

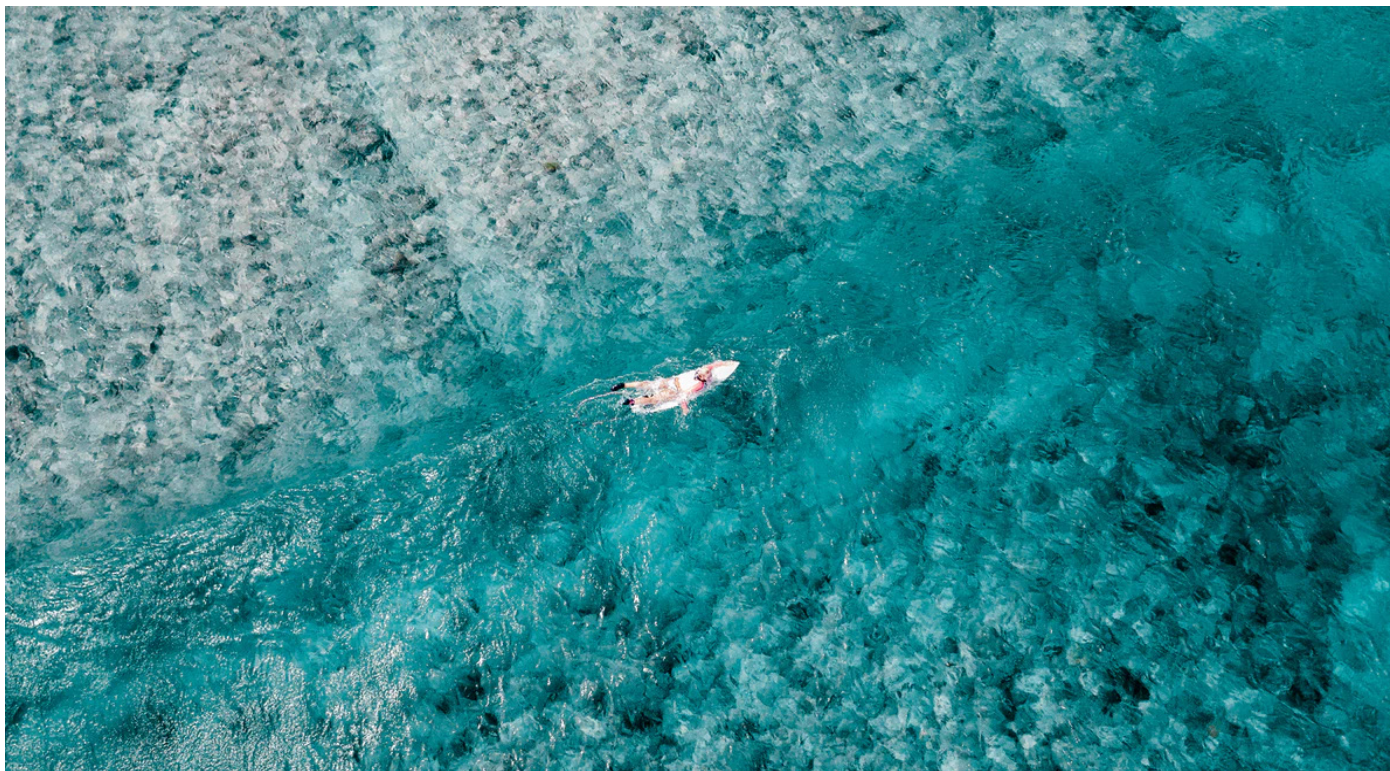
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by NBAM

National Boating Association of Maldives (NBAM)

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Edition 6 | December 2020



NBAM with assistance from RMLS Lab Services provides the cheapest option to take COVID-19 PCR sampling

National Boating Association of Maldives (NBAM) with the support and assistance from RMLS Lab Services (Health Protection Agency - HPA authorized Laboratory), has commenced to provide the cheapest and value-added service for the industry.

Now with the current procedures and regulations, a negative COVID-19 PCR result is required for some countries and airlines. Hence, the challenge of bringing the tourists to do the test 48 hours ahead of departure has been notified as a huge challenge for the industry. To overcome this challenge RMLS Lab Services has offered NBAM a special...

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Maldives Won the World's Leading Destination Award

Maldives has received the World's Leading Destination award at the Grand Final of the World Travel Awards 2020 announced at a virtual event held yesterday. This is the first time Maldives won the award in the history of the island nation, which is also the most distinguished award category of World Travel Awards. Maldives competed in this category with 22 other destinations including Dubai, Malaysia, Spain, Mauritius, and Sri Lanka.

World Travel Awards established in 1993, is the most prestigious honours program in the global travel and tourism industry recognised globally as the ultimate hallmark of industry excellence. It serves to acknowledge...

P:04

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Official signing ceremony of development of Gulf Lagoon for dredging, reclamation & shore protection works was signed by Gulf Craft and SAS e Construction Pvt Ltd on November, 12, 2020 at 1630hrs at the Gulf Craft Maldives Boatyard.

The official MOU was signed by H.E. Mohammed Hussain Alshaali, Chairman of Gulf Craft and Saudulla Ahmed, Managing Director of SAS e Construction Pvt Ltd. A press conference was followed to give more details about the project.

According to the Chairman of Gulf Craft the key project of dredging would contain...

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Now with the current procedures and regulations, a negative COVID-19 PCR result is required for some countries and airlines. Hence, the challenge of bringing the tourists to do the test 48 hours ahead of departure has been notified as a huge challenge for the industry. To overcome this challenge RMLS Lab Services has offered NBAM a special price of USD 75 per test, delivered to Male', Hulhumale and Velana International Airport inclusive of collection from Jetty. In addition, a value-added service of sample collection straight from guesthouse islands, resorts and major anchoring / stopover points have been provided with an added USD 20, which solves many concerns of tourism establishments. At present the dedicated lab on the go, collection service is applicable for Male' and South Ari Atoll.

***For more information, RMLS Lab Service has set a hotline number: 7670456.

The National Boating Association of Maldives has been proactive during these challenging times to provide every possible assistance for the industry, in terms of awareness, trainings, assistance, protective measures and equipment distribution for the industry.

Hulhule Island Hotel Crowned World's Leading Airport Resort



Hulhule Island Hotel (HIH) has been crowned as World's Leading Airport Resort from World's Travel Awards 2020. The award at the Grand Finale of the World Travel Awards 2020 was announced at a virtual event held November, 27th, 2020 at 20:00 (GMT). Hulhule Island Hotel crowned this award by competing with leading airport resorts including the United States of America (USA), Sri Lanka and Thailand.

This is the 27th World Travel Awards since 1993, and the most prestigious honours program in the global travel and tourism industry recognised globally as the ultimate hallmark of industry excellence.

Hulhule Island Hotel has received this prestigious award for 9 consecutive years. This award serves to acknowledge, reward, and celebrate excellence across all our partners of the global travel and tourism industry.

Hulhule Island Hotel, located on the International Airport Island, is a modern and exotic hotel catering to the diversified needs of guests. Set in a heavenly ambiance of turquoise blue waters, the Maldives airport hotel is a perfect place for the guests on leisure as well as on business. It is a happening place to be in; as well it is a tranquil haven at various locations within the hotel.

The hotel is known for its classy and comfortable accommodation having 136 guest rooms in various categories range from 26sqm to 54sqm. Its hotel rooms have a panoramic view of the exotic Indian Ocean in various shades of blue.

Guests wishing to add flavor to their special day or wanting to take the plunge into the sky-blue water and bask at the white sandy beach area or just transiting through the Isle of Maldives or on a business trip.

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Monthly Campaign - "Take Back Your Trash With You"



National Boating Association of Maldives (NBAM) and Save The Beach team commenced a joint monthly campaign - "Take Back your Trash With You" as a CSR initiative programme with volunteers to clean the beaches of Maldives.

The team departed from Hulhumale at 0800hrs to a Private Sand Bank at Grand Park Kodhipparu from Nooraanee Safari boat. Complimentary food and transport was provided by Nooraanee Travels Pvt Ltd.

Save beach team - include millennials, youth, ocean lovers as volunteers. The purpose of this movement is to address the steadily growing issue of public littering and leaving behind all manner of trash on sandbanks that are utilized for general picnic use.

The trash found on Kohdhiparu sandbank was mostly mixed waste. The food waste left behind on the sandbank had become rotten and hence



there were numerous maggots in the trash. This of course attracts seafaring birds who then feed on materials, including plastic fragments, which they are not certainly not supposed to eat.

Sadly, our team was not able to conduct the usual waste audit, because the trash had maggots and due to some of having been burnt and thus melted together. However, the trash was collected in bags, weighed and transported back to the city. In total save the beach team collected 108 kgs of mixed waste.

Kicking off the initiative, the #takebackyourTRASHwithyou campaign 'cleanup trips' are planned to be held once a month. Save The Beach said they will announce trips as they get scheduled and there will be opportunities for volunteers to take part in these cleanups.

IATA Reveals Best Practices for COVID-19 Market Stimulation



The International Air Transport Association (IATA) has called on governments to add market stimulation measures to the support they are giving to keep aviation financially viable. Such measures would encourage travel while systematic testing protocols enable a safe re-opening of borders.

IATA expects total industry revenue to be \$459 billion in 2021.

"Financially viable airlines will be needed to lead the economic recovery from the depths of the COVID-19 crisis. Government support of \$173 billion has helped many survive. With potential to safely re-open borders and revive travel with testing, governments will need to add measures that stimulate demand. Such targeted initiatives will help generate revenues, avoid adding debt to airlines, and immediately generate economic activity across the value chain," said Alexandre de Juniac, IATA's Director General and CEO.

IATA identified five proven ways that governments can help stimulate the air travel market while avoiding adding more debt to already highly leveraged airline balance sheets:

- Temporary waivers or suspensions of government charges, taxes and fees to airlines and passengers will reduce flight costs and lower travel costs for passengers
- Route subsidies for flights to local/regional destinations to support connectivity for rural communities and business
- Financial incentives in the form of rewards for operating flights, or seats flown, which can support airlines while load factors or yields are too low
- Advance ticket purchases that governments can use for future trips or distribute to the traveling public in the form of vouchers to support travel and tourism.
- Passenger travel subsidies in the form of vouchers for passengers or as a percentage cash-back on overall travel costs.

In normal times, aviation supports more than 87 million jobs and \$3.5 trillion in GDP contribution worldwide. But 46 million jobs and \$1.8 trillion in economic activity supported by aviation have been put at serious risk by the dramatic fall in travel demand. The potential to re-start travel with testing should be a turning point. And it creates the opportunity for government measures to stimulate demand, taking economic advantage from aviation's role as an economic catalyst.

"A robust economic recovery needs people to start traveling again. Every job in aviation supports a further 29 jobs, demonstrating the broad impact that re-connecting the world will have. There are many good ideas out there. Any government stands to benefit by including proven stimulus measures into their economic recovery plans. When people travel, economies prosper and grow," said de Juniac.

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World Travel Awards established in 1993, is the most prestigious honours program in the global travel and tourism industry recognised globally as the ultimate hallmark of industry excellence. It serves to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry.

Upon receiving the award, Minister of Tourism H. E. Dr. Abdulla Mausoom said "Maldives winning World's Leading Destination award is a strong endorsement of the popularity of Maldives amongst international tourists. This superb win reflects the strong determination and sound policies of HEP Solih and his administration, strive and strides of travel and tourism industry partners and employees; targeted #VisitMaldives promotion by industry partners and MMPRC and of course the warm smile of Maldivians. Congratulations!"

Due to the COVID-19 pandemic, the Maldives as a whole and the travel and tourism industry was hit hard, and it caused an unprecedented level of disruption. As the lockdown began, the marketing plans of the government's national tourism body, VisitMaldives came to a complete halt, and the campaigns had to be shifted to digital platforms; all travel and tourism partners began adapting to the new situation. The means of communication changed, but it enhanced the way for a more effective channel between agents, partners, and customers across various key markets.

Efforts and planning for the reopening of borders were made with the contribution of the entire industry, where an emphasis was given on the unique geographical formation of Maldivian islands, and the key USP of one-island-one-resort concept. These characteristics make Maldives a relatively safe destination and a safe haven for visitors. The rest of the world was constantly being made aware of the safety measures and important procedures in place for tourists, which came with the reopening of borders on 15th July 2020.

Visit Maldives, alongside industry stakeholders and partners, continued working tirelessly to assure tourists of this, and keep them dreaming about the destination. Several marketing activities and campaigns were launched, providing a platform for tourists from around the world to relive the happiness and rediscover the wonders of Maldives.

Maldives Targets to Achieve 2 Million Tourist Arrivals by 2023



Minister of Tourism Honorable Dr. Abdulla Mausoom has revealed ambitious plans to reach 2 million tourist arrivals to Maldives by the year 2023; this year will mark the 50th anniversary of the tourism industry.

Speaking at the TTM Travel Summit 2020, he also stressed the importance of developing local island tourism and promoting it through the joint work of relevant parties involved in the industry. A website specifically targeted for this has been launched under the name "islands.mv". The website will pave the way for providing detailed information about islands in Maldives, cultural attractions, heritage sites, ecological features, Maldivian cuisine and diving/snorkeling spots accessible nearby the specific island. Island councils will act as the marketing body for the island and will work closely with the guesthouses to attract more tourists.

The Minister commented on the creativity of the industry partners and how the ministry wishes to give them room to develop marketing tools and strategies to further enhance the tourist arrival numbers. He stressed upon the importance of being locally present on all platforms which boost the destination presence and provide a path for more connection between Maldives and potential visitors.

According to the Minister, the international connectivity will be diverted to the Southern and Northern airports instead of the central area. With the newly developed domestic airports, including the most recently established Hoarafushi Airport, it has become easier to link transport routes. The government is currently working on establishing a domestic transport network in Thiladhunmathi. "Moreover, the capacity of the Velana International Airport will be increased by 2020."

The Minister commended the workforce of the industry and stated that "their aim is to empower them through a program where they can attend a few modules specially structured for them. This will allow them to grab new job opportunities in the coming years."

He also expressed that in the future, the Ministry will venture into niche areas such as cultural and ecological tourism due to the emergence of "social impact travel" integrated by current travelers; 2020 has become the age for "socially conscious travelers".

Maldives has recorded over 440,197 tourist arrivals, with over 56,000 arrivals since the reopening of borders in July; the top market arrivals are Russia and India. The Ministry, together with relevant stakeholders, continue to work alongside to market and promote the travel and tourism industry in Maldives.

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Emirates Increases Flight Frequency to Maldives



Emirates has increased its services to Maldives by offering three daily flights on the Dubai-Male' route, using B777ER aircraft. This was done in order to boost access to the destination amidst the winter holiday season.

Emirates, which runs the world's biggest airline by international traffic, was the second airline to resume services to Maldives along with SriLankan Airlines on 16 July 2020 after a three-month hiatus due to the border closure to curb the spread of COVID-19.

Emirates customers can also plan their travels and fly with even greater assurance and peace of mind, with the airline's latest industry-first initiative to provide expanded, multi-risk travel cover on top of its current COVID-19 cover.

Provided by Emirates at no additional cost to its customers, and provided by AIG Travel, this cover is the first of its kind in the airline and travel insurance industry. It is designed to provide all Emirates passengers a truly unique offer for stress-free and hassle-free travel.

Development of Gulf Lagoon Contract Signing for Dredging, Reclamation & Shore Protection Works



Official signing ceremony of development of Gulf Lagoon for dredging, reclamation & shore protection works was signed by Gulf Craft and SAS e Construction Pvt Ltd November, 12th, 2020, at 1630hrs at the Gulf Craft Maldives Boatyard.

The official MOU was signed by H.E. Mohammed Hussain Alshaali Chairman of Gulf Craft and Saudulla Ahmed Managing Director of SAS e Construction Pvt Ltd. A press conference was followed to give more details about the project.

According to the Chairman of Gulf Craft the key project of dredging would contain many projects, such as Gulf Craft New Factory for boat building, Marina for Seafarers and Liveabords, a Maritime School for the young millennials and build a Resort to welcome Maldives tourists with great hospitality.

Dredging, reclamation & shore protection works with SAS e Construction Pvt Ltd in a 3 year contract and the reclamation would be completed by 2023.

The key intention of Gulf Craft is to build luxury boats in the Gulf Craft Maldives boatyard and export the Luxury boats from Maldives to other Asian countries and also supply local market with the best boats and mid size luxury yachts at the most affordable price.

In 2000, Gulf Craft Maldives launched a 100,000 square foot facility producing top quality yachts, pleasure boats, and rapid transport vessels in the Maldives.

Maldives Transport & Contracting Company (MTCC) Celebrates 40th Anniversary



Maldives Transport and Contracting Company (MTCC) has celebrated a new milestone of reaching its 40th year as the longest serving public company of the Maldives. MTCC broadcasted a special TV program, #Kaamiyaabu40 to mark the celebration of turning 40.

The company further released a song, telling the story of its very commendable services to the nation and distributed some scrumptious cupcakes to the customers at the ferry terminals on the occasion.

Making a pleasant appearance during the program, President Ibrahim Mohamed Solih inaugurated a special book commemorating the 40th anniversary of MTCC. President Solih praised MTCC for its vital role in implementing the Government's policies to ensure basic services nationwide.

Highlighting the valuable services offered by MTCC throughout its 40 years of existence, President Solih thanked all the hard-working staff of MTCC. He noted that the exemplary leadership of MTCC is evident as the company earned MVR 140 million in profit before tax within the first three quarters of 2020.

Maldives Transport and Contracting Company Plc (MTCC) was incorporated on December, 18th, 1980 as the first public company in the Maldives. Throughout its existence MTCC has positioned itself as the leading marine and land transport provider and civil and marine constructor.

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NBAM Member Boats Permitted to Restart Operations (as of 5th December 2020)



Since the restart of Tourism Operations in Maldives in 15th July 2020, Ministry of Tourism has permitted 60 NBAM Member Liveaboards to restart operations as of 5th December 2020. Below is the list of the Liveaboards:

- | | | | |
|-----------------------|------------------------|-------------------|--------------------|
| - Maavahi | - Horizon 3 | - Emperor Virgo | - Scubaspa Yang |
| - Searex | - Horizon 2 | - Emperor Voyager | - Ocean One |
| - Gurahali | - White Sand | - Sachika | - Moonimaa |
| - Koimala | - Sunkissed | - Alice | - Princess Haleema |
| - Seafarer | - Atoll Jade | - Island Safari 1 | - Azalea Cruise |
| - Blue Shark 2 | - Dhinasha | - Island Safari 2 | - Handhufalhi |
| - Gahaa | - Soneva in Aqua | - Maldiviana | - Handy Cruise |
| - Gulfaam | - Noah | - Marselia Star | - Soleil |
| - Sea Coral | - Fascination Maldives | - Honors Legacy | - Iruvai |
| - Leo | - Searex | - Blue Shark 1 | - Soleil 2 |
| - Handhu | - Ritrella | - Assidha | - Princess Noor |
| - Soleil | - Emperor Leo | - Carpe Novo | - Princess Haseena |
| - Soleil 2 | - Emperor Atoll | - Carpe Diem | - Searose |
| - Adora | - Emperor Serenity | - Carpe Vita | - Duke of York |
| - Princess Dhonkamana | - Emperor Explorer | - Scubaspa Ying | - Duplex Cruise |



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