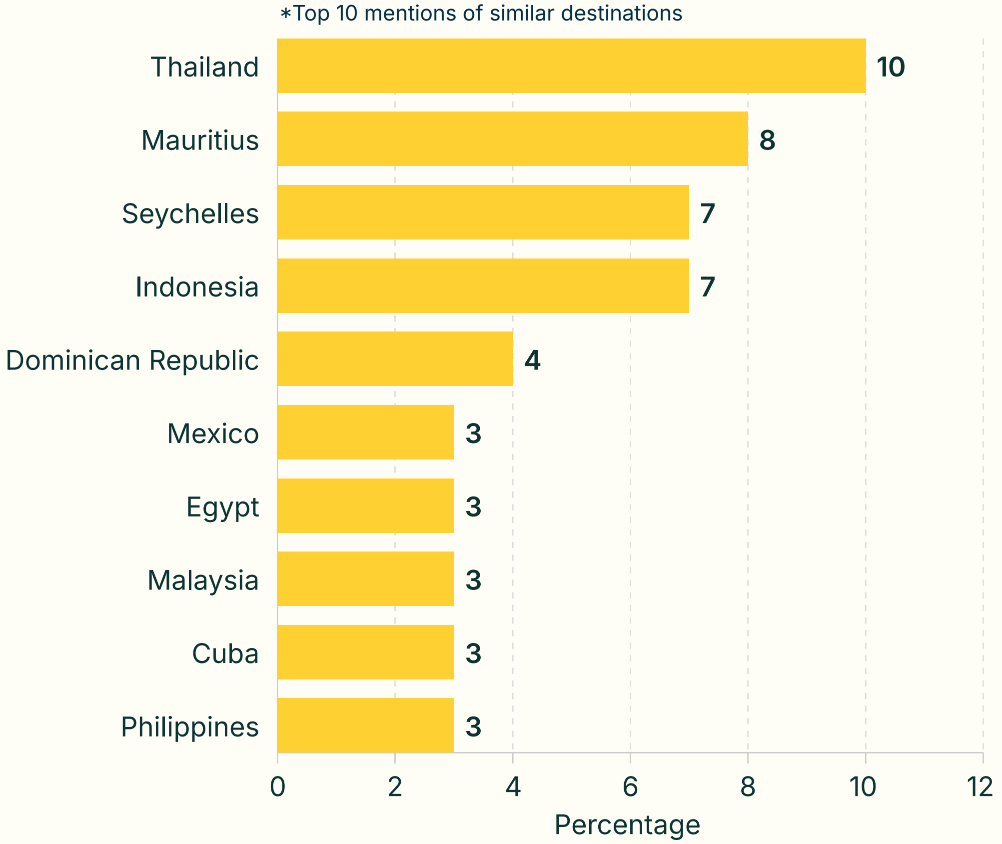


Figure 69: Top 10 mentions of similar destination by visitors who have visited a similar destination

D: BOOKING & TRAVEL ARRANGEMENTS

D1. BOOKING PERIOD

Maldives trips are decided and booked within months, not years—making mid-lead conversion and last-minute readiness critical to demand capture.

Most respondents (57%) booked their trip 1-6 months before arrival, with 30% booking 1-3 months before arrival and 27% booked within 4-6 months of arrival. 21% of visitors booked their trip within 4 weeks of travel, with 11% booking less than 2 weeks before their arrival and 10% booking their trip 2-4 weeks before arrival. About 22% of respondents booked their travel more than 6 months in advance, with 16% booking 7-12 months before their trip and 6% booking over a year before their visit.

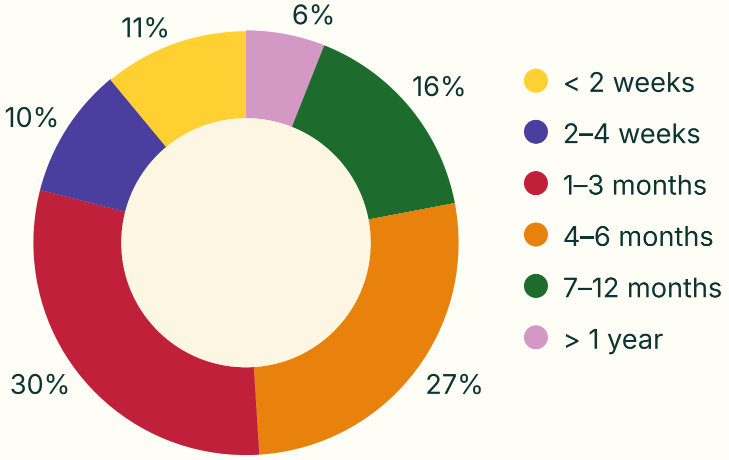


Figure 70: Booking periods of visitors

European travellers tend to plan and book earlier, reflecting more structured long-haul holiday preparation, while Asian markets—particularly China and India—demonstrate comparatively shorter booking lead times and more flexible planning behaviour.

There are clear differences in booking periods by nationality, with European markets generally booking further in advance than Asian markets. British, German, Italian, Spanish, and Swiss visitors display a strong concentration in longer booking windows, particularly in the mid- to long-term categories, with around 31%–38% booking within 4-6 months in advance and substantial shares also booking even earlier. Germans (36%), Italians (38%), Americans (35%), and Spanish (34%) show especially strong representation in one of the longer advance-booking categories (4-6 months in advance), indicating structured holiday planning. In contrast, Chinese and Indian visitors show relatively higher proportions in shorter booking windows, with 48% of Chinese and 43% of Indians concentrated in one mid-range booking period (1-3 months in advance), and notable shares in shorter lead times. Russians show a more balanced pattern but still with significant early planning.

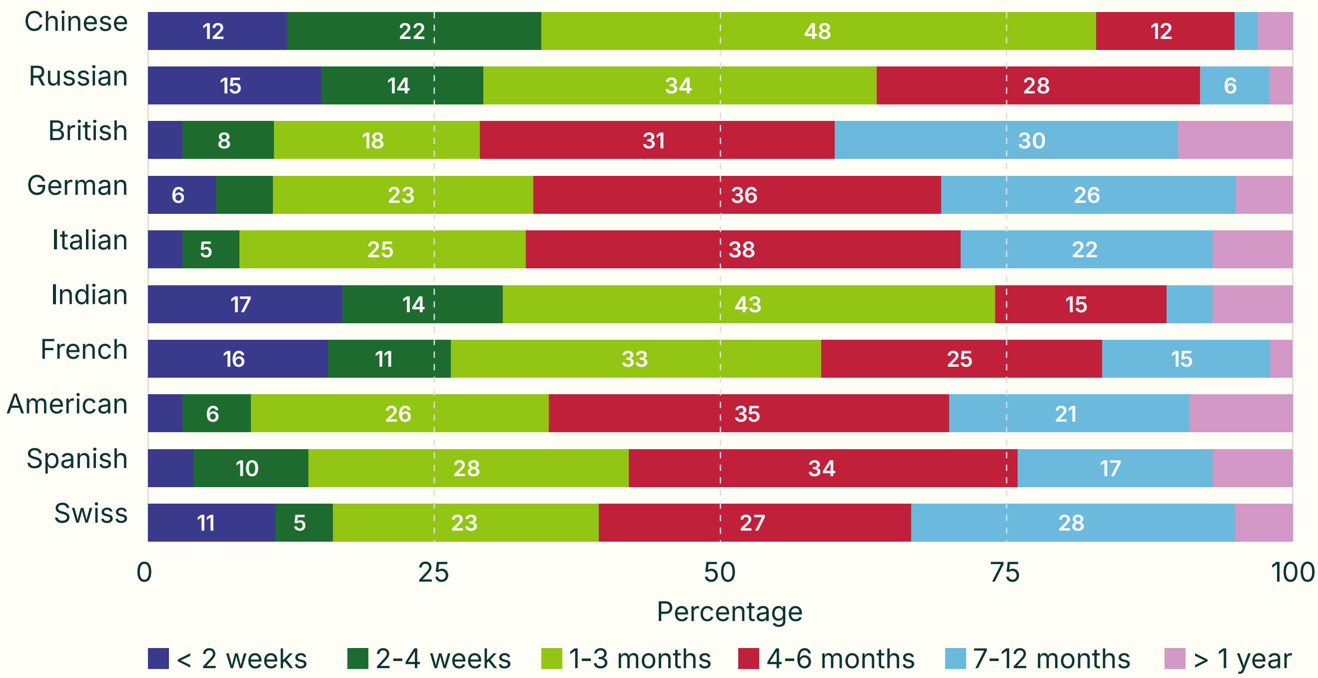


Figure 71: Booking periods of visitors by nationality

D2. BOOKING AS PART OF A TRAVEL PACKAGE

Maldives visitors are split between package and self-booked travel, requiring a balanced distribution strategy that serves both convenience-driven and flexibility-seeking travellers.

Amongst respondents surveyed during this period, 51% booked accommodation and travel separately while 45% booked them as a single travel package. This shows that while travel packages remain highly relevant for visitors looking for value bundled pricing, ease, and reassurance; independent trip construction is the new norm amongst visitors seeking flexibility.

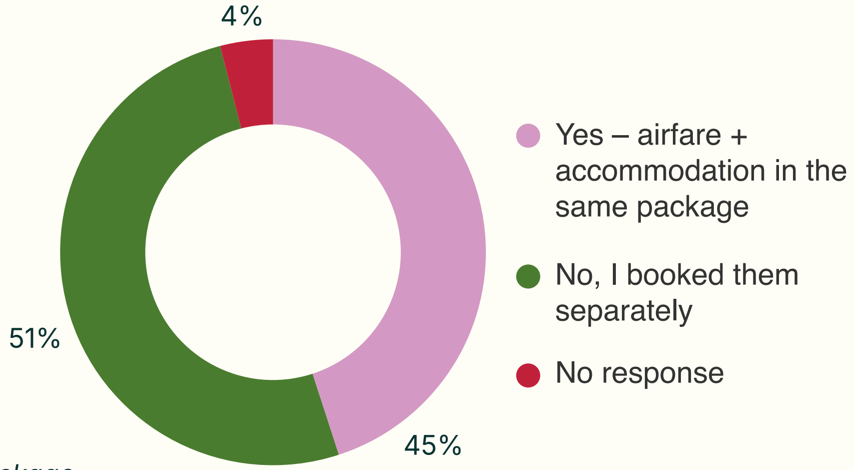


Figure 72: Accommodation with a travel package

European markets, particularly the UK and Germany demonstrate a higher reliance on packaged travel arrangements, while markets such as the US and India show stronger independent booking behaviour.

Americans (84%), Indians (69%), Spanish (60%), French (58%), Chinese (53%) and Russians (53%) are more likely to book accommodation independently rather than through a package. In contrast, British (65%), Germans (60%), Italians (55%) and Swiss visitors (51%) are more likely to book accommodation as part of a package than independently. The split is relatively balanced for Chinese and Russian travellers at 47% package versus 53% independent.

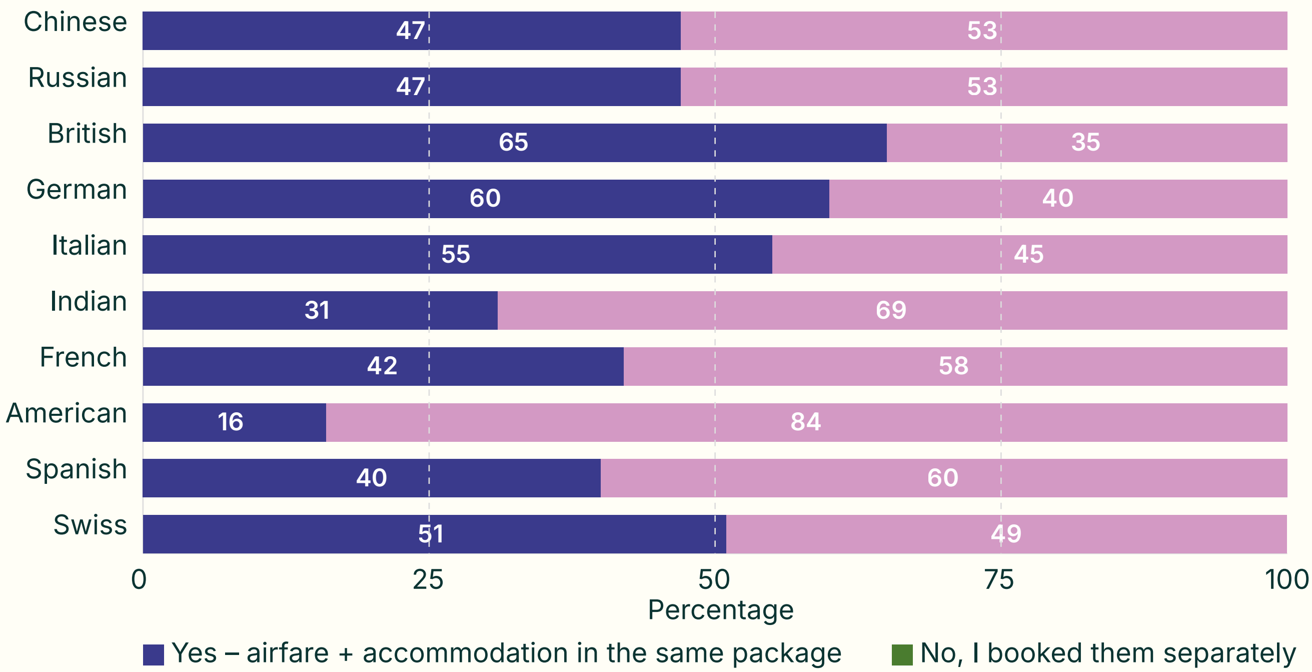


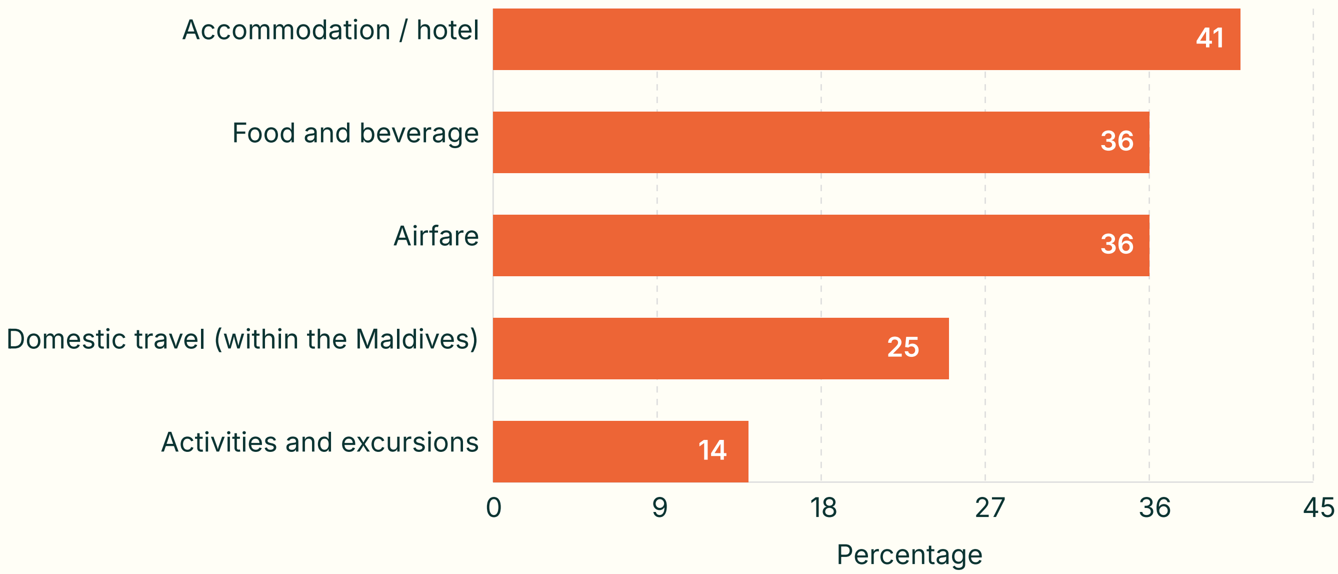
Figure 73: Accommodation with a travel package by nationality

Resorts and Hotels/Guesthouses

Travel packages to Maldives resorts and hotels/guesthouses are accommodation led: transport is partially bundled and experiences are least bundled.

Accommodation is included in 41% of packages—the highest of all components—confirming that travel products are built primarily around the stay experience. Airfare (36%) and food and beverage (36%) closely follow, indicating that many packages are positioned as convenience-driven bundles centered on accommodation plus essential services.

Only 25% include domestic travel within the Maldives. Transfers appear to be handled separately in many cases. Activities and excursions are included in just 14% of packages—the lowest share by a wide margin. This indicates that experiential components are largely sold post-arrival rather than pre-bundled.



*4,838 respondents (multiple responses allowed)

Figure 74: Travel package and package components (resorts/ hotels/guesthouses)

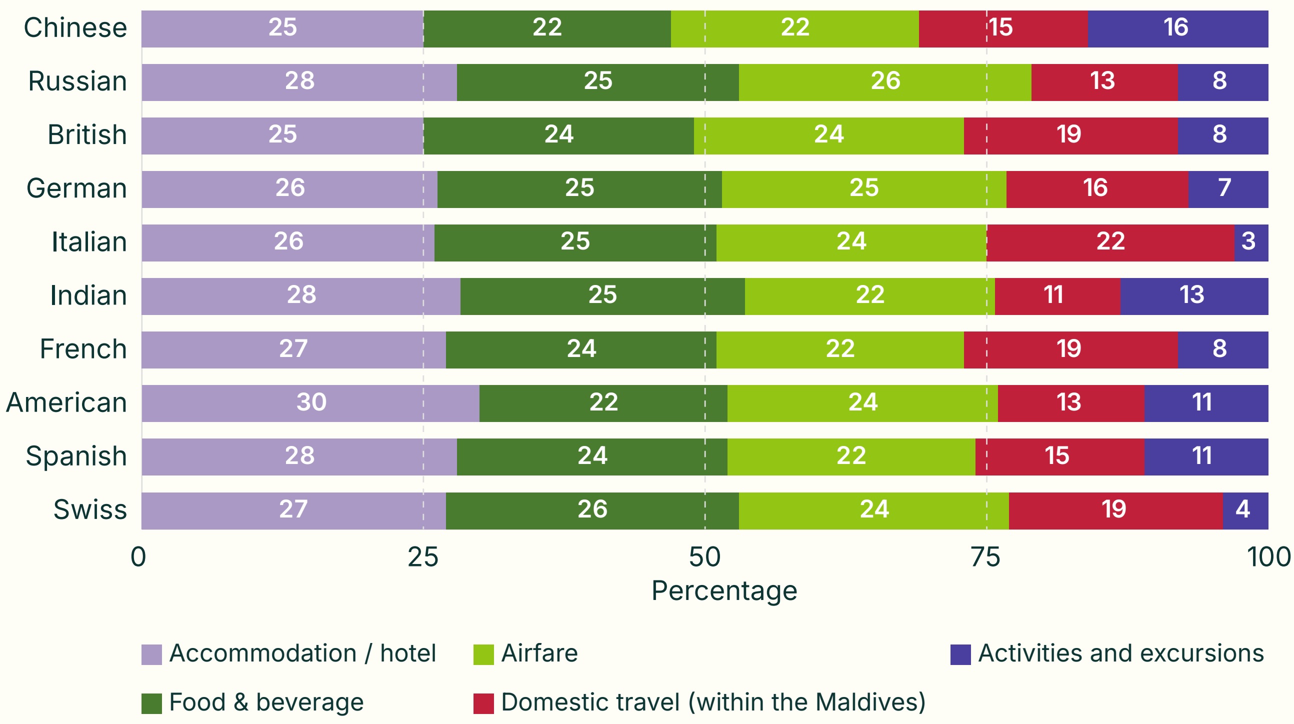


Figure 75: Travel package and package components by nationality (resorts/ hotels/guesthouses)

Travel Package – Liveaboard

Liveaboard travel in the Maldives is an all-inclusive ecosystem: nearly every trip bundles flights, transfers, accommodation, meals, and activities into a single, seamless product.

Liveaboard packages in the Maldives are fully bundled by design, with 99.3% and 99.4% of packages include airfare and domestic travel, respectively. Accommodation, food, and activities are inseparable as the boat is simultaneously the hotel, restaurant, transport and activity platform. Unlike resorts and hotels, liveaboards function as end-to-end products, with 99% of liveaboard packages including activities and excursions, compared to 86.5% for resorts and hotels, reflecting the experience-seeking mindset of respondents choosing to stay on a liveaboard.

Flight Booking

Independent travellers overwhelmingly bypass intermediaries: direct airline booking dominates, while flight search engines support discovery rather than conversion.

33% of visitors booked flights directly with airlines, while 10% used flight search engines. 6% of respondents used travel agencies or tour operators when booking flights, while 1% booked flights through loyalty rewards. This trend shows that agencies are more relevant for respondents booking packages with complex itineraries, while direct airline bookings are common for respondents who have a preference for control over the schedules, fares and baggage options, as well as reflecting a high confidence in airline websites and apps.

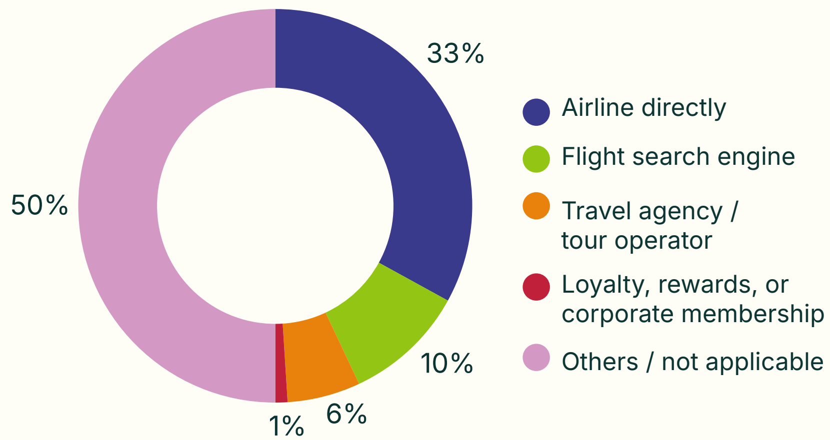


Figure 76: Distribution by flight booking channels

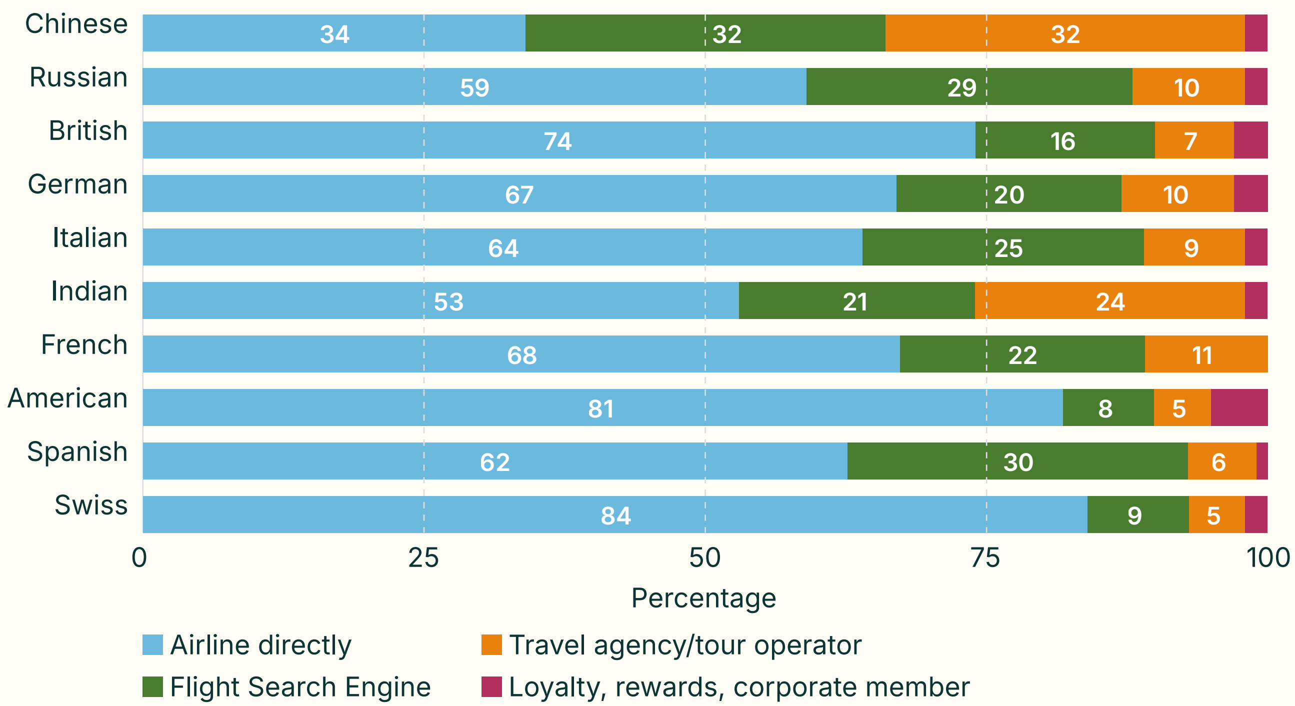


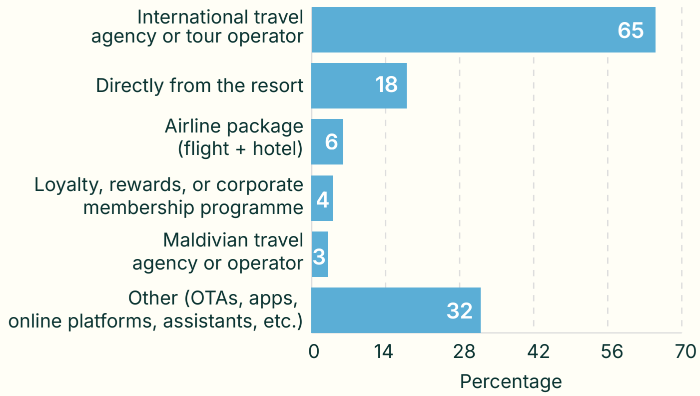
Figure 77: Flight booking channels by major markets

D3. ACCOMMODATION BOOKINGS

Resorts

Resort bookings in the Maldives are still intermediary-led: international travel agents dominate, while direct resort channels and airline packages play supporting roles.

About 65% of resort guests booked accommodation via international travel agencies or tour operators, while 18% booked directly with the resort. 6% of respondents used airline flight and hotel packages, while 3% booked through local Maldivian travel agents. 32% of respondents booked their accommodation through other channels, mostly online. While no single online travel agent dominates, platforms such as Booking.com, Agoda, Expedia and Trip.com were repeatedly cited by respondents.



** Percentages exceed 100% because this is a multi-response question (respondents could select more than one channel)

*"Other" aggregates many channels (e.g. Booking.com, Agoda, Expedia, Trip.com, AMEX, social media, assistants).

Individually each is negligible, but collectively meaningful.

Figure 78: Resort booking channels

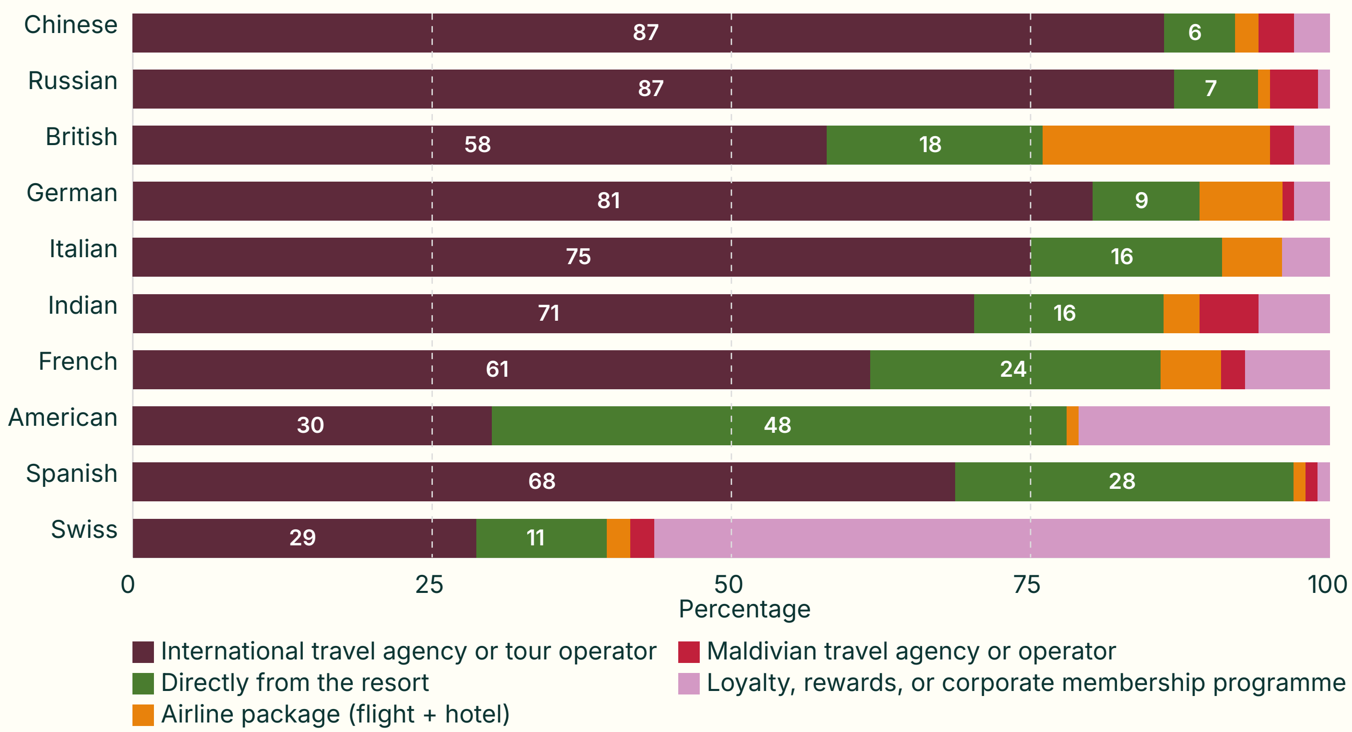
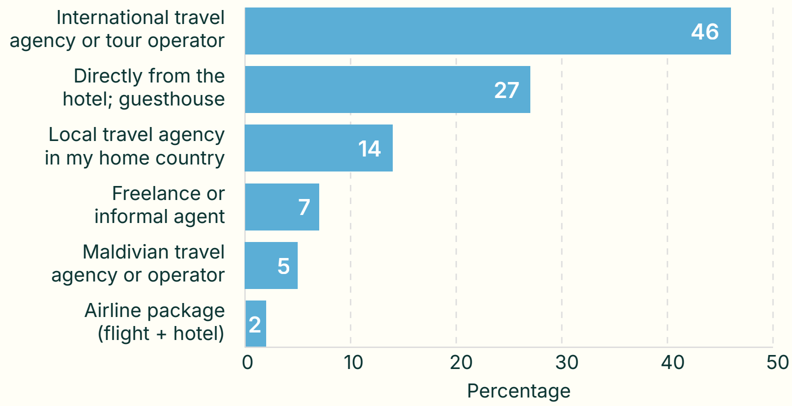


Figure 79: Resort booking channels by nationality

Guesthouse

Guesthouse bookings are still agency-led, but differently from resorts.

46% of respondents booked their accommodation at guesthouses through international travel agencies, while 27% booked directly with the guesthouse. 14% of respondents used local agencies in their home country to book their stay, while only 5% used local Maldivian agencies. About 7% used a freelance or informal agent to book their holiday. Only 2% of respondents booked their stay through their airline package, showing that airline packages play an extremely limited role in guesthouse bookings.



* Percentages exceed 100% because this is a multi-response question (respondents could select more than one channel)

Figure 80: Booking channels used by visitors to hotels/ guesthouses

Figure 81: Booking channels used by visitors to hotels/guesthouses by nationality

Liveaboard

Liveaboard bookings are driven by specialist international agents, with direct operator bookings playing a strong but secondary role.

Liveaboard bookings are overwhelmingly agent-led, with 41% of respondents booking through an international travel agency/tour operator and 11% booking directly with the boat. About 27% of respondents booked through local home-country agencies, while 21% booked through local Maldivian travel agencies.

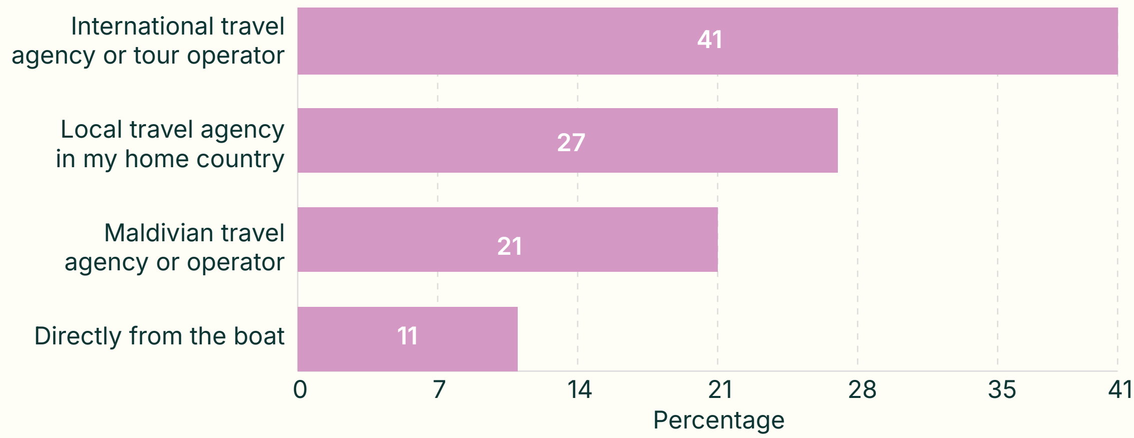
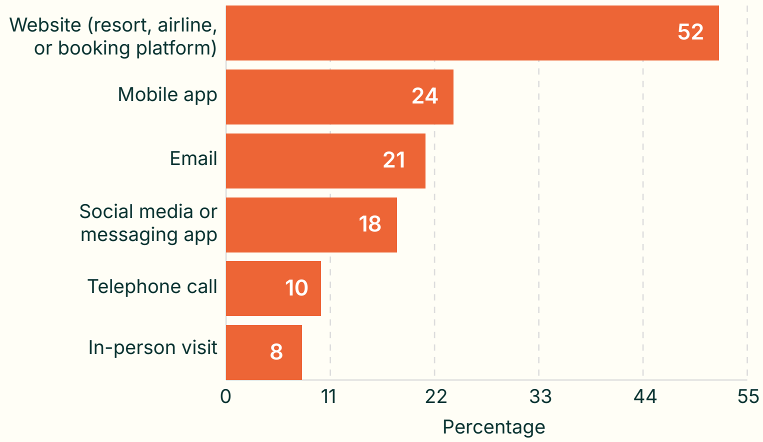


Figure 82: Booking channels of liveaboards

D4. COMMUNICATION CHANNEL USED TO CONTACT

Traveller interactions are overwhelmingly digital, with websites anchoring the booking journey and apps, email, and social platforms acting as complementary touchpoints rather than substitutes.

Websites are the primary interaction channel used by just over half of all respondents. This confirms that official travel agent/resort/hotel/guesthouse/airline sites and major booking platforms remain the backbone of the booking and enquiry journey. 52% of respondents used websites, 24% used apps and 21% used emails. 18% of respondents used social media or messaging apps, which was a more common communication channel for guesthouses and smaller properties. Only 10% and 8% of respondents used telephone calls or in-person visits as a channel of communication.



* All respondents (n = 4,263) Multiple responses allowed. Other (0.1%, not included in the graph)

Figure 83: Channels used for traveller interactions

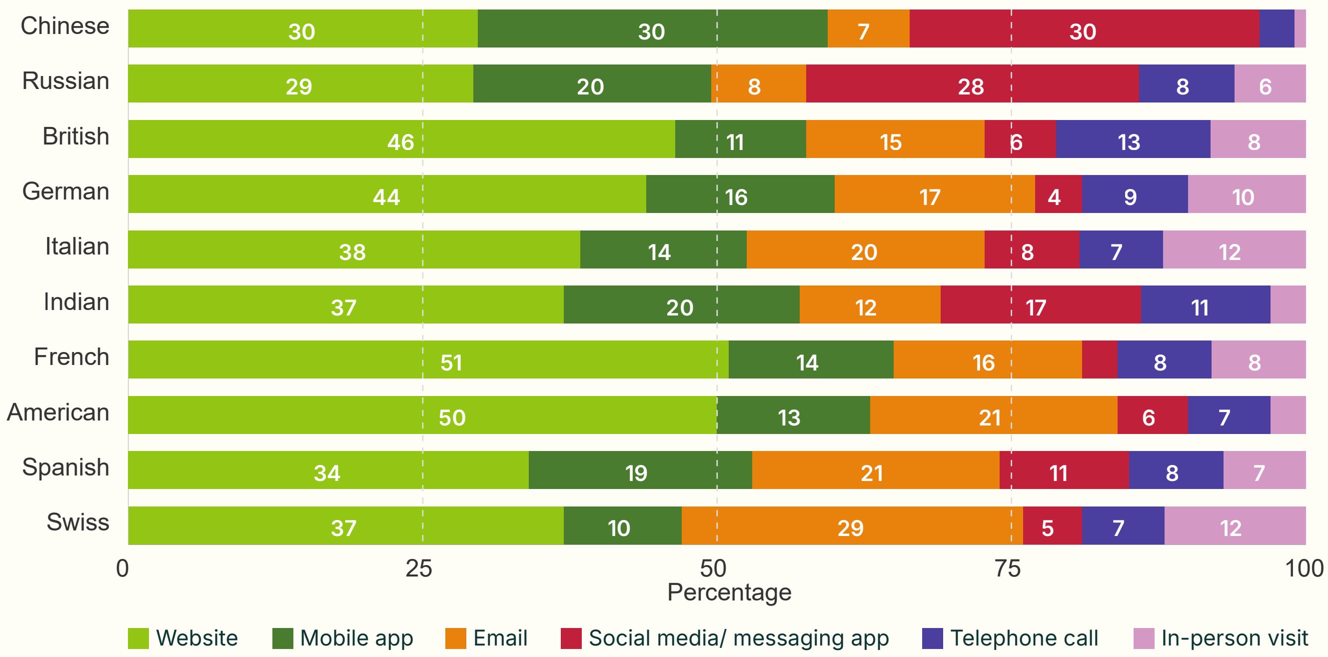


Figure 84: Channels used for traveller interactions by nationality

D5. WEBSITE / MOBILE APP USED BY VISITORS IN RESORT / GUESTHOUSE

European, British, Australian, and other western markets

For resort and guesthouse stays among European, British, Australian, and other western markets, Booking.com is the primary OTA, but booking behaviour remains relatively diversified beyond the leading platform.

Booking.com clearly dominates, accounting for 40% of bookings. This is followed by a sizeable "Other" long tail category (36%), indicating a fragmented mix of smaller OTAs, niche platforms, or possibly direct online bookings via hotel websites. Secondary platforms play a much smaller role, with Agoda (7%), Trip.com (6%), and Expedia (4%) capturing modest shares. European-focused platform HolidayCheck (3%), along with Hotels.com (2%) and Airbnb (2%), represent minor channels.

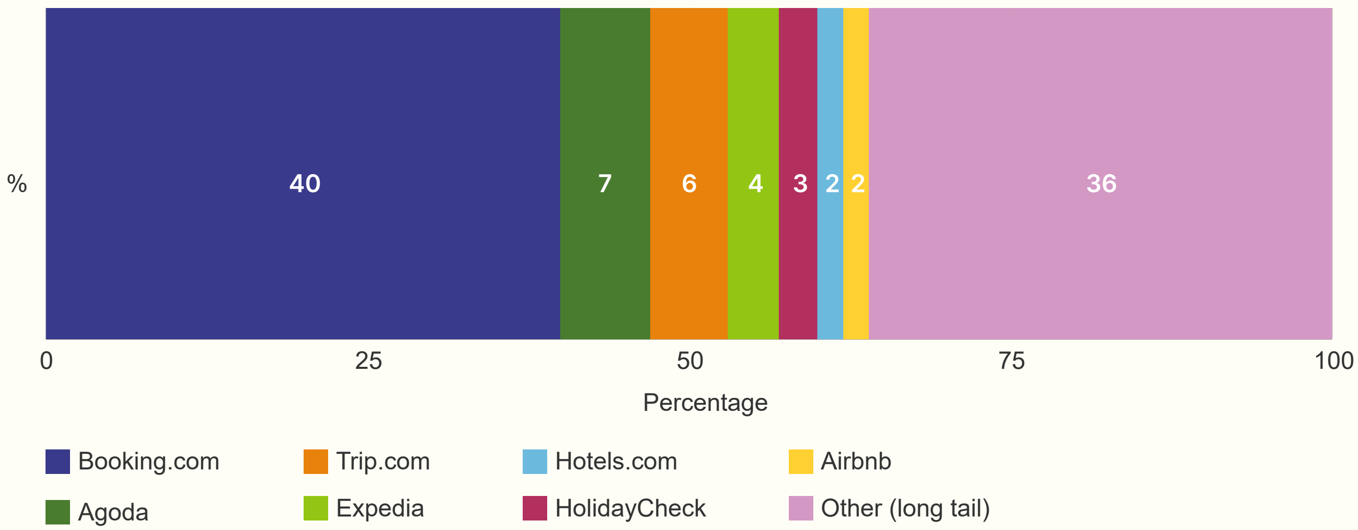


Figure 85: Booking channels used by European, British, Australian, and other western markets

While Booking.com remains a key OTA, digital booking behaviour across European, British, Australian, and other western markets is fragmented, with significant use of alternative platforms beyond the leading brand.

Among visitors who used digital channels to book their Maldives holiday, Booking.com is the leading platform across most Western markets, particularly among Spanish (63%) and Italian (52%) travellers, indicating strong reliance in Southern Europe. However, booking behaviour is more diversified in other markets. French (37%) and Swiss (36%) travellers show moderate use of Booking.com, while Germans (28%) and British (23%) rely more heavily on alternative or “other” platforms, with the UK notably recording 67% in the long-tail category. Americans show the lowest reliance on Booking.com (16%), suggesting stronger use of other major OTAs or direct bookings, while Australians (38%) demonstrate a more balanced pattern. Holiday Check is most popular amongst Germans while Expedia is most common amongst American visitors.

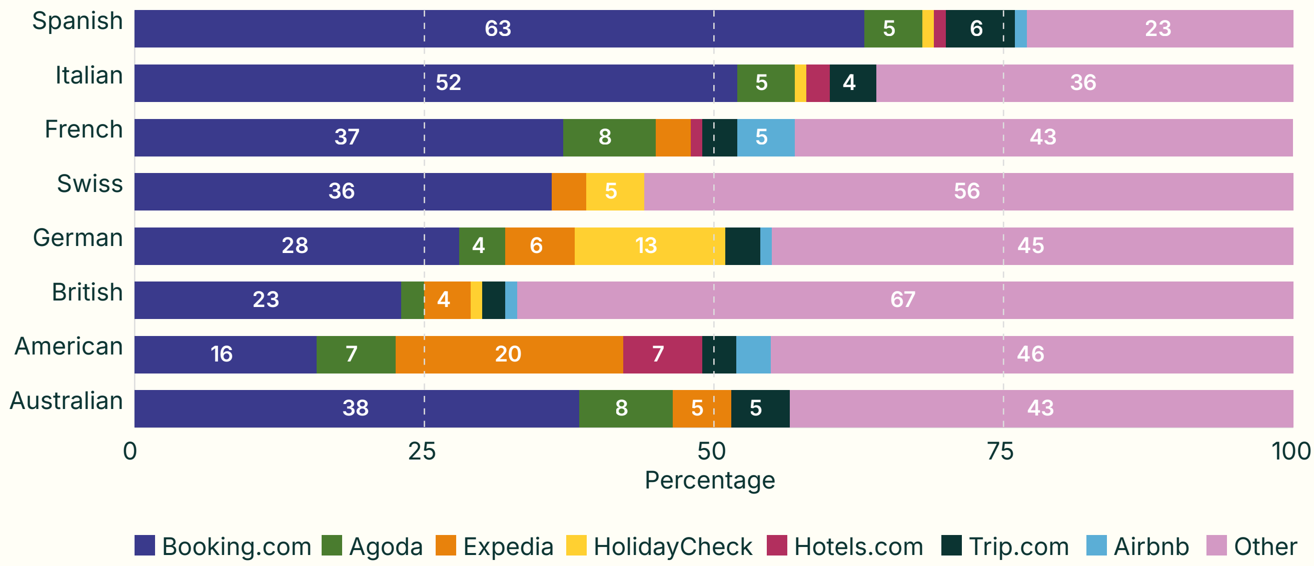


Figure 86: Booking channels used by European, British, Australian, and other western markets

Russian and Russian speaking visitors

Russian market who book resort and guesthouse through websites or mobile apps are highly concentrated on one global online travel agent (Booking.com), complemented by a small set of Russian-language meta-search platforms and a long tail of fragmented tour operators.

49% of Russian respondents used Booking.com, while 12% used Aviasales and 9% used Yandex. Local Russian online travel agents such as Ostrovok.ru (4%), Maldives.ru (4%) and Tutu.ru (2%) had a niche but declining influence amongst respondents. 19% of Russian respondents booked via "other" channels, including European tour operators, resort direct sites and regional operators.

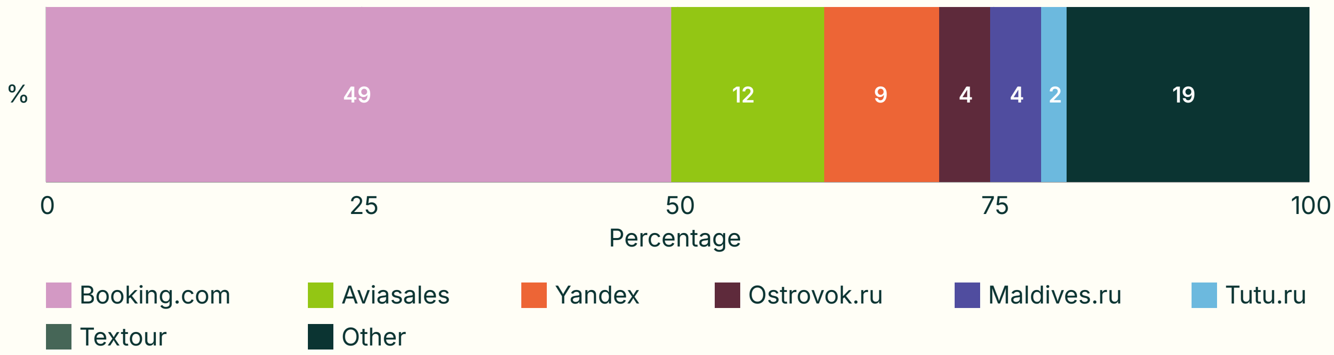


Figure 87: Booking channels used by Russian and Russian speaking markets

Chinese market

Chinese bookings are dominated by domestic super-platforms, with limited reliance on global OTAs.

Ctrip, Qunar, Fliggy, and Tongcheng account for 74% of all bookings made by Chinese respondents, with these bookings often integrating flights, hotels, visas, payments, reviews and after-sales service. Ctrip is the anchor platform, with 33% of respondents citing Ctrip as the booking channel used, while 20% cited Qunar and 14% cited Fliggy. In terms of global online travel agents, Agoda (18%) outperformed Booking.com (8%).

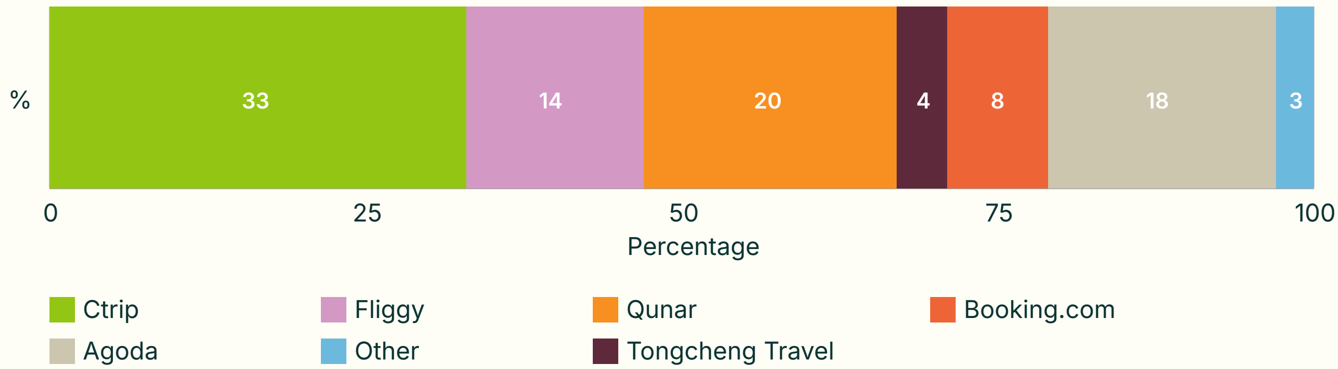


Figure 88: Booking channels used by Chinese market

Indian market

Indian resort bookings are driven by domestic super-apps and curated platforms, with Booking.com playing a strong but secondary role.

43% of Indian respondents booked their trip through MakeMyTrip, while 21% used Booking.com and Agoda was used by 7% of respondents. 27% of respondents booked via “other” platforms, which included experience-led platforms, curated holiday brands and direct hotel brands.

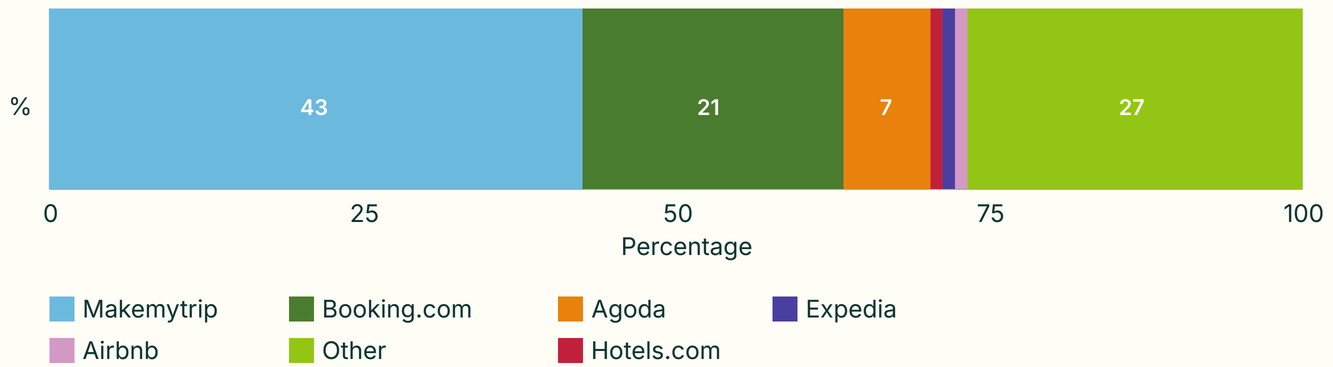


Figure 89: Booking channels used by Indian visitors

Liveaboard

Liveaboard travellers book through specialist ecosystems, not mass-market platforms—making targeted partnerships far more effective than broad OTA strategies.

49% of respondents booked through liveaboard.com, while 14% booked through PADI Travel and 8% booked through boatbooker.com. Popular online travel agents such as Booking.com and Agoda only appear in the “other” category, showing that liveaboard customers booking habits are not comparable to those of resort or guesthouse travellers.

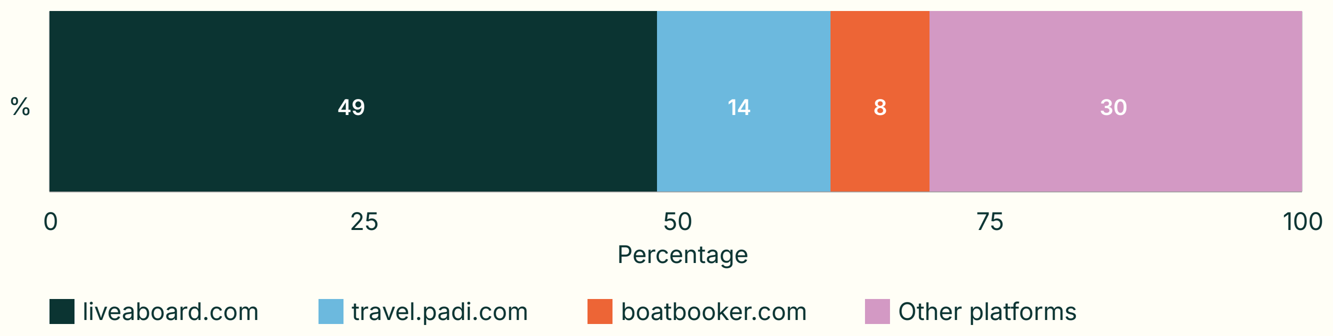


Figure 90: Liveaboard booking platforms

E: INTERNATIONAL AIRPORT

E1. ARRIVAL EXPERIENCE

Velana International Airport delivers a strong, frictionless, core arrival experience. However, there are opportunities to improve accessibility and ancillary services.

Overall arrival performance at Velana International Airport is consistently strong across core operational touchpoints, with respondents rating staff helpfulness (90%); immigration efficiency (89%), wayfinding (88%), and baggage processes (86%) as “Excellent” or “Good”. Non-core and inclusive services such as currency exchange, family facilities and mobility-access restrooms show significantly lower relevance or performance.

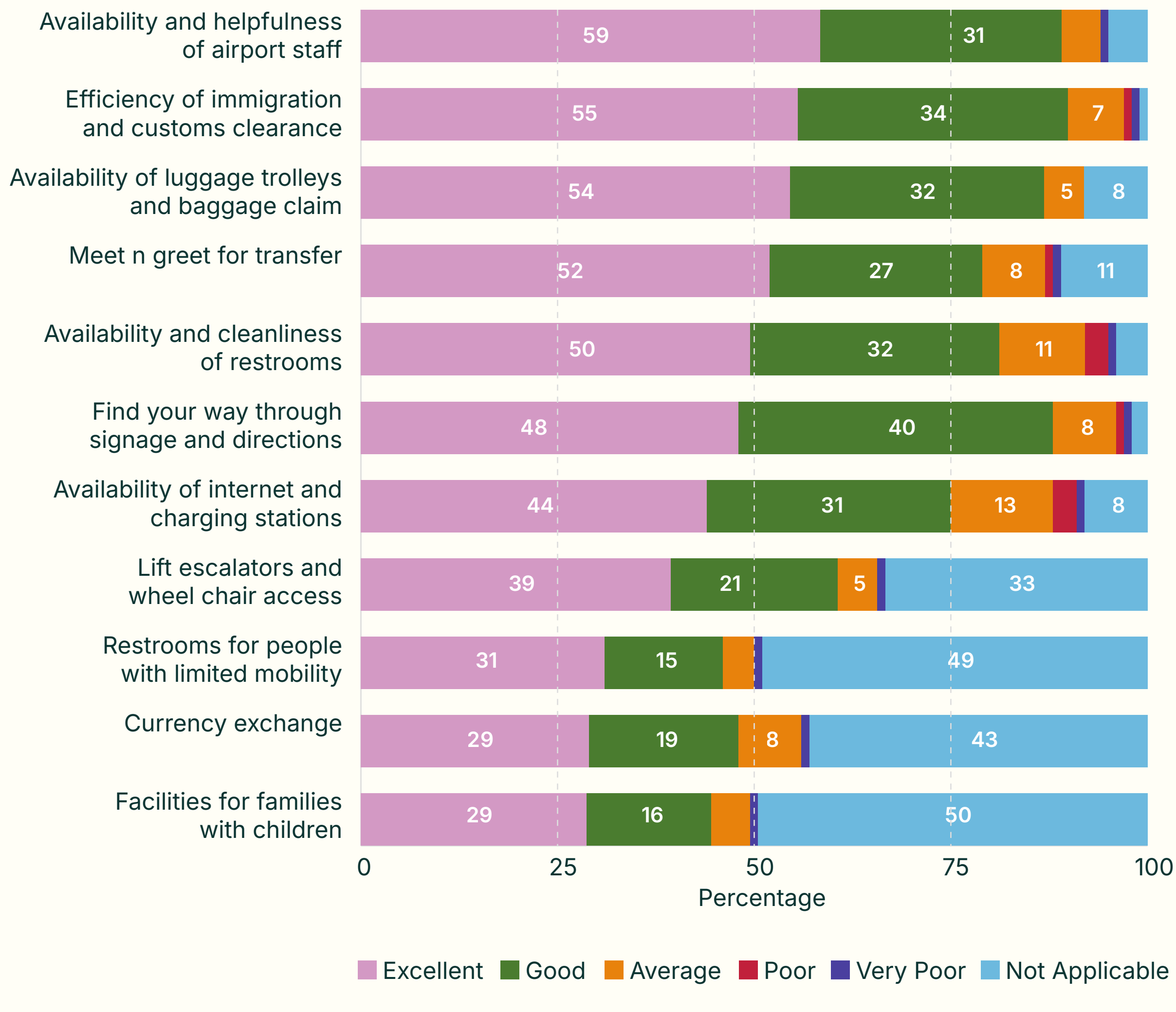


Figure 91: Arrival experience of visitors at VIA

E2. DEPARTURE EXPERIENCE

VIA delivers a highly efficient departure process, but comfort, amenities, and inclusive facilities lag as dwell times increase.

When visitors were asked about departure experience at Velana International Airport, check-in (92%), passport control (92%), and security screening (89%) were consistently rated as “Excellent” or “Good” by travellers. However, satisfaction level declines post-security, across comfort, amenities, and inclusivity dimensions. This highlights a gap between process efficiency and terminal experience quality.

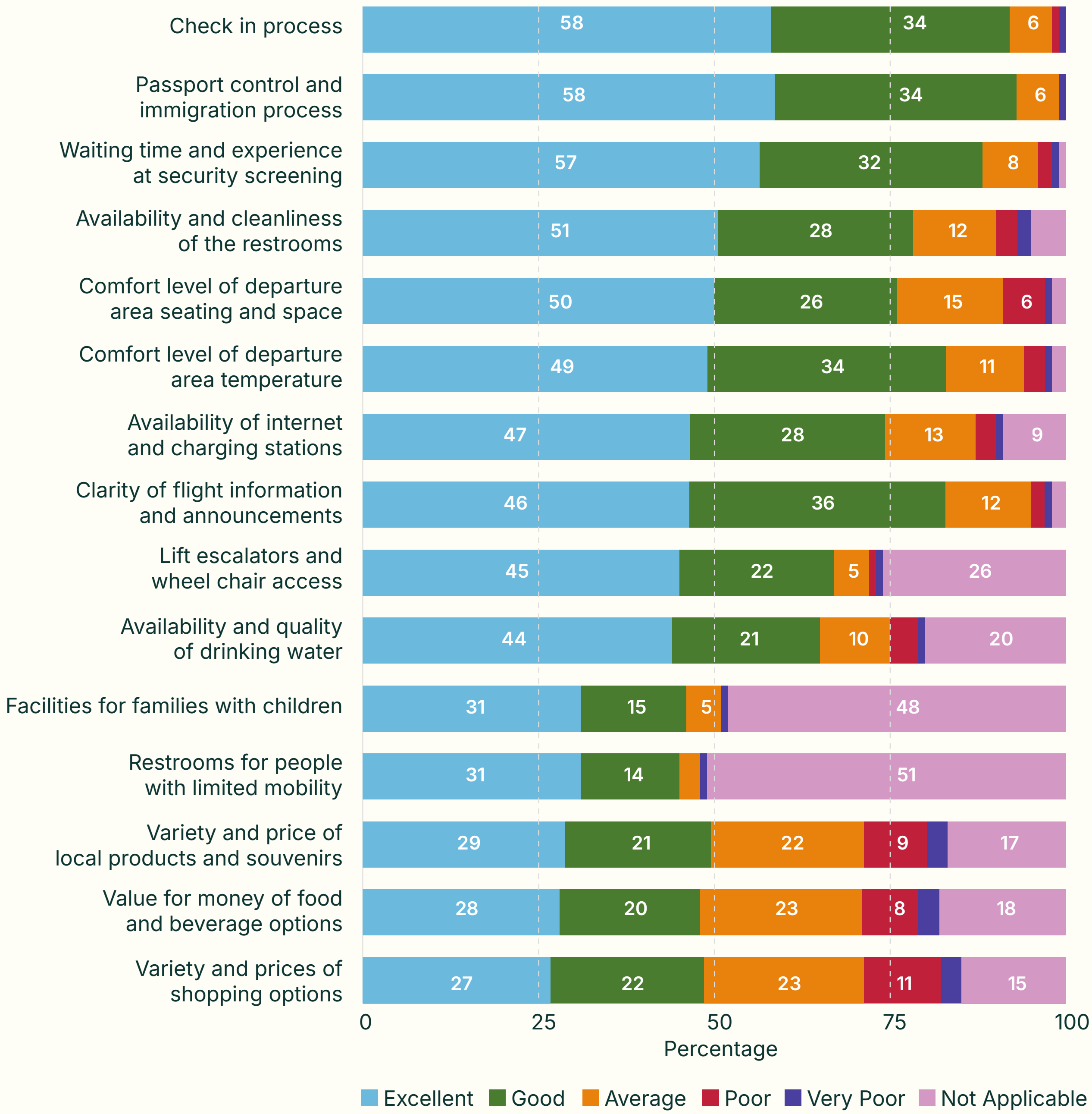


Figure 92: Departure experience of visitors at VIA

F: DOMESTIC TRANSPORT

F1. MAIN MODE OF TRANSPORT TO ACCOMMODATION

Resort

Resort access is overwhelmingly marine-led, with speedboats and seaplanes accounting for about 85% of transfers. This reinforces the importance of seamless, premium sea–air connectivity.

About 86% of resort visitors used speedboats or seaplanes arranged by the resort, with speedboats being the most common mode of transportation, and 47% of respondents travelling to their resort via speedboat. About 39% of respondents travelled by seaplane, while 13% took a domestic flight to the resort, with domestic flight transports often being combined with speedboat transfers.

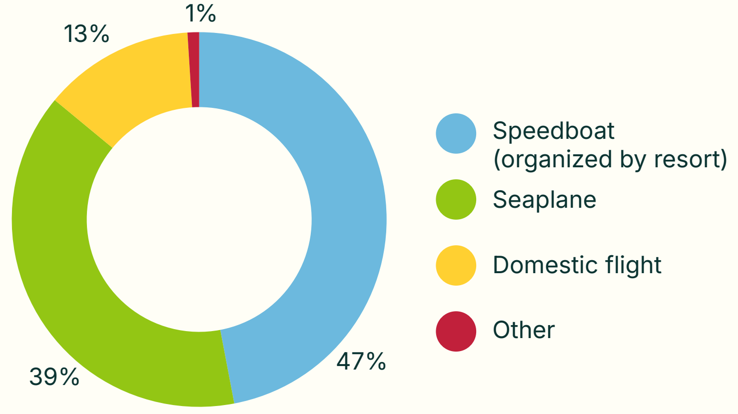


Figure 93: Mode of transport to place of stay by visitors who stayed in resort

Guesthouses

Guesthouse access is overwhelmingly speedboat-based—making coordination quality, schedule reliability, and system integration far more important than the distinction between "public" and "hotel-organised" transport.

9% of guesthouse visitors relied on speedboat transfers, with 48% of speedboat transfers being organised by the guesthouse and 21% travelling via a public ferry or speedboat. 9% of visitors to guesthouses travelled by seaplane and another 11% by domestic flight. About 8% travelled to their guesthouse by taxi and 1% travelled via hotel vehicle.

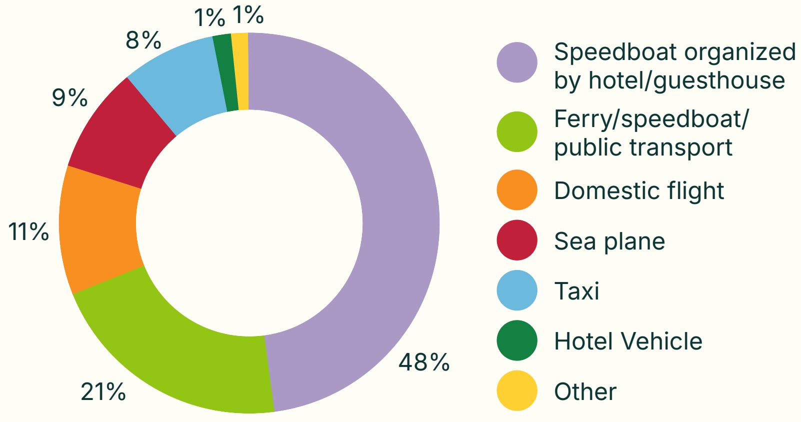


Figure 94: Mode of transport to place of stay by visitors who stayed in inhabited islands

Liveaboard

Liveaboard transfers are speedboat centric.

About 82% of liveaboard visitors arrived via speedboats organised by the liveaboard operator, with 12% travelling through domestic flights.

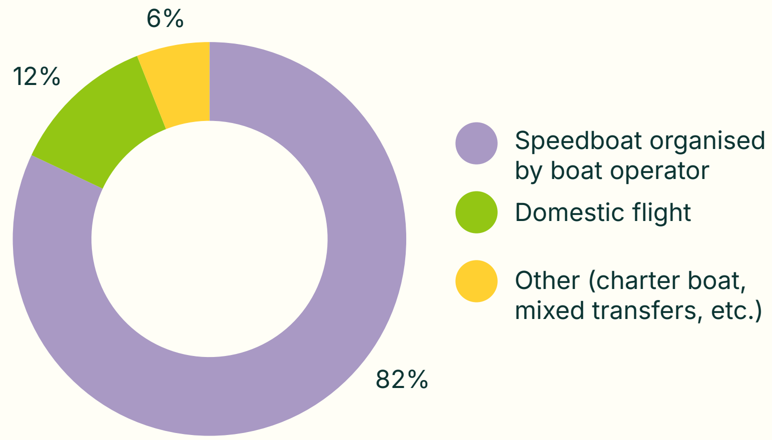


Figure 95: Mode of transport to place of stay by visitors who stayed in liveaboard vessels

F2. WAITING TIME AT VELANA INTERNATIONAL AIRPORT

Two-thirds of visitors clear Velana International Airport within one hour, but more than one in three experience waits that exceed one hour, highlighting a long-tail congestion risk in peak periods.

33% of respondents waited at Velana International Airport for less than 30 minutes, with a further 30% waiting for between 30-60 minutes. 19% of travellers waited for 1-2 hours, with 18% waiting at the airport for over two hours.

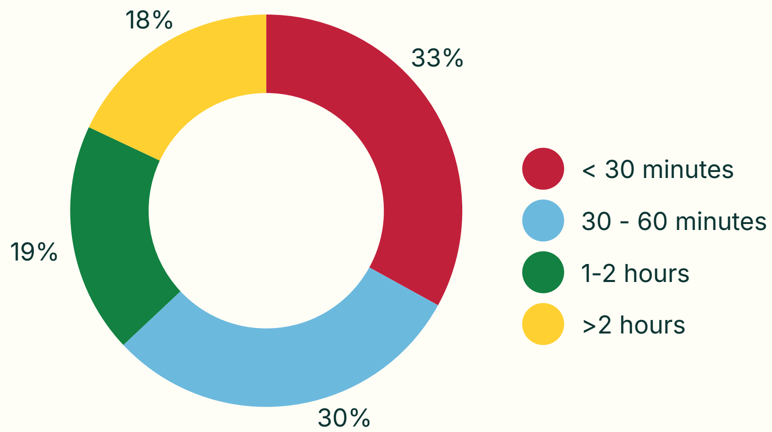


Figure 96: Waiting time for visitors at Velana International Airport

F3. JOURNEY TIME FROM VIA TO ACCOMMODATION

Over 70% of visitors reach their accommodation within one hour of arrival at Velana International Airport, reinforcing the Maldives' strength in last-mile connectivity—though one in four still face journeys exceeding one hour.

A majority of respondents (46%) arrived at their place of stay between 30 minutes and 1 hour, with 25% reaching in less than 30 minutes. 26% arrived within 1-2 hours, with 3% taking 3 or more hours to reach their place of stay.

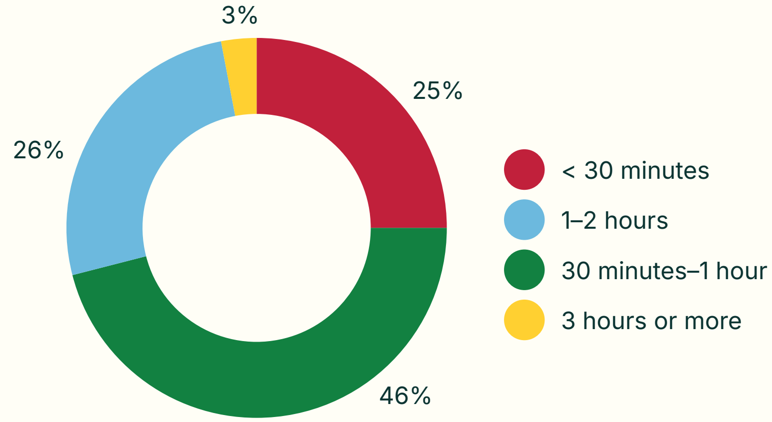


Figure 97: Journey time taken from international airport to accommodation

F4. DOMESTIC TRANSPORT EXPERIENCE

Generally, the domestic transport experience had a strong performance on journey fundamentals, with most respondents rating the boarding process (90%), check-in (88%), information provided (83%) and safety briefing (83%) as "Excellent" or "Good". However, only 76% of respondents rated comfort as "Excellent" or "Good", with 20% rating comfort as average or worse.

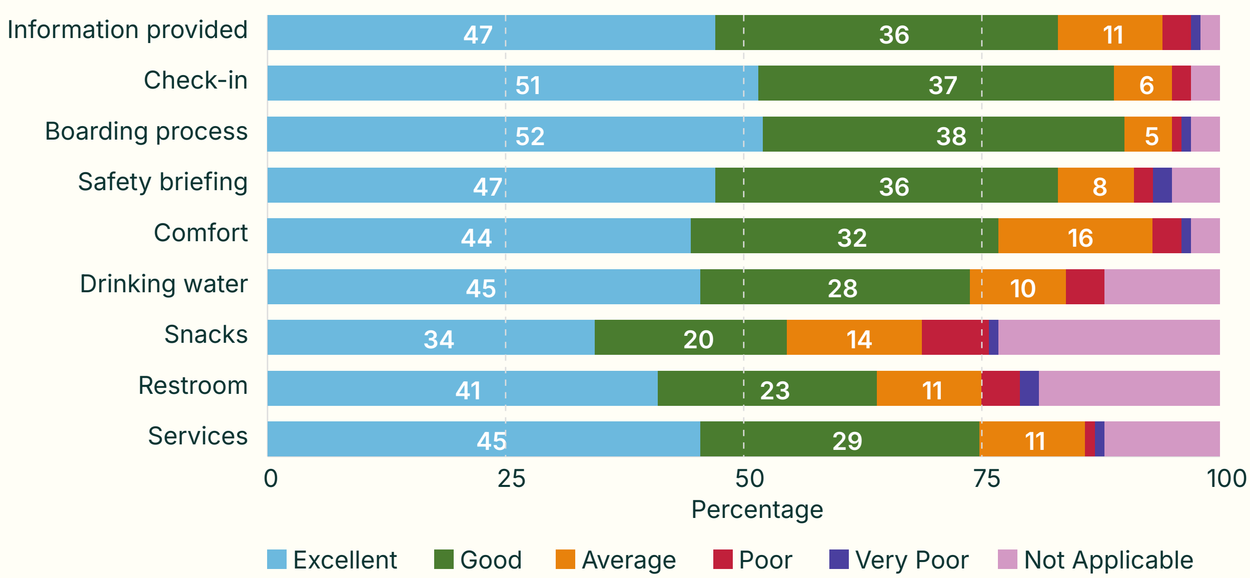


Figure 98: Rating of domestic transport offered to visitors

F5. SATISFACTION WITH HOTEL/RESORT TRANSFER

Transfers to resorts, guesthouses, and liveaboards are a clear strength of the Maldives experience, with exceptionally high level of satisfaction—especially for resorts and liveaboards while guesthouse transfers show slightly more variability.

Transfer satisfaction was high across all accommodation types with 74% of visitors to resorts, 73% of those who stayed on liveaboards and 66% visitors to guesthouses rating their transfer satisfaction as a 9 or 10 on a 10-point scale.

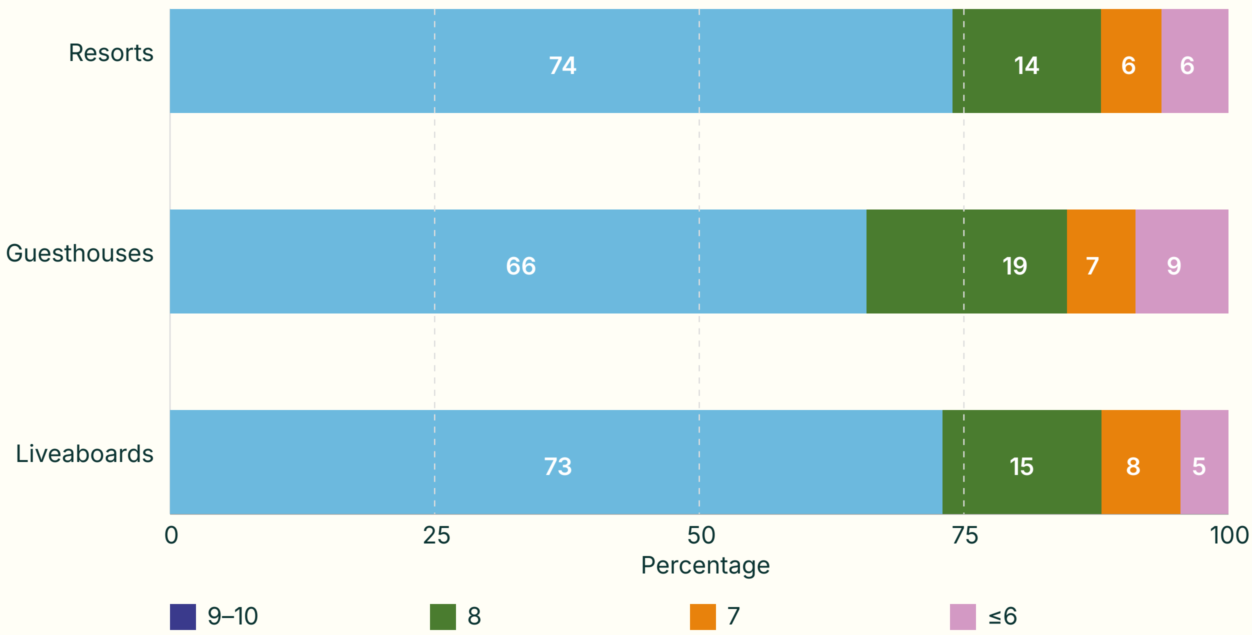


Figure 99: Level of satisfaction with resort/hotel transfer

G: ACCOMMODATION

G1. MEAL PLAN

Maldives visitors overwhelmingly favour prepaid dining, with all-inclusive and full-board plans defining the core experience.

All-inclusive was the most popular meal plan, with 44% of respondents opting for the all-inclusive meal plan. 20% of respondents opted for full board, while 14% opted for half-board. This shows that most respondents preferred prepaid, structured dining, minimising on-island decision making. 15% of respondents selected the bed and breakfast meal plan, with only 5% opting for room only accommodation, highlighting that visitors value integrated hospitality and dining experiences.

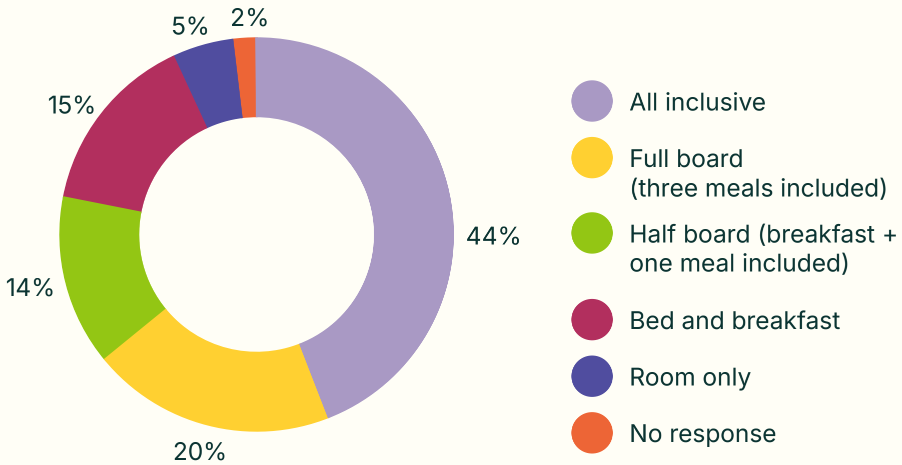


Figure 100: Meal plan selected

European markets show a particularly strong preference for All-inclusive meal plans, while Asian markets lean more toward Full board meal plans.

Bed and Breakfast (BB) appears to be the dominant choice among several European markets, particularly British (71%), German (55%), Italian (51%) and Swiss visitors (51%), indicating a preference for flexibility in dining. Russians (44%) and French (45%) also show strong inclination toward BB. In contrast, Half Board (HB) is especially popular among Indians (38%) and Chinese (35%), suggesting greater preference for bundled meal convenience in these markets. Full Board (FB) attracts moderate shares across most markets, notably among Americans (19%) and Germans (17%). All-Inclusive (AI) shows strong uptake among Spanish visitors (32%), as well as Russians (17%), French (16%) and Americans (16%), reflecting demand for prepaid, comprehensive packages in these segments. Premium all-inclusive or extended plans (purple category) are most visible among Americans (17%), with smaller shares elsewhere.

All-inclusive is overwhelmingly dominant among British visitors, with 71% selecting this option, significantly higher than any other meal plan. All-inclusive is also the leading choice among Germans (55%), Italians (51%), Swiss visitors (51%), French (45%), and Russians (44%), reflecting strong demand for prepaid convenience, value certainty, and resort-based holiday experiences within European markets. In contrast, Full board is especially popular among Indians (38%) and Chinese visitors (35%). Half board attracts moderate shares across most markets, particularly among Americans (19%), Chinese (18%), Russians (17%), and Germans (17%). Bed and Breakfast remains comparatively limited among most markets but is more visible among Spanish visitors (32%), as well as Americans (16%), French (16%), and Russians (17%), indicating stronger preference for flexible dining and independent travel patterns within these segments.

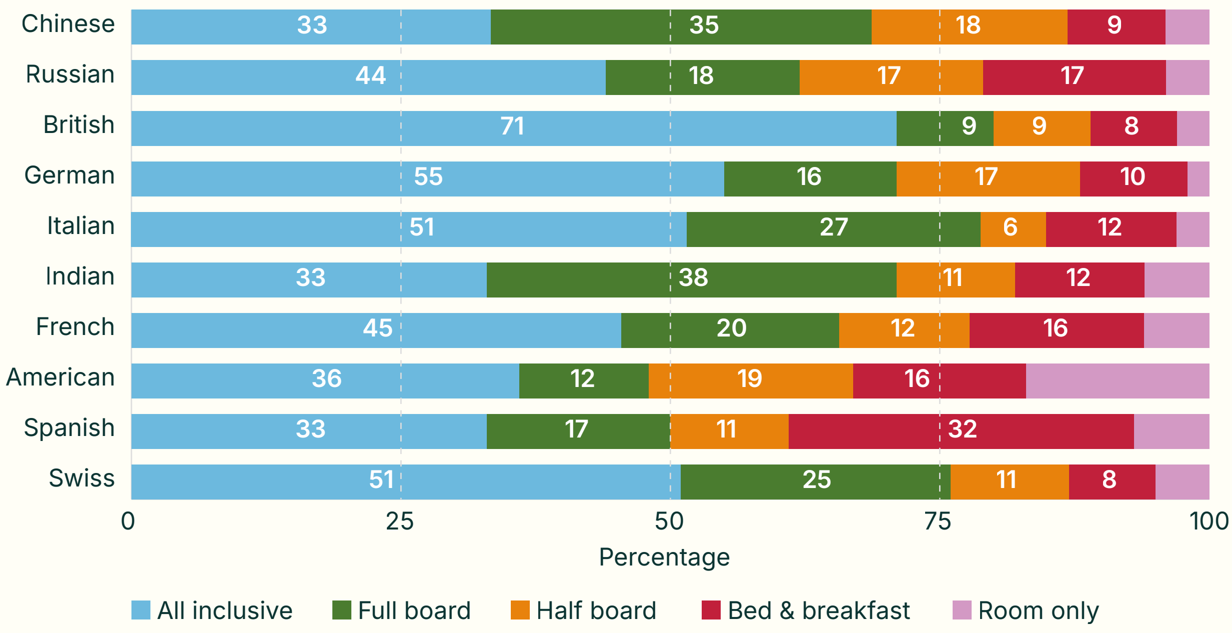


Figure 101: Meal plan selected by nationality

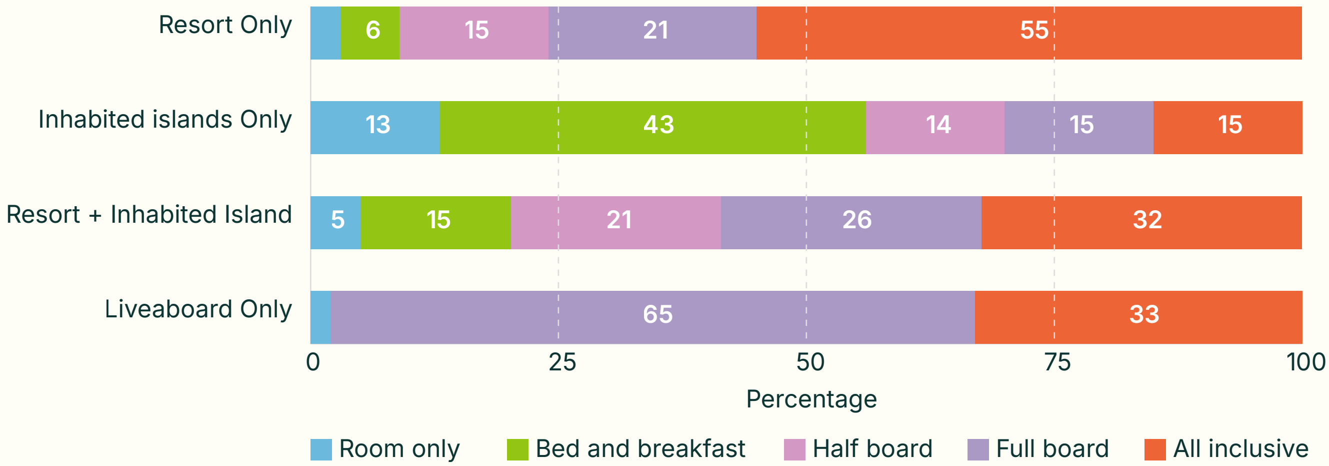


Figure 102: Meal plan selected by place of stay

G2. AMENITIES AT PLACE OF STAY

Resort

Overall, resort experiences in the Maldives consistently excel on core luxury fundamentals (safety, cleanliness, staff, comfort), while digital connectivity, in-room convenience services, and cultural depth represent the clearest opportunities for differentiation and upgrade.

The Maldives was perceived as exceptionally safe amongst respondents who stayed in resorts, with 81% rating safety and 71% rating security features as "Excellent". Staff friendliness and communication was also rated as "Excellent" by 82% of respondents, with 74% also rating cleanliness as "Excellent". Comfort was rated slightly lower, with 69% rating air-conditioning/ ventilation and 67% rating comfort of beds as "Excellent" and 66% of respondents rated design and aesthetics as "Excellent".

1. Clear strengths (Differentiating assets to protect and scale)

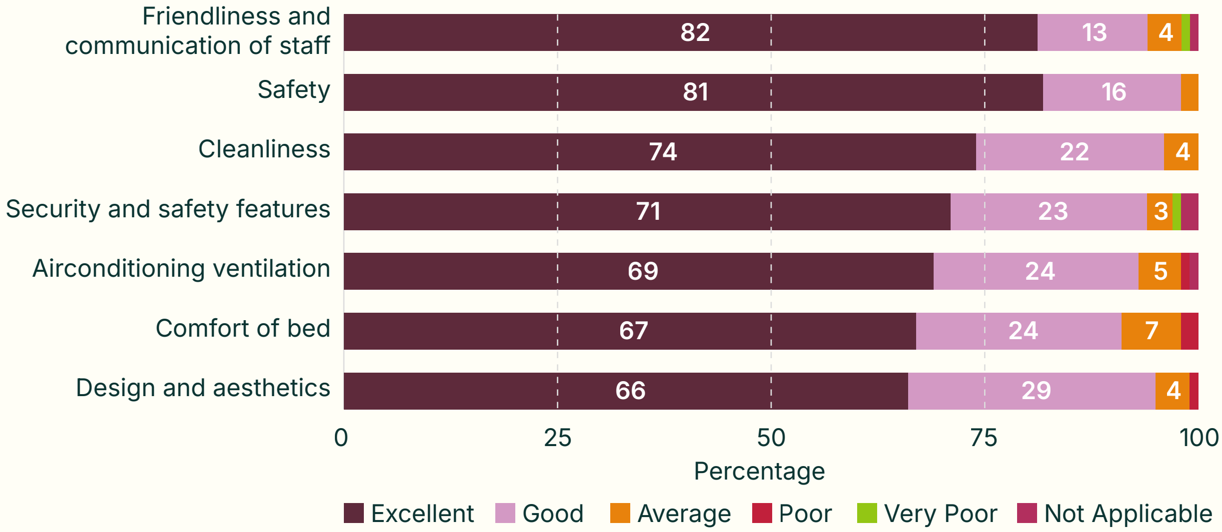


Figure 103: Amenity rating by visitors staying at resorts

2. Strong but commoditised (Expected, not differentiating)

Food quality and diversity was rated as "Excellent" by ~55% of respondents, with 49% also rating Maldivian cuisine as "Excellent". 57% of respondents also rated the spa, gym, pool and sports equipment as being "Excellent", showing that resort facilities are consistently meeting expectations.

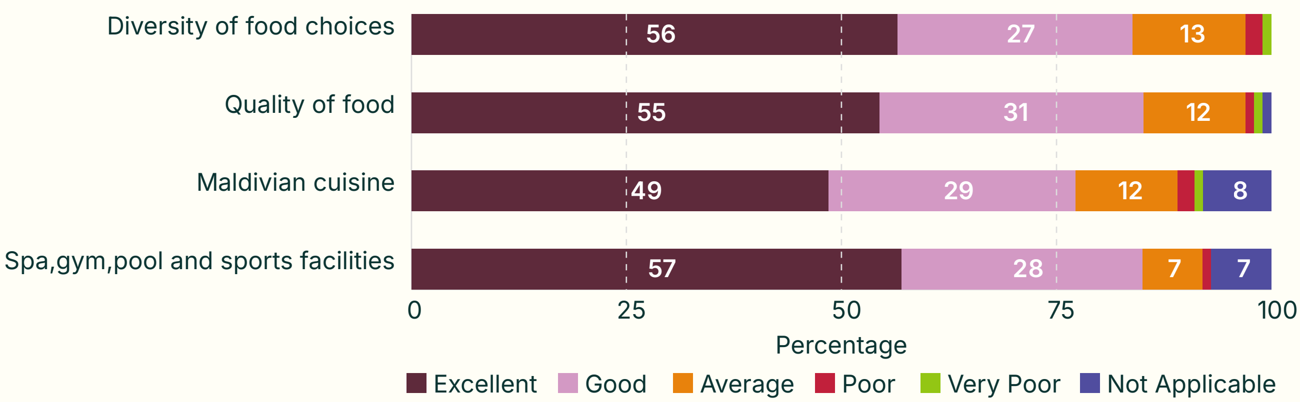


Figure 104: Amenity rating by visitors staying at resorts

3. Mixed performance / opportunity areas (Most leverage for improvement)

The areas that received the lowest number of "Excellent" ratings included Internet/Wi-Fi (53%), laundry and dry cleaning (45%), souvenirs and gifts (40%) and international TV channels (34%). Internet/Wi-Fi was rated as "Average" by 15% of respondents and received "Poor and Very poor" ratings by ~6%. Generally, laundry and dry cleaning, souvenirs and gifts and international TV channels received higher not applicable ratings compared to other categories.

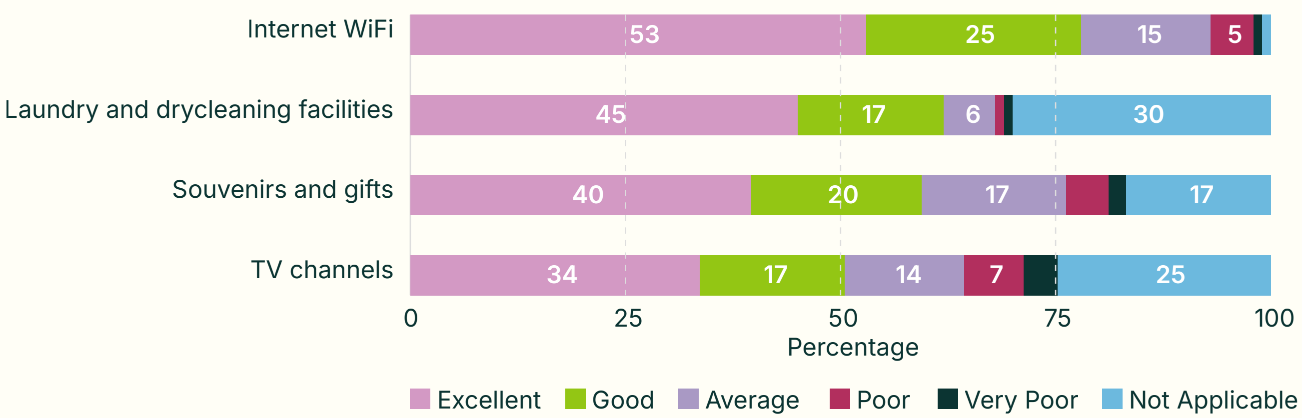


Figure 105: Amenity rating by visitors staying at resorts

Hotels/Guesthouses in inhabited islands

Hotels/Guesthouses in the inhabited islands in the Maldives deliver strong safety, cleanliness, and human service fundamentals, but experience quality is constrained by weaker digital connectivity, limited-service breadth, and inconsistent availability of supporting amenities.

Personal interaction was the signature advantage in hotels/guesthouses, with 71% of respondents rating staff friendliness and communication as “Excellent”. Hotels/guesthouses were also widely viewed as having high levels of safety and security with 66% rating safety as “Excellent” and 57% rating security features as “Excellent”. The cleanliness of guesthouses was seen as “Excellent” by 47% of respondents, with 83% rating cleanliness levels as either “Excellent” or “Good”. Air conditioning and ventilation was also rated as “Excellent” by 54% of respondents. Design and aesthetics were rated as “Excellent” by 43% and “Good” by 40% of respondents. Bed comfort was rated as “Excellent” or “Good” by 46% and 37% of respondents respectively.

1. Where hotels/guesthouses clearly perform well (core strengths)

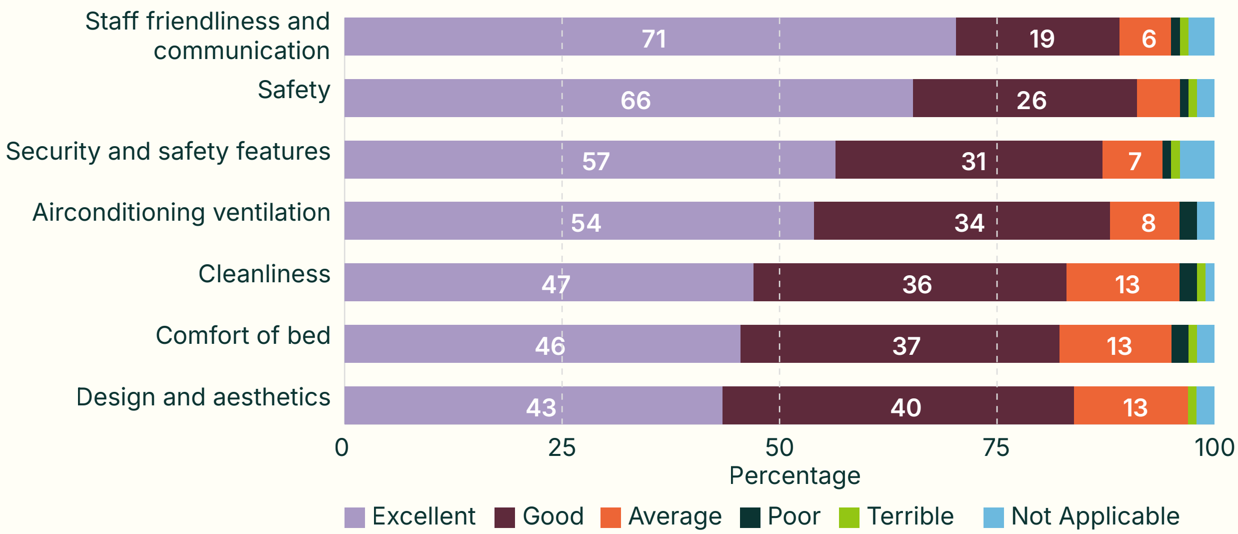


Figure 106: Amenity rating by visitors staying at hotels/guesthouses

2. Adequate but inconsistent (table-stakes, not differentiators)

Food quality and safety at guesthouses was also generally seen as reliable, with 41% rating it as "Excellent" and 35% rating it "Good". However, 18-23% of respondents rated food diversity and outlets as "Average" due to limited choices on local islands. Interestingly, Maldivian cuisine was only rated as "Excellent" by 34% of respondents, with 10% citing it as "Not Applicable", showing that the cultural experience is being under-leveraged at guesthouses.

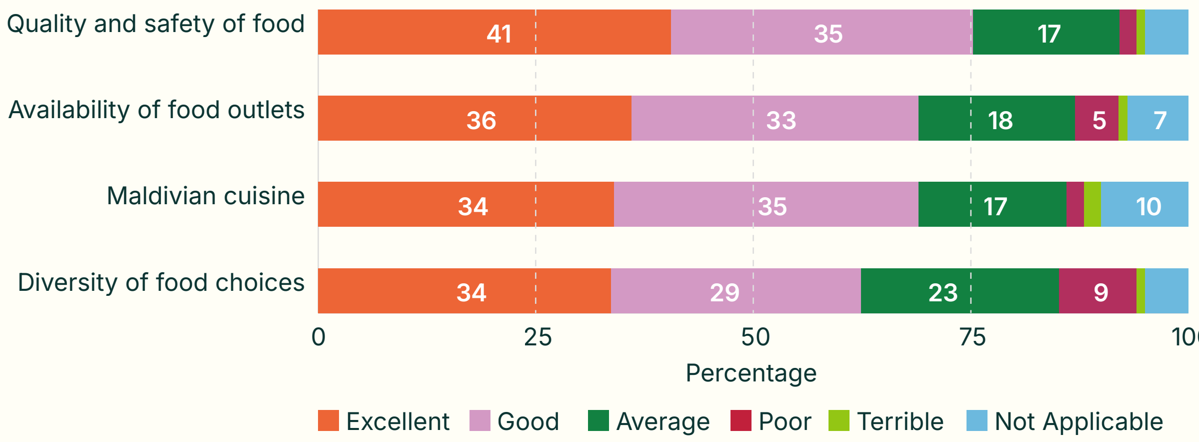


Figure 107: Amenity rating by visitors staying at hotels/guesthouses

3. Clear pressure points (biggest opportunities for improvement)

Opportunities for improvement in guesthouses exist in similar areas as that of resorts. The areas that received the lowest "Excellent" ratings were Internet/Wi-Fi (40%), souvenirs and gifts (34%), laundry and dry cleaning (30%), and international TV channels (27%).

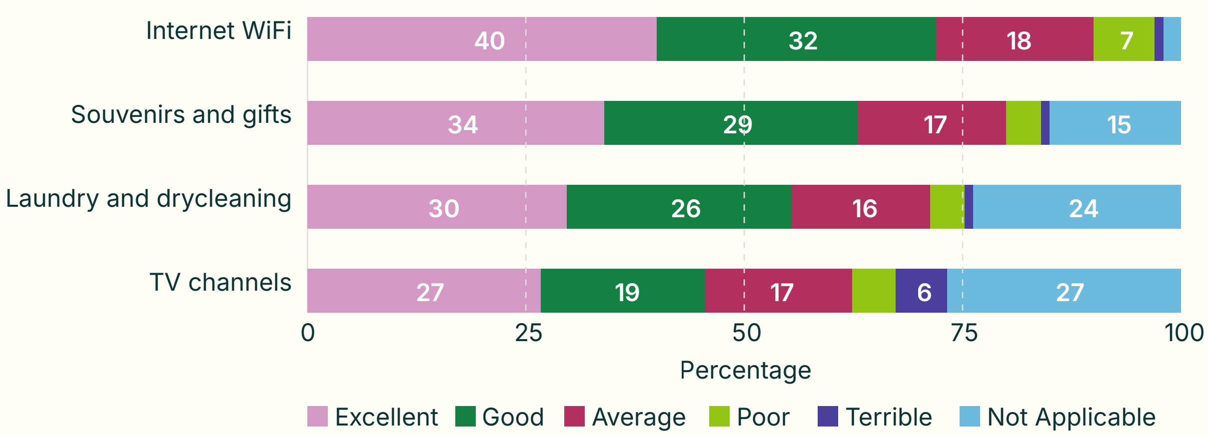


Figure 108: Amenity rating by visitors staying at hotels/guesthouses

G3. SUSTAINABILITY AT PLACE OF STAY

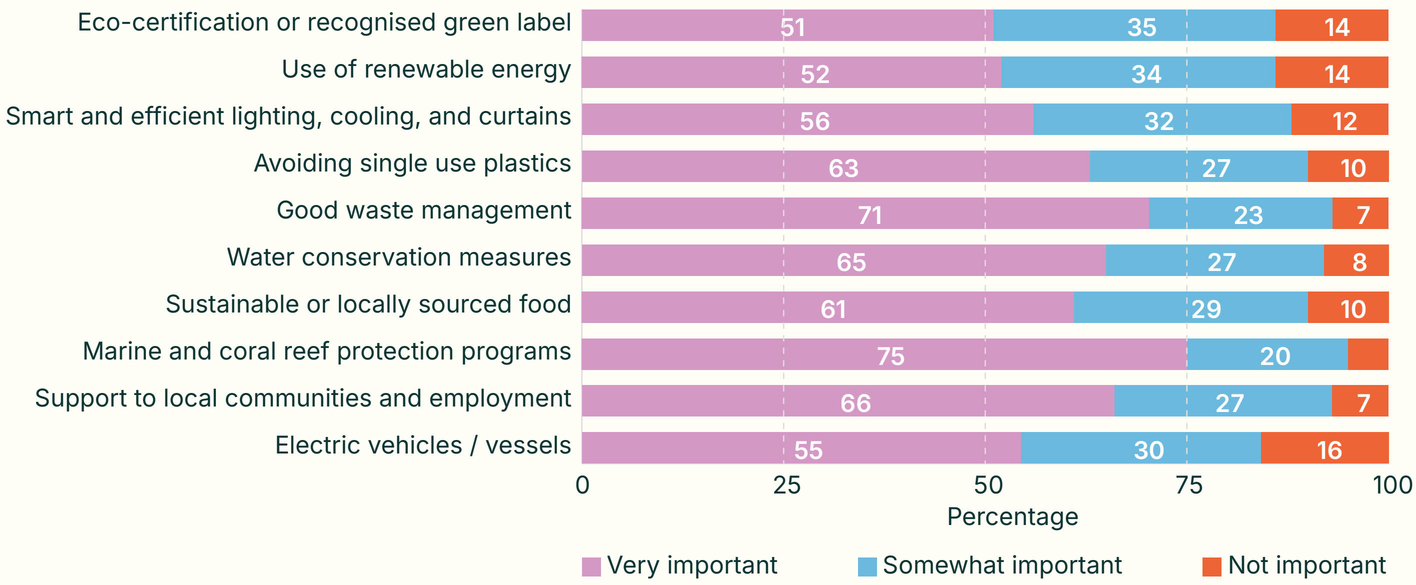


Figure 109: Importance of sustainability practices when choosing resorts to stay

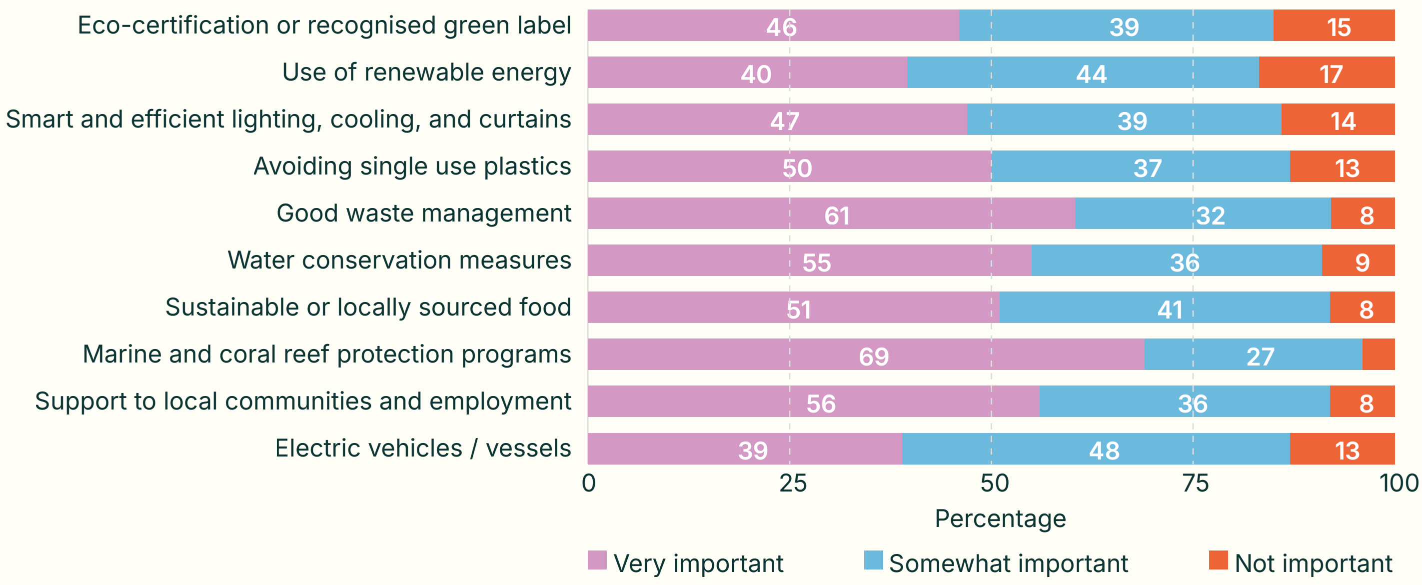


Figure 110: Importance of sustainability practices when choosing hotels/guesthouses to stay

Sustainability performance is perceived as strong and credible, with limited awareness gaps rather than widespread dissatisfaction.

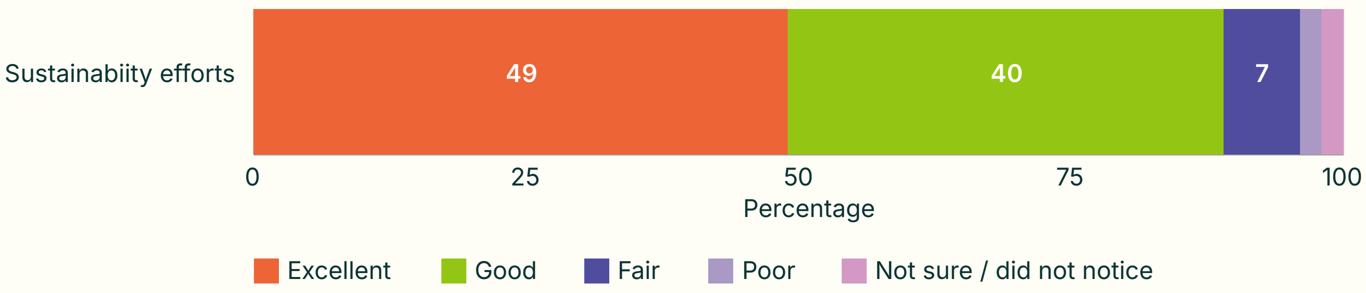


Figure 111: Rating of sustainability efforts at place of stay

G4. WILLINGNESS TO PAY

Across resorts, hotels/guesthouses, and liveaboards, ~75% of visitors are open to paying an eco-premium, but over half are price-sensitive—making clear value, transparency, and modest pricing the key to monetisation.

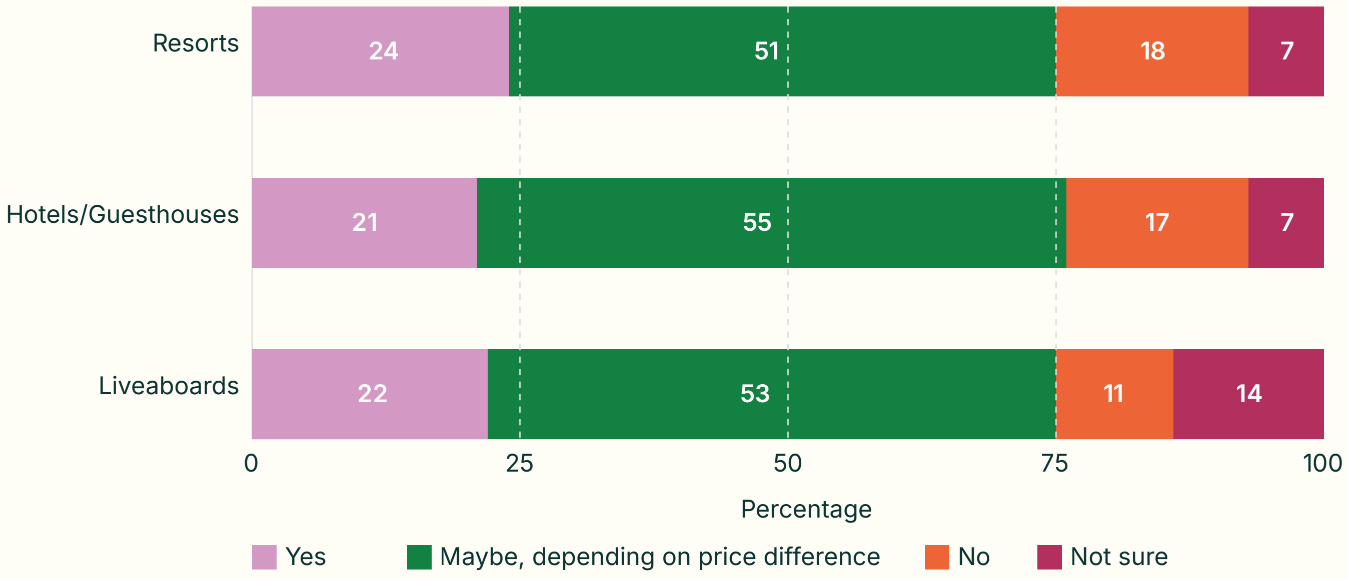


Figure 112: Willingness to pay for premium for eco-certified accommodation

H: EXPERIENCES AND ACTIVITIES

H1. SNORKELLING/DIVING

Snorkelling/diving is a core experience for over three-quarters of visitors and materially shapes the satisfaction of their visit to the Maldives.

77% of respondents partook in snorkelling during their trip to the Maldives, with snorkelling receiving a consistently high satisfaction rating among respondents.

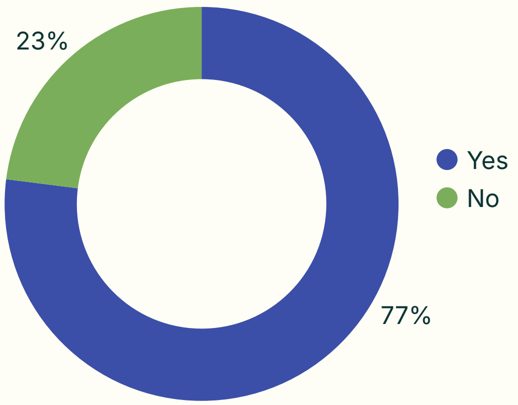


Figure 113: Visitors who experienced snorkelling/diving

Service quality, safety, guides and facilities consistently scored "Excellent" and "Good" ratings, receiving 85-90% positive ratings with respondents, while coral health and crowding received higher "Average" ratings compared to other categories. While most respondents had a positive experience, sustaining coral health and managing crowding are critical to protect long-term competitiveness of the Maldives snorkelling environment.

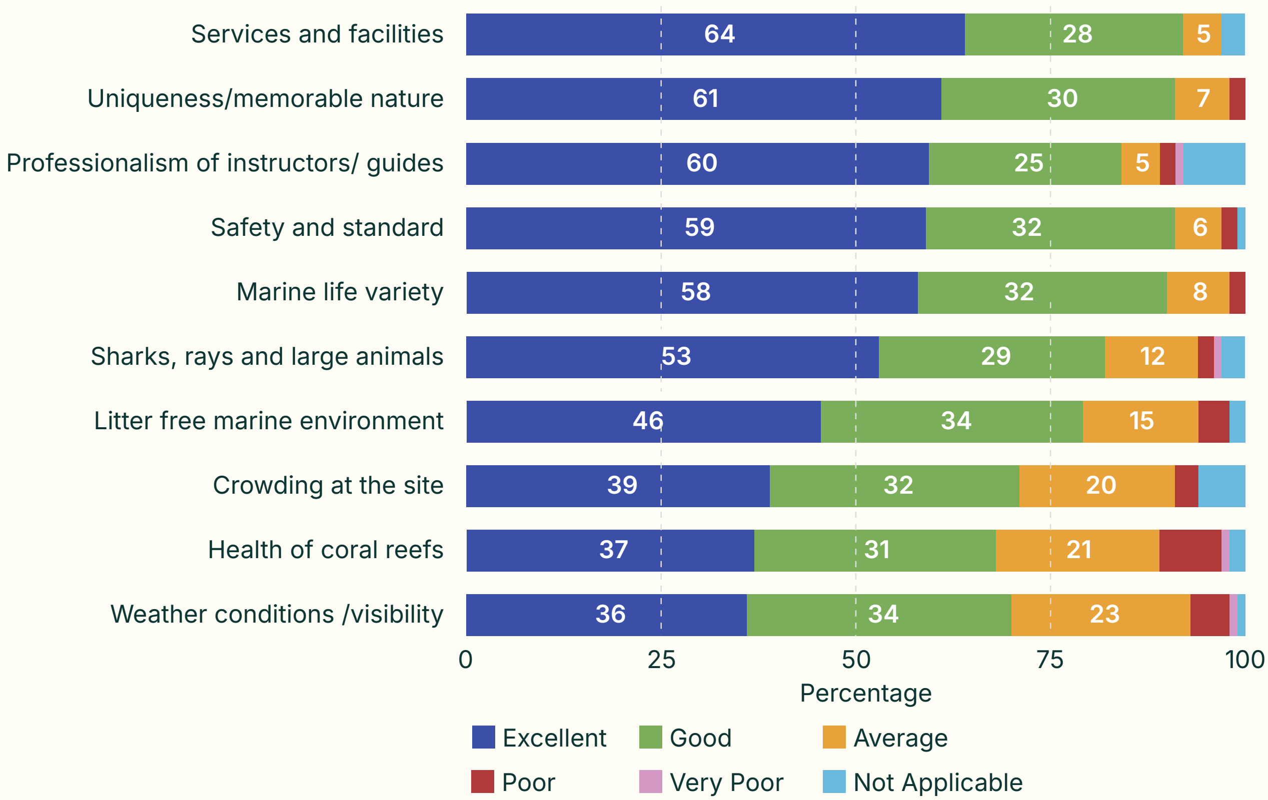


Figure 114: Rating of snorkelling/diving experience

H2. WILDLIFE ENCOUNTERS

Wildlife encounters are experienced by just over half of visitors, indicating strong interest but also significant headroom for growth.

54% of respondents had a wildlife encounter, with manta rays, dolphins and sharks being the most encountered animals.

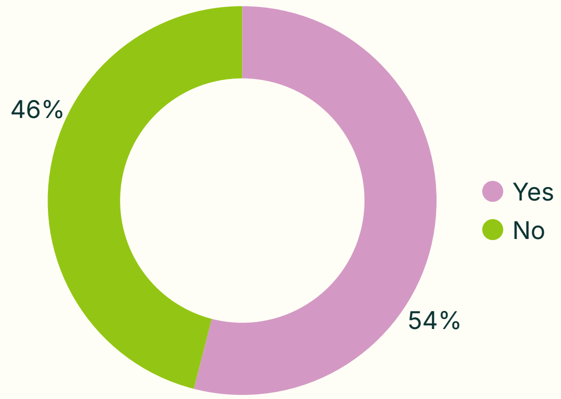


Figure 115: Visitors who had wildlife encounter experience

Wildlife encounters were heavily concentrated in manta ray (35%) and shark (33%) experiences, reinforcing these species as flagship icons for Maldives branding. 23% of respondents also went dolphin watching while 9% went whale shark watching.

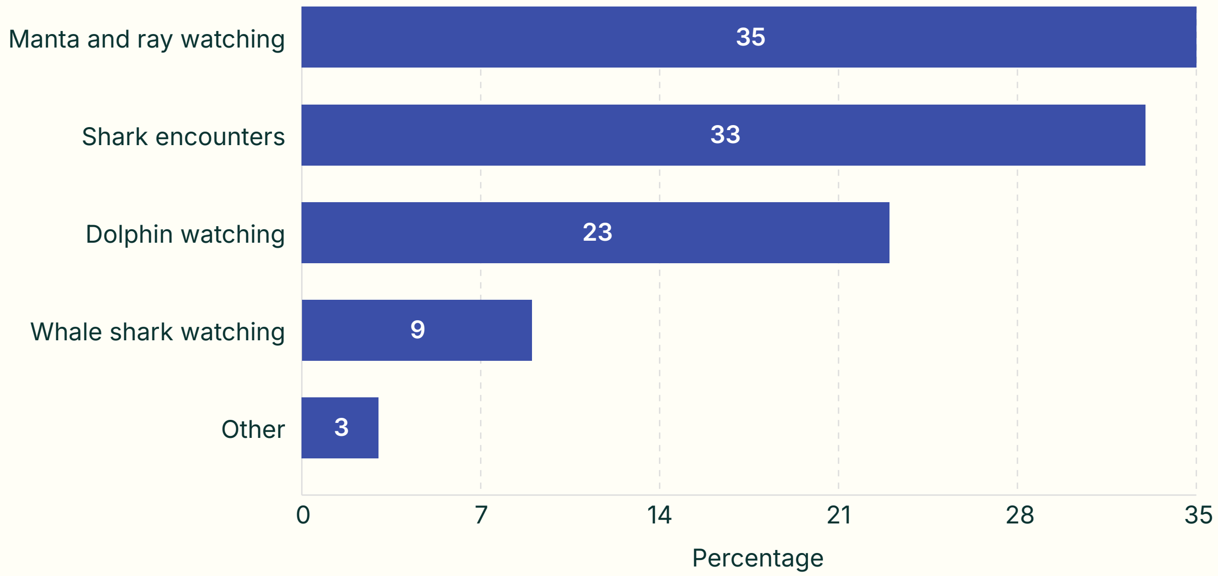


Figure 116: Types of wildlife encounter experiences

Wildlife encounters are world-class—but crowding and uneven sustainability practices risk eroding the experience.

94% of respondents rated wildlife proximity as "Excellent" or "Good", while professionalism (89%) and safety and standards (88%) were also rated highly amongst respondents. About 84% of respondents rated sustainability and 82% of respondents also rated boat condition and comfort as "Excellent" or "Good,". The lowest rated category was crowding at wildlife watching sites, with only 43% rating this as "Excellent" suggesting crowding at site not being a major issue and 20% rating crowding at site as somewhat an issue rating it as "Average (12%)" and some rating it as poor or very poor suggesting it to be a big problem.

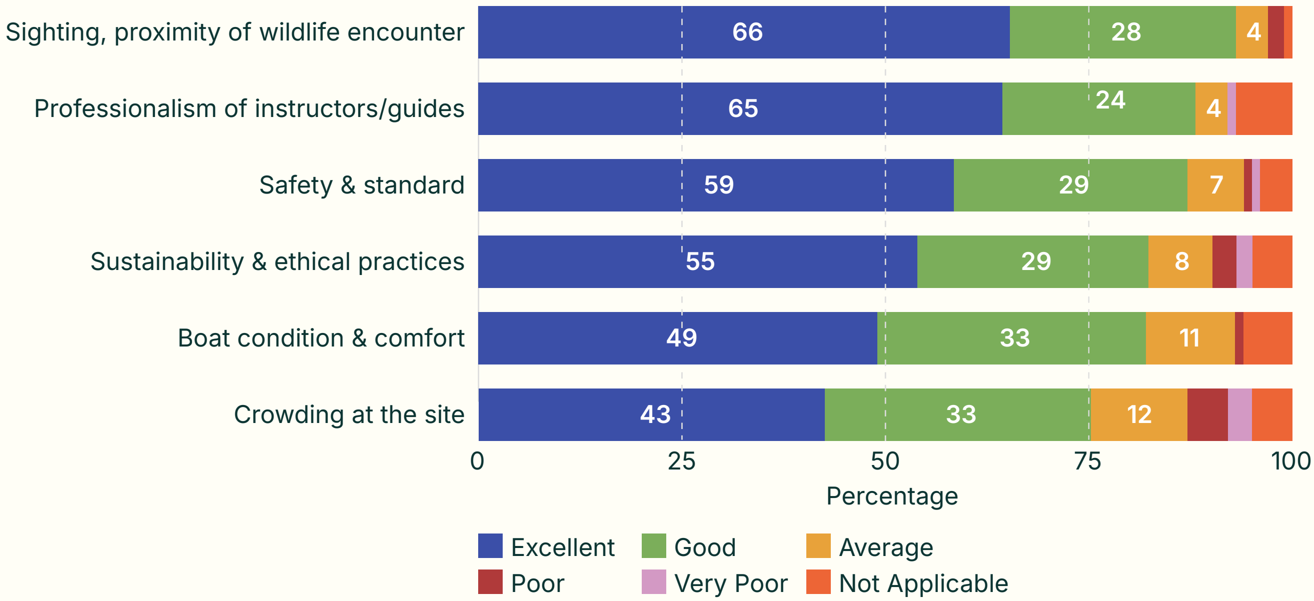


Figure 117: Rating of wildlife encounter experiences

H3. EXCURSIONS

Less than one-third of visitors participate in excursions, indicating that excursions are not a core driver of the holiday experience for most travellers.

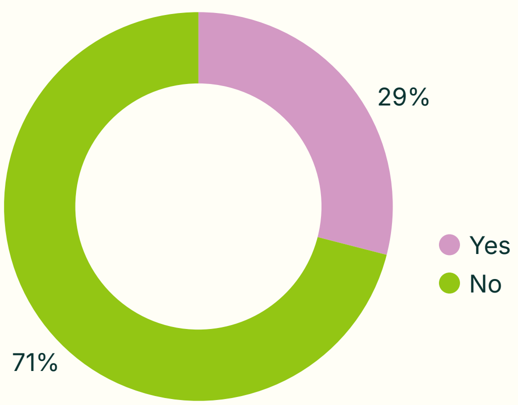


Figure 118: Visitors who had wildlife encounter experience

Type of excursions

Amongst the respondents who participate in excursions 65% choose sandbank trips and 20% visit local islands. Other excursions included a visit to Male' (9%), picnics on uninhabited islands (6%) and trips to cultural heritage sites (1%).

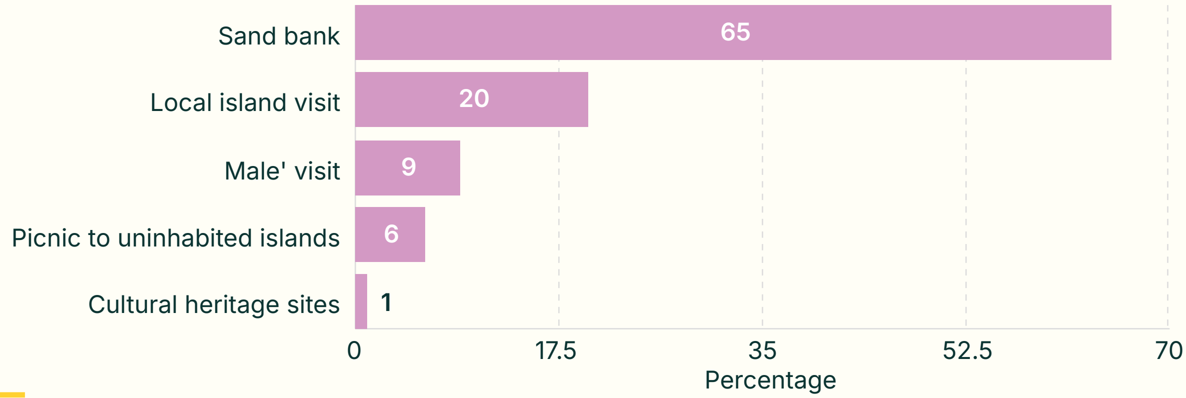


Figure 119: Types of excursion experiences

Rating of excursions

Maldives beaches deliver exceptional access, privacy, and uniqueness—cleanliness is the key vulnerability.

The Maldives beach proposition is a clear strength, with the uniqueness and memorability of the nature being rated "Excellent" among 64% of respondents. Additionally, accessibility, privacy and safety were all rated "Excellent" or "Good" by 85-90% of respondents. The professionalism of the guides was also rated as "Excellent" by 67% of respondents, making it the category with the highest "Excellent" ratings. Cleanliness was rated slightly lower, with 14% of respondents rating this as "Average".

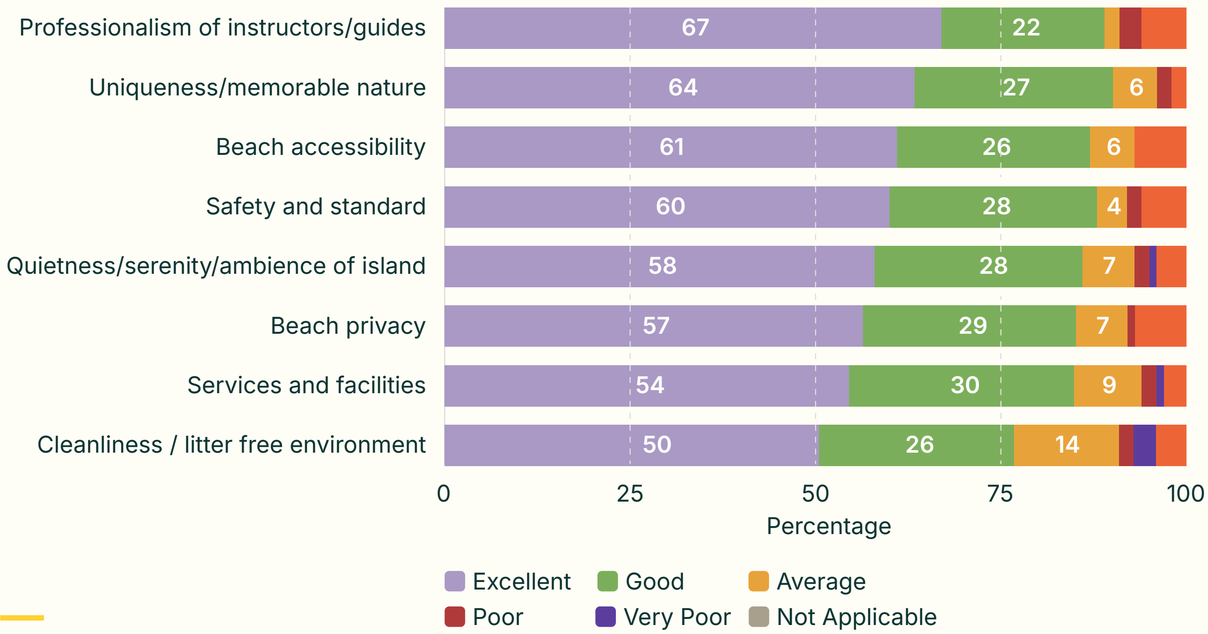


Figure 120: Visitors rating of excursion experience

H4. SURFING

Surfing is a niche but world-class experience—exceptional quality, undertaken by only 2% of visitors.

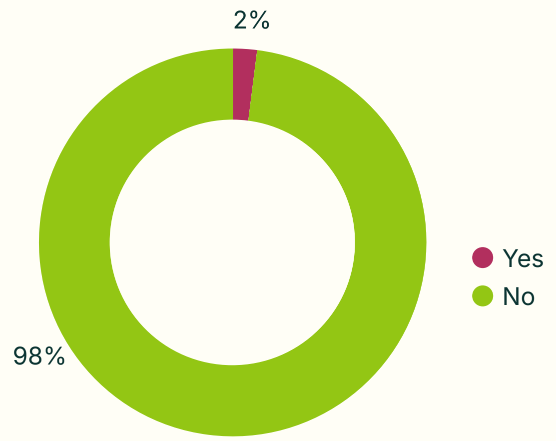


Figure 121: Visitors who experienced surfing

H5. FISHING

Fishing is a minority activity, undertaken by roughly 1 in 10 visitors.

Only 11% of respondents engaged in fishing, and it seems to appeal to a specific interest segment rather than a mainstream leisure

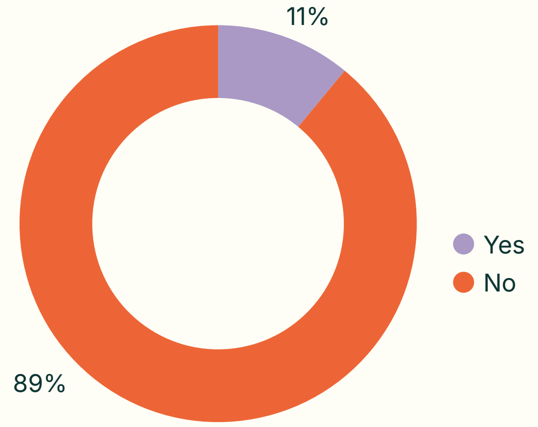


Figure 122: Visitors who experienced fishing and their rating of experience

Type of fishing

Fishing remains a niche activity, with demand concentrated in experiential and low-impact formats.

A majority of respondents who partook in fishing participated in night reef fishing (39%) and sports fishing (33%), with a further 24% participating in catch and release fishing.

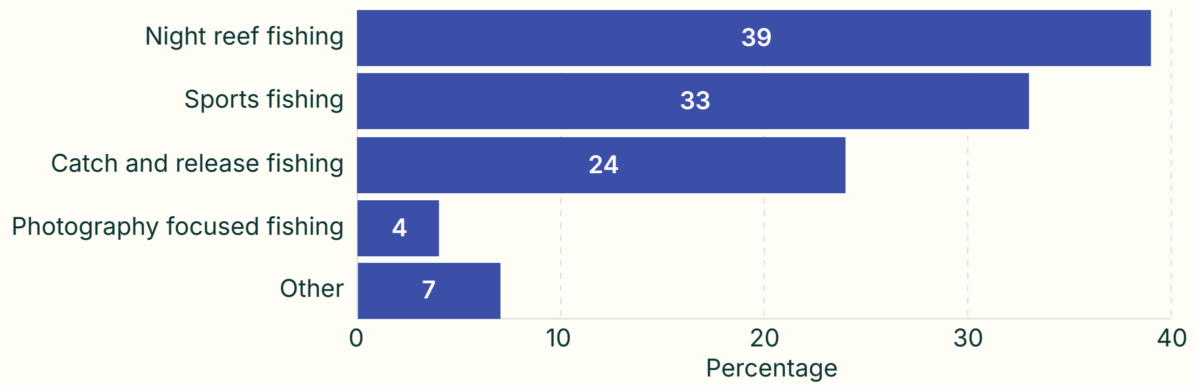


Figure 123: Types of fishing experiences

Rating of fishing

Fishing delivers a highly positive and memorable experience for participants, with strong performance in environmental stewardship and overall trip quality. Across most categories, over 80% of respondents rated their experience as either “Excellent” or “Good”.

Respect for marine habitat received the strongest ratings, with 91% positive responses, while memorability of the experience (88%), fishing spot quality (86%), and successful catch (82%) also scored highly. Fishing equipment and boat setup received comparatively lower ratings, with 18% of respondents rating it as “Average” or “Very Poor”, indicating some room for operational improvement. Professionalism of the crew showed more mixed perceptions, with a majority rating it as “Average”.

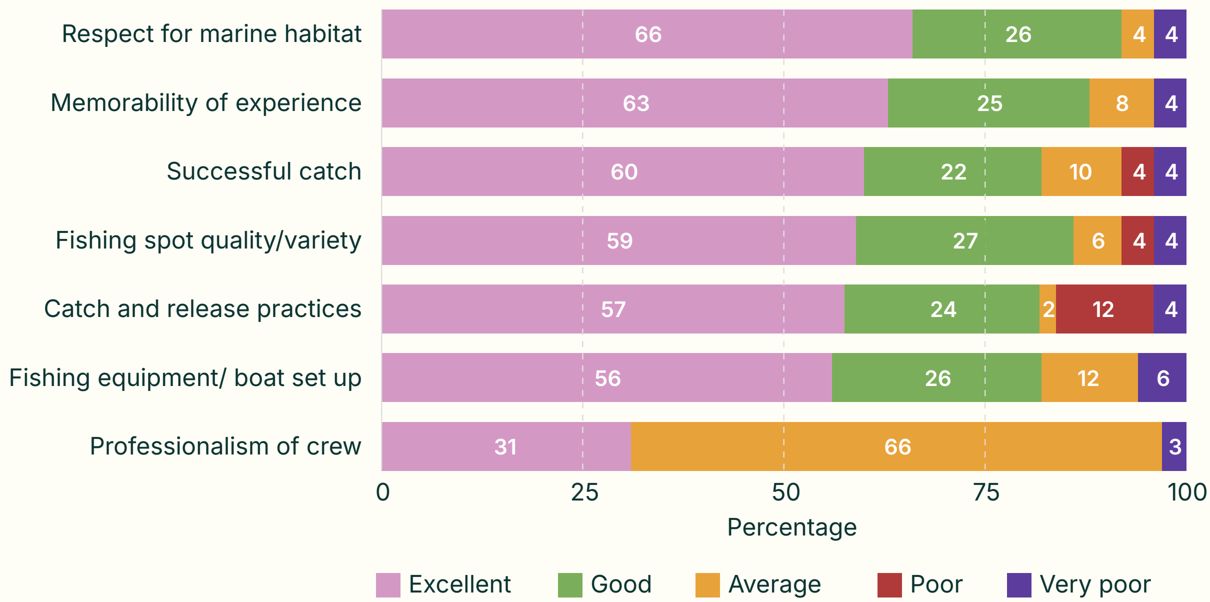


Figure 124: Rating of fishing experience

H6. BEACH EXPERIENCE

Maldives beaches score exceptionally across all stays, with resorts delivering a clear premium experience while guesthouse beaches remain highly rated but more variable.

Resort beaches outperformed those on inhabited islands, with 76% of respondents who stayed on resorts rating beaches as “Excellent”, in comparison to 63% of those who stayed at guesthouses in inhabited islands. This is likely driven by controlled beachfront access, landscaping, cleaning frequency and crowd management. There were marginal poor ratings and no terrible ratings for beaches amongst respondents, indicating any issues are localised rather than systemic.

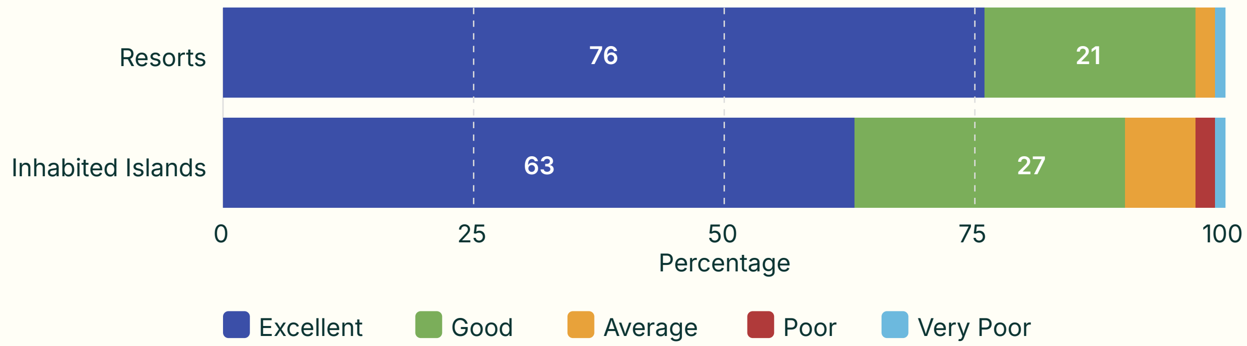
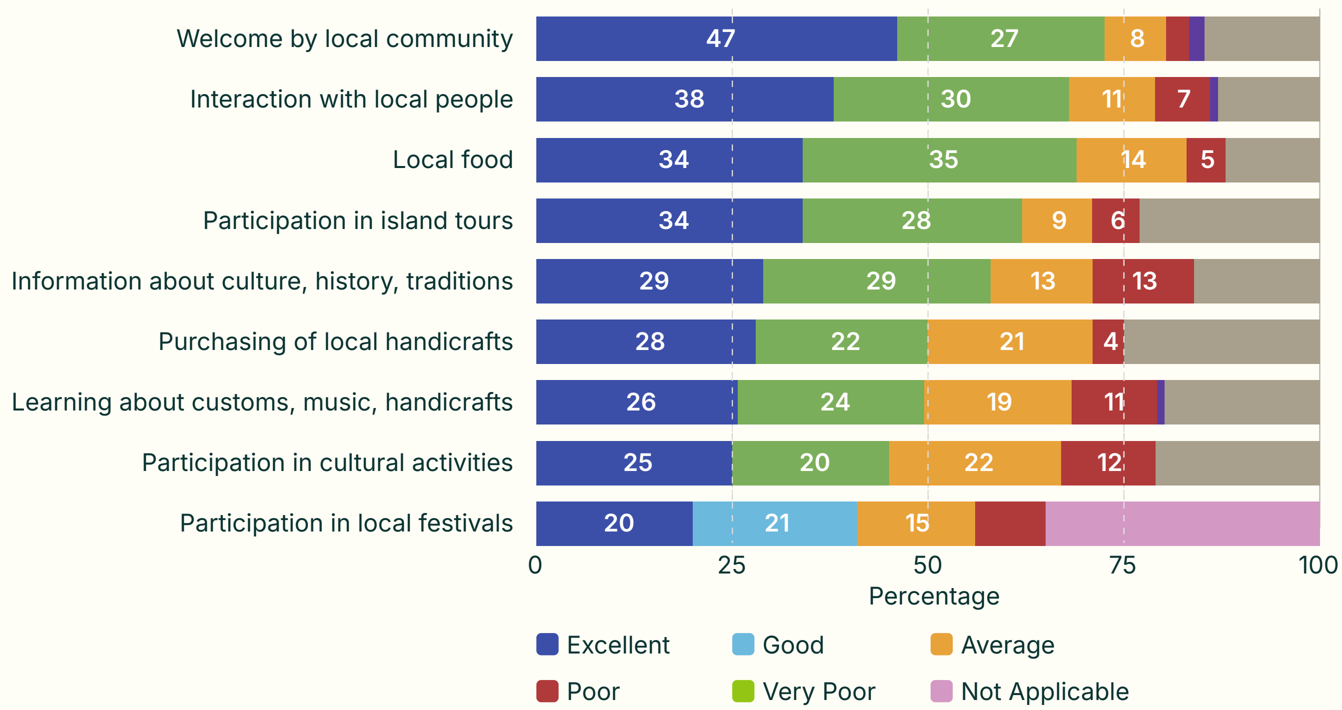


Figure 125: Rating of beach experience in tourist resorts and inhabited islands

H7. CULTURAL AND COMMUNITY INTERACTIONS

Guesthouses deliver on authenticity and social connection but under-monetise and under-structure cultural participation due to limited information and access rather than experience quality.

Among guesthouse experiences, welcome by the local community (74%) and interaction with local people (68%) scored the highest amount of "Excellent" and "Good" ratings, indicating the strong social capital and hospitality on local islands, even where formal cultural programming is limited. Local food (69%) and island tours (62%) were also commonly scored as "Excellent" and "Good" by respondents. Information is a weakest link in cultural and community experiences, with only 58% of respondents rating cultural information as "Excellent" or "Good".



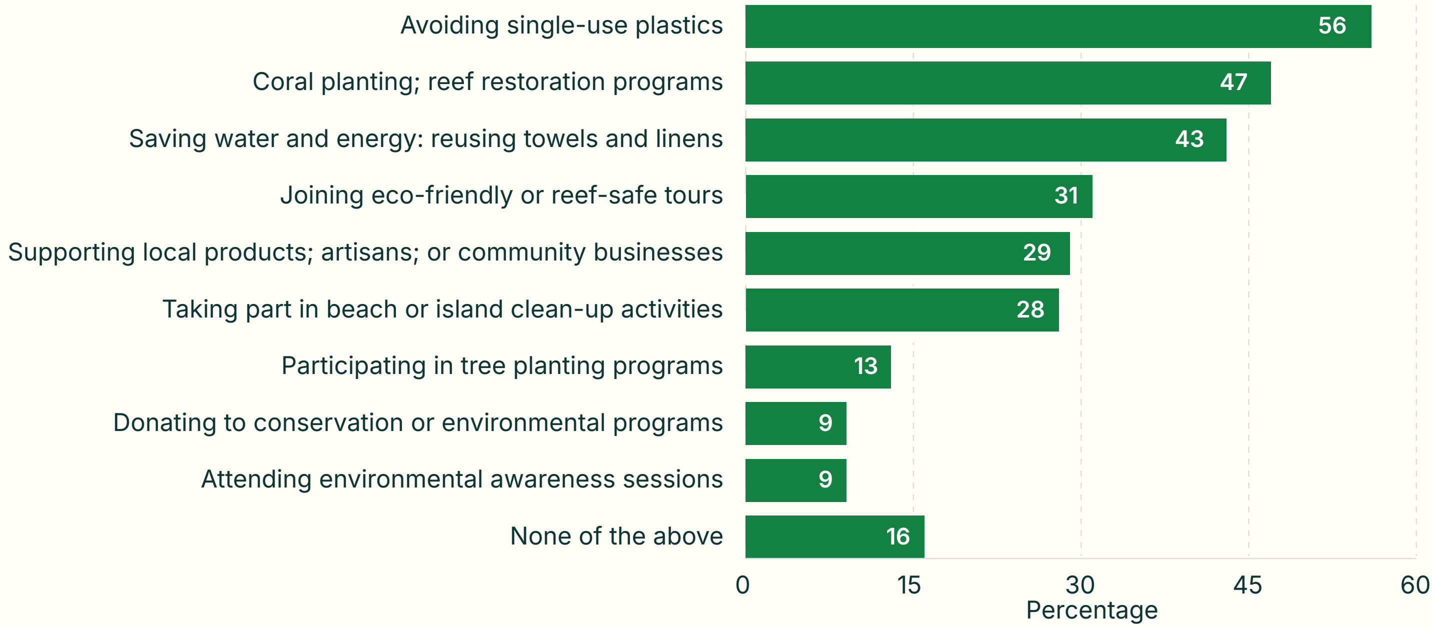
* This question was asked from visits who stayed in hotel/guesthouses. Answers are from 151 respondents.

Figure 126: Rating of cultural and community experiences

H8. IMPORTANCE OF SUSTAINABILITY ACTIVITIES

Visitors to the Maldives prioritise sustainability actions that are effortless, marine-focused, and experiential—while abstract or passive initiatives have limited appeal.

Visitors placed greatest importance on avoiding single-use plastics (56%), highlighting strong concern for visible environmental impact. This is followed by coral planting and reef restoration programs (47%) and saving water and energy through reusing towels and linens (43%), indicating that marine protection and resource conservation are key priorities. Around 31% consider joining eco-friendly or reef-safe tours important, while 29% value supporting local products and community businesses, and 28% prioritize participating in beach or island clean-ups. More structured or commitment-based initiatives rank lower, including tree planting (13%), attending environmental awareness sessions (9%), and donating to conservation programs (9%). Meanwhile, 16% indicated that none of these activities are important to them.



∗Multiple responses allowed; % of total respondents, n = 436

Figure 127: Visitor perception of sustainability activities

I: VISITOR SPEND

13. PRICES VERSUS EXPECTATION

Visitors accept premium pricing for core essentials, but discretionary experiences—especially souvenirs and spa treatment—are where price expectations most often break down.

Core holiday components are broadly seen as fair value, with accommodation, meals, water and soft drinks being predominantly rated as "value for money" amongst 53-58% of respondents, indicating that pricing expectations for the core Maldives experience are largely met. Areas that were considered to be expensive amongst respondents included gifts and souvenirs (42%), spa treatments (40%), excursions (33%), diving (30%) and alcoholic beverages (29%). Domestic air and marine transport were often seen as value for money amongst 43-46% of respondents, while around 23-27% of respondents considered transport to be expensive.

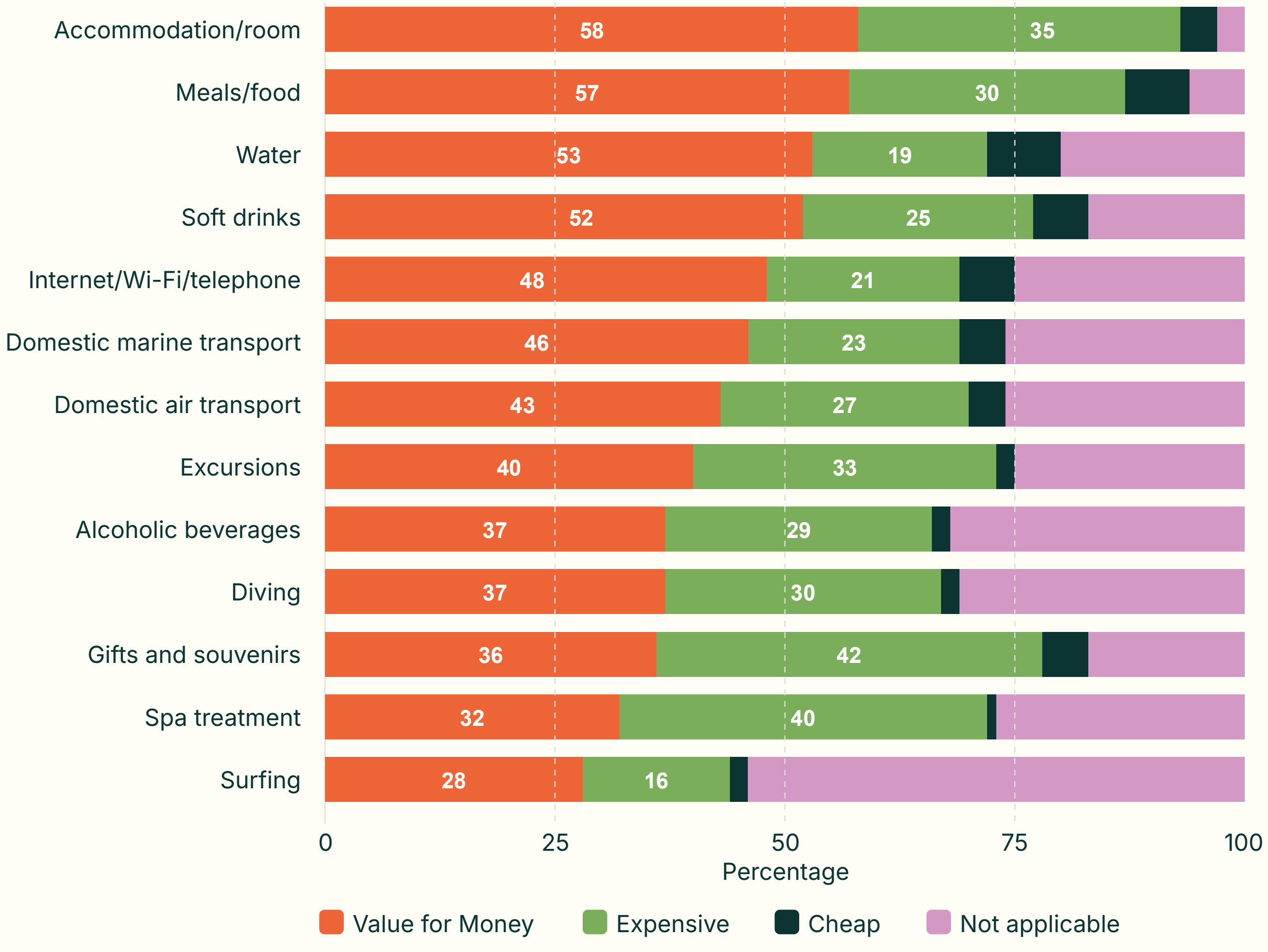


Figure 132: Perception of prices charged in the Maldives vs expectation

15. TRAVEL INSURANCE

Insurance uptake is high but fragile coverage is driven more by existing policies than informed purchase, while lack of awareness remains the single largest barrier among uninsured visitors.

59% of respondents had travel insurance for their trip, while 41% did not.

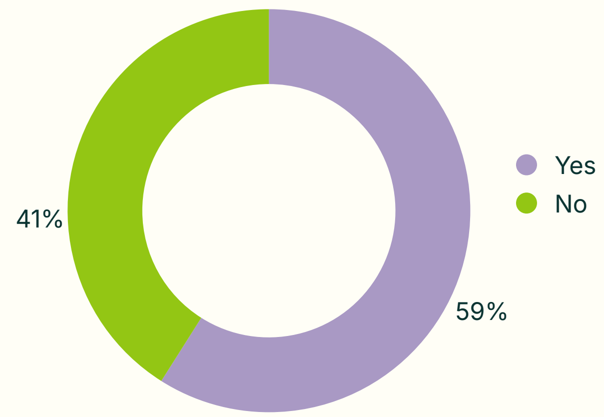
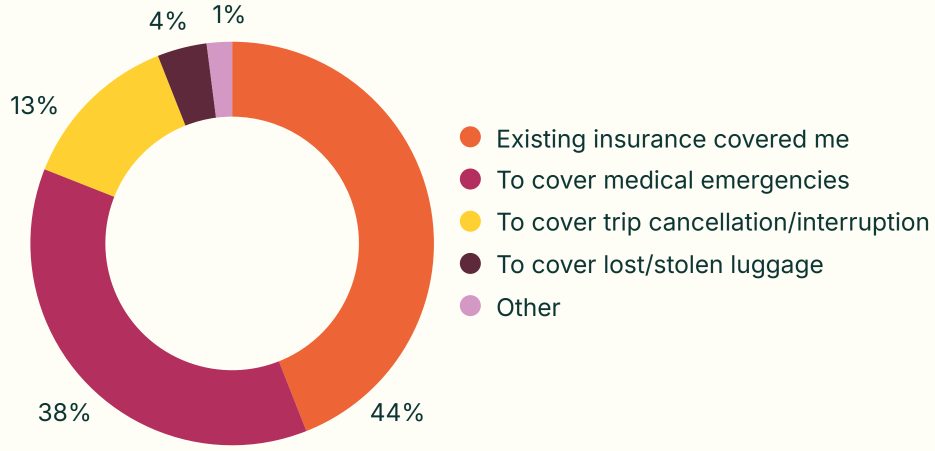


Figure 135: Visitors covered by insurance and perception of insurance

Reason for buying insurance

Of those who had travel insurance, 44% of respondents relied on pre-existing insurance (annual, bank, or credit card-linked), rather than purchasing trip-specific policies. Health coverage (38%) was the strongest explicit reason for insurance purchase while trip cancellation (13%) and baggage protection (4%) play a much smaller role.

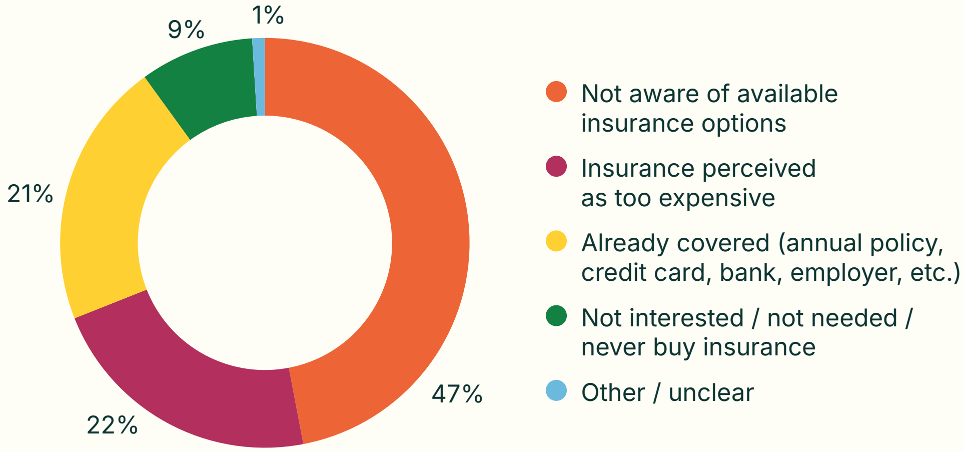


N=285 respondents

Figure 136: Reason for buying insurance

Reason for not buying insurance

Of those who did not purchase travel insurance, 47% of them were not aware of available insurance options while 22% perceived insurance as being too expensive.



N=161 respondents

Figure 137: Reason for not buying insurance

SUMMARY OF FINDINGS

The findings of the Maldives Visitor Survey 2025 reaffirm the Maldives' position as a premium, first-choice destination within the global tourism market.

78%
First-Choice Destination

68%
Single-Destination Visitors

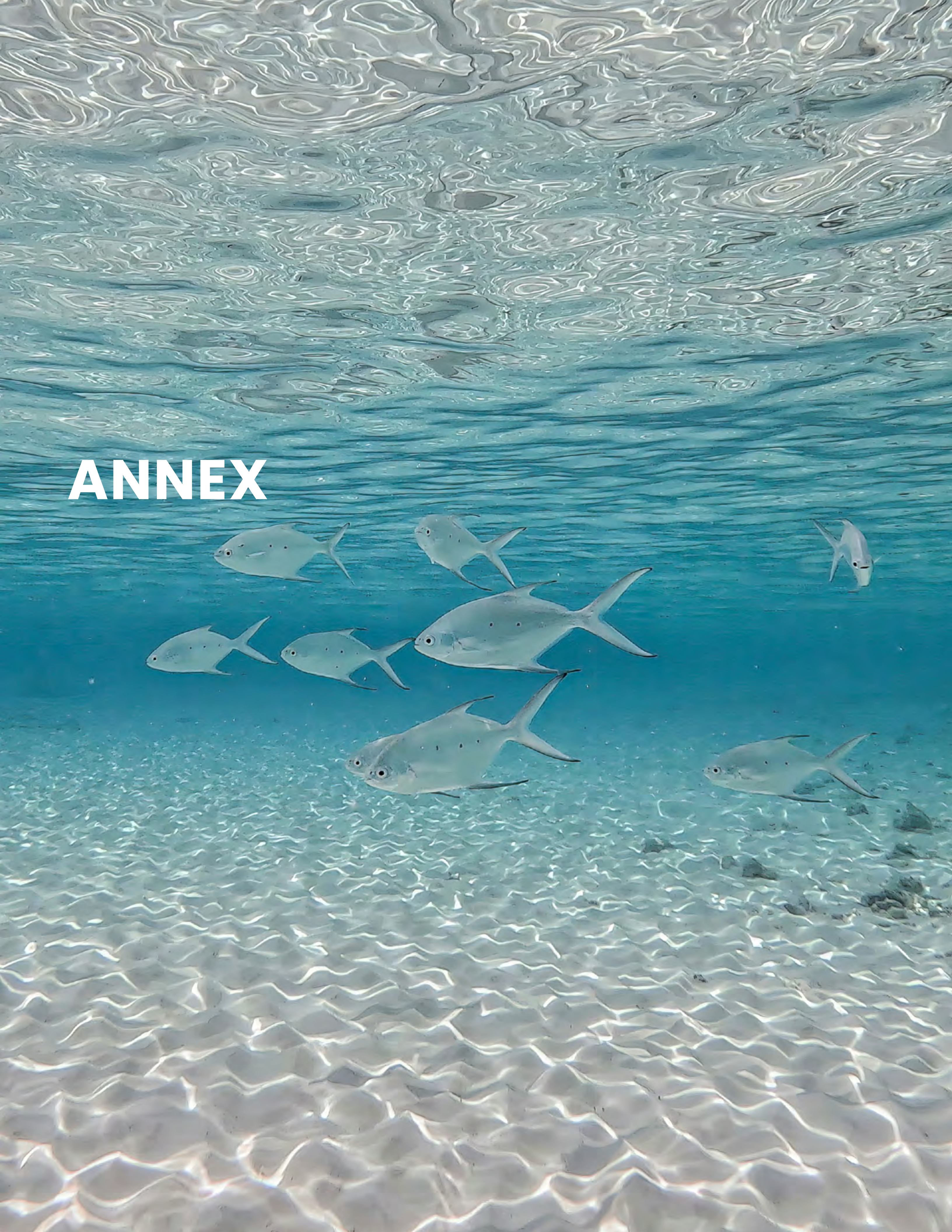
73%
First-Time Visitors

>80%
Strong Intent to Return

68%
Recommend 10/10

83%
report a smooth journey

ANNEX



ANNEX 1: SURVEY QUESTIONNAIRE

SECTION A: VISITOR CHARACTERISTICS

A1.1 Airline (Please type in the airline you are flying on)

Airline: ....

A1.2 Gender (Please select your gender)

- [ ] a. Female
- [ ] b. Male
- [ ] c. Prefer not to say

A2 Nationality

Nationality: ....

A2.1 Please enter your Place of Residence

City: ....

Country: ....

A3 What is your age group? (Please select your age range)

- [ ] a. Below 20 years
- [ ] b. 21–28 years
- [ ] c. 29–44 years
- [ ] d. 45–60 years
- [ ] e. 61–79 years
- [ ] f. 80 years or above

A4 What is your main occupation or work status? (Select one option that best describes)

- [ ] a. Business owner / manager / entrepreneur
- [ ] b. Professional
- [ ] c. Content creator / influencer / blogger / podcaster
- [ ] d. Creative professional
- [ ] e. Digital / technology professional
- [ ] f. Service or sales worker

- [ ] g. Skilled worker / technician
- [ ] h. Clerical / administrative employee
- [ ] i. Retired
- [ ] j. Unemployed / not currently working
- [ ] k. Homemaker
- [ ] l. Student

A5 With whom are you travelling on this trip? (Select the option that best describes your travel group)

- [ ] a. Partner / spouse only
- [ ] b. Family with children
- [ ] c. Multigenerational family
- [ ] d. Friends or a group of friends
- [ ] e. Family and friends' group
- [ ] f. Organised tour group
- [ ] g. Colleagues / study group
- [ ] h. Alone (solo traveller)
- [ ] i. Other (please specify): __________

A6 How many people are in your travel party (including yourself)?

Adults: _____ Children: _____

A8 Where did you stay on this trip to the Maldives?

- [ ] a. Resort
- [ ] b. Hotel / Guesthouse
- [ ] c. Homestay / Airbnb
- [ ] d. Boat / Safari Vessel

A8.1 Please select all the resorts you stayed at and enter the number of nights for each

Resort: .... Nights: _____

(Stayed at multiple resorts? Please list additional resorts below)

A8.2 Please select all the islands you stayed at and enter the number of nights at each

Island: ....

Island not listed? ....

Accommodation Name: ....

No. of Nights: _____

(Stayed on multiple islands? Please list additional islands below)

A8.3 Please select all the boats / safari vessels you stayed on and enter the number of nights for each

Boat / Safari vessel: .... Nights: _____

(Stayed on multiple boats / safari vessels? Please list below)

SECTION B: DREAMING AND PLANNING

B1 We're curious about what kind of traveller you really are! There are no right or wrong answers — just choose what feels most like you or your travel companion! (Select the two options that best apply)

- [ ] a. Romantic traveller
- [ ] b. Luxury seeker
- [ ] c. Sun and sand relaxer
- [ ] d. Wellness seeker
- [ ] e. Adventurer / water-sports enthusiast
- [ ] f. Family holidaymaker
- [ ] g. Sustainable / eco-conscious traveller
- [ ] h. Familiarity seeker / repeat visitor
- [ ] i. Value-conscious traveller / price sensitive
- [ ] j. Cultural explorer / experiential / immersive
- [ ] k. Digital nomad / remote worker
- [ ] l. Solo traveller / Memooner
- [ ] m. Food lover / foodie traveller
- [ ] n. Business + leisure, incentive traveller
- [ ] o. Other (please specify): __________

B2 How did you first learn about the Maldives?

- [ ] a. Family or friends' recommendation
- [ ] b. Travel agency or tour operator
- [ ] c. Social media
- [ ] d. Online travel websites
- [ ] e. Visit Maldives website / Instagram

- [ ] f. Resort / Hotel / Guesthouse website
- [ ] g. TV, radio, magazines, newspaper, or outdoor advertising
- [ ] h. Influencers, travel and lifestyle bloggers
- [ ] i. Guidebook
- [ ] j. Fairs / Exhibitions
- [ ] k. Artificial Intelligence
- [ ] l. Other (please specify): __________

B3 What motivated you to choose the Maldives for this trip? (Select up to three options)

[If resort / guesthouse / boat]

- [ ] a. Beaches
- [ ] b. Underwater beauty / marine wildlife encounters
- [ ] c. Peacefulness
- [ ] d. Weather
- [ ] e. Uniqueness / small islands
- [ ] f. Privacy
- [ ] g. Reputation / well-known / recommended by others
- [ ] h. Bucket-list destination
- [ ] i. Surf spots
- [ ] j. Luxury resorts
- [ ] k. Sustainable resorts
- [ ] l. Good food, wine
- [ ] m. Quality and diversity of wellness programs
- [ ] n. Local culture
- [ ] o. Other (please specify): __________

B4 What experiences / activities were you seeking on this trip to the Maldives?

[If resort / guesthouse / boat]

- [ ] a. Diving
- [ ] b. Snorkelling
- [ ] c. Honeymoon
- [ ] d. Wedding / vow renewal
- [ ] e. Special occasion
- [ ] f. Rest and relaxation
- [ ] g. Health and wellness

- [ ] h. Surfing
- [ ] i. Fishing
- [ ] j. Sailing
- [ ] k. Family or friends gathering / reunion
- [ ] l. Other (please specify): ________

B5 Was Maldives your first choice for this holiday?

- [ ] a. Yes
- [ ] b. It was among the top few choices
- [ ] c. No, it was a backup option

B5.1 What other destinations did you consider before choosing the Maldives?
[If answer b or c above]

[If resort / guesthouse]

- [ ] a. Seychelles
- [ ] b. Mauritius
- [ ] c. Bali / Indonesia
- [ ] d. Santorini / Greek islands
- [ ] e. Thailand
- [ ] f. Fiji
- [ ] g. Caribbean islands
- [ ] h. Punta Mita / Mexico
- [ ] i. Paris / France
- [ ] j. Costa Rica
- [ ] k. Bora Bora (French Polynesia)
- [ ] l. Sri Lanka
- [ ] m. India
- [ ] n. Dubai
- [ ] o. Saudi Arabia
- [ ] p. Other (please specify): ________

[If liveaboard]

- [ ] a. Thailand
- [ ] b. Indonesia
- [ ] c. Philippines
- [ ] d. Malaysia
- [ ] e. Egypt

- [ ] f. Croatia
- [ ] g. Greece
- [ ] h. Andaman
- [ ] i. Other (please specify): __________

B5.2 What finally made you decide to choose the Maldives over other destinations?

[If resort / guesthouse]

- [ ] a. Better beaches and scenery
- [ ] b. More exclusive or private
- [ ] c. Safer / more peaceful destination
- [ ] d. Recommended by others
- [ ] e. Easier to reach / better flight connections
- [ ] f. Better resort options or deals
- [ ] g. Brand of resort / hotel / royalty membership
- [ ] h. Better facilities and experiences
- [ ] i. Better service
- [ ] j. Previous positive experience
- [ ] k. Other (please specify): __________

[If liveaboard]

- [ ] a. Better dive / surf / fishing spots
- [ ] b. More exclusive or private
- [ ] c. Safer / more peaceful destination
- [ ] d. Recommended by others
- [ ] e. Easier to reach / better flight connections
- [ ] f. Better boats / options or deals
- [ ] g. Better facilities and experiences
- [ ] h. Better service
- [ ] i. Previous positive experience
- [ ] j. Other (please specify): __________

B7 When did you decide to visit the Maldives for this trip?

- [ ] a. Less than 1 month before the trip
- [ ] b. 1–2 months before the trip
- [ ] c. 3–5 months before the trip
- [ ] d. 6–12 months before the trip
- [ ] e. More than 1 year before the trip

B8 Which platforms / services did you use to get information and plan your trip to the Maldives? (Please tick all relevant boxes)

- [ ] a. Travel websites
- [ ] b. Social media platforms
- [ ] c. Flight comparison sites
- [ ] d. Online communities and forums
- [ ] e. Online travel blogs
- [ ] f. Internet search
- [ ] g. Activity clubs and associations
- [ ] h. Travel agency, tour operator
- [ ] i. Visit Maldives
- [ ] j. Artificial Intelligence
- [ ] k. Other (please specify): __________

B8.1 If options a–e selected, please specify which platform: ____________________________

B10 What were the main reasons you chose to stay in this resort / island? (Select up to three options)

[If resort]

- [ ] a. Luxury, comfort
- [ ] b. Service quality
- [ ] c. Privacy and exclusivity
- [ ] d. Availability of desired facilities
- [ ] e. Brand familiarity or previous experience
- [ ] f. Unique experience
- [ ] g. Family / child friendly
- [ ] h. Adult-only environment
- [ ] i. Halal friendly
- [ ] j. Location and access
- [ ] k. Sustainability / eco-friendly practices
- [ ] l. Recommendations or good reviews
- [ ] m. Package deal or special promotion
- [ ] n. Availability during preferred travel dates
- [ ] o. Others (please specify): __________

[If guesthouse]

- [ ] a. Affordable price / value for money

- [ ] b. Authentic local experience
- [ ] c. Interaction with local communities
- [ ] d. Availability on preferred island or location
- [ ] e. Halal friendly
- [ ] f. Location and access to multiple dive sites / beaches / islands / adventures
- [ ] g. Simplicity and relaxed atmosphere
- [ ] h. Sustainability / eco-friendly practices
- [ ] i. Recommendations or good reviews
- [ ] j. Package deal or special promotion
- [ ] k. Availability during preferred travel dates
- [ ] l. Others (please specify): __________

[If liveaboard]

- [ ] a. Luxury, comfort
- [ ] b. Service quality
- [ ] c. Brand familiarity or previous experience
- [ ] d. Unique experience
- [ ] e. Adult-only environment
- [ ] f. Affordable price / value for money
- [ ] g. Location and access to multiple dive / surf / fishing sites / adventures
- [ ] h. Simplicity and relaxed atmosphere
- [ ] i. Sustainability / eco-friendly practices
- [ ] j. Recommendations or good reviews
- [ ] k. Package deal or special promotion
- [ ] l. Availability during preferred travel dates
- [ ] m. Others (please specify): __________

B11 During this trip, are you also visiting any other countries besides the Maldives for more than onenight?

- [ ] a. Yes
- [ ] b. No, I am visiting only the Maldives on this trip
- [ ] c. Not sure / prefer not to say

B11.1 If yes, please provide details:

[If yes]

- [ ] a. I visited another country before coming to the Maldives
- [ ] b. I will visit another country after leaving the Maldives

- [ ] c. I visited countries both before and after the Maldives

B11.2 Which country or countries are you visiting before or after your stay in the Maldives?

[If resort or guesthouse]

- [ ] a. Sri Lanka
- [ ] b. India
- [ ] c. United Arab Emirates (Dubai, Abu Dhabi)
- [ ] d. Qatar
- [ ] e. Singapore
- [ ] f. Thailand
- [ ] g. Malaysia
- [ ] h. Indonesia
- [ ] i. Turkey
- [ ] j. Other (please specify): __________

[If liveaboard]

- [ ] a. Sri Lanka
- [ ] b. India
- [ ] c. United Arab Emirates (Dubai, Abu Dhabi)
- [ ] d. Qatar
- [ ] e. Singapore
- [ ] f. Thailand
- [ ] g. Malaysia
- [ ] h. Indonesia
- [ ] i. Philippines
- [ ] j. Egypt
- [ ] k. Croatia
- [ ] l. Greece
- [ ] m. Andaman
- [ ] n. Other (please specify): __________

SECTION C: BOOKING & TRAVEL ARRANGEMENTS

C1 When did you book your trip to the Maldives?

- [ ] a. More than 1 year before arrival
- [ ] b. 7–12 months before arrival

- c. 4–6 months before arrival
- d. 1–3 months before arrival
- e. 2–4 weeks before arrival
- f. Less than 2 weeks before arrival

C2 Did you book your accommodation and international flights together as part of a travel package?

- a. Yes – both were included in the same package
- b. No – I booked them separately

C2.1 If yes, please select all that apply:

[If yes]

[If resort / guesthouse]

- a. Airfare
- b. Accommodation / hotel
- c. Food and beverage
- d. Domestic travel (within the Maldives)
- e. Activities and excursions

[If liveaboard]

- a. Airfare
- b. Accommodation / boat
- c. Food and beverage
- d. Domestic travel (within the Maldives)
- e. Activities and excursions

C2.2 No – I booked them separately; I booked flights from:

[If no]

- a. Airline directly
- b. Flight search engine
- c. Travel agency / tour operator
- d. Loyalty, rewards, corporate member

C3.1 How was your resort booking made? (Select one or more options that apply)

[If resort]

- a. International travel agency or tour operator
- b. Maldivian travel agency or operator
- c. Directly from the resort
- d. Through a loyalty, rewards, or corporate membership programme

- [ ] e. Airline package (flight + hotel)
- [ ] f. Other (please specify): __________

C3.2 How was your guesthouse / hotel booking made? (Select one or more options that apply)
[If guesthouse]

- [ ] a. International travel agency or tour operator
- [ ] b. Local travel agency in my home country (small or independent agency)
- [ ] c. Maldivian travel agency or operator
- [ ] d. Freelance or informal agent
- [ ] e. Directly from the hotel / guesthouse
- [ ] f. Airline package (flight + hotel)
- [ ] g. Other (please specify): __________

C3.3 How was your boat / liveaboard booking made? (Select one or more options that apply)
[If liveaboard]

- [ ] a. International travel agency or tour operator
- [ ] b. Local travel agency in my home country (small or independent agency)
- [ ] c. Maldivian travel agency or operator
- [ ] d. Directly from the boat
- [ ] e. Through a loyalty, rewards, or corporate membership programme
- [ ] f. Airline package (flight + hotel)
- [ ] g. Other (please specify): __________

C4 Which communication channel did you use to make your booking or contact the service provider? (Select all that apply)

- [ ] a. Website (resort, airline, or booking platform)
- [ ] b. Mobile app
- [ ] c. Social media or messaging app
- [ ] d. Telephone call
- [ ] e. Email
- [ ] f. In-person visit
- [ ] g. Other (please specify): __________

C5.1 Which of the following were used to book your trip to the Maldives? (Please tick all relevant boxes)
[If liveaboard — website or mobile app used]

- [ ] a. boatbooker.com
- [ ] b. liveaboard.com

- [ ] c. trave.padi.com
- [ ] d. Other (please specify): ___________

C5.2 Which of the following were used to book your trip to the Maldives? (Please tick all relevant boxes)

[If resort / guesthouse — website or mobile app used]

[European / American / Australian]

- [ ] a. Booking.com
- [ ] b. Agoda
- [ ] c. Expedia
- [ ] d. HolidayCheck
- [ ] e. Hotels.com
- [ ] f. Trip.com
- [ ] g. Airbnb
- [ ] h. Other (specify): ___

[Indian]

- [ ] a. Makemytrip
- [ ] b. Booking.com
- [ ] c. Agoda
- [ ] d. Hotels.com
- [ ] e. Expedia
- [ ] f. Airbnb
- [ ] g. Other (specify): ___

[Chinese]

- [ ] a. Ctrip
- [ ] b. Fliggy
- [ ] c. Qunar
- [ ] d. Tongcheng Travel
- [ ] e. Booking.com
- [ ] f. Agoda
- [ ] g. Other (specify): ___

[Russian speaking]

- [ ] a. Booking.com
- [ ] b. Yandex
- [ ] c. Aviasales
- [ ] d. Ostrovok.ru
- [ ] e. Tutu.ru

- [ ] f. Maldives.ru
- [ ] g. Textour
- [ ] h. Other (specify): ___

[All other nationalities]

- [ ] a. Booking.com
- [ ] b. Agoda
- [ ] c. Expedia
- [ ] d. HolidayCheck
- [ ] e. Hotels.com
- [ ] f. Trip.com
- [ ] g. Airbnb
- [ ] h. Other (specify): ___

C6 What type of meal plan did you use during your stay? (Please tick one box)

- [ ] a. Room only
- [ ] b. Bed and breakfast
- [ ] c. Half board (breakfast and one meal included)
- [ ] d. Full board (three meals included)
- [ ] e. All inclusive

C7 Including international flights, accommodation, and ALL other expenses, approximately how much did you or your travel party spend in total on this trip to the Maldives?

Currency: ☐USD ☐EUR ☐GBP ☐CNY ☐INR ☐RUB ☐JPY ☐KRW
☐AUD ☐CHF ☐SAR ☐Other: ___

Total amount spent: ....

SECTION D: REPEAT VISITS AND OVERALL HOLIDAY EXPERIENCE

D1 How many times have you visited the Maldives (including this trip)? (Please tick one box)

- [ ] a. First time
- [ ] b. 2–5 times
- [ ] c. 6–10 times
- [ ] d. More than 10 times

D2 In one word or short phrase, how would you describe your holiday experience in the Maldives?

Your response: ....

D3 Overall, how satisfied are you with your holiday experience in the Maldives?

Totally Dissatisfied ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Extremely Satisfied

1 2 3 4 5 6 7 8 9 10

D4 How likely are you to visit the Maldives again?

Extremely Unlikely ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Definitely

1 2 3 4 5 6 7 8 9 10

Reason: ....

D5 How likely is it that you would recommend the Maldives to friends, colleagues and others?

Not at all likely ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Extremely Likely

1 2 3 4 5 6 7 8 9 10

Reason: ....

D6 Overall, how did your experience compare to your expectations?

- [ ] a. Much better than expected
- [ ] b. Slightly better than expected
- [ ] c. About the same as expected
- [ ] d. Slightly worse than expected
- [ ] e. Much worse than expected

D7 Did you experience any challenges when travelling to the Maldives or during your stay?

- [ ] a. No, everything went smoothly
- [ ] b. Yes

D7.1 What challenges did you experience?

[If yes]

- [ ] a. Insufficient information before travelling
- [ ] b. Difficulties with flight connections or transfers
- [ ] c. Language barriers or communication issues
- [ ] d. Issues with airport, immigration, customs procedures
- [ ] e. Problems reaching my resort / guesthouse after arrival
- [ ] f. Weather related issues affecting my experience or activities
- [ ] g. Other (please specify): __________

D8 What could be done to make your holiday experience better? (Select all that apply)

- ☐ a. Improve international flight connections and airport transfers
- ☐ b. Provide clearer travel or booking information before arrival
- ☐ c. Improve domestic transport and transfers between islands
- ☐ d. Offer better value for money (prices, inclusions, taxes, etc.)
- ☐ e. Increase the variety or quality of food and beverage options
- ☐ f. Enhance cleanliness, maintenance, and environmental protection
- ☐ g. Offer more local cultural or community experiences
- ☐ h. Improve communication or language support for visitors
- ☐ i. Strengthen safety, security, and emergency services
- ☐ j. Improve digital connectivity (Wi-Fi, mobile coverage, online services)
- ☐ k. Make travel procedures (immigration, customs, airport) faster and easier
- ☐ l. Other (please specify): ___________

D9 Have you ever visited any destination similar to the Maldives?

☐ a. Yes ☐ b. No

D9.1 If yes, please state the destination(s) you visited: ....

SECTION E: EXPERIENCE AT VELANA INTERNATIONAL AIRPORT (VIA)

E1 How would you rate your arrival experience at Velana International Airport? (Please tick one box)

	Excellent	Good	Average	Poor	Terrible	N/A
a. Availability and cleanliness of restrooms	☐	☐	☐	☐	☐	☐
b. Availability of internet and charging stations	☐	☐	☐	☐	☐	☐
c. Find your way through signage and directions	☐	☐	☐	☐	☐	☐
d. Efficiency of immigration and customs clearance	☐	☐	☐	☐	☐	☐
e. Availability of luggage trolleys and baggage claim	☐	☐	☐	☐	☐	☐
f. Availability and helpfulness of airport staff	☐	☐	☐	☐	☐	☐
g. Currency exchange	☐	☐	☐	☐	☐	☐
h. Meet-n-greet for transfer	☐	☐	☐	☐	☐	☐
i. Facilities for families with children	☐	☐	☐	☐	☐	☐
j. Lift, escalators and wheelchair access	☐	☐	☐	☐	☐	☐
k. Rest rooms for people with limited mobility	☐	☐	☐	☐	☐	☐

E2 How would you rate your departure experience at Velana International Airport? (Please tick one box)

	Excellent	Good	Average	Poor	Terrible	N/A
a. Check-in process	☐	☐	☐	☐	☐	☐
b. Passport control and immigration process	☐	☐	☐	☐	☐	☐
c. Waiting time and experience at security screening	☐	☐	☐	☐	☐	☐
d. Lift, escalators and wheelchair access	☐	☐	☐	☐	☐	☐
e. Availability and quality of drinking water	☐	☐	☐	☐	☐	☐
f. Comfort level of departure area seating and space	☐	☐	☐	☐	☐	☐
g. Comfort level of departure area temperature	☐	☐	☐	☐	☐	☐
h. Availability of internet and charging stations	☐	☐	☐	☐	☐	☐
i. Availability and cleanliness of the restrooms	☐	☐	☐	☐	☐	☐
j. Facilities for families with children	☐	☐	☐	☐	☐	☐
k. Rest rooms for people with limited mobility	☐	☐	☐	☐	☐	☐
l. Value for money of food and beverage options	☐	☐	☐	☐	☐	☐
m. Variety and prices of shopping options	☐	☐	☐	☐	☐	☐
n. Variety and price of local products and souvenirs	☐	☐	☐	☐	☐	☐
o. Clarity of flight information and announcements	☐	☐	☐	☐	☐	☐

SECTION F: DOMESTIC TRANSPORT

F1 What was the main mode of transport you used from Velana International Airport to reach your place of stay?

[If resort]

- ☐ a. Domestic flight
- ☐ b. Seaplane
- ☐ c. Speedboat organised by resort
- ☐ d. Taxi
- ☐ e. Other (please specify): __________

[If guesthouse]

- ☐ a. Domestic flight
- ☐ b. Seaplane
- ☐ c. Speedboat organised by hotel / guesthouse
- ☐ d. Ferry / speedboat / public transport

- ☐ e. Taxi
- ☐ f. Hotel vehicle
- ☐ g. Other (please specify): __________

[If liveaboard]

- ☐ a. Domestic flight
- ☐ b. Speedboat organised by boat
- ☐ c. Other (please specify): __________

F2a How long did you have to wait at Velana International Airport before your transfer to your place of stay?

- ☐ a. Less than 30 minutes
- ☐ b. 30–60 minutes
- ☐ c. 1–2 hours
- ☐ d. More than 2 hours

F2b Approximately how long was actual journey time from Velana International Airport to your place of stay?

- ☐ a. Less than 30 minutes
- ☐ b. 30 minutes to 1 hour
- ☐ c. 1–2 hours
- ☐ d. 3 hours or more (please specify): __________

F3 How would you rate your domestic transport experience? (Please tick one box)

	Excellent	Good	Average	Poor	Terrible	N/A
a. Information provided	☐	☐	☐	☐	☐	☐
b. Check-in	☐	☐	☐	☐	☐	☐
c. Boarding process	☐	☐	☐	☐	☐	☐
d. Safety briefing	☐	☐	☐	☐	☐	☐
e. Comfort	☐	☐	☐	☐	☐	☐
f. Drinking water	☐	☐	☐	☐	☐	☐
g. Snacks	☐	☐	☐	☐	☐	☐
h. Restroom	☐	☐	☐	☐	☐	☐
i. Services	☐	☐	☐	☐	☐	☐

F4 Overall, how satisfied are you with your resort transfer?

[If resort]

Totally Dissatisfied ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Extremely Satisfied

1 2 3 4 5 6 7 8 9 10

Please explain your reasons: ....

[If guesthouse]

Totally Dissatisfied ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Extremely Satisfied

1 2 3 4 5 6 7 8 9 10

Please explain your reasons: ....

[If liveaboard]

Totally Dissatisfied ← 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10 → Extremely Satisfied

1 2 3 4 5 6 7 8 9 10

Please explain your reasons: ....

SECTION G: PLACE OF STAY

G1 How would you rate the following amenities and services at your accommodation? (Please tick one box)

[If resort]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Design and aesthetics	☐	☐	☐	☐	☐	☐
b. Comfort of bed	☐	☐	☐	☐	☐	☐
c. Air conditioning / ventilation	☐	☐	☐	☐	☐	☐
d. Internet / Wi-Fi	☐	☐	☐	☐	☐	☐
e. Cleanliness	☐	☐	☐	☐	☐	☐
f. Safety	☐	☐	☐	☐	☐	☐
g. International TV channels	☐	☐	☐	☐	☐	☐
h. Quality of food	☐	☐	☐	☐	☐	☐
i. Diversity of food choices	☐	☐	☐	☐	☐	☐
j. Maldivian cuisine	☐	☐	☐	☐	☐	☐
k. Spa, gym, pool and sports facilities	☐	☐	☐	☐	☐	☐
l. Security and safety features	☐	☐	☐	☐	☐	☐
m. Laundry and dry-cleaning facilities	☐	☐	☐	☐	☐	☐
n. Friendliness and communication of staff	☐	☐	☐	☐	☐	☐
o. Souvenirs and gifts	☐	☐	☐	☐	☐	☐

[If guesthouse]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Design and aesthetics	☐	☐	☐	☐	☐	☐
b. Comfort of bed	☐	☐	☐	☐	☐	☐
c. Air conditioning / ventilation	☐	☐	☐	☐	☐	☐
d. Internet / Wi-Fi	☐	☐	☐	☐	☐	☐
e. Cleanliness	☐	☐	☐	☐	☐	☐
f. Safety	☐	☐	☐	☐	☐	☐
g. International TV channels	☐	☐	☐	☐	☐	☐
h. Quality and safety of food	☐	☐	☐	☐	☐	☐
i. Diversity of food choices	☐	☐	☐	☐	☐	☐
j. Availability of food outlets	☐	☐	☐	☐	☐	☐
k. Maldivian cuisine	☐	☐	☐	☐	☐	☐
l. Security and safety features	☐	☐	☐	☐	☐	☐
m. Laundry and dry-cleaning facilities	☐	☐	☐	☐	☐	☐
n. Friendliness and communication of staff	☐	☐	☐	☐	☐	☐
o. Souvenirs and gifts	☐	☐	☐	☐	☐	☐

[If liveaboard]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Design and aesthetics	☐	☐	☐	☐	☐	☐
b. Comfort of bed	☐	☐	☐	☐	☐	☐
c. Air conditioning / ventilation	☐	☐	☐	☐	☐	☐
d. Internet / Wi-Fi	☐	☐	☐	☐	☐	☐
e. Cleanliness	☐	☐	☐	☐	☐	☐
f. Safety	☐	☐	☐	☐	☐	☐
g. International TV channels	☐	☐	☐	☐	☐	☐
h. Quality and safety of food	☐	☐	☐	☐	☐	☐
i. Diversity of food choices	☐	☐	☐	☐	☐	☐
j. Maldivian cuisine	☐	☐	☐	☐	☐	☐
k. Security and safety features	☐	☐	☐	☐	☐	☐
l. Laundry and dry-cleaning facilities	☐	☐	☐	☐	☐	☐
m. Friendliness and communication of staff	☐	☐	☐	☐	☐	☐

G2 Which of the following sustainability practices are important to you when choosing where to stay?

	Very Important	Somewhat Important	Not Important	N/A
a. Eco-certification or recognised green label	☐	☐	☐	☐
b. Use of renewable energy	☐	☐	☐	☐
c. Smart and efficient lighting, cooling, and curtains	☐	☐	☐	☐
d. Avoiding single use plastics	☐	☐	☐	☐
e. Good waste management	☐	☐	☐	☐
f. Water conservation measures	☐	☐	☐	☐
g. Sustainable or locally sourced food	☐	☐	☐	☐
h. Marine and coral reef protection programs	☐	☐	☐	☐
i. Support to local communities and employment	☐	☐	☐	☐
j. Electric vehicles / vessels	☐	☐	☐	☐

G3 How would you rate sustainability efforts at your place of stay?

- ☐ a. Excellent
- ☐ b. Good
- ☐ c. Fair
- ☐ d. Poor
- ☐ e. Not sure / Did not notice any efforts

G4 Would you be willing to pay a premium for eco-certified accommodation?

[If resort — eco-certified resorts | If guesthouse — eco-certified hotels/guesthouses | If liveaboard — eco-certified boats]

- ☐ a. Yes, definitely
- ☐ b. Maybe, depending on price difference
- ☐ c. No, not willing to pay more
- ☐ d. Not sure

SECTION H: EXPERIENCES AND ACTIVITIES

H1 Did you undertake snorkelling / diving during this trip in the Maldives?

- ☐ a. Yes
- ☐ b. No

H1.1 If yes, how would you rate your snorkelling / diving experience?

[If yes]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Health of the coral reefs	☐	☐	☐	☐	☐	☐
b. Marine life variety	☐	☐	☐	☐	☐	☐
c. Sharks, rays and large animals	☐	☐	☐	☐	☐	☐
d. Uniqueness / memorable nature	☐	☐	☐	☐	☐	☐
e. Weather conditions / visibility	☐	☐	☐	☐	☐	☐
f. Crowding at the site	☐	☐	☐	☐	☐	☐
g. Litter free marine environment	☐	☐	☐	☐	☐	☐
h. Safety and standard	☐	☐	☐	☐	☐	☐
i. Professionalism of instructors / guides	☐	☐	☐	☐	☐	☐
j. Services and facilities	☐	☐	☐	☐	☐	☐

H2 Did you experience wildlife encounters during this trip in the Maldives?

- ☐ a. Yes
- ☐ b. No

H2.1 If yes, what type of wildlife encounters did you experience?

[If yes]

- ☐ a. Manta and ray watching
- ☐ b. Whale shark watching
- ☐ c. Dolphin watching
- ☐ d. Shark encounters
- ☐ e. Other (specify): ___

H2.2 If yes, how would you rate your wildlife encounter experience?

[If yes]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Sighting, proximity of wildlife encounter	☐	☐	☐	☐	☐	☐
b. Sustainability and ethical practices	☐	☐	☐	☐	☐	☐
c. Crowding at the site	☐	☐	☐	☐	☐	☐
d. Boat condition and comfort	☐	☐	☐	☐	☐	☐
e. Safety and standard	☐	☐	☐	☐	☐	☐
f. Professionalism of instructors / guides	☐	☐	☐	☐	☐	☐

H3 Did you undertake any excursions during this trip in the Maldives?

- a. Yes
- b. No

H3.1 If yes, what type of excursions did you undertake?

[If yes]

- a. Sandbank
- b. Picnic to uninhabited islands
- c. Local island visit
- d. Male' visit
- e. Cultural heritage sites

H3.2 If yes, how would you rate your excursions experience?

[If yes]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Beach accessibility						
b. Beach privacy						
c. Uniqueness / memorable nature						
d. Beach cleanliness / litter free environment						
e. Quietness / serenity / ambience of island						
f. Safety and standard						
g. Professionalism of instructors / guides						
h. Services and facilities						

H4 Did you undertake surfing during this trip in the Maldives?

- a. Yes
- b. No

H4.1 If yes, how would you rate your surfing experience?

[If yes]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Wave quality	☐	☐	☐	☐	☐	☐
b. Variety of surf spots	☐	☐	☐	☐	☐	☐
c. Safety conditions (currents, tides, reef)	☐	☐	☐	☐	☐	☐
d. Weather conditions	☐	☐	☐	☐	☐	☐
e. Access / crowding of surf spots	☐	☐	☐	☐	☐	☐
f. Proximity of surf spots to boat	☐	☐	☐	☐	☐	☐
g. Safety and standard	☐	☐	☐	☐	☐	☐
h. Professionalism of instructors / guides	☐	☐	☐	☐	☐	☐

H5 Did you undertake fishing during this trip in the Maldives?

- ☐ a. Yes
- ☐ b. No

H5.1 If yes, what type of fishing did you undertake?

[If yes]

- ☐ a. Sports fishing
- ☐ b. Night reef fishing
- ☐ c. Catch and release fishing
- ☐ d. Photography focused fishing
- ☐ e. Other (specify): ___

H5.2 If yes, how would you rate your fishing experience?

[If yes]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Fishing spot quality / variety	☐	☐	☐	☐	☐	☐
b. Successful catch	☐	☐	☐	☐	☐	☐
c. Memorability of experience	☐	☐	☐	☐	☐	☐
d. Catch and release practices	☐	☐	☐	☐	☐	☐
e. Respect for marine habitat	☐	☐	☐	☐	☐	☐
f. Professionalism of crew	☐	☐	☐	☐	☐	☐
g. Fishing equipment / boat set up	☐	☐	☐	☐	☐	☐

H6 How would you rate the beach at your place of stay?

[If resort — beach at the resort | If guesthouse — beach on the island]

- ☐ a. Excellent
- ☐ b. Good
- ☐ c. Average
- ☐ d. Poor
- ☐ e. Terrible

H7a How would you rate the cultural and community interactions at your island?

[If guesthouse]

	Excellent	Good	Average	Poor	Terrible	N/A
a. Information about culture, history, traditions	☐	☐	☐	☐	☐	☐
b. Learning about customs, music, handicrafts	☐	☐	☐	☐	☐	☐
c. Participation in cultural activities	☐	☐	☐	☐	☐	☐
d. Participation in island tours	☐	☐	☐	☐	☐	☐
e. Participation in local festivals	☐	☐	☐	☐	☐	☐
f. Interaction with local people	☐	☐	☐	☐	☐	☐
g. Welcome by local community	☐	☐	☐	☐	☐	☐
h. Purchase local handicrafts	☐	☐	☐	☐	☐	☐
i. Local food	☐	☐	☐	☐	☐	☐

H7b Which of the following sustainability activities or practices are important to you when travelling in the Maldives? (Select all that apply)

[If resort / guesthouse / liveaboard]

- ☐ a. Participating in coral planting, reef restoration programs
- ☐ b. Participating in tree planting programs
- ☐ c. Joining eco-friendly or reef-safe tours
- ☐ d. Donating to conservation or environmental programs
- ☐ e. Avoiding single-use plastics
- ☐ f. Taking part in beach or island clean-up activities
- ☐ g. Saving water and energy (e.g., reusing towels and linens)
- ☐ h. Supporting local products, artisans, or community businesses
- ☐ i. Attending sustainability or environmental awareness sessions
- ☐ j. None of the above

SECTION I: VISITOR SPEND

I1 How would you rate the prices charged compared to your expectations? (Please tick one box)

	Expensive	Value for Money	Cheap	N/A
a. Accommodation / room	☐	☐	☐	☐
b. Internet / Wi-Fi / telephone	☐	☐	☐	☐
c. Meals / food	☐	☐	☐	☐
d. Water	☐	☐	☐	☐
e. Alcoholic beverages	☐	☐	☐	☐
f. Soft drinks	☐	☐	☐	☐
g. Domestic air transport	☐	☐	☐	☐
h. Domestic marine transport	☐	☐	☐	☐
i. Spa treatment	☐	☐	☐	☐
j. Diving	☐	☐	☐	☐
k. Surfing	☐	☐	☐	☐
l. Excursions	☐	☐	☐	☐
m. Gifts and souvenirs	☐	☐	☐	☐

I2 How much did you spend on the following during your holiday in the Maldives?

[If trip was not booked as a travel package]

Currency: ☐ USD ☐ EUR ☐ GBP ☐ CNY ☐ INR ☐ RUB ☐ JPY ☐ KRW ☐ AUD ☐ CHF ☐ SAR ☐ Other: ___

Category	Amount
a. Accommodation	
b. Food and beverages	
c. Domestic air transport	
d. Domestic marine transport	
e. Diving	
f. Excursions and recreational activities	
g. Souvenirs and shopping	
h. Spa and wellness	
i. Other	

I3 What was the main payment method you used to pay for your holiday expenses in the Maldives? (Select one option that best applies)

- [ ] a. Credit card (Visa, Mastercard, Union Pay, Amex, Discover, JCB)
- [ ] b. Debit card
- [ ] c. Cash (USD or Maldivian Rufiyaa – MVR)
- [ ] d. Mobile payment app (e.g., Apple Pay, Google Pay, Alipay, WeChat Pay, PayPal)
- [ ] e. Bank transfer
- [ ] f. Traveller's cheque
- [ ] g. Other (please specify): __________

I4 Did you purchase travel or visitor insurance for your trip to the Maldives? If yes or no, please indicate the reason.

[If Yes]

- [ ] a. My existing insurance already covered me
- [ ] b. To cover medical emergencies
- [ ] c. To cover trip cancellation or interruption
- [ ] d. To cover lost or stolen luggage
- [ ] e. Other (please specify): __________

[If No]

- [ ] a. Insurance was too expensive
- [ ] b. I was not aware of available options
- [ ] c. Not sure / Other (please specify): __________

ANNEX 2: METHODOLOGY

Survey Design

The Maldives Visitor Survey (MVS) 2025 used a newly designed questionnaire developed with input from tourism industry stakeholders. The survey instrument was structured into **nine sections (A–I).**

Sections A–D formed the core questionnaire and were completed by all respondents. These sections captured:

Section A

Visitor Characteristics: Demographic profile, nationality and country of residence, age group, occupation, travel party composition, airline used, and place of stay.

Section B

Dreaming and Planning: Traveller type, how visitors first learned about the Maldives, motivations, priority experiences, alternative destinations considered, and key decision drivers.

Section C

Booking and Travel Arrangements: Booking lead time, package vs independent booking, booking platforms, meal plans, and total trip expenditure.

Section D

Repeat Visits and Overall Experience: Number of visits, satisfaction levels, likelihood to revisit and recommend, experience versus expectations, challenges faced, and suggested improvements,

Sections E–I were supplementary modules, each administered to a targeted sub-sample of 400 respondents. These sections covered:

Section E

Airport Experience: Visitor satisfaction with arrival and departure services at Velana International Airport (VIA).

Section F

Domestic Transport: Transfer modes, waiting times, journey duration, and ratings of domestic transfer services.

Section G

Place of Stay: Ratings of accommodation services, facilities, and sustainability practices.

Section H

Experiences and Activities: Participation in marine, recreational, cultural and sustainability-related activities.

Section I

Visitor Expenditure and Payments: Itemised spending patterns, price perceptions, payment methods, and insurance behaviour.

The questionnaire was prepared in eight languages: English, Italian, German, French, Russian, Chinese, Japanese, Spanish, and Arabic to ensure wide coverage of key source markets.

Sampling and Survey Planning

Prior to data collection, flight schedules for the survey period were analysed. Expected departure nationalities were assessed using Maldives Immigration arrival data for 2024 and for the first week of November 2025. This analysis informed the nationality targets and ensured proportional representation across key source markets.

The minimum target for completed surveys (Sections A–D) was 1,823 responses. A total of 3,047 completed core questionnaires were achieved, exceeding the target. For the supplementary modules (Sections E–I), each section had a target of 400 completed responses. All supplementary modules exceeded their minimum target.

Fieldwork Implementation

The survey was conducted over a 15-day period from 1 December to 15 December 2025 at Terminal 1 and Terminal 2 of Velana International Airport (Hulhulé). All airlines and all nationalities of departing international visitors during the survey period were eligible for participation. Enumerators distributed digital questionnaires to visitors after immigration clearance and collected responses at departure gates after security screening.

Data Collection and Processing

The survey was administered using tablet-based digital questionnaires. Responses were automatically recorded into a predefined online data entry template, minimizing manual data entry errors. Upon completion of fieldwork, all survey responses were reviewed for completeness and consistency. A consolidated dataset was generated in Microsoft Excel, which was used for descriptive statistical analysis and tabulation of results.

Limitations

The survey was conducted over a fixed 15-day period in December 2025; therefore, findings reflect visitor profiles during this period and may not fully represent seasonal variations.

MALDIVES VISITOR SURVEY 2025

Ministry of Tourism and Civil Aviation
Republic of Maldives