



وزارتہائے سیاحت و ماحولیات

Ministry of Tourism and Environment

Tourism Day 2025

Supplement



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Minister's Note



Thoriq Ibrahim

Minister of Tourism and Environment

This year we celebrate World Tourism Day under the theme 'Tourism and Sustainable Transformation'. This year's theme is especially meaningful for Maldives given that tourism constitutes the backbone of our economy, contributing 28% of our GDP, and accounting for more than 60% of our foreign exchange earnings.

Today, we are reminded of the transformative potential and the role of tourism as a catalyst for positive change. From education to employment, and from livelihoods to social connections, tourism provides immense opportunities for all. Realising this potential requires focusing on more than growth alone. It demands collaboration, strategic planning, and the advancement of shared priorities that are aligned with sustainability goals. We must all work together to pursue an inclusive and deliberate approach that places sustainability, resilience, and equity at the heart of tourism development.

I am proud to note the efforts by our industry partners and their commitment to sustainable development. But we can and we should do more. The government remains committed to working with all industry partners, and local communities to ensure that the benefits of tourism reach everyone. Over the past year, we have worked to expand tourism to atolls that did not have many resorts previously. Combined with our investments in public infrastructure and connectivity, this will not only spur local economy but also open attractive investment opportunities. We are also investing in human capital development, and streamlining regulations to ensure our tourism industry stays ahead of the market.

Our tourism industry, and indeed our nation, is dependent on our environment and natural assets. Maldives is home to the seventh largest and the fifth most diverse reef system in the world. The onus is on all of us to do our part to protect and conserve this rich heritage for the present, and future generations.

We must also acknowledge the evolving trends in global travel. We are seeing a more eco-conscious traveller, and travellers seeking authentic, personalised, and sustainable experiences. By aligning policy reforms with these shifting expectations, we are positioning the Maldives to remain both a leading destination and a model of responsible tourism.

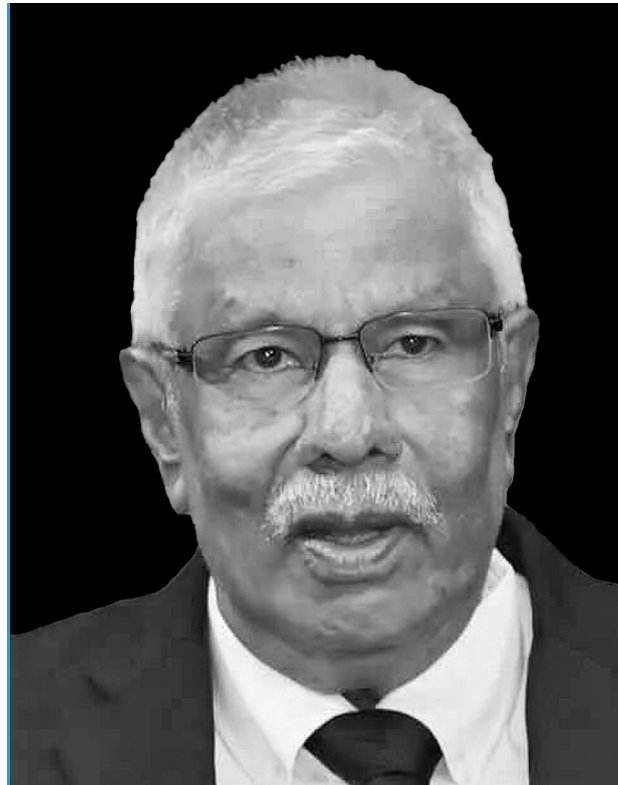
On this World Tourism Day, I extend my sincere gratitude to the pioneers, stakeholders, and employees of the Maldivian tourism industry for their enduring contributions. Our shared goal is to make the Maldives not only the most beautiful destination in the world, but also among the most sustainable and resilient. Let us continue working together to ensure that tourism remains a force for positive change, uplifting communities, preserving our environment, and shaping a better tomorrow for generations to come.

Thoriq Ibrahim

Minister of Tourism and Environment

In Memoriam

A tribute to Mr. Mohamed Umar Maniku (O.D.R.M.D.) A Pioneer of Maldives Tourism



With deep sadness, we honour the late Mr. Mohamed Umar Manik (1947–2025), recipient of Order of the Dignified Rule of the Muleege Dynasty, and a trailblazer whose vision shaped the Maldives' tourism industry.

As co-founder of Universal Enterprises, he launched Kurumba Maldives in 1972, the nation's first resort, laying the foundation for the Maldives' rise as a global tourism destination. His strategic redevelopment of Kurumba in 1987 set new standards for luxury, while his leadership as Chairman of Universal Resorts and the Maldives Association of Tourism Industry (MATI) drove innovation and industry growth.

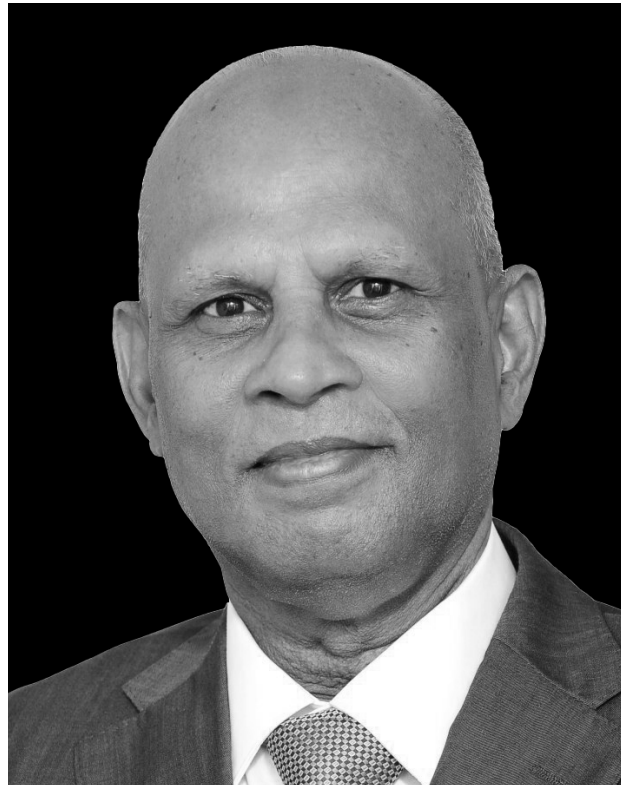
Through the Universal Foundation, he funded over 100 scholarships for Maldivians to study abroad, notably sponsoring doctors' specializations, significantly enhancing national healthcare. His substantial humanitarian efforts supported individuals, NGOs, and government initiatives, bolstering community welfare.

In public service, he served as Deputy Minister of Fisheries and Agriculture until 1990, contributing significantly to national development. He was also former board member of the Maldives Airports Company Limited (MACL). A dedicated entrepreneur and leader, Manik's legacy endures in the thriving tourism sector he helped build.

We extend our condolences to his family and salute his lasting contributions to the Maldives.

In Memoriam

A tribute to H.E. Hassan Sobir (O.D.R.I.) A Legacy in Maldives Government Service



With profound sorrow, we honor the late His Excellency Hassan Sobir (1951–2025), recipient of the Order of the Distinguished Rule of Izzudin, and a visionary whose extraordinary contributions shaped the Maldives' global stature.

As Minister of Tourism (1998–2004), Sobir launched the iconic “Sunny Side of Life” campaign, transforming the Maldives into a premier luxury destination and cementing tourism as the heartbeat of our economy. His strategic foresight strengthened multiple sectors, from planning to fisheries. Serving as Maldives Ambassador to Japan from 2022 until his passing in 2025, he fostered vital diplomatic ties with unwavering dedication.

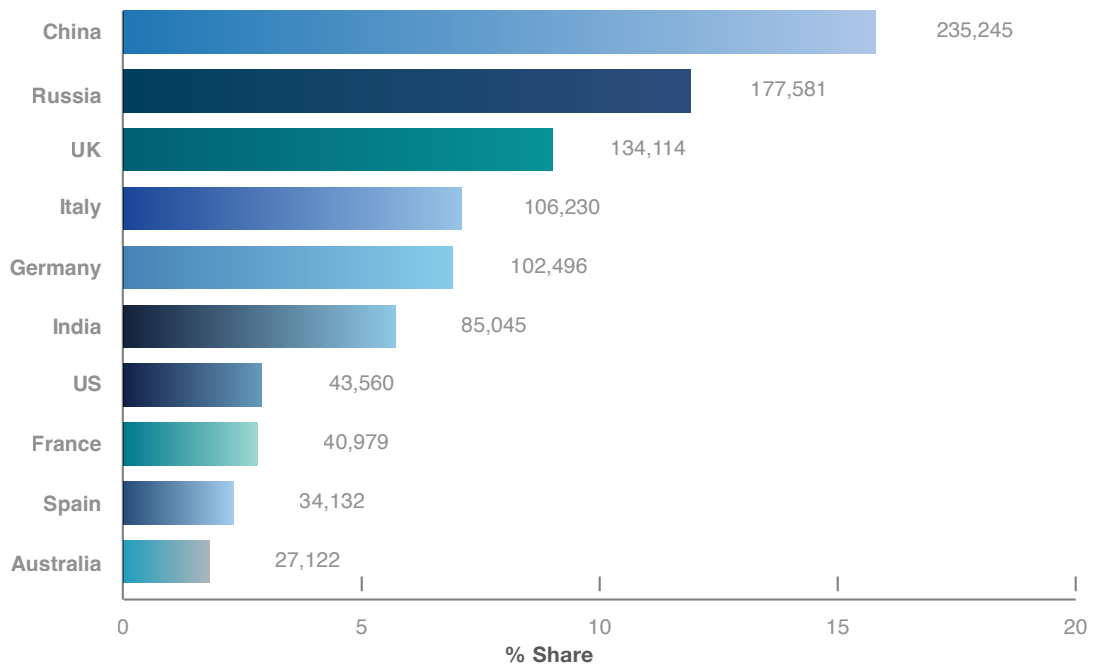
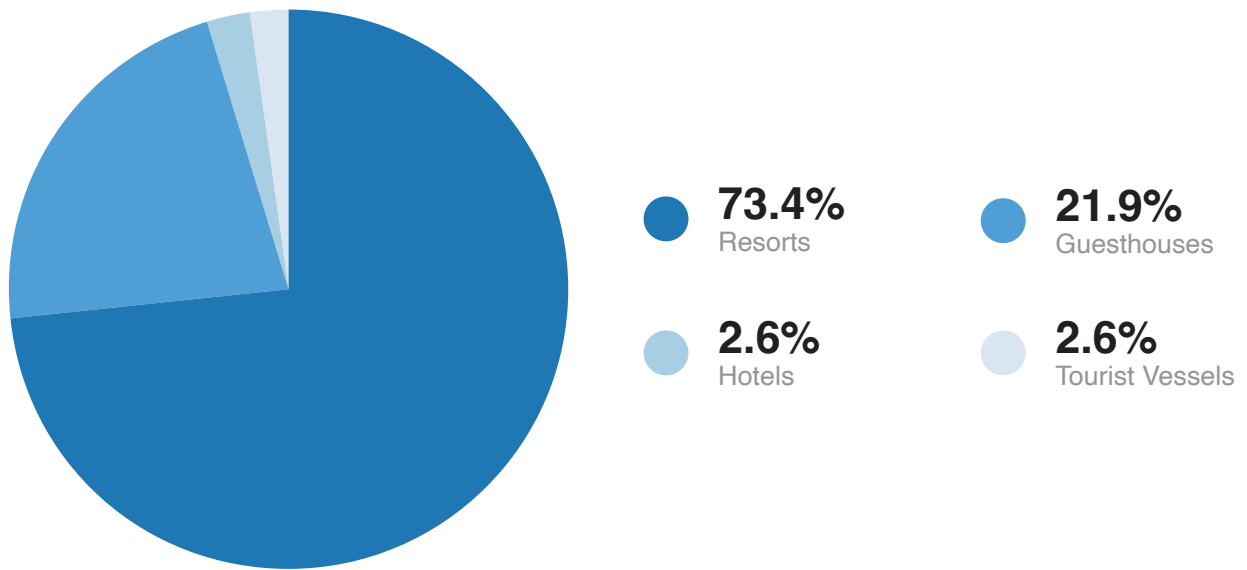
A statesman, diplomat, and mentor, Sobir's legacy will not be forgotten. We extend our deepest condolences to his family and salute his enduring service to our nation.

Tourism Indicators

1,486,926 ▲ 9.4%

Tourists

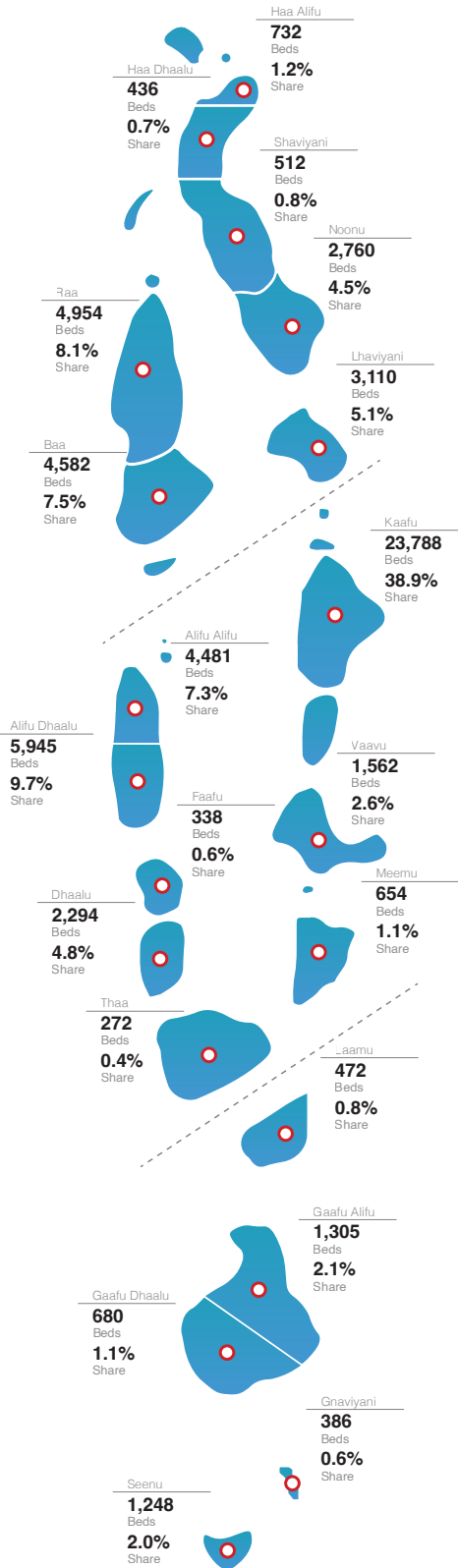
as of end of August 2025



As of end of August 2025

Distribution of Tourist Beds by Atolls

As of end of August 2025



Message by:

UN Secretary General António Guterres

on World Tourism Day

“Tourism is a powerful driver of transformation.”

It creates jobs, fuels local economies, supports infrastructure and contributes to development far beyond gross domestic product (GDP).

Tourism strengthens bonds between people and places. It builds bridges across cultures, preserves traditions and restores cultural heritage. It reminds us of our shared humanity and the richness of diversity.

Yet tourism can also damage the very places and communities it celebrates.

As the world faces climate breakdown and rising inequalities, we need bold, urgent and sustainable action that puts people and planet first.



This year’s theme — “Tourism and Sustainable Transformation” — calls us to action.

That means investing in education and skills, especially for women, youth and marginalized communities; supporting micro-, small and medium-sized enterprises; and advancing climate action by reducing emissions across the tourism sector, conserving biodiversity and protecting fragile ecosystems.

Today, and every day, let’s harness the power of tourism as a force for transformation, resilience, sustainability and shared progress for all.

Maldives Tourism: Year in Review

Maldives tourism has continued on the trajectory of steady growth following the pandemic. For the first time ever, in 2024, Maldives welcomed two million tourists in a single year. This growth has been sustained in 2025, with tourist arrivals showing a 9.7% increase by September compared to the same period last year. We welcomed our one millionth tourist for 2025 in June, the fastest we have reached this milestone in any year.

With over 1.55 million visitors already welcomed by quarter three of this year and the strong performance of the Maldives tourism industry in the past year has been driven by the tireless effort of industry partners, and sector professionals.

Maldives has continued to maintain its position as a leading destination, reknowned for its service excellence, and visitor experience. Over the past year, Maldives has received numerous awards and accolades, including:



World Travel Awards 2024

World’s Leading Destination
World’s Leading Green Destination



World Travel Awards 2025 (Indian Ocean’s Best)

Indian Ocean’s Leading Destination
Indian Ocean’s Leading Green Destination



South Asian Travel Awards (SATA) 2025

16 Gold Awards
19 Silver Awards



World Spa Awards 2025

Indian Ocean’s Best Spa Destination

The strong performance of Maldives tourism industry over the past year has been supported by key government policies, including public investments into transport infrastructure and connectivity. The opening of the new passenger terminal at Velana International, designed to cater for 7.5 million passengers annually, will support increased visitor numbers, and ensure a more seamless and enjoyable travel experience. Additionally, the upgraded Hanimaadhoo International and Addu International airports, planned to be opened later this year, will help improve connectivity to the north and south.

The past year also saw government efforts to diversify and ensure that the benefits of tourism reach all. From the introduction of halal tourism to targeted incentives for resort development in atolls that previously did not have many resorts, these policies have been aimed towards enhancing the resiliency of the sector, and empowering and uplifting local economies.

Looking ahead, the rest of the year, and going into 2026 looks extremely promising for the Maldives tourism industry. Let us all work together for an inclusive, diversified and dynamic tourism industry, and a cleaner, greener and a more resilient Maldives.



Message by:

Hussain Afeef

Vice Chairman,
Maldives Association of Tourism Industry (MATI)

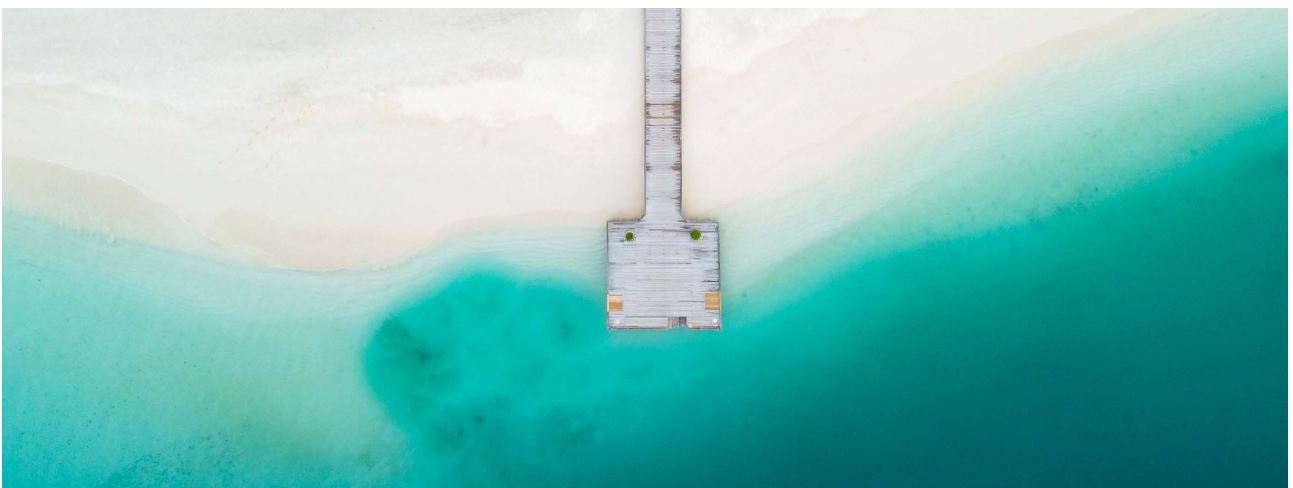


As we commemorate World Tourism Day 2025 under the theme 'Tourism and Sustainable Transformation', the Maldives demonstrates how tourism can flourish while maintaining environmental stewardship. Our tourism industry reflects ancestral wisdom about living in harmony with nature. This philosophy guides our development approach, ensuring resorts minimize environmental impact while preserving natural landscapes and reef systems. Furthermore, the Maldives has implemented comprehensive regulatory frameworks for marine conservation.

Regarding renewable energy, nearly half of all Maldivian resorts have made substantial investments in solar infrastructure. We are also greatly encouraged by the government's extensive solar power initiatives, and the fact that they have committed to achieving net-zero emissions by 2030 for the entire nation, with a comprehensive plan and monitoring framework in place.

For 43 years, MATI has advocated sustainable tourism guided by our motto 'Driving Sustainable Tourism'. Working alongside government, international organisations, members, the industry at large and the public, we hope to continue transforming tourism into a force for environmental protection and economic prosperity, preserving the wonders of Maldives for generations to come.

I wish you all a very happy World Tourism Day 2025.



From Sustainable Transformation to the Landmark Year of the Ocean Nation



Ibrahim Shiuree

Managing Director and CEO of Visit Maldives Corporation

Tourism Day is always a moment to celebrate, but this year it carries even greater resonance. Under the global theme of Tourism and Sustainable Transformation, Visit Maldives highlights how our destination continues to evolve to meet new traveller expectations while staying true to the essence of the Maldives.

Across global markets, travel demand has not only recovered but continues to grow, with spending expected to surpass pre-pandemic levels. Travellers are increasingly looking for destinations that combine premium experiences with measurable sustainability outcomes. Climate concerns, wellbeing, community engagement, and authentic culture are shaping travel decisions more than ever. For long-haul destinations like the Maldives, the ability to show real action on climate, inclusivity, and conservation is key to maintaining competitiveness and defending value. The Maldives has already pivoted in this direction. National policies, such as the phased ban on single-use plastics, the Tourism Climate Action Plan, and the Fifth Tourism Master Plan, reinforce the country's commitment to resilience, conservation, and equitable growth. At the same time, diversification in market offerings, from luxury resorts to guesthouses and community-based experiences, ensures that tourism's benefits extend across the atolls. Investments in connectivity further strengthen our ability to welcome visitors from across the globe while protecting the fragile ecosystems that underpin our brand.

Looking ahead, 2026 will be celebrated as the Landmark Year of the Ocean Nation. This nationwide campaign will pay tribute to the ocean, the lifeline of Maldivian culture, heritage, economy, and way of life. Each quarter will spotlight a different dimension: the healing powers of the ocean, the seafaring culture and diverse bounties of the seascape, the adventurous opportunities of the ocean, and the protection of its biodiversity and ecosystems. This initiative underlines our commitment to the symbiotic relationship between people, traditions, economy, and environment, positioning the Maldives as a global leader in sustainable tourism and ocean stewardship.



Our Living Legacy of Sustainable Maldivian Tourism

Ali Shinan

Deputy Director General,
Ministry of Tourism and Environment

As we look towards World Tourism Day 2025 and its vital theme, Tourism and Sustainable Transformation, we in the Maldives find ourselves at a pivotal moment. Transformation resonates with us, it is in our DNA. We are a nation that has continuously adapted to the currents of the Indian Ocean, evolving from a vital stop on the maritime silk routes to a global benchmark for luxury tourism. The development of our tourism industry was a transformation of unparalleled vision. Today, we are called to lead the next one.

This past May, I had the distinct privilege of representing the Maldives at the 19th Edition of the UN Tourism flagship initiative of Asia-Pacific Executive Training Programme in the vibrant city of Ulaanbaatar, Mongolia and immerse myself in the rich cultural landscapes and traditional lifestyles. For the first time, this prestigious event was held in Mongolia, a country with a profound and living nomadic heritage. The theme, Tourism and Culture: Optimising Beneficial Impacts and Building Resilience, served as a powerful catalyst for reflection that brought senior tourism officials from Asia and the Pacific to discuss and explore the link between tourism and culture in building a resilient tourist destination.

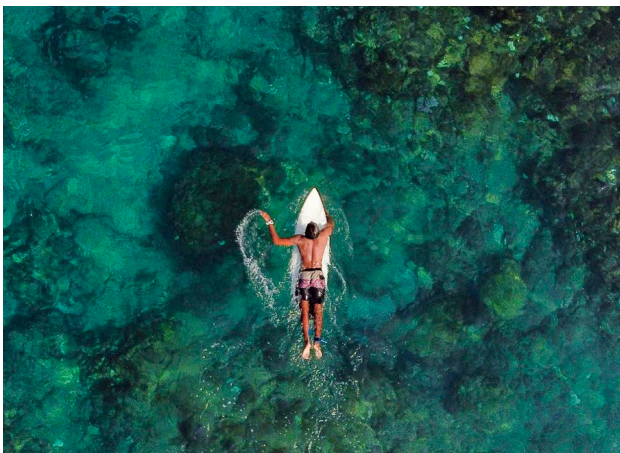
It reinforced that the global tourism landscape is shifting, moving towards a model that is more authentic, community-focused, and fundamentally more sustainable.

This global shift is not a challenge to our success, but an invitation to deepen and an opportunity to explore. For decades, the world has loved the Maldives for its natural beauty. The sustainable transformation we must now champion is to invite the world to connect with its soul and hearts.

Our national soul is a living heritage, a story told not in museums, but in the daily lives of our people. It resonates in the rhythmic beat of the boduberu, is carved into the elegant prows of our dhonis, and is savoured in the unique blend of spices in our cuisine. It is a legacy of resilience, artistry, and a deep connection to the sea. This cultural wealth is the most powerful engine for the sustainable transformation of our tourism industry. It is a promising pathway preserve our Maldivian identity, strengthen local economies, and enhance our visitors' experiences.

Embracing this means evolving our model to what many now call creative tourism—an approach where visitors are invited to become participants, not just spectators. Imagine a traveller spending their morning diving a vibrant reef and their afternoon on a neighbouring island, learning the generational art of liyelaa jehun from a master craftsman. Picture a family connecting with our heritage by trying their hand at traditional line fishing alongside local fishermen.

This is the essence of sustainable transformation. It is a model that builds a more resilient and equitable industry on three core pillars:



Economic Transformation

By creating direct links between our resorts and local communities, we ensure the economic benefits of tourism create a tide that lifts all islands, fostering local entrepreneurship and diversifying local livelihoods.

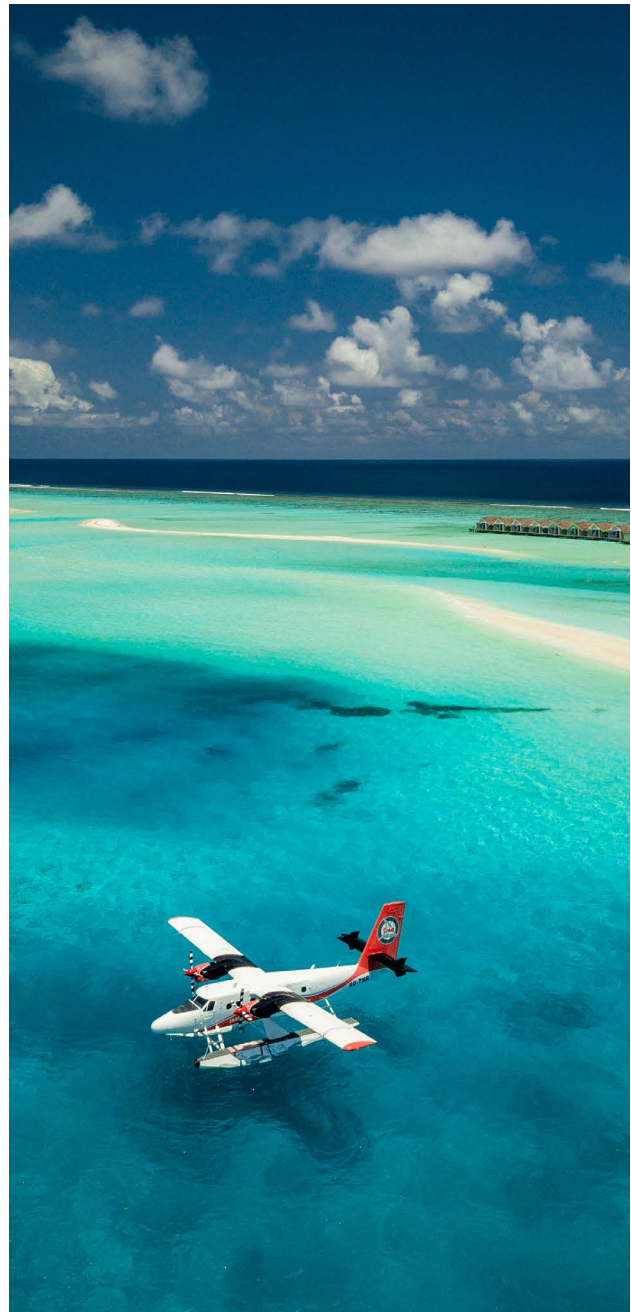
Cultural Sustainability

By making our living culture and heritage a central part of the visitor experience, we give it renewed economic value and social purpose, ensuring these precious traditions are practiced, celebrated, and passed on with pride.

A Transformed Visitor Experience

We offer a more profound and memorable journey. Travellers leave with photographs, and also with stories, skills, and a genuine human connection to our nation, becoming our most passionate ambassadors.

This next voyage requires a united fleet. It calls for collaboration between the government, resort operators, guesthouse owners, and locals to thoughtfully cultivate these authentic experiences, while remembering that cultural tourism requires a balance of commodification with authenticity. While culture can generate economic benefits, we should ensure policies, governance, and community participation safeguard its integrity. So this National Tourism Day, let’s pledge to be the architects of this sustainable transformation. Let’s build a future where the world comes to see the beauty of the Maldives and feel its heartbeat—a future that sustains our environment, our communities, and the very essence of who we are.



Tourism and Sustainable Transformation: Reflecting Traveller Trends in the Maldives

Abdulla Ghiyas

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

World Tourism Day 2025 highlights the theme of Tourism and Sustainable Transformation, a timely focus as global travel trends continue to evolve. Travellers today are seeking experiences that are not only memorable but also meaningful, with sustainability, authenticity, and wellbeing at the forefront of their choices.

In the Maldives, this shift is increasingly visible. While luxury resorts remain central to our appeal, visitors are showing strong interest in community-based stays, wellness retreats, and adventure-driven itineraries. They want experiences that connect them with island culture, support local communities, and respect the fragile marine environment.

For travel agents and tour operators, this trend calls for innovation in designing journeys that balance exclusivity with inclusivity and indulgence with responsibility.

Curated itineraries that blend world-class hospitality with authentic encounters are becoming the hallmark of a transformative Maldivian holiday.

As we celebrate Tourism Day, it is clear that sustainable transformation is not a trend but the foundation of our industry's future. The Maldives continues to be a destination where natural beauty and cultural richness come together to deliver experiences that are both unforgettable and sustainable.



Sustainable Boating

Charting a Greener Course for Maldives Tourism

National Boating Association of Maldives (NBAM)



As an island nation scattered across the Indian Ocean, the Maldives has long relied on boats for transportation, tourism, and livelihood. From the early days of the 1970s, when the first safari boats—converted fishing vessels—began taking adventurous divers to explore the pristine reefs, marine transport has played a central role in shaping the Maldivian tourism experience. These wooden-hulled safaris, powered by diesel engines, symbolized both the birth of tourism and the start of a dependency on fossil fuels.

Over the decades, the safari industry has evolved. Vessels became larger, more luxurious, and more powerful—but also more polluting. Today, with climate change threatening the very existence of the Maldives, a critical shift is underway. Sustainability is no longer optional; it is a necessity.

Innovations in electric and hybrid propulsion systems offer cleaner, quieter, and more efficient alternatives to traditional engines. Some eco-conscious safari operators have already begun investing in solar-assisted boats and green fleets, showing that sustainable boating can meet the expectations of modern travellers. In addition, eco-friendly antifouling technologies, improved hull designs for fuel efficiency, and strict onboard waste management protocols are becoming industry standards.

With the support of government policy, green financing, and collaborative partnerships, a nationwide shift toward low-emission marine transport is within reach. As we celebrate Tourism Day 2025, the Maldives stands at the helm of a transformative journey—one where every nautical mile helps protect its fragile ecosystems and reinforces its place as a global leader in eco-tourism. Sustainable boating is not just innovation—it's preservation.

Nature, Data and a New Vision for the Maldives Tourism Industry

Hassan Maniku
Skylar Tibbits
Walter Zesk
Sarah Dole

For decades, the Maldives has stood as an icon of global tourism: pristine beaches, turquoise lagoons, and a hospitality model that has attracted millions of visitors while fuelling national economic growth. Yet the very natural assets that make the Maldives desirable are under increasing pressure. Rising sea levels, coral reef degradation, and coastal erosion pose existential threats. At the same time, traditional tourism models have often placed stress on fragile marine ecosystems, leading to a cycle of vulnerability that undermines both the environment and long-term profitability.

The UN's call for Tourism and Sustainable Transformation arrives at a decisive moment. In the Maldives, it represents an opportunity to reimagine tourism as a regenerative force—one that uses data, technology, and nature-based solutions not only to minimize harm but to actively enhance marine environments.

Historically, sustainability practices in tourism were often reactive, responding to environmental damage after it occurred. Today, however, the sector is beginning to shift toward a proactive, evidence-based approach. Data and technology are central to this transformation. Resorts are now using smart monitoring systems to reduce energy consumption, optimize freshwater use, and minimize waste, which cuts costs while also lowering environmental footprints. Advances in sensors, drones, and satellite imagery allow operators to track reef health, sediment movement, and biodiversity changes, providing early warnings of stress and supporting targeted conservation strategies. In addition, digital tools that analyse guest behaviour can help managers adjust recreational activities to reduce concentrated pressure on vulnerable reef systems and distribute visitor impact more evenly. When decisions are grounded in accurate data, sustainability shifts from aspiration into measurable impact, becoming both a competitive advantage and an operational necessity.

While data provides critical insights, the path forward must also embrace nature itself as a partner in resilience. Nature-based solutions are increasingly recognized as essential to sustainable tourism in the Maldives.

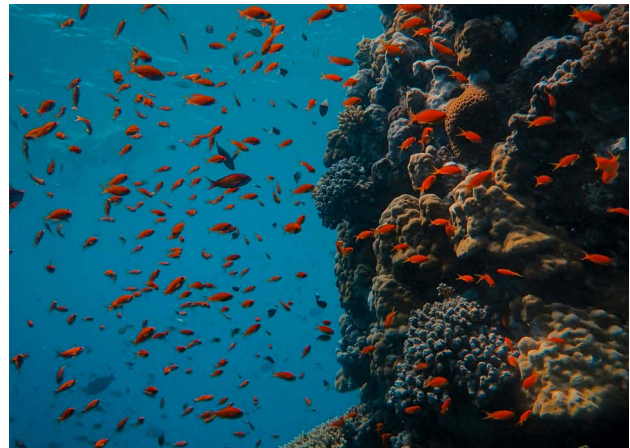
Rather than relying solely on concrete seawalls or artificial interventions, these approaches draw upon the adaptive power of ecosystems such as coral reefs, seagrass beds, and mangroves. These ecosystems already provide protective services by buffering coastlines against storms, sequestering carbon, and supporting biodiversity. They are also at the heart of the Maldivian tourism experience. By investing in their restoration and enhancement, hoteliers can reduce long-term risk, safeguard infrastructure, and enrich the experiences that bring guests to the islands in the first place.

This shift reflects a broader change in the industry's mindset: profitability and sustainability are no longer opposing goals. Travelers increasingly demand authentic, environmentally responsible experiences, rewarding businesses that can demonstrate leadership in sustainability. A thriving reef system, for example, not only provides rich diving and snorkelling opportunities but also protects overwater villas and beaches from erosion. Likewise, when resorts collaborate with local communities on conservation and restoration initiatives, they reinforce their social license to operate while ensuring tourism benefits extend beyond their property boundaries. Aligning profitability with environmental stewardship is therefore not a moral trade-off but a strategic investment in the long-term viability of the sector.

The growing islands initiative done in collaboration with Invena and MIT's self-assembly lab at the JW Marriott Maldives Kaafu Atoll illustrates how these principles can be put into practice. The project combines ecological engineering with data-driven monitoring to create living breakwaters that grow into protective structures over time. Unlike static concrete barriers, these flexible modules are designed to adapt, expand, and foster coral and marine life, thereby protecting coastlines while simultaneously regenerating ecosystems. The 30-meter underwater structure—its placement inspired by the design of the local coral stone mosques, is engineered to dissipate wave energy and has been rigorously tested and simulated for optimal performance. In just six months, the JW installation has produced 30 meters of new beach, thriving marine life, and natural coral recruitment.

Many leave with an appreciation of the project that endures beyond their stay, carrying the story of resilience and restoration with them.

A central part of this work has been the use of Littoral, a predictive coastal intelligence platform that leverages satellite image analysis and AI. Littoral allows coastal decisionmakers from the public or private sector to track sediment flows, reef dynamics, and shoreline change across entire atolls, offering a long-term view of how interventions influence the marine environment, extract relevant intelligence and guide coastal adaptation. In the Growing Islands project, Littoral provides critical insight into how ecological structures interact with ocean currents and coastal processes, enabling relevant stakeholders to refine strategies in real time.



Littoral can also be applied more broadly across the Maldives to access real-time coastal data, predictive analytics, and decision-support tools to strengthen monitoring capabilities and inform strategic planning. Building datasets that help resorts, investors, scientists, government officials and policymakers anticipate risks, optimize resource allocation and coordinate responses. This example of a data-driven intelligence platform enables tourism to engage with the environment as a dynamic, living system, shifting from reactive responses to proactive adaptation. The result is not only greater resilience for ecosystems but also improved business agility and return.

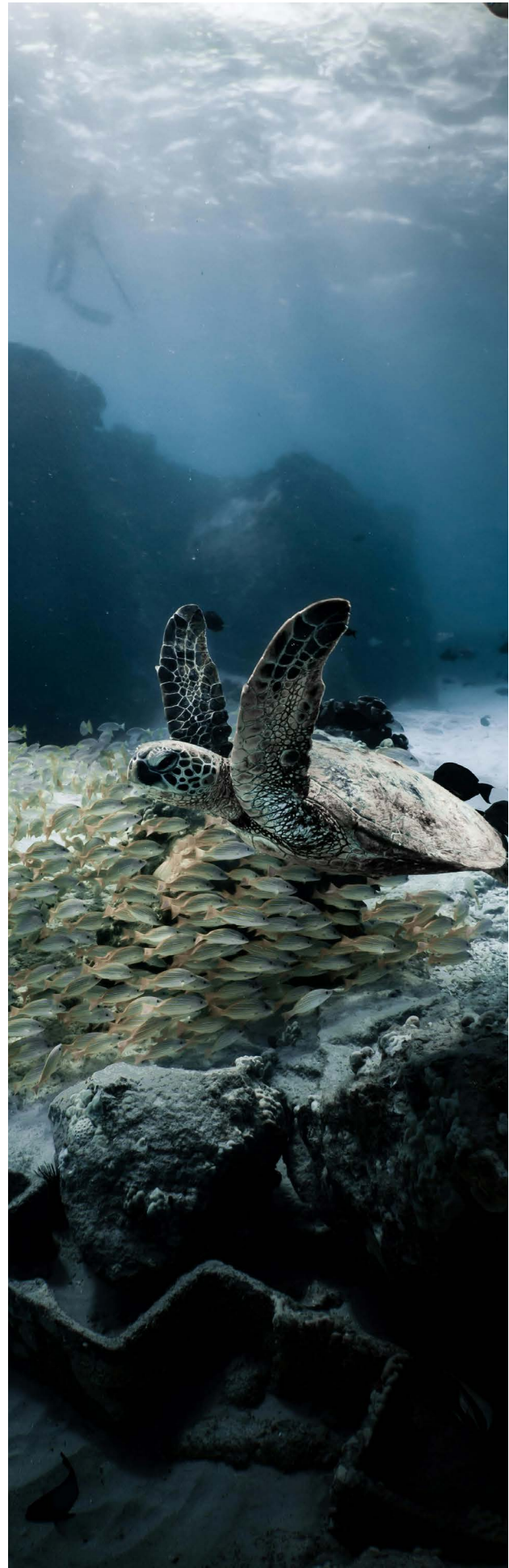
Crucially, the growing islands initiative also integrates guests into the process, inviting them to learn about and participate in restoration activities.

Sustainability becomes not only an operational commitment but also part of the visitor experience, deepening guest connection to place and reinforcing the value of conservation. The project reduces reliance on hard infrastructure, lowers exposure to environmental risks, and channels tourism revenues into regeneration efforts. In doing so, it demonstrates a model in which ecological health is not incidental to profitability but central to it.

The sustainable transformation of Maldivian tourism cannot rest on isolated projects alone. It requires systemic change across the sector, anchored in data, rooted in nature, and supported by collaboration. Hoteliers have a critical role to play by adopting data-driven decision-making, investing in regenerative ecosystems, and working with communities, scientists, and policymakers to scale successful solutions.

The Maldives, with its unique vulnerability and unparalleled natural beauty, has the opportunity to lead globally in redefining what tourism can be. Leading hospitality brands can not only showcase world-class service, but also a future model for the conscious and intellectual traveller. By placing data, nature, and sustainability at the core of operations, the industry can evolve from one that extracts value from fragile environments to one that regenerates and protects them. The UN's mandate for Tourism and Sustainable

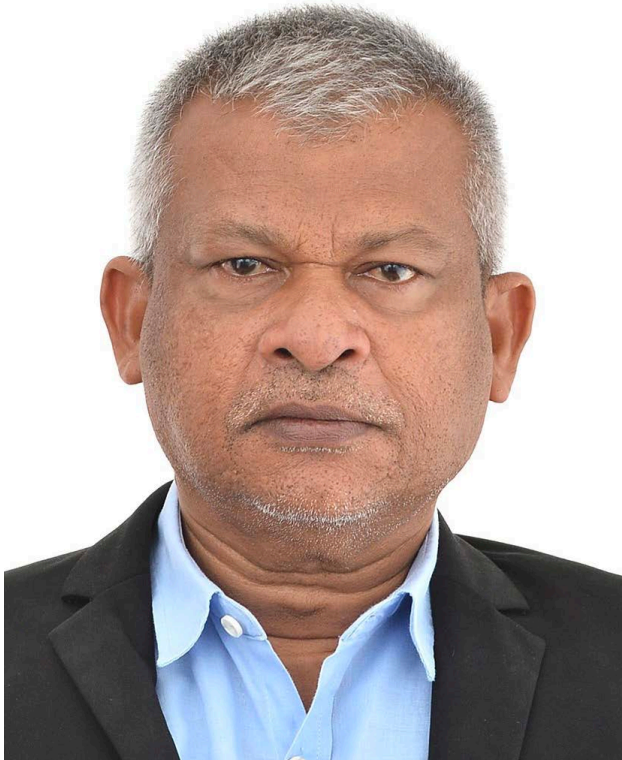
Transformation is not just a guiding theme; it is a blueprint for resilience. For the Maldives, data driven insights will enable smarter decisions, favour low carbon adaptation strategies, offering a chance to ensure that tourism continues to thrive while leaving behind a stronger, more vibrant environment for future generations.



Message by:

Abdulla Nasheed

President,
National Hotel and Guesthouse Association of Maldives (NHGAM)



Local tourism has built its foundation on improving economic sustainability, community relations, and cultural integration. Today, we advance this legacy through deeper community engagement and authentic cultural immersion across our atolls.

We have proven that modern comfort and accessible luxury can seamlessly blend with genuine Maldivian experiences. Our guesthouses and hotels serve as bridges, connecting travelers with local communities while creating sustainable economic opportunities throughout our islands.

This represents our industry's evolution from transactional tourism to transformational experiences. When guests participate in traditional fishing, learn local crafts, or share family meals, they become part of our story. Crucially, economic benefits flow directly to artisans, fishermen, and families, empowering communities,

as active partners, not passive beneficiaries.

Our collective strength demonstrates that cultural preservation and economic development are complementary forces. Every guesthouse and hotel contribute to this vision, generating diverse employment opportunities that extend far beyond conventional tourism roles.

As we commemorate World Tourism Day 2025, we reaffirm our core mission: ensuring tourism serves our community, culture and connections while building lasting prosperity for future generations.

Continuing Our Journey of Sustainable Transformation.

A Luxury Blueprint: Crafting Tourism with Care

Aishath Zilma (Aala)

Director for Development, Environment and Monitoring,
Ministry of Tourism and Environment

The global theme for World Tourism Day 2025, Tourism and Sustainable Transformation, serves as a timely call to action for the international community, reminding us that tourism must evolve beyond economic growth to embrace environmental protection, community empowerment, and long-term resilience. For the Maldives, however, it is a powerful reaffirmation of a philosophy that has guided us from the very beginning, where sustainability was never an afterthought, but the very foundation of our tourism blueprint.

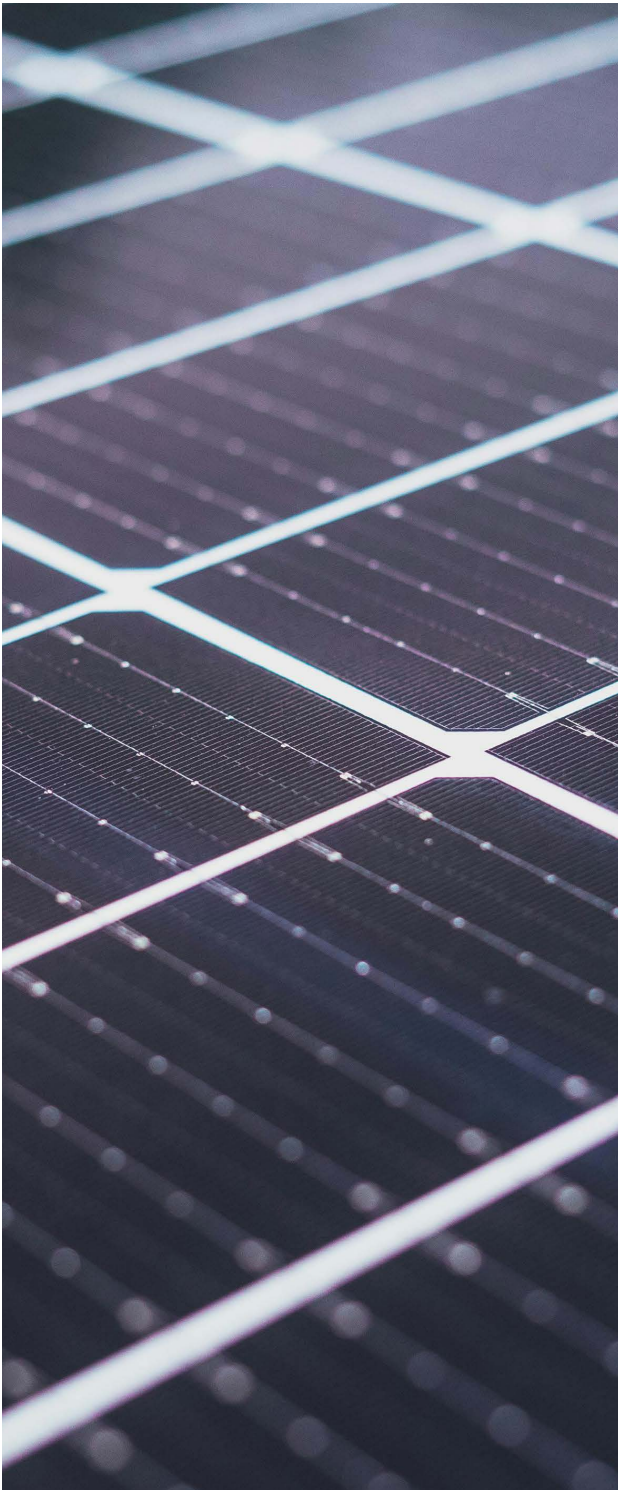
When our tourism pioneers envisioned an industry more than fifty years ago, they did so with an innate understanding of the nation's delicate balance. The one-island-one-resort concept emerged as a deliberate strategy built on two guiding principles: environmental stewardship and guest exclusivity; a model that is unique to the Maldives.



The principle that our environment and economy are inextricably linked has guided our nation's development for decades. On February 19, 2024, we proudly launched the Ecotourism Framework and Roadmap to shape the future sustainable growth of our tourism industry. The initiative lays out clear objectives and guiding principles, ensuring that our tourism thrives in harmony with nature, our people, and the economy, while cementing the Maldives' reputation as a globally renowned destination for ecotourism. Building on this vision, in February 2025 we took a significant step to formalize the bond between tourism and environmental stewardship by merging the Ministry of Tourism with the Ministry of Environment, Climate Change, and Technology into a single,

unified body.

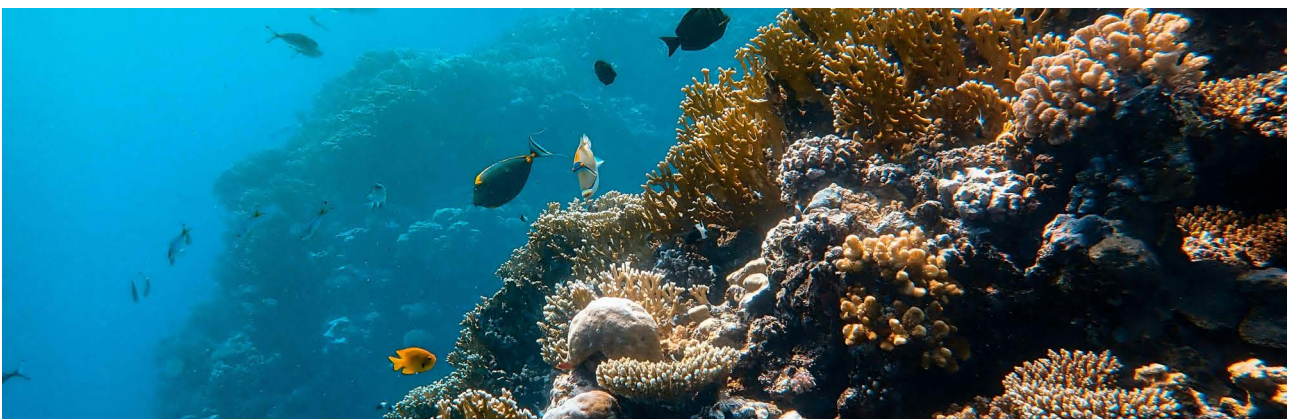
From the very beginning, resort development in the Maldives has been carefully regulated to preserve our natural beauty and maintain the one-island-one-resort model. Each project is planned to protect sensitive ecosystems, respect Environmental Protection Zones, and must undergo an Environmental Impact Assessment before any reclamation or construction. Reclamation of lagoons is limited to 30%, and land development to 50%. Strict no development zones are established on reef edges and from the vegetation line to the mean tide line to protect the beaches. Building height restrictions help preserve the natural landscape, and both dumping resort



waste into the sea and open pit burning on the islands are strictly prohibited.

Our tourism industry has embraced eco-friendly practices as standard. In terms of energy, resorts are increasingly adopting solar power solutions, supporting the Maldives' ambitious goal to generate 33% of its electricity from renewable sources by 2028 and achieve net zero emissions by 2030. For instance, Hurawalhi Island Resort has installed 2,965 solar panels covering over 4,500 square meters, supplying 30% of the resort's energy needs. Waste management is also a priority, where most resorts reuse treated wastewater for landscaping, and no waste is dumped into the sea, while national efforts to eliminate single-use plastics further strengthen sustainability practices. Ecosystem conservation is integrated into everyday operations, with marine biologists and numerous NGOs actively working to protect and restore our coral systems. Furthermore, guest-led conservation programmes engage visitors directly in these efforts, fostering a shared responsibility for the environment. Together, these practices demonstrate that luxury and sustainability can thrive hand-in-hand in the Maldives.

On this National Tourism Day, as we celebrate our achievements, we honour the vision of our pioneers that shaped the Maldivian tourism. By fostering strong partnerships between the government and investors, we ensure that luxury and sustainability continue to complement one another. Looking ahead, the Maldives is focused on diversifying its tourism offerings, embracing new experiences through ecotourism and beyond. In doing so, we continue to follow the blueprint of paradise, where every visit nurtures our environment, celebrates our culture, and leaves a legacy for generations to come.



A Global Perspective: Key Trends Shaping World Tourism

Highlights from the UN Tourism World Barometer – September 2025



The latest data from UN Tourism underscores a significant shift in global travel, validating the Maldives’ long-standing commitment to sustainable, high-value tourism. This global context affirms that the Maldives is not just following trends but leading them.



We have entered a new era of tourism defined not by volume, but by value. The most resilient and successful destinations of the next decade will be those that measure their success by their positive impact—on their environment, their communities, and the travellers they host.

- Zurab Pololikashvili, Secretary-General, UN Tourism



Global Travel: Beyond Recovery

International tourist arrivals have achieved a full and robust recovery, reaching 105% of pre-pandemic levels.

The 2025 Traveller Profile

Today’s travellers are driven by their values, actively seeking sustainable and authentic experiences.

Tourism’s Fastest-Growing Sector

The wellness tourism sector is projected to grow 25% faster than overall tourism, highlighting a global demand for rejuvenation.

Spotlight Trend: The Search for Authenticity

The barometer reveals that 65% of travellers now prioritise immersive cultural experiences over traditional luxury amenities. This global demand is a cornerstone of the evolving Maldivian tourism product, creating significant opportunities for local guesthouses and the integration of the nation’s rich heritage into the visitor experience.



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