



# 2014 | ANNUAL 2015 | REPORT



“ “166 VESSELS  
OPERATED AS TOURIST  
LIVEBOARDS and  
CONSIDERED AS  
ASIA'S LARGEST  
LIVEBOARD FLEET” ”

ABOUT LAM

OBJECTIVES

MANAGEMENT

PROGRESS

UNSOLVED ISSUES

FINANCIAL REPORT



Liveaboard Association of Maldives (LAM) is the Maldivian association; representing the Liveaboards, we have been the voice of liveaboards since the formation of LAM in 2007. Our purpose is to help our Members to grow their businesses successfully and sustainably, and to help their clients and operators choose the appropriate company while choosing a cruising vacation in Maldives.

We help members by:

Raising standards in the industry and by giving guidance on issues from sustainability, environment and safety.

Presenting a united voice to government to ensure the industry get a fair deal.

Making clients , operators and holidaymakers confident and happy in the holiday package that they book through our Members, and helps us achieve our vision of building confidence in Liveaboard business.



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Making clients , operators and holidaymakers confident and happy in the holiday package that they book through our Members, and helps us achieve our vision of building confidence in Liveboard business.

LAM has been at the heart of Liveboard Industry for more than 8 years; our brand stands for expertise, reliability and fairness. We help our Members and their customers navigate through today's changing travel landscape by providing advices and planning the development of the industry by working together.

LAM's vast range of benefits includes anything from free legal and financial advice, operational support through its members, model terms and conditions and advising on the right product and services which the nation has to offer for the Liveboard Industry.

LAM Membership extends beyond the Liveboard industry through our Partnerships with associate members – companies wanting to work with liveboards and liveboard operators within the industry are also able to join.

Becoming a LAM Partner brings you the recognition of the LAM brand and raises your business profile within the liveboard industry as a member among the community.

"The Partner scheme provides a useful forum to hear what is happening at LAM and in the industry at large.





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## MANAGEMENT : 2013 - 2015

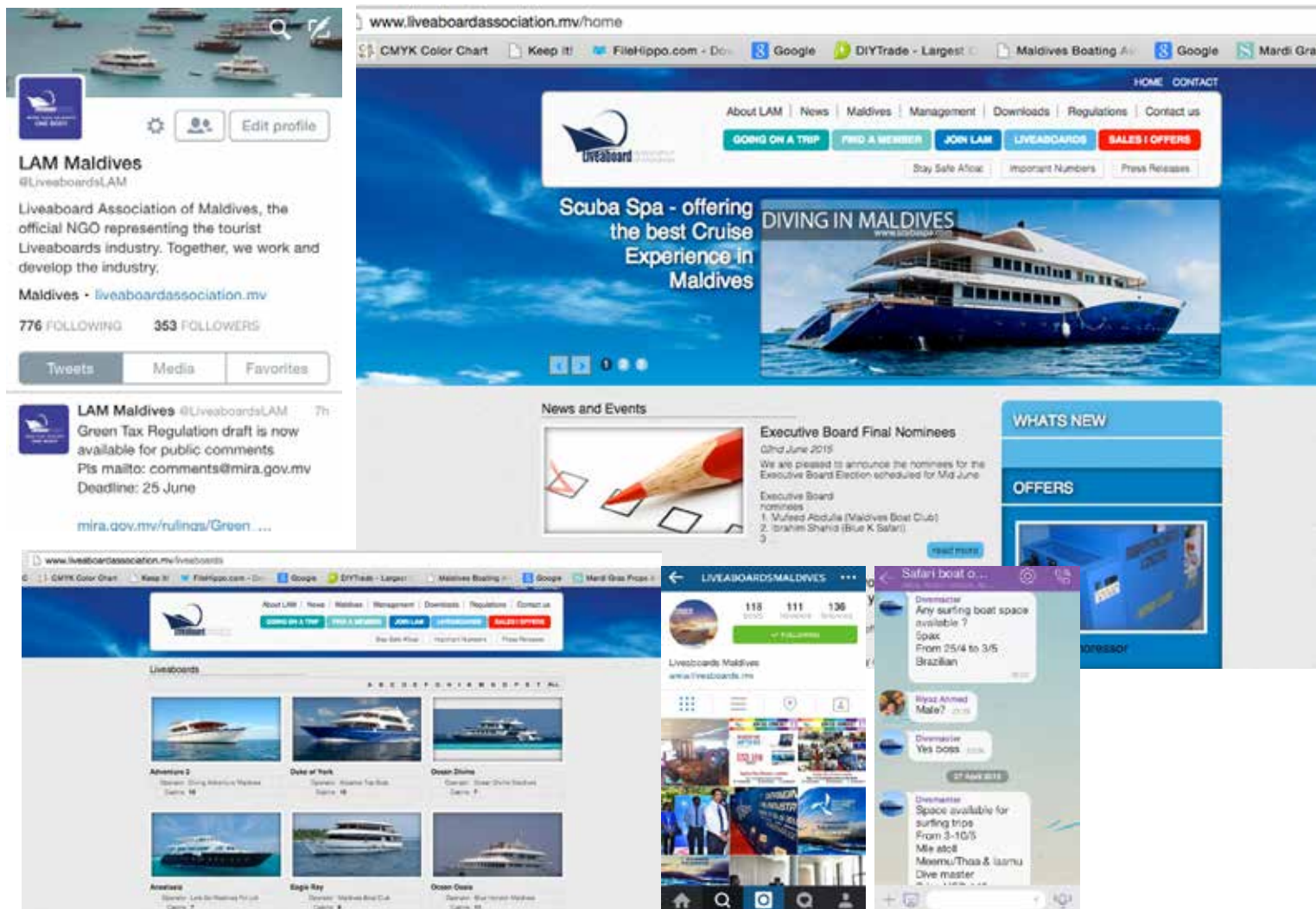
PRESIDENT : ISMAIL HAMEED  
VICE PRESIDENT : IBRAHIM SHAHID  
SECRETARY GENERAL : AHMED ASIF  
TREASURER : AHMED AFRAH

## EXECUTIVE BOARD : 2014 - 2015

HUSSAIN SHAHUDHY  
ABDULLA HAMEED ALI  
FAROOQ ABDULLA  
HASSAN HALEEM  
AMINATH SALAH  
AHMED RIYAZ  
SHAAHINA ALI  
IBRAHIM NASIR  
AHMED ZUBAIR ADAM



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Online Presence : OFFICIAL WEBSITE [www.liveboards.mv](http://www.liveboards.mv)  
Instagram : Liveboardsmaldives , Twitter : LiveboardsLAM  
Facebook : Liveboardsmaldives

LAM developed a new website and made it beneficial for our members by having all the regulations related to Liveboards available in one place. In addition, news and information of the industry and precaution on weather and emergency situations are well communicated through the website.

We also encourage travelers to choose LAM members while confirming cruising holidays to Maldives by going through our website and ensuring that their holiday agent is a member of LAM.


LAM is active on Social Media including Facebook, Twitter and Instagram which are up to date conveying industry news to our members.

In addition, there are several groups on Viber which the industry communicates and have opinions shared in between.



[www.liveboards.mv](http://www.liveboards.mv)

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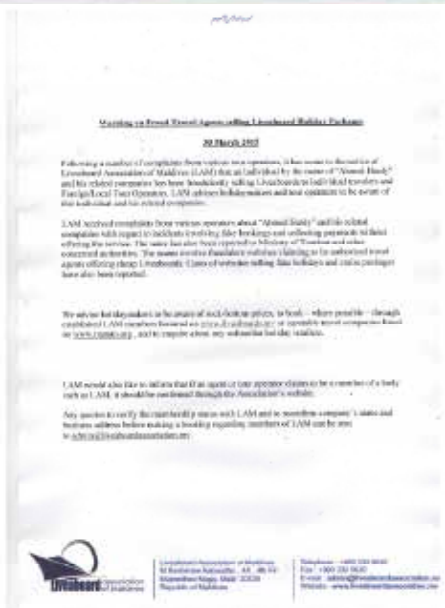
[About LAM](#) | [News](#) | [Maldives](#) | [Management](#) | [Downloads](#) | [Regulations](#) | [Contact us](#)

[GOING ON A TRIP](#) | [FIND A MEMBER](#) | [JOIN LAM](#) | [LIVEABOARDS](#) | [SALES | OFFERS](#)

[Stay Safe Afloat](#) | [Important Numbers](#) | [Press Releases](#)

## LAM Press Releases

- Warning on Fraud Travel Agents Selling Liveaboards**  
 30th March 2015  
 Warning on Fraud Travel Agents Selling Liveaboard Holiday Packages
- Press Release on Amendment to Boundary Regulation on 5th March 2014**  
 05th March 2014
- Press Release on LAM's Star**  
 03rd January 2014



Alert on Fraud Travel Agents :

LAM made the decision in identifying and making aware about fraud travel agents who sell Liveaboards without the knowledge of the boat owners and operators.

There has been numerous complaints from foreign operators and FIT'S about one specific person. Hence, these issues were respectively forwarded to Legal Department of Tourism Ministry and Minister's bureau. While the same made on press releases and circulated among the media's and foreign travel agents.



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## MALDIVES MARINE EXPO 2014 AND 2015

Maldives Marine Expo is a sole idea of LAM to promote the industry with the help of industry stake holders and service providers.

The event has gradually grown very much and the 2nd event held during early 2015 is considered a huge success.

Maldives Marine Expo is managed by Blak Pvt Ltd on contractual basis for Liveaboard Association of Maldives.



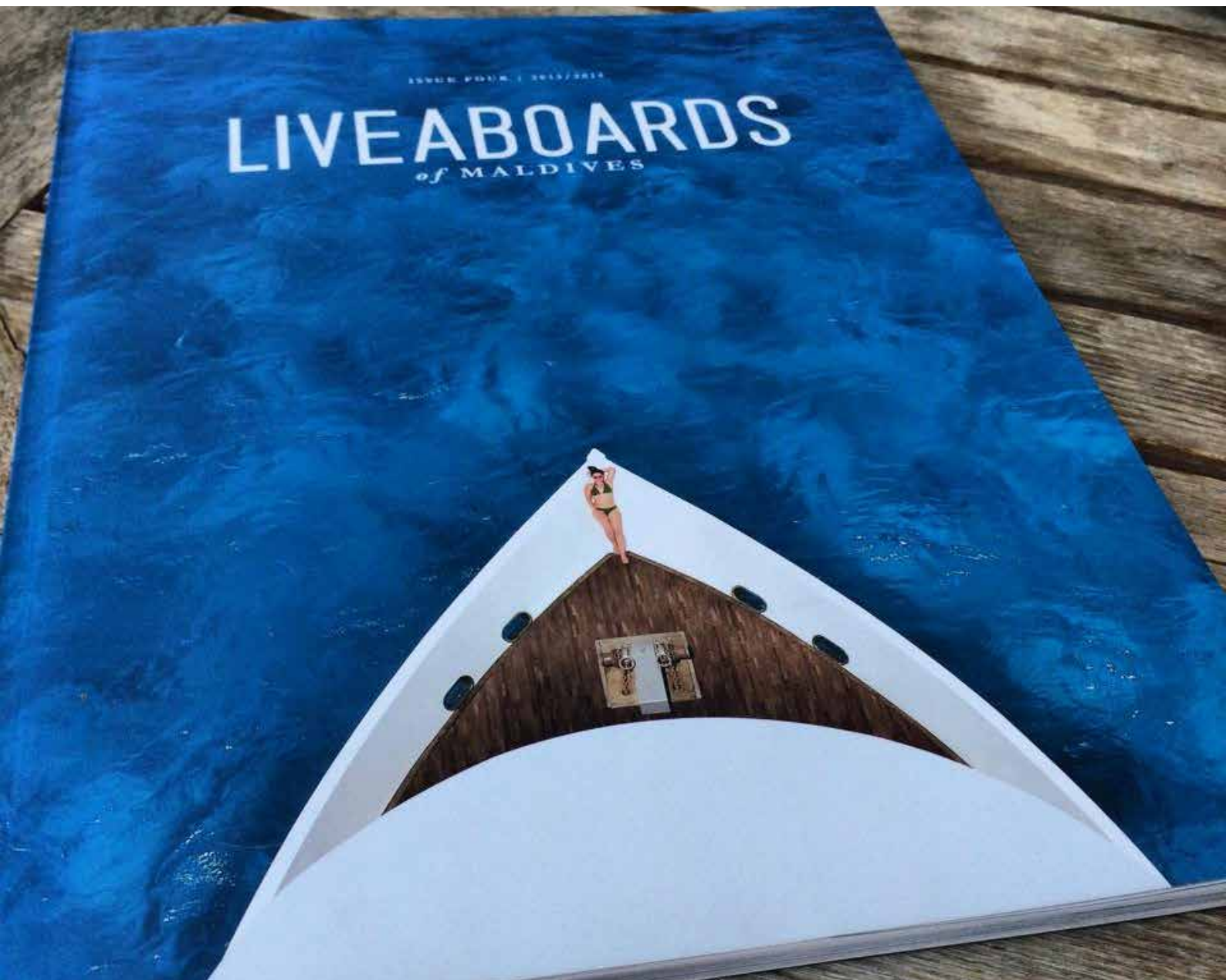




Presence and Participation on Tourism Adaptation Plan (TAP) and on Forums initiated by the Government for the Development of Tourism Sector :

LAM have actively participated and represented the industry on forums and works conducted by TAP during the last two years.

Our executive board members have contributed their time and knowledge for the development of the industry by working with the government and international bodies.



#### Liveaboards of Maldives "Publication"

Liveaboards of Maldives "Official Publication of LAM" is an annual publication developed to promote the industry and freely distributed on major Tourism and Travel Exhibitions with the support of MMPRC and Event Organizers.

Liveaboards of Maldives has been developed by AN+ Associates on contractual basis for LAM.







#### Maldives Boating Awards

LAM introduced “Maldives Boating Awards” consisting of 24 categories, in order to recognize and appreciate the services of the boating industry.

Maldives Boating Awards is managed by Sound and Lights Inc on contractual basis for LAM.



## Joint Meetings with other NGO's

LAM successfully conducted joint meetings with MATATO and Maldives Surfing Association in finding solutions to the common issues within the industry.

These joint meetings are helpful for all parties while approaching the government for solutions.





## Marine & Tourism Industry Forum

LAM invited all marine and Tourism Industry stake holders to a forum and discussed about the issues within the industry. The main objective of the Forum was to identify the issues and find solutions by proper dialog.

The following institutes and organization participated :

Maritime Academy of Maldives  
Maldives Marketing and PR Corporation  
Ministry of Economic Development  
Employers Federation  
MNU (Maritime Studies)  
Boat Builders Association  
Liveaboard Association of Maldives (LAM)  
Association of Travel Agents (ATA)  
Hulhumale' Development Corporation (HDC)  
Villa College (Maritime Studies)



## Safety Training "STAY SAFE AFLOAT"

LAM got the support from Ministry of Defense and MNDF Coast Guard to conduct physical and theoretical safety training programmes for Liveaboard Crew members.

These programmes have been conducted in Hulhumale' and all expenses borne by LAM for the crew members who participate.

## Piracy Issue addressed and coordinated with MNDF Coast Guard :

LAM conducted meetings with MNDF Coast Guard on how and what can be done in case of piracy during southern Maldives and other voyages. Specially during trips to far away areas from the capital city.





## International Standard Trainings with the Support of Maritime Academy

LAM have come to an understanding with Maldives Maritime Academy to exclusively conduct special training programmes for liveaboards.

Some of LAM members have already started these programmes and others have confirmed to proceed soon.

There have also been discussions with Maritime Academy to start classification of vessels and monitoring standards during 2016.



## Meetings with Government Authorities regarding Hulhumale' Harbor

LAM has work continuously on the issue of a safe harbor. However, the industry was forced to remove all the vessels from Hulhumale' Lagoon with very short notice due to phase 2 reclamation project.

LAM's team rushed to meet HDC Officials and Hulhumale' Police , and came to an understanding that Boats will leave the lagoon when the large dredging vessels are transported, however agreed that the industry can use the lagoon on mutual understandings in a convenient way for both.





## Meetings with Economic Council Members Regarding the Safe Harbor

LAM has met with Economic Council members , Minister of Economic Development Hon. Mohamed Saeed and Minister of Youth and Sports Hon. Maleeh Jamaal.

During the meeting with Economic Minister, The minister advised to send a new proposal addressed to Economic Council. The same was done and a new proposal has been delivered accordingly to the Government's Economic Council.

This new proposal requests the government to allocate a lagoon to build a special harbor for liveaboards, and that LAM will find a developer.



KEY FACTS	
ZONE AREA:	994,596 SQM
LAND AREA	242,595 SQM
AREA ALLOCATED FOR WATER SPORTS	271,826 SQM
AREA ALLOCATED FOR YACHT CLUB:	18,301 SQM
NUMBER OF PLOTS:	07
AVERAGE HEIGHT:	1-2F
MOORING CAPACITY:	300 YACHTS (120FT LONG)
YACHT CLUB (EXHIBITION AREA) CAPACITY:	8000 PEOPLE
CRUISE DOCKING CAPACITY:	02
MAXIMUM SIZE OF CRUISE:	720FT
CARRYING CAPACITY AT CRUISE TERMINAL	3000 – 4000 PASSENGERS

## Yacht Marina and Cruise Terminal

The Yacht Marina is a splendid coastal island proposed to be developed in the western side of Hulhumalé catering to the needs of yachts and safaris.

With more than 80% of all safaris operated in the Maldives anchored in the lagoon area to the West of Hulhumalé, the proposed Marina will be a vital facility for the Maldivian tourism industry. Apart from water sports facilities, the marina will have amenities such as retail shops, F&B outlets, a yacht club that includes exhibition space, dry earth facilities and eating area.

There will also be a modern, fully equipped cruise terminal located right next to the marina with an automatic, covered boarding bridge to facilitate cruise lines visiting Maldives.

Meetings with HDC regarding the proposed Modern Marina at Hulhumale Lagoon :

LAM executive board have met with senior officials of HDC to understand and to be aware of how much the government have plans to cater for the growing Liveaboard industry through the proposed Marina.

Meeting with HDC concluded making ourselves aware, that the Marina plan is fully on commercial terms and the government have no clause or request from the developer to have special prices or ease for local Liveaboard owners.

However Mr.Simon (MD of HDC), requested from LAM to send our opinions about the services which has to be available on a marina of its kind to cater for the local Liveaboards. Hence, LAM have passed basic outline of services and proposed plans to be charged which has to be reasonable and different than foreign yachts visiting on adhoc basis.





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## Lagoon at K.Dhiyaneru (Proposed Safe Harbor Solution for Liveaboards)

Cabinet approved a Lagoon at K.Dhiyaneru to be developed as a safe harbor for Liveaboards in 2012. This project has been on hold since the transport ministry was dissolved by the present government.

A process to understand parties who shows expression of interest (EOI) were carried on and three parties submitted their proposals.

Followed with EOI, a bidding process was carried and there were 4 parties who showed interest to develop a special marina for Liveaboards with support facilities.

A committee was chosen to evaluate the proposals including officials from NCIT, Transport Ministry, Regional Airports, LAM. However, it didn't go long, the first two meetings of the committee identified the criteria to evaluate and the third meeting was to start the evaluations. But it did not proceed to evaluation, as the Mijistry was dissolved by the government.

Mr.Aiman from Transport Ministry who were communicating on behalf of the ministry with LAM, informed that the responsibilities of Transport Ministry has been delegated to different authorities and that he believes Dhiyaneru project will be allocated to Economic Ministry.

Hence, LAM met with the Economic Minister and have submitted a proposal again to Economic Council as per his advice. However, LAM have not received any formal response as of now. Meanwhile, Transport Authority have informed that they will be calling LAM for a meeting to share on the process of safe harbor.



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