

# Maldives

tourism bulletin



Highlights   Conversations   Updates

## TOURISM UPBEAT WOMEN IN TOURISM



MINISTRY OF TOURISM  
REPUBLIC OF MALDIVES





# EDITORIAL

## Editor

Thayyib Shaheem

## Content Editors

Mariyam Sharmeela  
Fathimath Shifa  
Aminath Manal Musthafa  
**H**asaana **H**assan  
Zuha Nihan Naseer

## Layout & Design

Mariyam Sharmeela  
**H**assan Saeed

## Contributors

Tourist Facilities  
Musicians' Union of Maldives

## Photos

Cover Photo by: Ministry of Tourism  
Back Cover Photo: Dusit Thani Maldives



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Photo by: Dusit Thani Maldives

IN CONVERSATION WITH

# SHAFRAZ NAEEM

Dive Instructor

“

*Never give up, think positive and learn as much as you can from everyone*



*Mr. Shafraz Naeem is an ex-military dive instructor and a recreational dive instructor who has spent more than 25-years in diving industry as an experienced SSI instructor. Throughout his career, he has trained divers in the Maldivian Coast Guard, Special Forces and Marines. He has explored the Maldives' deep cave systems and is an expert on the Maldivian marine ecosystem. He also has 14 years of underwater photography expertise and is an award-winning underwater photographer who has been published in international and local magazines.*

“

*There's a lot more! Don't be afraid to go on the 'dark' path.*

**You are an ex-military dive instructor and a recreational dive instructor. What motivated you to choose diving as your career path?**

I've been interested in the ocean and the marine life ever since I was little kid. And I never wanted to work a 9-5 office job. I can never do that.

**You have achieved a national and regional record for longest open water scuba dive by spending 50 hours underwater. Tell us your thoughts on this huge achievement?**

I never thought in my dreams that I would be able to achieve what I have achieved since I never really got much support from the Maldives dive community. But I've done it and I couldn't have done it without my amazing team. And it's a great feeling as a Maldivian to have achieved this.

**One of the objectives of your 50-hour underwater dive event was to create awareness on plastic pollution. Are you happy about the hype it created on this issue?**

Yes, I'm happy about the hype the event has created regarding single use plastic. Now it's time for action. And not just forgetting about it after the event is over.

**What was the most challenging part of the dive?**

The mental aspect of the dive was the biggest challenge. Keeping my mind always positive was good. There were times when I thought to myself 'What am I doing??' But I never gave up.

**What's the biggest factor that has helped you to be successful in this industry?**

I guess it would be my 'Never give up' attitude.

**What has been the most memorable moment in your 25 years of diving career?**

Exploring the deep caves and reefs of Maldives, and then most probably doing this 50-hour dive. but there are many other memorable moments.

**What advice would you offer to those locals who are inspired to peruse a career in diving?**

My advice will be to never give up, think positive and learn as much as you can from everyone. Diving is not

only guiding divers to 30m or shallow reefs. There's a lot more! Don't be afraid to go on the 'dark' path.

**We are celebrating the Golden Jubilee Year of Maldives Tourism in 2022. What do you hope to see in the future of the Tourism Industry of Maldives?**

In particular, how is the diving industry impacted by the growing Tourism Industry. I would love to see the day Technical diving is allowed in the Maldives, where trained divers can go deeper than 30m. That's what I'm trying to get permitted since 2006. There is always an impact, due to the surge in the tourism industry, we are getting more and more divers on the same dive site and that is damaging certain reefs. And needs to be looked into how we can mitigate that.

**Who are the people behind your success? Who encourages and supports you the most?**

My dad always supported me and pushed me when he was alive. Now it's my wife and kids, and a few close friends.

**Do you have any similar dive related events planned in the coming future?**

Yes, me and the team are planning a few dive events for the future.



# AMINATH MALSA SHIYAM

Front Office Supervisor

The Ritz-Carlton Maldives, Fari Islands

“

*Role models create a positive narrative about women in leadership positions and opportunities for others. They can help tell a story, and attract and inspire talented women who are eager to join the industry*





*Growing up surrounded by brothers in the field of music, Ms. Aminath Malsa Shiyam, was a music lover, and had a dream to pursue a career in Music. She Moved to Malaysia with her family, completed her high school and college there. In 2016, she returned to Maldives for a 4-month internship program as part of her hospitality course. It was this opportunity she got at Cheval Blanc Randheli as a Front Office Intern which laid the foundation of her Hospitality career. Soon after her internship, she was offered the position of Lobby Concierge at One and Only Reethi Rah in 2017. Two years later, she moved to The St. Regis Maldives Vommuli Resort as a Butler Service Agent. She had the chance to grow professionally at this resort, facing new challenges and learning new tasks. When the Ritz-Carlton Maldives, Fari Islands opened in April 2021, she was recruited for the pre-opening team as an At Your Service Agent at this new resort. After 6 months into this new post she was promoted as the Front Office Supervisor, where she remains till today. Though she changed her career path, music remained as her hobby.*

“

*You don't have to be great to start, but you have to start to be great - and that was the very beginning of my hospitality journey.*

### **Tell us about your journey.**

My hospitality career started in 2016, for the final internship of my hospitality course. I was given the opportunity to join Cheval Blanc as a Front Office Intern, which was the foundation of my career and helped me realise I was on the right path. I fell in love with Front Office and I was eager to learn more each day.

Not too long after the end of my internship, I was offered in early 2017, the position of Lobby Concierge at One & Only Reethi Rah. I was thrilled and excited to start my first proper job in Front Office, and continue in the luxury field, where I was able to put into practice what I had learned. After 2 years of learning and growing at One & Only, I felt I needed to challenge myself. That was when I took up the opportunity of becoming a Butler Service Agent at The St. Regis Maldives Vommuli Resort, my first Marriott property. Coming out of my comfort zone, St. Regis was the perfect place to continue growing, as I learned many new and different tasks. It was something new and exciting, yet challenging compared to my previous position.

In the meantime, I read a book called "Excellence Wins" by Horst Schulze, co-founder and former president of The Ritz-Carlton Hotel Company. In the book, Horst shares the visionary and disruptive principles that have led to his global success, as well as the brand, over the course of his 50-year career in the hospitality industry. He shares his approach to everything, from providing the best customer service to creating a culture of excellence within the organisation.

When the opening of The Ritz-Carlton Maldives, Fari Islands was announced, I knew that I had to be one of the first Ladies and Gentlemen (this is how the brand refers to its Associates) in this region. I joined in April 2021 for the pre-opening as an At Your Service Agent.

Even though my goal was to continue developing my career, that was the only position in my field available, but was confident that I would be able to portray my potential and achieve my goal after a year - I was promoted to Front Office Supervisor after 6 months. This taught me that dreams do come true if we have the courage to pursue them.

### **What motivated you to join the hospitality industry? Where and how did you start from?**

When I was 5 years old, I visited Sun Island Resort with my parents. We were having a conversation at the resort's reception with the General Manager. He gave me the opportunity to jump behind the reception desk and "work" as Receptionist. It is still one of my fondest childhood memories.

A few years later, I was indeed behind the reception desk, just that now, as a Lobby Concierge at One & Only Reethi Rah. As the saying goes, you don't have to be great to start, but you have to start to be great - and that was the very beginning of my hospitality journey.

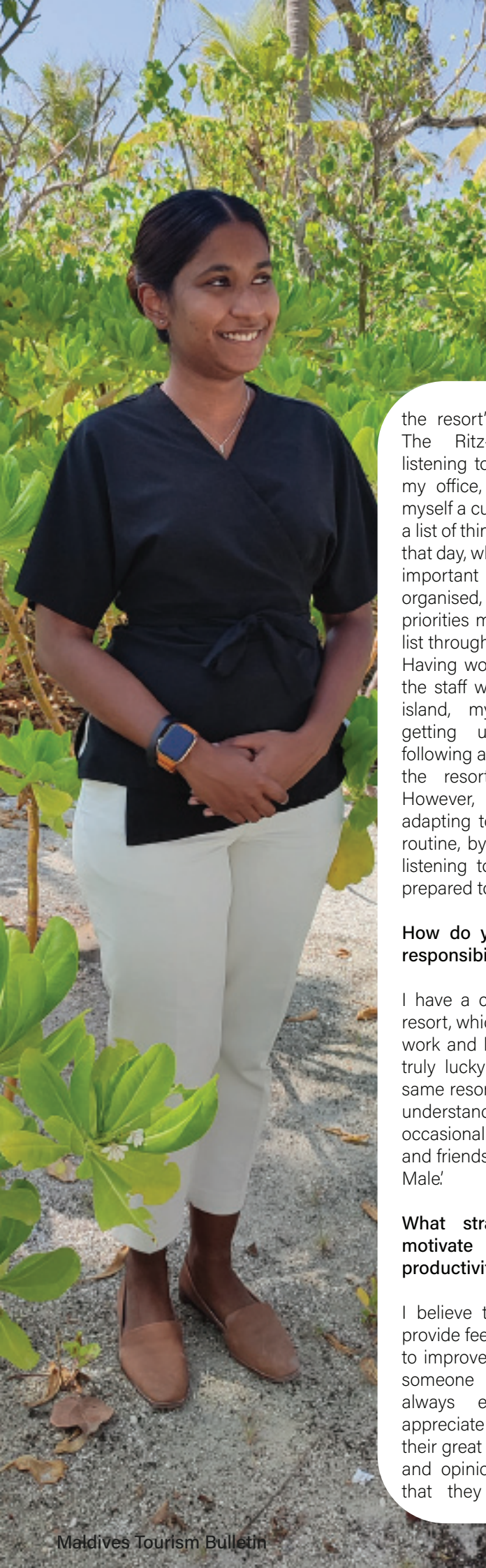
Hospitality is a passion that I chose to pursue. The genuine care and comfort that is passed from our Ladies and Gentlemen onto the guest, or to each other, continuously makes my day.

### **Tell us about your current position. What do you like most about it?**

What I most enjoy about my job as Front Office Supervisor is dealing first-hand with guests and assisting them to fulfil their needs, directly or as a team; a lot of teamwork happens behind the scenes of a very satisfied guest. That and interacting with different departments, helps us be proud when we exceed guests' expectations.

### **What is an average work week like for you? What are the biggest challenges you face in this job?**

My day starts early, jumping on my boat ride to work from Fari Campus,



the resort's dedicated staff island, to The Ritz-Carlton Maldives, while listening to an audiobook until I reach my office, where I proceed to make myself a cup of coffee. I like to start with a list of things that I need to prioritise for that day, which helps me to focus on the important tasks and having my day organised, considering that new priorities may need to be added to the list throughout the day.

Having worked in other resorts, where the staff were not based on the same island, my biggest challenge was getting used to the commuting: following a schedule for the boat ride to the resort, and back to campus. However, it was just a matter of adapting to this new step of my daily routine, by adding some of my likings, listening to my audiobook and being prepared to start my day.

#### **How do you balance work and life responsibilities?**

I have a close circle of friends in the resort, which definitely helps to balance work and life on a daily basis. I'm also truly lucky to be able to work in the same resort with a very supportive and understanding husband and occasionally be able to visit my family and friends back in Male'

#### **What strategies do you use to motivate your employees' productivity?**

I believe that it is very important to provide feedback on their performance, to improve and work on self-growth. If someone does something great, I always ensure I recognise and appreciate that Lady or Gentlemen for their great work. Listening to their input and opinions, and letting them know that they are empowered to take

actions when needed also motivates them to keep the productivity high.

I am also a strong believer of having a positive workplace. Ladies and Gentlemen are much more motivated to come to work and work hard when they are in a positive and supportive environment.

#### **Hospitality industry is perceived as a male dominated industry especially in leadership roles. What is the biggest factor that has helped you to be successful?**

The tourism industry in the Maldives has definitely changed significantly over the past years, particularly with regards to women and gender equality. We now have more opportunities in the industry, including leadership roles. It makes me so happy to see women leaders shine.

There are few factors that have helped me grow both personally and professionally. Firstly, having a positive mindset. A positive mindset is a decision that you make by yourself. We become what we do and have the ability to look for the good in every situation and move forward.

Secondly, having good work habits. My priority list helps me to have my tasks and daily duties on point.

Lastly, expanding the skill-set that you have within yourself. When I first started my career, I learnt that having the right skill-set and learning new things can get me places. Your level of ability in your field will determine the quality and quantity of your results. As we increase our skills through experience and training, the better we get at what we do, the closer we get to reaching our goals.

#### **What advice would you give to young women entering the hospitality industry?**

It is never too late to learn something new and continue developing new talents. Accept challenges and never stop learning new things. Hospitality is all about the right attitude and mindset.

#### **As we prepare to celebrate 50 years of tourism in the Maldives, what policies can we put into place to make it more attractive and welcoming for women?**

Role models create a positive narrative about women in leadership positions

and opportunities for others. They can help tell a story, and attract and inspire talented women who are eager to join the industry. I believe articles such as this one, having successful stories of the amazing women in our blooming industry will motivate and encourage women to start their journey in Hospitality.

**Who do you look up to for inspiration and mentorship?**

Since I first started my career, one of my mentors that has stuck around until now is Shippey (Hassan Shifaau) - Currently the HR Manager at Gillilankanfushi. He has been a true mentor and has guided me throughout my hospitality career. A true leader, a people's person and someone who genuinely cares and goes around spreading his positive energy wherever

he works. I had the privilege to work with him at two different properties and I could not have asked for a better mentor.

Most importantly, my parents. I get my hospitality from my dad as he is the most welcoming and hospitable person I have ever known. He used to say that he gets it from his dad so I believe it has been passed on. Both my parents have inspired me since the very beginning and have always supported me at every professional decision I have ever made.

**What is your view on Maldives tourism? How has it evolved and how do you see its future?**

It is absolutely great that the momentum in tourism continued despite Covid-19. The fact that we have secluded luxury islands - each island with unique beauty - has been a big

plus on keeping tourism going during the tough times of Covid-19, as guests were still eager to travel to where they felt safe. The future of tourism in Maldives is very bright and I see great potential to be developed even more than it is now in the coming years.

**Where do you see yourself in the next five years?**

I like to always expand my skill-set and learn something new, which helps me to grow professionally. Whenever I am in my comfort zone, I have a tendency to look for new challenges and to always move forward. Within the next 5 years, I see myself growing into leadership roles in the Front Office department, that will add up to my final goal, to become the General Manager of a luxury property, here in my home country.



Photo by: The Ritz-Carlton Maldives, Fari Islands

## JINAAD

Assistant Project Manager  
Manta Trust



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*Whether it's through diving, marine biology, or guiding people in the water, there are many opportunities for locals to advocate for the ocean and protect it*



*Jinaad is the Assistant Project Manager in the Manta Trust at Six Senses Laamu. He works as part of the Maldives Underwater Initiative, which is made up of Marine Biologists from Six Senses and three NGOs – Manta Trust, Olive Ridley Project and Blue Marine Foundation. In his job, he collects data (photo-identifications, growth and reproduction) on manta rays and creates awareness among resort guests on the many different Manta Trust projects. He also spreads the love for manta rays within the local community as a fulltime job.*

*Jinaad comes from the island of Fuvahmulah, an island that hosts some of the most unique megafauna in the Maldives including oceanic mantas, tiger sharks and thresher sharks. Growing up near a freshwater lake, he explored this unique environment and grew to love the nature, especially the water. While he has many hobbies, it's of no surprise that all of them involves being in the water, such as swimming, underwater photography, surfing, diving, and freediving.*

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*I find that if you are passionate about what you do, you don't find anything difficult or boring, even if it is scrubbing a turtle tank or completing the admin and desk-based tasks*

### **Tell us about your journey so far.**

I went to secondary school in the capital city of Male, where I spent most of my youth far away from ocean, as a lost teenager without any future vision or goals. I tried working in several fields, such as a tour guide in the airport and as a customs broker, before finding the path to my true passion in ocean conservation. I later joined college in 2014 hoping to find a career in the tourism industry, where I was lucky to meet the friends who inspired me to be the person I am today. This is when I started snorkeling and swimming regularly, to a point where I was always close to the ocean.

In 2020 I completed my dive master course, before taking part in an internship at Olive Ridley Project's rescue center in Baa Atoll, which was recommended to me by a friend. There, I was based at Coco Palm Dhunikolhu resort, which was my first hands-on experience in marine conservation. There, I learnt so many relevant skills that I still use in my daily work. The internship ran throughout the pandemic, and with many travel restrictions we had few volunteers. Having less manpower made my work at the rescue center more challenging; with just myself and the veterinarian responsible for the rehabilitation of many recovering sea turtles.

In 2021 I worked as a Dive Master at Fuvahmulah Scuba Club, which is a recently established dive center. As Fuvahmulah hosts some of the most challenging dive sites in the Maldives, this boosted my dive guiding ability.

Finally, before joining the Manta Trust, I was a marine biology intern at Como Maalifushi, which provided me with valuable dive experience, as well as guest awareness skills. After the internship, I worked as a marine biologist cum dive master in Como Maalifushi.

### **How did you get your current position?**

From experience over the years, throughout multiple different fields, I gained a variety of skills that helped me to get my current role. All my past experiences in hospitality, diving and conservation have taught me something different and valuable. I overcame many challenges and reached a lot of milestones to get where I am today. I also got a lot of support from the people of my island and former colleagues. I was always looking for the positions I was interested in and applied for them, giving it my best chance. With luck and persistence, and a lot of hard work, I finally got my dream job.

### **How do you manage your daily tasks? What is your favorite part of your job?**

I find that if you are passionate about what you do, you don't find anything difficult or boring, even if it is scrubbing a turtle tank or completing the admin and desk-based tasks. Marine conservation jobs require a lot of time behind the computer screen, so as soon as I am back from an underwater survey, I dive straight into data entry.

However, my favorite part of the job is educating guests about Manta Trust's marine research and conservation projects and being able to share my knowledge and experience with the community. I also love being able to use underwater photography as a scientific tool and using it to present our research in a way that is accessible for everyone.

### **What accomplishment are you most proud of?**

My biggest accomplishment so far is making it to the current position that I am in, and being able to work in manta research, as part of one of the most innovative marine research and conservation teams in the

Maldives.

**What challenges do young people face related to issues of diversity, equity, and inclusion and how do you think we should address these challenges?**

Working in marine research and conservation is not widely promoted to young Maldivians or encouraged in schools, so the majority of Maldivian youth are not aware of the opportunities available in these fields. As a country that consists of more than 99 percent ocean it is sad that the majority of islands do not have access to scuba diving or marine education facilities. These are some of the reasons why young Maldivians and island communities don't embrace or acknowledge the value of their own natural surroundings.

As a priority, there should be a stronger inclusion of marine science and conservation modules in the core national curriculum. Also, if more resorts or government facilities could help young Maldivians choose a career involving marine exploration and research, through scuba diving or marine biology internships, this would open many doors for young enthusiasts who are passionate about their surrounding environment. This would not only help them grow into ocean conservation ambassadors but will help them to tackle some of the environmental issues that we face as a country.

**In your opinion, what are the biggest threats faced by the marine environment? and what can we as a community do to better protect our local marine life?**

On a local level, the Maldives faces huge exploitation of its resources; unsustainable development leads to damage or smothering of coral reefs, unmanaged waste is burnt or dumped in the ocean, and overfishing threatens the populations of our fish species.

Communities are not aware of the value of their surrounding environment, if managed sustainably, for not only their livelihoods but their sense of wellbeing.

Education and awareness should be the first steps. For example, people are aware that plastic pollution is a big issue here in Maldives but do not have access to or the knowledge of sustainable alternatives they can do on an individual level.

**As an enthusiastic young professional, how would you describe the tourism industry of the Maldives?**

The tourism industry has given young people the opportunity to gain experience in hospitality and strengthen their skills. Through tourism, young Maldivians can meet people from different backgrounds and cultures, which can be eye





opening.

If managed sustainably, the tourism industry can have a positive impact on the Maldives environment, which offers a diverse range of career opportunities for locals, so this should be a core focus for all tourism operators.

**What would you tell young locals who are interested in entering this field?**

If you are passionate about something, don't let any negative comments or lack of self-belief stop you from achieving things you want. Surround yourself with people who motivate you to achieve your goals. I wouldn't be here at this position without the help of loved ones, friends and family. If you love the marine environment and the underwater world, there are multiple internship and field work opportunities, which don't require formal education. There are NGO's, resorts, and dive centers that focus on developing young locals to their full potential, so don't let a lack of experience hold you back.

**What are your future goals?**

I hope to understand the Maldivian underwater world better, and in doing so I hope to inspire the younger generation of Maldivians to enter the conservation field. Whether it's through diving, marine biology, or guiding people in the water, there are many opportunities for locals to advocate for the ocean and protect it. Everything from huge, majestic mantas and gentle turtles, to tiny fish, all the sea life needs our attention and protection.



Photo by: Six Senses Laamu

## NISH NASHID

### Vocalist

Growing up with a grandfather who was a lyricist and a father who was a composer and musician, Nish started taking an interest in singing at a very young age and started her training at five years old. She started performing in front of live audiences by competing at inter-school singing competitions from the ages of 6 to 9, winning awards at every competition she participated in.

At the age of 10, Nish worked with her father in recording and releasing her first album which was a compilation of children's nursery rhymes called 'Bandhi.'

While in primary school, she was chosen to be part of the Australian Youth Choir and went onto study music (specialising in Jazz Vocals) at a performing arts college in Australia.

After completing her studies she came to the Maldives and started her career performing at resorts in 2011. Throughout her resort music career, Nish has been given some great opportunities such as being handpicked by Grammy nominated artist Joss Stone to perform with her as part of her world tour jams, as well as being invited to perform in Switzerland. Most recently she was chosen to represent Maldives at the Dubai Expo on their main Al Wasl stage to celebrate the Maldives National Day.

She recently released her first original single 'Dhevihifee' and is currently working on completing her album while continuing to perform at resorts weekly.



Photo by: Wayward Monkey

# CRUNCHING NUMBERS

## Tourist Arrivals

Total Arrivals 2019

**1,702,887**

▲ (+14.7%) y-o-y

Total Arrivals 2020

**555,494**

▼ (-67.4%) y-o-y

Total Arrivals 2021

**1,321,932**

▲ (+138%) y-o-y

	Arrivals				Growth (%) 2022/2021	Daily Average 2022	Duration of Stay 2022 (days)
	2019	2020	2021	2022			
January	151,552	173,347	92,103	131,764	43.1	4,250	9.0
February	168,583	149,785	96,882	149,008	53.8	5,322	8.6
March	162,843	59,630	109,585	150,739	37.6	4,863	8.0
<b>Total (end March)</b>	<b>482,978</b>	<b>382,762</b>	<b>298,570</b>	<b>431,511</b>	<b>44.5</b>	<b>4,795</b>	<b>8.6</b>

## Tourist Arrivals by Regions

(Arrivals and Growth Rate Year-on-Year)



### AMERICAS

2019 ▲ (+23.3%)  
84,794

2020 ▼ (-62.2%)  
32,060

2021 ▲ (+177.3%)  
88,910

2022 ▲ (+126.9%)  
(as at end Mar)  
30,345

### EUROPE

2019 ▲ (+14.8%)  
833,939

2020 ▼ (-58.2%)  
348,349

2021 ▲ (+121.7%)  
772,460

2022 ▲ (+56.4%)  
(as at end Mar)  
305,736

### AFRICA

2019 ▲ (+21.8%)  
18,695

2020 ▼ (-65.5%)  
6,458

2021 ▲ (+324.9%)  
27,442

2022 ▲ (+83.6%)  
(as at end Mar)  
5,873

### MIDDLE EAST

2019 ▲ (+15.1%)  
60,003

2020 ▼ (-56.2%)  
26,288

2021 ▲ (+247.7%)  
91,413

2022 ▲ (+173.2%)  
(as at end Mar)  
21,117

### ASIA & THE PACIFIC

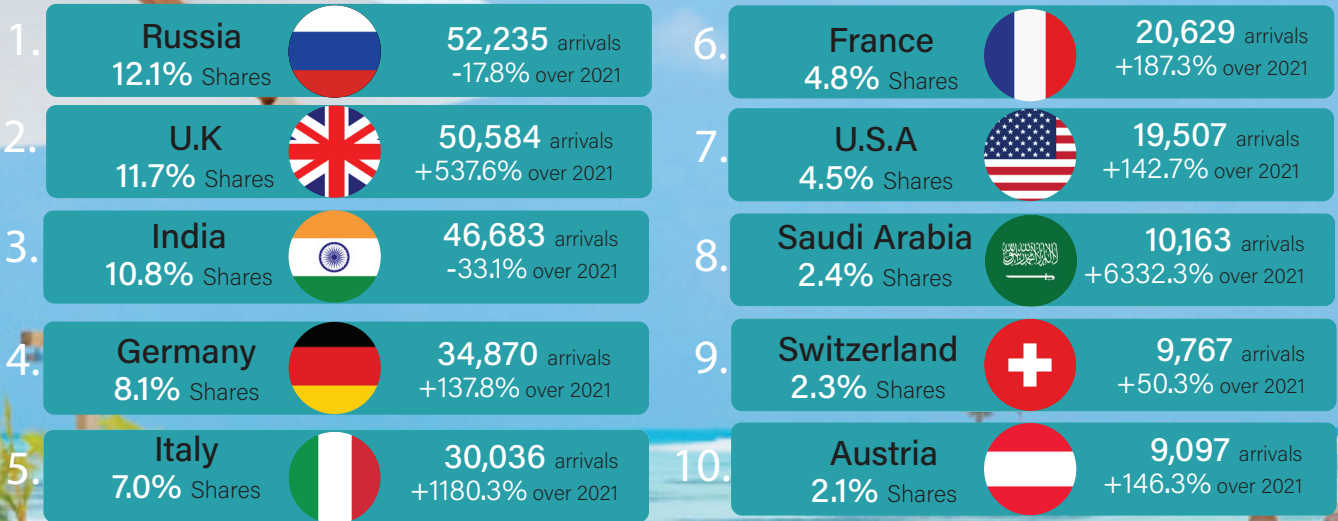
2019 ▲ (+13.5%)  
705,140

2020 ▼ (-79.8%)  
142,243

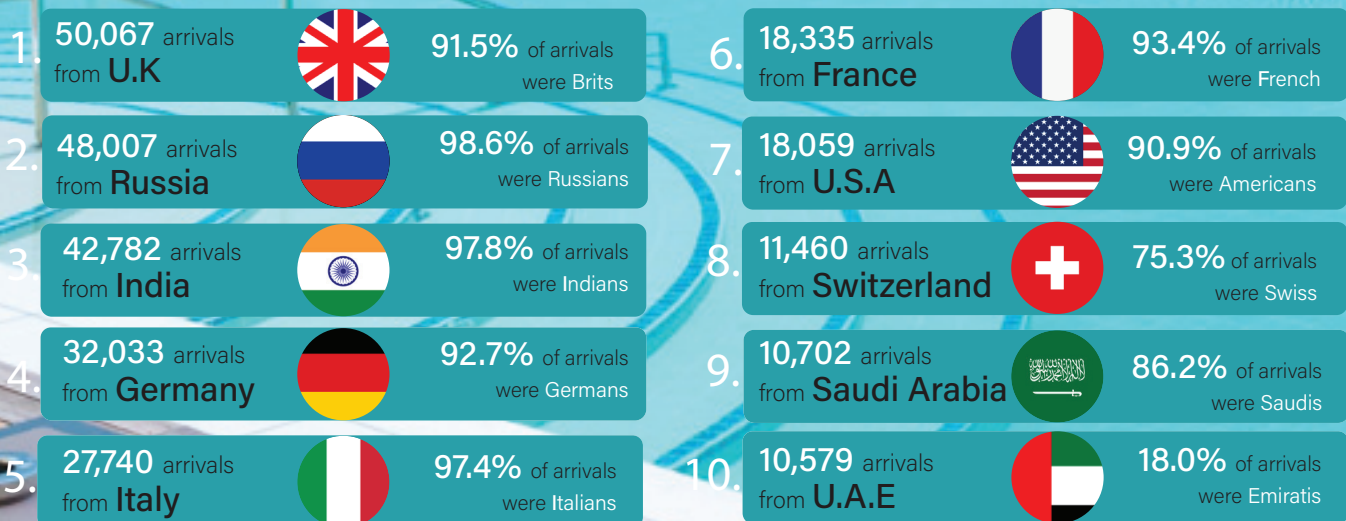
2021 ▲ (+140.0%)  
341,395

2022 ▼ (-13.1%)  
(as at end Mar)  
68,361

## Top 10 Markets *by Nationality* (as at end March 2022)



## Top 10 ARRIVALS *by Country of Residence* (as at end March 2022)



# Airlines Operating to the Maldives

(As at end March 2022)



**SCHEDULED 25**

**CHARTERED 10**

## EUROPE

## MIDDLE EAST

## OTHERS

Scheduled

	AEROFLOT
	AIR FRANCE
	AIR UKRAINE
	AUSTRIAN AIRLINES
	AZUR AIR RUSSIA
	BRITISH AIRWAYS
	CONDOR
	EDELWEISS
	LUFTHANSA
	NEOS
	NORDWIND
	TURKISH AIRLINES

Scheduled

	EMIRATES
	ETIHAD AIRWAYS
	FLY DUBAI
	GULF AIR
	QATAR AIRWAYS
	SAUDI ARABIAN AIRLINES

Scheduled

	AIR ASIA THAILAND
	AIR SEYCHELLES
	SINGAPORE AIRLINES
	SRILANKAN AIRLINES

Chartered

	MONGOLIAN AIRLINES
	US-BANGLA AIRLINES

## INDIA

Scheduled

	AIR INDIA
	GOAIR
	INDIGO

Chartered

	AIR ASTANA
	AZUR AIR UKRAINE
	GULLIVAIR
	IBERIA
	LOT POLISH AIRLINES
	UKRAINE INTERNATIONAL
	UZBEKISTAN AIRWAYS

Chartered

	AIR VISTARA
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# Tourist Facilities

(In Operation as at end March 2022)

## Total Capacity

Beds	Nos.
<b>54,661</b>	<b>970</b>

## Resorts

Beds	Nos.
<b>39,064</b>	<b>164</b>

## Hotels

Beds	Nos.
<b>1,418</b>	<b>11</b>

## Guesthouses

Beds	Nos.
<b>11,226</b>	<b>645</b>

## Safaris

Beds	Nos.
<b>2,953</b>	<b>150</b>

### H.A. ATOLL

2	Resorts	446 Beds
0	Hotels	0 Beds
13	Guesthouses	150 Beds

### H.DH. ATOLL

1	Resort	118 Beds
1	Hotels	104 Beds
9	Guesthouses	116 Beds

### R. ATOLL

15	Resorts	3,678 Beds
0	Hotels	0 Beds
2	Guesthouses	22 Beds

### B. ATOLL

16	Resorts	3,120 Beds
1	Hotels	150 Beds
40	Guesthouses	692 Beds

### A.A. ATOLL

11	Resorts	2,224 Beds
0	Hotels	0 Beds
124	Guesthouses	1,604 Beds

### A.DH. ATOLL

16	Resorts	4,200 Beds
1	Hotels	56 Beds
73	Guesthouses	1,006 Beds

### F. ATOLL

1	Resort	250 Beds
0	Hotels	0 Beds
8	Guesthouses	100 Beds

### DH. ATOLL

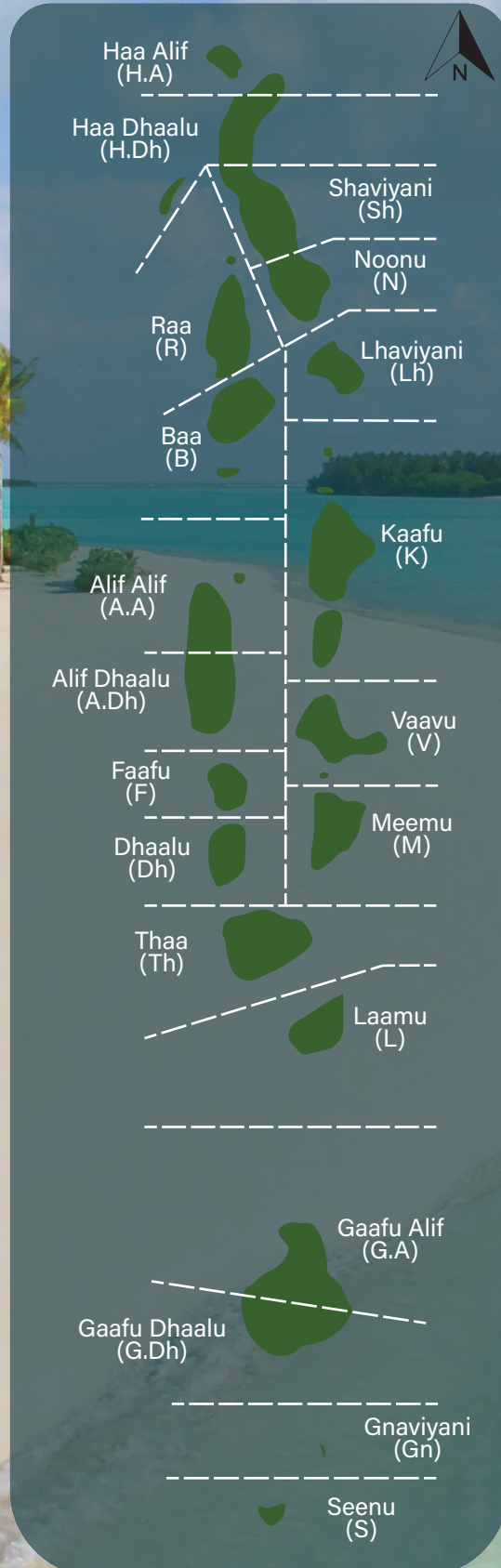
8	Resorts	2,794 Beds
0	Hotels	0 Beds
4	Guesthouses	62 Beds

### TH. ATOLL

1	Resort	152 Beds
0	Hotels	0 Beds
5	Guesthouse	62 Beds

### G.DH. ATOLL

3	Resorts	550 Beds
0	Hotels	0 Beds
6	Guesthouses	92 Beds



### SH. ATOLL

2	Resorts	457 Beds
0	Hotels	0 Beds
4	Guesthouses	32 Beds

### N. ATOLL

8	Resorts	2,180 Beds
0	Hotels	0 Beds
6	Guesthouses	64 Beds

### LH. ATOLL

10	Resorts	2,504 Beds
0	Hotels	0 Beds
4	Guesthouses	44 Beds

### K. ATOLL

54	Resorts	12,934 Beds
6	Hotels	808 Beds
249	Guesthouses	5,870 Beds

### V. ATOLL

4	Resorts	694 Beds
0	Hotels	0 Beds
50	Guesthouses	596 Beds

### M. ATOLL

2	Resorts	440 Beds
0	Hotels	0 Beds
4	Guesthouse	36 Beds

### L. ATOLL

2	Resorts	242 Beds
0	Hotels	0 Beds
3	Guesthouses	138 Beds

### G.A. ATOLL

6	Resorts	1,279 Beds
1	Hotels	144 Beds
7	Guesthouse	56 Beds

### GN. ATOLL

0	Resorts	0 Beds
0	Hotels	0 Beds
20	Guesthouses	256 Beds

### S. ATOLL

2	Resorts	802 Beds
1	Hotels	156 Beds
13	Guesthouses	222 Beds



Photo by: Crown & Champa Resorts | Veligandu Island Resort

# MONTH IN REVIEW

## Ministry of Tourism Hosts “Tourism Upbeat: Women in Tourism”



The second session of the Tourism Golden Year Talk Series, Tourism Upbeat was held on 30th March 2022. This session was dedicated for the “Women in Tourism” and featured an all-women panel, consisting of local women working in the tourism industry. Panelists for this session were Ms. Mariya Shareef, Resort Manager of Summer Island Resort, Ms. Sara Moosa, Managing Director of Crown & Champa Resorts, Ms. Fathimath Shaazleen, Resort Manager of Naladhu Private Island and Ms. Azhoora Ahmed, Inspire Manager of Soneva Namoonaa. They shared their stories, and experiences from their journey of tourism in the Maldives, and engaged with the audience in a Q & A round.



# Tourism Golden Year Theme Song "Nala Nala Raajje" Video Launched

The Ministry of Tourism unveiled the official video of "Nala Nala Raajje" the theme song of Maldives Tourism Golden Year 2022. The video was released at a special ceremony held on 11th March 2022 at the Social Center by renowned Maldivian musicians Mr. Abdul Rasheed (Absy) – founder and vocalist of Amazon Jade, Mr. Mohamed Majid (Mezzo Mode), and Nish Nashid, the daughter of Maldivian music legend Ahmed Nashid. The song can now be viewed on Ministry of Tourism's official YouTube channel and social media accounts.



## 'Nala Nala Raajje' Social Media Challenge



MINISTRY OF TOURISM  
REPUBLIC OF MALDIVES



GOLDEN YEAR +  
OF TOURISM 2022

**"Nala Nala Raajje"**  
**TikTok Challenge**

12th March - 10th May 2022



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Following the launch of Tourism Golden Year Theme Song, 'Nala Nala Raajje' the Ministry of Tourism announced a video challenge on social media for both local and international users of these platforms. This include TikTok, Facebook, and Instagram. The challenge requires participants to post clips of Maldives lip syncing to the Tourism Golden Year theme song 'Nala Nala Raajje'. This video challenge is part of the Maldives Tourism Golden Year promotion and branding campaign and is expected to create a hype among social media users. The video challenge comes with great prizes for winners. 7 winners will be chosen from Instagram and Facebook, and 10 winners chosen from TikTok based on the likes, shares and views received for their videos. This challenge is open till 11th May 2022.



GOLDEN YEAR +  
OF TOURISM 2022

**"Nala Nala Raajje"**  
**Instagram Challenge**

16th March - 10th May



MINISTRY OF TOURISM  
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## Minister of Tourism Attends the 43rd International Tourism Fair Held in Serbia



The Minister of Tourism, Dr. Abdulla Mausoom attended and took part in the inauguration of OTM Mumbai 2022 on 14th March. Minister Dr. Mausoom attended the fair as one of the chief guests on a special invitation by the fair organizers. After the inaugural ceremony, Minister toured the fair along with other dignitaries and travel trade partners. During the tour, the Minister also visited Maldives stand and met the exhibitors. This year's theme for OTM was "Reconnect, Revive and Rejuvenate Global Travel and Tourism". Minister also graced the closing ceremony of the exhibition as the chief guest and distributed awards for the winning exhibitors.



On the sideline of OTM, Mumbai, the Ministry of Tourism in association with industry stakeholders held a Maldives Tourism Investment & Connectivity Forum on the 15th of March 2022. The forum provided a networking platform for stakeholders from both countries on tourism investment, especially that of Northern Maldives. The forum was attended by representatives from Kulhudhuffushi City Council, H.Dh. and N. Atoll Councils. The Minister of Tourism, Dr. Abdulla Mausoom, the High Commissioner of Maldives to India, Hon. Hussain Niyaz and the Managing Director of MMPRC, Mr. Thoyyib Mohamed and the Deputy Minister of Tourism, Mr. Ahmed Athi spoke at this event.



The Maldives delegation for this event consisted of representatives from the Ministry of Tourism, Maldives Civil Aviation, Maldives Marketing and Public Relations Corporation (MMPRC), Maldives Integrated Tourism Development Corporation (MITDC), National Boating Association of Maldives (NBAM), Maldives Association of Travel Agents and Tour Operators (MATATO) and major 4 airline operators in the Maldives namely, Maldivian, Flyme, Manta Air and Trans Maldivian Airways (TMA).

## Minister of Tourism Attends the 43rd International Tourism Fair Held in Serbia



The Minister of Tourism, Dr. Abdulla Mausoom along with Maldives Tourism representatives attended the 43rd International Tourism Fair held Serbia. The Minister participated in the opening ceremony of the fair. At the sidelines of the fair Minister, Dr. Mausoom met outbound tour operators, Tourism & travel trade partners and media.

## Minister of Tourism Meets Serbian Minister of Trade, Tourism & Telecommunications

On March 28 2022, Minister of Tourism, Dr. Abdulla Mausoom visited on a six-day official trip to Serbia invited by the Minister Matić. During his visit he met with the Serbian Minister of Trade, Tourism & Telecommunications Tatjana Matić. Ministers discussed about the tourism cooperation & explored avenues to strengthen bilateral cooperation between Maldives & Serbia.



## 'Maldives Connectivity Event' Held in Serbia



On the sideline of the 43rd International Tourism Fair held in Belgrade, Serbia a "Maldives Connectivity Event" was held on 26th March 2022 at the Belgrade, Crown Plaza. This event, which was organized jointly by the Maldives, Ministry of Tourism and the Maldives Marketing and Public Relations Corporation (MMPRC), was an effort to boost and facilitate better air connectivity between the Maldives and Northern European countries as well as promote the Maldives tourism in the region. The event was attended by representatives from Guesthouse Association of Maldives, Maldives Tourism Development Corporation (MTDC), Maldives Integrated Tourism Development Corporation (MITDC), Flyme and Trans Maldivian Airways (TMA)



The event was also attended by members of Serbian travel trade, UTA-National Association of Travel Agencies, Serbian travel trade media, and senior officials from the Serbia's Ministry of Trade, Tourism & Telecommunications, Ministry of Foreign Affairs and Moji Maldivi.

Minister of Tourism, Dr. Abdulla Mausoom briefed the attendees on Maldives tourism during this event. Moreover, Maldives Tourism Golden Year theme song was also played at this gathering and a lucky draw was taken among those who attended the event.

## Minister of Tourism Meets Moji Maldivi



During the official trip to Serbia, Minister of Tourism, Dr. Abdulla Mausoom and the Maldives delegations visited the Moji Maldivi stand in the 43rd International Tourism Fair. Minister Mausoom extended his heartfelt gratitude towards Moji Maldivi for the engagement in ITF in association with Visit Maldives and MITDC.

## Ambassador of Republic of Germany Paid a Courtesy Call on Minister of Tourism

Ambassador of Germany to the Maldives, H.E. Mr. Holger Lothar Seubert, paid a courtesy call on Minister of Tourism, Dr. Abdulla Mausoom on 21 March. The discussions were based on tourism cooperation between Maldives and Germany.



## Atoll Councils Meet with Minister of Tourism.



On 3rd March, AA. Feridhoo council president, Mr. Ismail Shah and council members met the honorable Minister of Tourism, Dr. Abdulla Mausoom and the Ministry's tourism localization and diversification team. Discussions were focused on local tourism development opportunities in the island.



On 15th March, Fuvahmulah City council Mayor, Mr. Ismail Rafeeq and council members met the honorable Minister of Tourism, Dr. Abdulla Mausoom and the Ministry's tourism localization and diversification team. Discussions were focused on local tourism development opportunities in the island.

## Team from Diplomatic World Meets with Minister of Tourism

On 21st March, a team from international luxury business magazine, Diplomatic World, met with Honorable Minister of Tourism, Dr Abdulla Mausoom and the Ministry team to discuss the calendar of events and special edition of the magazine in celebration of Maldives Tourism Golden Jubilee year. Ambassador of Maldives in Belgium, H.E Hassan Sobir, was also in attendance at this meeting.



## Maldives wins “Most preferred Tourist Destination 2021” Title at Global MICE Congress.



The Maldives won the title for “Most Preferred Tourist Destination 2021” at the Global MICE Congress & Awards 2022, held on 22nd March at Taj Lands’ End in Mumbai, India. This year marks the fourth installation of the Global MICE Congress & Awards. The events were organized by prominent industry professionals with over 29 years of experience conducting events in 23 states of India and 18 countries globally, responsible for several celebrated events such as the World Marketing Congress and CMO Asia. Additionally, MMPRC earned the award for the “Best Marketing Initiative of the year” for the “Redefining MICE” campaign at this event. The mission of the Global MICE Congress & Awards is to educate and disseminate the importance of branding in the world.

## MMPRC attends the 9th Arab Aviation Summit

The Chief Executive Officer and Managing Director of Maldives Marketing and Public Relations Corporation (MMPRC), Mr. Thoyyib Mohamed attended the 9th Arab Aviation Summit held in Dubai. Speaking during this panel, Mr.Thoyyib highlighted how the past two years has transformed the tourism and aviation industry. He also said that Aviation industry is one of the fundamental pillars that led to the advent of global tourism, and the aviation industry should work closely together to overcome the challenges. The Arab Aviation Summit is hosted in collaboration with Ras Al Khaimah Tourism Development Authority.



## Visit Maldives launches a Campaign with German Tour Operator, FTI

Maldives Marketing and Public Relations Corporation (MMPRC) has launched a digital marketing campaign targeting the German market. The month-long campaign with German tour operator, FTI, aims to promote Maldives digitally and increase the European arrivals. During this campaign, advertisements featuring the unique aspects of Maldives will be displayed on their website and newsletter.



## Visit Maldives hosts a Webinar for South Korean Travel Trade



Maldives Marketing and Public Relations Corporation, (MMPRC) hosted a webinar titled 'Connect with Maldives – Your Safe Haven' on 3rd March, 2022 along with Grand Park Kodhipparu, Amari Havoda and Crossroads Maldives. The 1-hour webinar targeting south Korean travel market was attended by top travel agents and journalists from the country. The purpose of this webinar is to promote Maldives as a safe and unique destination. Latest information and travel updates for Maldives, were also shared during the webinar.

## Middle Eastern Content Creators visit Maldives for a Familiarization Trip

Maldives Marketing and Public Relations Corporation, (MMPRC) invited a team of writers and creators from major luxury and lifestyle publications from the Middle East. They will be hosted at Sheraton Maldives Full Moon Resort & Spa, The Westin Maldives Miriandhoo Resort and Kuramathi Maldives. Following their trip, the team will share articles about their unique experience in Maldives through social media. This trip aims to build the country's brand presence in Middle East.



## Visit Maldives Begins a Marketing Campaign with Travel Group from USA

Maldives Marketing and Public Relations Corporation, (MMPRC/ Visit Maldives) has begun marketing campaign with ID Travel Group from the USA. The campaign is set to continue from February 2022 till April 2022. ID Travel Group is a high-end luxury sales and marketing firm that works exclusively with travel advisers. This campaign aims to increase destination visibility for the US market. Maldives will be featured the travel group's elite brochure collection and will be mailed to 15,000+ luxury advisers throughout the US.



## Visit Maldives Participates in OTM held in Mumbai



Maldives Marketing and Public Relations Corporation (MMPRC) participated in the OTM exhibition held in Mumbai, India from 14th to 16th March. OTM is one of the largest international gatherings of travel and trade buyers and professionals in India. During the three-day fair, the Maldives will be featured as a partner country and is entitled to visibility on both offline and online components. As a result, the Maldives will be promoted as a preferred holiday destination for Indians by emphasizing tourism products, segments, and experiences at strategic venue locations. Furthermore, the CEO and Managing Director of MMPRC, Mr Thoyyib Mohamed, participated in a panel discussion held on the sidelines of OTM under the title "The Importance of India-Outbound in the Post Pandemic Market Recovery".

## Visit Maldives promotes Maldives at Brussels holiday fair

Maldives Marketing & Public Relations Corporation (MMPRC) participated in the Brussels Holiday Fair held from 24th to 27th March 2022 to promote Maldives to the European Market. The main target of this event was to promote Maldives Tourism products (resorts, guesthouses, homestays, liveaboards, hotels) and uniquely-Maldivian experiences such as underwater restaurants, luxury facilities, wellness and so on promoting Maldives specifically for Belgian travelers. Furthermore, MMPRC also initiated to conduct meetings with key members of the travel trade community during the fair. The fair consisted a total of over 350 exhibitors and 800 sub-exhibitors.



## Visit Maldives Collaborates with Pacific World Travel Agency to conduct Maldives E-Learning Program' for SEA Market

Maldives Marketing and Public Relations Corporation (MMPRC), in collaboration with Pacific World Travel Agency (PwTA), has launched an E-learning programme from 28th March 2022 to 28th March 2023, targeting the South East Asian market. This programme will allow MMPRC to promote Maldives as safe tourist destination moreover providing the latest information on measures taken in Maldives tourism products and the unique experiences available in the Maldives. It is expected that over 600 travel partners are to participate in the programme.



## Visit Maldives and Tripzilla Initiate Joint Campaign



A joint campaign Initiated by Maldives Marketing and Public Relations Corporation (MMPRC) in collaboration with Tripzilla is scheduled to be held this year from March until June. This is a Business-to-Consumer (B2C) campaign series titled as "Travelling Again" which is a part of Tripzilla. During the campaign series the Maldives will be promoted as a safe haven for Southeast Asian (SEA) travelers. Four articles on the Maldives will be published on Tripzilla's website and social media channels as part of this campaign. The articles will focus on MMPRC's tourism products (resorts, guesthouses/homestays, liveaboards, and hotels) as well as the Maldives' unique experiences. The articles will promote the Maldives as a top family and Muslim tourist destination. Professionally edited movie displaying the magnificence of the Maldives will be also be released on Facebook and Instagram.

## Visit Maldives Begins Brand Visibility Campaign in Malaysia with Apple Vacations

The Maldives Marketing and Public Relations Corporation (MMPRC / Visit Maldives) has initiated a brand visibility campaign in Malaysia with Apple Vacations. The campaign is scheduled to be held from March till April 2022. Apple Vacations is a Malaysian Travel agency founded in 1996. The campaign aims to promote Maldives as a safe travel destination for Malaysian travelers. The campaign will include articles with latest information of the destination and travel guidelines will be shared on major online platforms and videos of Maldives will be broadcasted on Apple TV FB live.







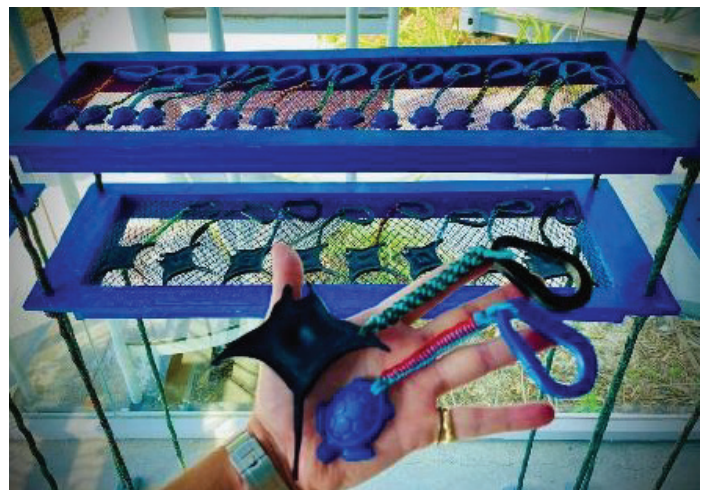
## The Sustainability Lab: A Pioneering New Project at Fairmont Maldives

By: Fairmont Maldives

Fairmont Maldives Sirru Fen Fushi, a private island in the remote Shaviyani atoll, has unveiled the latest in a series of pioneering environmental projects - the Sustainability Lab - the first of its kind in the archipelago. A hub of eco-education, the Sustainability Lab will turn plastic waste into bespoke souvenirs and unique products, educate guests and empower local communities. With the launch of our Sustainability Lab project, we aspire to be as close to zero waste as we can using current and future technology improvements to allow us to find better ways to reduce, reuse, recycle and upcycle our waste, whilst inspiring others globally to help secure a better future for our oceans and communities.

As tourism continues to grow and develop in the Maldives, so too does concern regarding single-use plastics and its impact on the pristine ecosystems - experts claim that by 2050 there will be more plastic in the ocean than fish. Fairmont Maldives' mission? To fully recycle all the plastic waste generated by the resort and surrounding local communities, and ultimately, remove ocean plastic from the Maldivian environment.

Minister Aminath Shauna (Maldives' Minister of Environment), Minister Mariya Ahmed Didi (Maldives' Minister of Defence), and Ms. Sabra Ibrahim Noordeen (Maldives' Special Envoy for Climate Change) were present during the ribbon-cutting ceremony held last 3rd February 2022.





## Radisson Blu Resort Maldives Wins Multiple **Luxury Lifestyle Awards**

By: Radisson Blu Resort Maldives

Nestled on the edge of South Ari Atoll like a filigree of gemstones, Radisson Blu Resort Maldives adds to its accolades a multiple award winner title of 2022 Luxury Lifestyle Awards in the categories of Best Luxury Island Resort in Maldives and Best Luxury Honeymoon Resort in Maldives. This is the resort's second consecutive year of receiving the recognition from Luxury Lifestyle Awards, after securing the title of The Best Luxury Hotel in Maldives in 2021.



## SAii Lagoon Maldives and Hard Rock Hotel Maldives named Best Luxury Beachfront Awards in Maldives

By: CROSSROADS Maldives

CROSSROADS Maldives, home to SAii Lagoon Maldives and Hard Rock Hotel Maldives is very proud to have its two lifestyle and iconic resorts been acknowledged as the 'Best Luxury Beachfront Resorts Awards in Maldives' at the international Luxury Lifestyle Awards 2022 for three consecutive years.

Luxury Lifestyle Awards is one of the international accolades dedicated to recognising and promoting unique excellence among luxury goods and services all over the world. It is designed to reward the travel industry elite for excellence in a number of categories from different countries.

SAii Lagoon Maldives and Hard Rock Hotel Maldives both of which have direct access to extensive facilities at The Marina @ CROSSROADS, an 800-metre lifestyle area and beach walk featuring retail, entertainment and dining outlets.



## International Women's Day 2022 was celebrated at Six Senses Laamu through the launch of a new community outreach project

By: Six Senses Laamu

International Women's Day 2022 was celebrated at Six Senses Laamu through the launch of a new community outreach project they are funding for Laamu Fonadhoo Women Development Committee (WDC). On March 8th, 2022, members of the WDC were invited to the resort to sign a MoU with Six Senses Laamu for the "Reusable Bag Donation for All Households in Laamu Fonadhoo" project.

This project will enable Laamu Fonadhoo WDC to make and distribute 750 reusable bags with the help of a tailors from a local small business called Fair Green. These cloth bags will be distributed to every household in Laamu Fonadhoo through a door-to-door educational campaign by the WDC which will raise awareness about the harm single-use plastic imposes on our fragile environment. In addition, Laamu Fonadhoo WDC will provide a vocational training session in a community forum on how to make reusable cloth bags, increasing the longevity of the campaign.

"We are very excited to be working with Six Senses Laamu for this project" says Aishath Rishma, Fonadhoo WDC President "with their support, I know we can make a significant impact towards reducing to plastic in our island, and also benefitting our local economy by driving down costs associated with the management of plastic waste."

In line with the Ministry of Environment's Single Use Plastic Phase Out Plan, Six Senses Laamu aims to be Plastic Free by the

end of 2022 and are very close to achieving this target in their operations. During the process of getting to this stage, the resort has also invested heavily in helping the wider community of Laamu to cut down on their plastic waste.

"One of our greatest achievements for reducing plastic in the community is our Water for All project, through which we have donated 97 water filtration systems to schools, mosques and civil servant offices in Laamu, eliminating the need for what we estimate to be 6 million plastic water bottles every year" explains Adam Thalhat, Six Senses Laamu's Sustainability Manager. "However, to reduce the plastic presence in Laamu, there is still much more work to be done and it is with thanks to projects like this initiative by Laamu Fonadhoo WDC, that we can continue supporting the community in their plastic-free journey."

This project is fully funded by the Six Senses Laamu Sustainability Fund, a resort fund which can only be used to support projects that directly benefit local communities and ecosystems. Any resident from the community can submit a proposal to the resort for funding a project which would benefit natural habitats, waste management, health, education etc. The "Reusable Bag Donation for All Households in Laamu Fonadhoo" project is just one of many projects Six Senses Laamu has funded within the community, others include the completion of a youth center, purchasing an emergency trolley for a nearby health center and the annual Laamafaru Festival which took place in 8 different schools last year.



Photo by: Radisson Blu Resort Maldives

## A Maldivian Folklore

### Handi Ganduvaru Dhon Kamana

By: Aminath Manal Musthafa

"Handi Ganduvaru Dhonkamana" a story of a spirit or Handi (as known in Dhivehi), the most prominent mythological creature in the Maldivian tales. Handi's could manifest terror and is capable of shapeshifting from a fearsome creature to a lady in Red Libaas. Handi Ganduvaru Dhonkamana is loosely translated as "The fair maiden of the Handi Palace" and is based in the island of Kaashidhoo.

Once upon a time a woodcutter named Dhon Ahamadu lived in the island of Kaashidhoo. Back in the days, islanders inhabited a small part of the island, and the rest was covered in thick forest. Every day he would go to the forest to make a living and kept to a simple life. On one such day, when the sun was in its full glory, Dhon Ahamadu felt fatigued while chopping wood. He decided to rest for a bit before continuing his work. Dhon Ahamadu just settled under the shade of a palm tree, when he heard an eerie female voice singing raivaru, a traditional form of singing. Enchanted by the voice Dhon Ahamadu too replied in a raivaru. After a few exchanges of raivaru (conversed singing), Dhon Ahamadu needed to see the bearer of this voice and followed its direction.

He was dazzled to find a gorgeous lady near the shoreline, in a lovely red libaas with feyli and flowers in her hair. She was by far, the most beautiful lady that he had ever seen with striking hair and a radiant face. She introduced herself as Dhonkamana from Kaashidhoo and smiled. Dhon Ahamadu was smitten by her beauty and asked for her hand in marriage.

She gracefully accepted if only he could agree to her conditions. A nervous Dhon Ahamadu was told a couple of odd conditions. For one, he was not to look at her while she was cooking or near the well. He could not ask her where she gets fish and food from. Lastly it was to allow her to wear the dresses that she chooses. Dhon Ahamadu didn't give much thought to these conditions and was relieved that they were so easy. He promised not to break these conditions and to love her till death parts them. The couple tied the knot the very next day.

Years passed and the couple lived happily in a remote part of the forest. Dhonkamana was the epitome of a good wife. She always dressed in a red libaas and kept fragrant flowers in her hair. She managed her house very well and fed Dhon Ahamadu rare fruits. The house flourished with fish, hearty meals, and lots of love. They were blessed with three children and the couple spent many happy years together.

On one fateful day, the couple received a visitor who was Dhon Ahamadu's friend Thakkhan, a renowned sorcerer or fandithaveriya from the far south. Dhon Ahamadu welcomed him into their house and Thakkhan was impressed with its orderliness. Dhon Ahamadu then introduced his wife and praised her as she was the one behind the sweet home that they had built together. Upon seeing the smiling Dhonkamana, Thakkhan froze and became rather quiet. He shortened his visit and Dhon Ahamadu escorted him on his way out. After reaching a few blocks away from the house, Thakkhan alarmingly whispered to Dhon Ahamadu that his wife was not human. Dhon Ahamadu was shocked and hesitant to believe what he had just heard. Seeing the condition of his friend, Thakkhan asked Dhon Ahamadu to spy on her.

Anxiously, Dhon Ahamadu went home and heard Dhonkamana in the gifli (a traditional Maldivian bathroom) and peeked. He wished that he didn't. He saw Dhonkamana catch some tuna from the well with a long fang. He couldn't contain his repulsive feelings. Later in the day he smelt something cooking and peeked into the kitchen. There his beloved wife sat, with her legs thrust into the fire exposing a sharp thorn in each of her legs. Flames flared from her feet, and he saw the pot of fish boiling. Chills ran down his spine and he ran to Thakkanbe aghast.

Thakkhan reassured that he would be safe and then gave Dhon Ahamadu a powerful spell written on a kuredi and asked him to bury it. He was told that the spell would force his wife to leave him eventually. Dhon Ahamadu did as he was told.

Perplexed at the change in Dhon Ahamadu behaviour, Dhonkamana felt a deep sorrow inside her. At night, Dhon Ahamadu was resting on the swing when Dhonkamana sat beside him gently. She felt Dhon Ahamadu quiver, but composed herself and confronted Dhon Ahamadu. "I know what you have been doing and your encounters with Thakkhan. You have broken the promises that we made. It's true that I am a handi but haven't we lived in happiness. I do not wish to take revenge on you or harm you. Now that you used a spell on me, I have to go with our children " spoke Dhonkamana with sadness.

Hearing her words, Dhon Ahamadu broke down in tears. Their life flashed back in his eyes, and it dawned on him of Dhonkamana's sacrifices and love for him. She had spared him the horror of seeing her other shape, just for his sake. Dhon Ahamadu immediately regretted

and pleaded Dhonkamana to stay back. He apologized for what he did and confessed his love to her.

Alas! It was too late. Dhonkamana took their three children and went to the beach. As Dhonkamana and the children touched the shoreline, they faded into the horizon. Dhon Ahamadu was devastated and wailed in despair. Legends say that he never married again and everyday, he would visit the beach weeping, in hopes to see his family again.







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+960 302 2200 📞  
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