

boatinginsider

by NBAM

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October 2021

National Boating Association of Maldives (NBAM)

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Photo: Maldives Bodyboarding Association meets with NBAM Board Members to discuss concerns faced in the surfing industry.

Maldives Represented at the World's Largest Fair, Expo 2020 Dubai

Maldives pavilion is now open for visitors at Expo 2020 Dubai. Maldives is represented at the pavilion by the Ministry of Economic Development, Ministry of Tourism and Visit Maldives.

Expo 2020, dubbed as World Expo, is held in Dubai, United Arab Emirates for a duration of six months from October 1, 2021 till March 31, 2022. This year's Expo theme is "Connecting Minds, Creating the Future"...

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President Declares 3rd October as National Tourism Day

President Ibrahim Mohamed Solih has declared 3rd October as National Tourism Day. He announced the decision last night while delivering his remarks at the ceremony held at Kurumba Maldives Resort to launch the official one-year countdown to the 50th anniversary of the Maldives Tourism Industry.

As the Maldives is on track to mark its 50th anniversary since the introduction of ...

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Honda Marine Outboard engines open for Pre-Orders

Marine Vibes Pvt Ltd, the authorized distributor for Honda Marine outboard engines in the Maldives is open for taking pre-orders of the newly introduced engines to the marine sector. It is a new addition to the existing marine engines in the Maldives market.

With over 55 years of marine expertise and leadership technology, Honda Marine delivers one of the top features in its...

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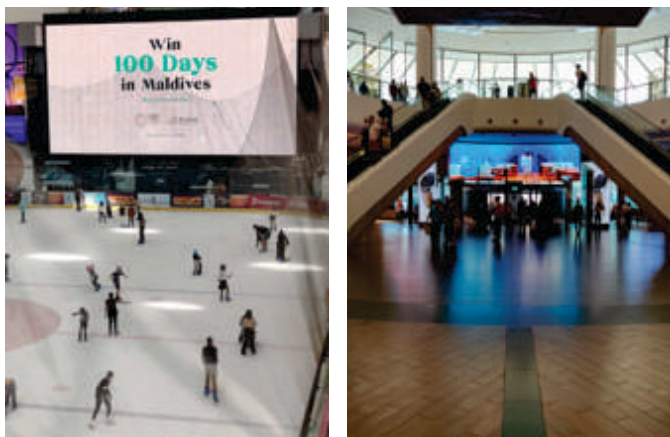
TO ENJOY
BOATING
privilege



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Maldives Promoted on 384 Screens in Dubai Mall



Visit Maldives has commenced promotion of Maldives on 384 screens in Dubai Mall, as part of a visibility campaign. This campaign, which coincides with the commencement of Expo 2020, will be carried out for a period of one month, starting 1st October.

The campaign aims to promote the Maldives' pavilion at Expo 2020, which runs for 6 months from October 1, 2021 till March 31, 2022 in Dubai, UAE. During the visibility campaign, a short video of the destination targeting on promoting the Maldives' pavilion at the Expo 2020 will be shown on 384 screens within the Dubai Mall. The message shown in the video at Dubai Mall will advertise the "100 days of Free Holidays" raffle to be carried out during the duration of the Expo.

Dubai Mall is one of the world's largest and most visited malls in the world. In 2019, the mall received a footfall of 84 million visitors. Many visitors from both the Middle Eastern region and other countries are expected to visit the Mall, especially with the commencement of Expo 2020 which has exhibitors from over 190 countries and will possibly attract millions of visitors from around the world.

The purpose of the visibility campaign is to attract visitors to the Maldives' stand at the Expo 2020. It also aims to promote the destination as a safe haven and experiences unique to the Maldives to potential travelers. This campaign supports our strategies for the Middle Eastern and global markets.

So far this year, Visit Maldives has participated and held several activities to promote the destination as a safe haven for travelers globally. This consists of both in-person and virtual activities including webinars, roadshows, fairs and exhibitions. Visit Maldives also has many such activities planned for the rest of the year, to promote the destination in top source markets, new and emerging markets.

Tragic incident of Handy Holdings



NBAM and the entire boating community shares their heartfelt condolences with the owners and management of Handy Holdings. 'Our thoughts and prayers are with everyone who suffered in this tragic incidence'.

'We wish friends and family of the deceased comfort and strength through this heartbreaking period'.

NBAM urges all boat owners and operators to be extra vigilant during days of bad weather, to take every possible caution for the safety of travelers.

#StaySafe

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Maldives Represented at the World's Largest Fair, Expo 2020 Dubai



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Expo 2020, dubbed as World Expo, is held in Dubai, United Arab Emirates for a duration of six months from October 1, 2021 till March 31, 2022. This year's Expo theme is "Connecting Minds, Creating the Future". It provides a great platform to showcase destinations, latest innovations, and investment opportunities from around the world under three major themes; Sustainability, Mobility and Opportunity. The event will see exhibitors from over 192 countries. An estimated 25 million visitors are expected to visit the Expo during its duration.

The Maldives' pavilion is promoting the country under the Sustainability theme at the Expo 2020. The country's pavilion will showcase the unique beauty of the destination, enhance brand visibility, and share investment opportunities available in the Maldives. Throughout the duration of the six months of the expo, Visit Maldives will also give away exciting raffles to lucky winners every week. These raffles are conducted under the title "Win 100 days of Free Holidays in the Maldives". The raffles provide 100 lucky winners free holidays in the Maldives. Coinciding with the Expo 2020, Visit Maldives, is also carrying out a visibility campaign at Dubai Mall. This month-long campaign, launched on 1st October, will showcase the destination on 384 screens in the mall. The video aims to attract visitors to the Maldives pavilion at the Expo, advertise the "Win 100 days of Free Holidays in the Maldives" raffle to be taken during each week of the event for six months, and promote the destination.

Through the participation in Expo 2020, affluent residents from the Middle East and delegates visiting the Expo from other countries are targeted, to promote the destination. During the six months, we aim to promote different aspects of the destination, conduct trade and business which can result in increased foreign direct investment. Through our pavilion at Expo 2020 we aim to showcase our unique natural environment and our country's unmatched natural beauty that is enjoyed by both locals and visitors. This activity is conducted as part of Visit Maldives' strategies for the Middle Eastern market.

By September 15, 2021, Maldives welcomed a total of 843,552 visitors to the Maldives out of which 11,192 arrivals were from the UAE, which is a growth of 47.8% compared to 2019. Meanwhile, during this period, we received 27,380 arrivals from Saudi Arabia, which is a growth of 37.7% when compared to 2019.



Visit Maldives has been holding and participating in several events to promote the destination in top source, emerging and new markets. This includes webinars, fam trips, roadshows, fairs, and exhibitions. Activities planned for the Middle East for the year include joint marketing campaigns with Qatar Airways, Qatar Travel Mart 2021, Maldives Roadshow in Doha, a media influencer FAM trip and GCC region/ KSA (Kingdom of Saudi Arabia) focused digital campaigns.

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President Declares 3rd October as National Tourism Day



President Ibrahim Mohamed Solih has declared 3rd October as National Tourism Day. He announced the decision last night while delivering his remarks at the ceremony held at Kurumba Maldives Resort to launch the official one-year countdown to the 50th anniversary of the Maldives Tourism Industry.

As the Maldives is on track to mark its 50th anniversary since the introduction of tourism in the country, President Solih revealed that the government had decided to dedicate a day for the occasion as the Maldives does not mark a specific day to celebrate the achievements of the tourism sector. In previous years, such celebrations were held coinciding with International Tourism Day. He further clarified that National Tourism Day is attributed to the opening of the Maldives' first resort, Kurumba Village, at Vihamanaafushi island near Malé on October 3, 1972.

President Solih commended the efforts of tourism industry workers and emphasized their contributions to the advancement of the industry. The President said that the government envisions the expansion of tourism across the nation. Noting that peripheral developmental efforts are required for this to become a reality, he detailed that transport links to the islands, access to safe drinking water, proper sewerage networks and telecommunication services must be established across the nation to expand tourism.

President stated that the administration had already made great progress in the efforts to prioritize the development of such services. He reiterated that the administration strives to establish water and sewerage networks in all inhabited islands by the end of 2023. Adding that work to establish the 'Integrated National Public Ferry Network', a high-speed ferry network connecting the islands is underway, the President similarly underlined the efforts to provide easy access to internet services across the nation. He also stated that local tourism ventures such as guesthouses and homestays would become convenient with the development of these services.

Delineating the government's vision for a more prosperous future for the tourism sector, President Solih said that future generations would benefit from the implementation of sound environmental policies that ensure sustainability and focus on climate change. He underscored the importance of staying on track with the 'National Biodiversity Strategy and Action Plan', which encompasses the

phase-out of Single-Use Plastics and the Maldives' ambition to achieve net-zero carbon emissions by 2030.

Highlighting the contributions of tourism industry workers, President Solih reiterated that increased participation from women and youth is crucial to the advancement of the industry. A song for celebrating the 50th anniversary of the Maldives Tourism Industry was revealed at the ceremony and the President was presented with the lyrics of the song. The ceremony was attended by First Lady Fazna Ahmed, Cabinet Ministers, senior government officials, tourism sector representatives, long-serving members of the sector and industry leaders.

Qatar Airways to Resume Flights to Medina, Saudi Arabia



Qatar Airways has announced that it will resume services to Prince Mohammed Bin Abdulaziz International Airport, Medina starting October 1, 2021 with four weekly flights. The Medina services will be operated by the airline's state-of-the-art Airbus A320 featuring 12 seats in First Class and 132 seats in Economy Class.

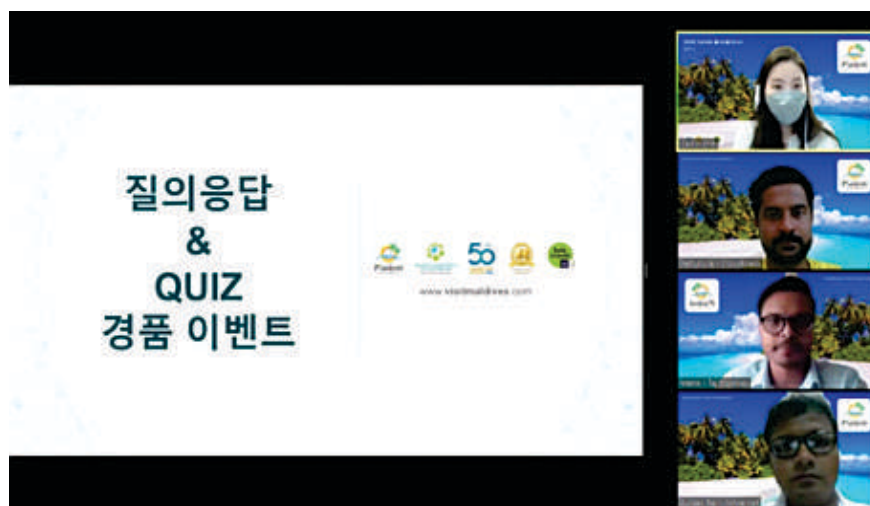
The resumption of services will enable passengers flying from and to Medina to enjoy seamless connectivity to over 140 destinations of the airline's extensive global network in Asia, Africa, Europe and the Americas via the best airport in the world, Hamad International Airport.

Qatar Airways flight QR 1174, will depart from Hamad International Airport at 01:00, arriving at 03:15 to Prince Mohammed Bin Abdulaziz International Airport. Qatar Airways flight QR1175, will depart from Prince Mohammed Bin Abdulaziz International Airport at 04:15, and arrive to Hamad International Airport at 06:25. The national carrier of the State of Qatar continues to rebuild its network, which currently stands at over 140 destinations. Qatar Airways also features flexible booking policies that offer unlimited changes in travel dates and destinations, and fee-free refunds for all tickets issued for travel completed by 31 May 2022.

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Connect with Maldives-Your Safe Haven" Webinar Held for South Korea Travel Trade



Visit Maldives holds "Connect with Maldives - Your Safe Haven" webinar targeting travel trade professionals from South Korea. The 1-hour webinar, held on September 30, was hosted on Visit Maldives' virtual platform. It was attended by about 100 top travel agents from South Korea.

Opening the webinar, Managing Director of Visit Maldives Thoyyib Mohamed highlighted the priority given by Maldives to ensure tourists have a truly safe and holistic experience during their stay in the destination. He spoke of the latest covid updates, efforts by the authorities to vaccinate all employees working in the tourism sector, accommodation options and activities tourists can indulge in while visiting the Maldives.

The main purpose of the webinar was to promote Maldives as a safe haven for travellers and update the South Korean travel trade with the latest information and travel guidelines from the destination. It also provided opportunities for our industry partners to showcase their products (resorts, hotels, guesthouses and liveaboards). It also promoted the experiences unique to Maldives.

Furthermore, through the webinar Visit Maldives promoted the geographical advantages of the scattered islands of Maldives, allowing natural social distancing making Maldives one of the safest destinations for tourists. During the webinar the travel trade professionals from South Korea were also informed of the strict measures in place at our tourist establishments. Crossroads Maldives, Taj Exotica Resort and Spa Maldives, JW Marriott Maldives and Singapore Airlines participated in this webinar along with Visit Maldives. Three raffles were also drawn during the webinar, for which winners were selected through a quiz. The free holiday raffles were sponsored by SAii Lagoon Crossroads Maldives, Taj Exotica Resort and Spa Maldives and JW Marriott Maldives. Each winner of the raffle will get to bring a plus one for their free vacation in one of these properties in the Maldives.

The webinar was held in line with Visit Maldives' strategy to maintain the destination's presence in the South Korean market and to efficiently promote various segments of tourism to travel trade professionals. This strategy aims to assist the destination increase future bookings and arrival figures from South Korea once the market lifts travel restrictions.

Visit Maldives has organised and participated in various activities targeting the South Korean market, in order to maintain the momentum of the destination in this market. At the same time more activities are being organised. Activities held so far this year include outdoor advertising campaigns, online sales promotion with Palm Tours, honeymoon fair with Palm Tours, print media advertising campaigns with Noblesse and Trevie. Activities planned for the year include influencer familiarization trips and joint campaigns with airlines and tour operators.



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British Airways Resumes Direct Flights via Male-Heathrow Route



British Airways has recommenced direct flights between Malé, Velaana International Airport (VIA) and Heathrow Airport, London. The airlines resume the operation not long after the tropical destination was removed from the UK Red List. Announced on September 22, Maldives was taken off the list along with 7 other countries as they were deemed to be less risky to travel to. With eased travel for UK citizens, they will no longer be required to take COVID test or quarantine as they return back home.

With the reopened route from London, the traffic of British travelers to the islands of the Maldives is expected to increase starting from mid-October onwards.

The UK has remained a top market to Maldives since the country's borders reopened and has not descended from top 10 markets to Maldives during this year, 2021.

Customers can book their flight tickets to London with the GSA for British Airways in the Maldives, Voyages Maldives.

For bookings and further information, email: airlinesticketing@voyagesmaldives.com

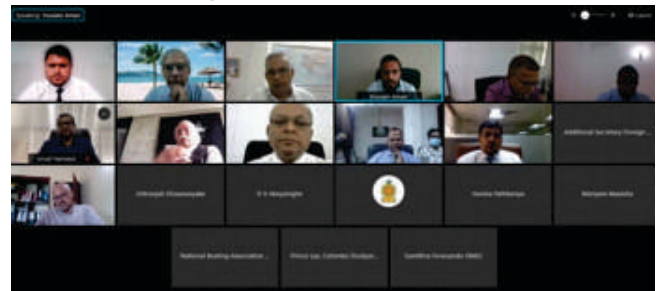
World Marinas Conference opens in Dubai



Packed three-day program includes nearly 40 speakers.

The first leisure marine industry event to run in the Middle East for nearly two years opened on 12th October 2021 at the Address Hotel in Dubai Marina.

NBAM Meets with Sri Lankan Counterparts with the Facilitation and Support from Sri Lankan High Commission in Maldives



National Boating Association of Maldives (NBAM) has met with their Sri Lankan counterparts yesterday in an online meeting via Zoom with the facilitation and support from the Sri Lankan High Commission in the Maldives.

NABM met with the Export Board of Sri Lanka, Secretary of Foreign Ministry of Sri Lanka, Acting High Commissioner of Sri Lanka in Maldives, Representatives of Colombo Dock Yard and significant boating industry businesses from Sri Lanka.

The association was represented by Mr. Ahmed Afrah, President of the organization along with its Executive Board members. Both parties discussed areas of interest, including ways to exchange and facilitate business engagements.

While areas of human development and training opportunities were discussed during the meeting, NBAM also recommended Sri Lankan Boating Technologies to have a mutual agreement (MOU signed) to support and exchange expertise in areas of interest.

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Maldives Jet Ski Tour 2021 took place in celebration of World Tourism Day



Jet Ski Tour 2021 – North to South started off on the 21st of September, in the festive celebration of the World Tourism Day 2021 to be marked on September 27. The group arrived in Addu Atoll followed by a visit to A.A. Rasdhoo from Malé.

Viewers were taken onboard during The Jet Ski Marathon 2021 with 6 fly skis from the northern most atoll in the Maldives to its furthest edge which was later docked in Malé. The group of 13 members, including 6 expert watersports men, showed up amidst heavy storm in the evening to be invited by Minister of Tourism, Dr. Abdulla Mausoom, and Male City Mayor, Dr. Mohamed Muizzu.

The event was held in Jetty Number-1. Apart from that, the official board of the tour was signed and stamped by the mayor. The group was additionally given a bottle of sand from Male', a token introduced by Male' City Council.

Honda Marine Outboard engines open for Pre-Orders by Marine Vibes Pvt Ltd



Marine Vibes Pvt Ltd is open for taking pre-orders of Honda Marine Outdoor engines. It is a new addition to the existing marine engines in the Maldives market.

With over 55 years of marine expertise and leadership technology, Honda Marine delivers one of the top features in its outboards – there is a reason why consumers have faith in the Honda name. Their high-performance engines are tested on racetracks and roadways across the globe every year. When it comes to choosing power for your new boat, or repowering your current one, consider the experience that will take you over the water with that quiet, efficient operation and reliability only Honda can deliver. Honda was the first marine manufacturer in the world to offer full-line, dependable, 4-stroke outboard options in 1964.

Marine Vibes is a subsidiary of dBlue Pvt Ltd, a veteran service provider in the marine industry; led by industry pioneers and visionaries who have contributed to the Maldivian marine industry. "Customers can pre-order their requirements of high performance Honda Marine outboard engines and contact us directly if they need any further assistance" said Mr. Haneef, Sales for Honda Marine Outdoor engines.

Choose Honda Marine's elite outboard engine to surpass the market efficiently and stay ahead of the game. Official showroom of Honda Marine by Marine Vibes is located at Orchid Magu, Malé city, next to the dBlue showroom.

17 MEMBERSHIP BENEFITS OF



1 Referrals to Potential Customers

2 Free Consultation about Industry

9 Safety Training Opportunities for Crew

10 Invitation to NBAM Events and Gatherings

3 Free Listings for Member Boats on Liveboards of Maldives Magazine

4 Free website listing for Liveboards

11 Special Rates for Members to Participate in Maldives Marine Expo

12 Exclusive Benefit in nominating to Maldives National Boating Awards

5 Free website listing for Service Providers and Marine Equipment Sellers

6 Special Member Packages on Insurance Premiums from Allied Insurance Company (Exclusive for NBAM)

13 Members to Members Networking

14 Logo on Brochures and address cards / promotions

7 Special Terms and Prices on Fuel Suppliers

8 Special assistance on Regulations and Guidelines

15 Partnership Programme Discounts

16 Special Discounts from Boating Privilege Partner Businesses

17 Opportunity to communicate with government and authorities as a team and comment on Regulations

NATIONAL BOATING ASSOCIATION OF MALDIVES

Working together is progress - Keeping together is success



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Barcelona International Boat Show from 12th-17th October 2021



Salon Nautico, the largest exhibition in sports and recreational boating in Southern Europe with the participation of the main leading brands. The event is held at Port Vell, Moll de la Fusta / Moll d'Espanya.

Salon Nautico is one of the most attractive and interesting nautical exhibitions in Europe. It showcases a wide range of motorboats, yachts, sailing accessories, fishing gear and surfing and scuba-diving equipment. The five themed zones of Sea, Fishing, Traditional Sailing, Fun Beach and Innovation staged numerous activities, including presentations of regattas, beginners' sailing clinics, prize-giving ceremonies and technical seminars.

The Salon Nautico will take place from Tuesday, 12. October to Sunday, 17. October 2021 in Barcelona.

Updates on the upcoming Abu Dhabi International Boat Show



Scheduled to be held from the 13th-16th October 2021, Abu Dhabi, UAE. The Abu Dhabi International Boat Show (ADIBS) will take place at the Abu Dhabi National Exhibitions Centre and Centre Marine, Abu Dhabi, UAE. Organised by the Abu Dhabi National Exhibitions Company (ADNEC), the show will focus on luxury boating, fishing and watersports, presented by both UAE and international companies.

Discover the latest, accessible, affordable and flexible ways to enjoy all aspects of marine leisure and watersports with a whole range of opportunities to get out on the water at the show, learn about the latest technology whilst enjoying the entertainment and attractions at this award winning venue. There are a number of reasons to visit the latest industry gathering for luxury yachts, leisure marine and fishing.

Biograd International Boat Show from the 20th to 24th October at Marina Kornati, Biograd na Moru, Croatia



Biograd Boat Show is traditionally held in Marina Kornati in Biograd, one of the three largest marinas on the Adriatic, in which there are over 50 races and events held annually. During such events Marina Kornati is visited by an enviable number of 50,000 sailors, which makes it unique on the Adriatic.

The Show is recognizable for the particular, hospitable ambience of the charming coastal host city Biograd. Enriched by quality infrastructure of the organizer, Ilirija Inc., including marina Kornati, Ilirija hotels offer their restaurants and related amenities.

A bascule pontoon bridge connects the central part of marina Kornati with the western part, offering a unique and attractive exhibition experience.

OFFICIAL EVENT OF



6TH EDITION

MALDIVES MARINE EXPO 2021

11-13 DEC 2021

HULHUMALÉ

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There*

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EVENT ORGANIZER

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