

BOATING INSIDER

MONTHLY NEWSLETTER BY NBAM



The Judges finalize their evaluations of Maldives Boating Awards

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Maldives Participates at WTM London 2022

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Two Grand Wins for the Nation: World's Leading Destination for the 3rd year in a row

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Boating Insider by NBAM
Monthly Newsletter

CONTRIBUTIONS

NBAM Management Team
Ismail Hameed
Abdulla Ibrahim
Ahmed Ibrahim
Ibrahim Ashraf
Ibrahim Athoof

Design & Layout
Sham Mohamed

Advertising & Editorial Enquiries
For advertising & editorial queries please email to : info@boating.mv

National Boating Association of Maldives
G. Maavehi (2nd Floor), Buruzu Magu,
Malé 20092, Maldives
Hotline +960 797-0033
Tel +960 330-0640
+960 330-0630
Email info@boating.mv



Cover Photo :
During the epic win of Maldives at World Travel Awards



National Boating Association of Maldives (NBAM)
www.boating.mv

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NBAM holds its 11th Executive Board Meeting to discuss issues and concerns of the industry



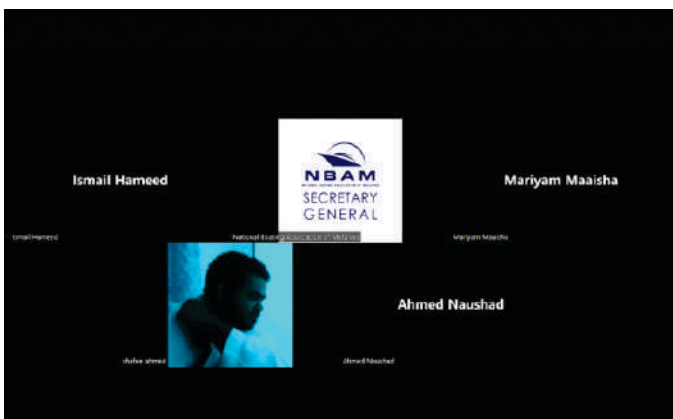
The 11th Executive Board Meeting of NBAM was held at M. Bageecha Kuri. At the meeting, Secretary General briefed the Executive Board of NBAM on the current works that are being carried out by NBAM. The Executive Board Meeting is held monthly to discuss industry issues and update the board on the current works of NBAM. The meeting is chaired by President of NBAM Mr. Ismail Hameed.

NBAM Executive Board Holds Extraordinary Meeting



The extraordinary meeting was held to discuss comments on the draft of the new regulations for Foreign Yachts that enter Maldives. The regulation draft was sent to NBAM from the Ministry of Tourism. Members of the Executive board discussed extensively and decided to send all comments in writing. It was also decided to share the draft with all NBAM members and request comments from them as well. The comments have been shared with the tourism ministry as we as a request to meet with the minister.

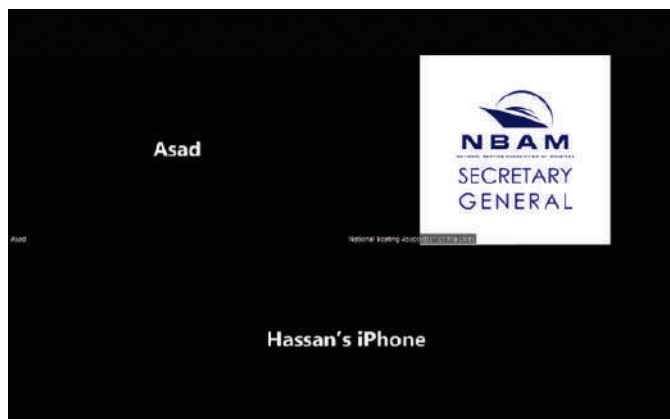
The National Boating Association of Maldives Held its Monthly Members Meeting



The National Boating Association of Maldives Held its Monthly Members Meeting on 19 October, Wednesday.

The Secretary-General of the National Boating Association of Maldives briefed members on the current works of NBAM. Members' opinions were shared and it was decided that everything will be taken to the board meeting to decide on the best cause of action.

NBAM Holds the Tourism Sector Meeting with related NGO's, MATI, MATATO, NHGAM



The Tourism Sector meeting is held every month with all Tourism Related NGOs to discuss current issues and concerns within the tourism industry and find amicable solutions.

The National Boating Association held its 10th tourism sector meeting. The meeting was held online with NBAM, MATI, MATATO, and NHGAM present as members. Discussions included possible use of Masveringe Park as an arrival and departure terminal to male for speed boat ferries and transfers to guest houses.

A meeting was held with the Mayor of Male City Council to discuss the possibilities.

The Judges finalize their evaluations of Maldives Boating Awards Contestants



After a lengthy 20-day evaluation, judging for the winners of this years Maldives Boating Awards have concluded. The Judging Committee finalized their evaluations for the contestants. The winners of Maldives Boating Awards 2022 will be announced at a grand gala event held at Dharubaaruge on the 12th of December 2022.

Maldives Boating Awards is an initiative of National Boating Association of Maldives (NBAM) which began in the year 2014 to recognize the strength of boating industry and services rendered by the service providers. Awards are presented to nominees in different categories in various sectors inclusive of standard. The Maldives Boating Awards aim to encourage & raise service standards within the Maldivian Boating industry.

President of National Boating Association of Maldives participates in the Maldives Accountants Forum 2022



The President of NBAM attended the 2022 Maldives Accountants Forum as a panelist to discuss the tourism sector of Maldives. An insightful outlook into the future of tourism was delivered via the panel discussion during the morning session. The panel consisted of Ismail Hameed, President at National Boating Association of Maldives, Dr Abdulla Mausoom, Minister of Tourism, and Mr Ahmed Jihad, Corporate General Manager at Cocoon Maldives.

17 MEMBERSHIP BENEFITS OF

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<p>3 Free Listings for Member Boats on Liveboards of Maldives Magazine</p>	<p>4 Free website listing for Liveboards</p>
<p>5 Free website listing for Service Providers and Marine Equipment Sellers</p>	<p>6 Special Member Packages on Insurance Premiums from Allied Insurance Company (Exclusive for NBAM)</p>
<p>7 Special Terms and Prices on Fuel Suppliers</p>	<p>8 Special assistance on Regulations and Guidelines</p>
<p>9 Safety Training Opportunities for Crew</p>	<p>10 Invitation to NBAM Events and Gatherings</p>
<p>11 Special Rates for Members to Participate in Maldives Marine Expo</p>	<p>12 Exclusive Benefit in nominating to Maldives National Boating Awards</p>
<p>13 Members to Members Networking</p>	<p>14 Logo on Brochures and address cards / promotions</p>
<p>15 Partnership Programme Discounts</p>	<p>16 Special Discounts from Boating Privilege Partner Businesses</p>
<p>17 Opportunity to communicate with government and authorities as a team and comment on Regulations</p>	

NATIONAL BOATING ASSOCIATION OF MALDIVES

Working together is progress - Keeping together is success

NBAM
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SINCE 2007

National Boating Association of Maldives

Executive Coordinator: +960 797 0033
Tel: +960 330 0640 ; +960 330 0630
Email: info@boating.mv
Web: www.boating.mv

Maldives Participates at WTM London 2022



Maldives Marketing and Public Relations Corporation (MMPRC/Visit Maldives), together with 173 participants from 80 companies, are representing the Maldives at the World Travel Market (WTM) London 2022. Along with industry partners, MMPRC is promoting the diverse products and segments and showcasing the unique aspects, activities, and experiences of the Sunny Side of Life at a 420 sqm double-decker Maldives stand. Maldives participation in WTM London is made even more special this year as it coincides with the Golden Jubilee of Maldives Tourism, marking 50 years since Maldives started welcoming visitors to the shores.

Attending global media officials are provided the latest updates on the destination through in-person interviews with CEO & MD Thoyyib. Additionally, the Maldives stand includes a designated area where industry partners and MMPRC officials can host presentations- this area is designed to showcase the 'Redefining Mice' concept unique to the Maldives. The Minister of Tourism of the Maldives, along with officials from the Ministry, are also part of the Maldives delegation at WTM London 2022. A new activity planned at the stand this year is the 360 video booth, an exciting technology which uses a revolving camera to give a 360-degree experience.

MMPRC has been conducting several activities aimed at this market to maintain and broaden destination momentum. This includes; participation in fairs and exhibitions in the UK market; outdoor advertising campaigns; and social and digital media marketing campaigns. Similar activities are planned ahead for this market in the upcoming months.



TWO GRAND WINS FOR THE NATION: Maldives Is The World's Leading Destination For The 3rd Year In A Row!



In a moment of triumph for the nation, the Maldives has successfully secured the title of the World's Leading Destination for the third year in a row at the World Travel Awards 2022. Announced at an event held late Friday evening, the Maldives received several awards including the most prestigious title in the global tourism industry for the third year running. The Chief Executive Officer and Managing Director of Maldives Marketing and Public Relations Corporation (CEO & MD of MMPRC / Visit Maldives), Mr Thoyyib Mohammed, and the Minister of Tourism of the Maldives, Dr Abdulla Mausoom, accepted the award on behalf of the nation at the awards ceremony held at Al Bustan Palace, a Ritz-Carlton Hotel, Oman. The Maldives beat out 18 other countries for this title- Dubai, Portugal, Indonesia, and Greece among them.

In addition to this prestigious title for the Maldives, MMPRC attained the title of the World's Leading Tourist Board this year - the first time that the Maldives has secured this award. Some of the largest tourist boards in the world with extensive reach and budget were nominated for this award. MMPRC won this award competing with 28 other prominent tourism boards including Incredible India, Tourism Australia, and Visit England.

"This accomplishment is a testament to the popularity and vibrancy of the Maldives as a tourist destination. The industry's achievements throughout the past three years reflect the resilience of the Maldives tourism industry amidst any crisis - and that united, we can achieve anything." Minister of Tourism H.E Dr Abdulla Mausoom stated, speaking at the ceremony.

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MMPRC Hosts 'Maldives Media Meet' at WTM London 2022, Shares 50-year Journey of Maldives Tourism



Maldives Marketing and Public Relations Corporation (MMPRC/Visit Maldives) has shared the 50-year journey, milestones, and achievements of the Maldivian tourism industry with global media representatives during the 'Maldives Media Meet' hosted at WTM London 2022. This event was held at the ExCel London media centre on 8th November 2022.

The Maldives Media Meet was led by the Chief Executive Officer and Managing Director (CEO & MD) of MMPRC, Mr Thoyyib Mohamed, joined by; Maldives Tourism Industry Pioneer, Mr Hussain Afeef; the High Commissioner to the United Kingdom, Great Britain, and Ireland, H.E Dr Farah Faizal; and the Minister of Tourism of Maldives, H.E Dr Abdulla Mausoom. Attendants at the event consisted of representatives from the travel trade, media, and tourism-related organizations.

The purpose of hosting this event was to connect with leading media representatives from the UK, one of our traditional top markets, as well as representatives from other global markets. MMPRC provided them with the most up-to-date information about the destination, its products, services, and unique experiences. Through this event, we promoted the Maldives as one of the most preferred holiday destinations for travellers from the UK and worldwide. We further promoted our future plans, sustainability initiatives, and marketing efforts for the coming year. MMPRC launched a special large-scale event to be hosted next year, the Visit Maldives Storytellers' Conference 2023 at the Maldives Media Meet. The conference ended with a Q&A session, and one lucky attendee to the event won a complete set of the 'Tales of Maldives' books.

The Sunny Side of Life Featured on a Special Episode of Wion Traveller - Discovering the Maldives



The Sunny Side of Life and all its unique experiences has been featured on a special episode of Wion Traveller entitled 'Discovering the Maldives'. The episode premiered on October 29 with repeat aired on October 30 and November 6. This feature will help the Maldives promote its various tourism products (resorts, hotels, guesthouses and liveaboards), market the safety and security offered to tourists by the scattered islands, and promote the unique experiences awaiting tourists in the destination. The special episode featured local resort, Siyam World, guesthouse Kaani Palm Beach, and liveaboard Maldives Legend Cruise. It was hosted by Ankit Tuteja, a senior anchor at WION who has produced and hosted a wide variety of feature shows across technology, travel, and entertainment industries.

The feature is aligned with MMPRC's marketing strategies for India, which focus on ambitiously strengthening the Maldives brand in all major cities via multiple platforms, online and offline. The strategy involves marketing the various products and segments of tourism that the Maldives caters to. These products and segments are marketed to different audiences including those seeking luxury, romantic, or budget travel options from the Indian market.

India was the largest market for the Maldives in 2021 in terms of arrivals, with over 278,740 travellers and a market share of 22.6%. It is the largest source market for the Maldives this year as well - as of October 2022, India is the top source market for the Maldives with over 186,388 arrivals. MMPRC has planned several activities targeting the Indian market to maintain destination visibility including marketing campaigns, familiarisation trips, and participation in major fairs and exhibitions held in this market.

✓ REMINDERS :

15 NOV: Submission of Employee & Non- Residing Withholding Tax Return and payment for Oct 2022

28 NOV: Submission of Green Tax Return and payment for Oct 2022

28 NOV: Submission of GST Return and payment for Oct 2022

LUX Tennis Brings a Series of Tennis Star Events to the Maldives with Grand Slam Winners and a Former World N°1



As part of their Tennis Star Events program, LUX Tennis will run unique experiences with some of the most famous tennis stars in the Maldives. Starting from the month of November, multiple grand slam winners, current as well as former stars will be visiting LUX Tennis partner resorts in the Maldives such as Patina Maldives, Anantara Kihavah Maldives Villas, Joali Being, and Fairmont Maldives Sirru Fen Fushi.

Whatever skill-level, beginners to budding professionals, the tennis masterclass packages will offer tennis enthusiasts an extraordinary opportunity to benefit from private tennis lessons with the tennis legends, partaking in some fun group tennis clinics as well as meet and greet events with the tennis champions. Moreover, all guests will have the opportunity to take additional lessons with the LUX Tennis Resident Professionals in each partner resort to perfect their own tennis skill sets.

Operating worldwide in more than 30 destinations to date, LUX Tennis was founded in 2017 and is managed by Joan Soler (CEO) and Tony Rajaobelina (COO) who are both former professional tennis players and luxury hotels & resort-based pro coaches.

Managing all tennis-related activities, customized programs and private training for clients in luxury resort destinations, the team has in-depth knowledge, experience, and performance improvement training strategies that are being perfectly mixed and matched for tennis lovers globally.

Paradise Island Resort Hosts a Familiarization Tour for Dharumavantha School Students



Paradise Island Resort of Villa Hotels & Resorts welcomed hospitality and tourism management students and lecturers of Dharumavantha School for a familiarization tour of the resort and its facilities. Ibrahim Nahid, General Manager of Paradise Island Resort welcomed the visiting students and lecturers and introduced them to the resort's senior management team. The team ran a series of valuable information sessions to familiarize the students with the respective areas of responsibility while providing valuable insight into the daily workflow at the luxury beach resort.

Ibrahim Nahid briefed the students on Villa Hotels & Resorts commitment to giving back to the local community through developing highly skilled talents in the tourism industry. Additionally, he spoke on the importance of informative and educational activities, which serve as vital exposure and as such a 'hands-on experience' boost when seeking employment in the future. Finally, Nahid added a note of appreciation and thanked the lecturers of Dharumavantha school for organizing the trip and allowing the Villa team to share their industry insight and knowledge.

An appointed team member from the management team led the visiting students on a personal tour of the resort, from the lobby to the guestrooms and spa and then to all back of house areas, which also included offices, kitchens, housekeeping and food and beverage outlets. The visiting students and lecturers were delighted to gain insight into operations in the tourism and hospitality industry. Toward the end of their trip, the GM and HODs held a question-and-answer session with the students to answer any queries.



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Maldives Association of Tourism Industry


Maldives Association of Travel Agents & Tour Operators


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Emirates Adds 5 New Boeing 777-200LR Freighters to Order Book



Emirates has announced a firm order for five new Boeing 777-200LR freighter aircraft, with two units to be delivered in 2024 and the remaining three units in 2025.

The agreement, worth over US\$ 1.7 billion at list prices, takes the airline's total order book to 200 wide-body aircraft. HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman and Chief Executive of Emirates Airline and Group, said: "Emirates is investing in new freighters so that we can continue to serve customer demand with the latest fuel-efficient aircraft. This order reflects Emirates' confidence in airfreight demand and overall aviation sector growth. It lays the ground for our continued growth, which is driven by the reach of our diverse global network, the advanced handling infrastructure at our Dubai hub, and the tailored transport solutions that Emirates has developed to serve our varied customers' needs."

Stan Deal, President and Chief Executive Officer, Boeing Commercial Airplanes, said: "We value the trust that Emirates has repeatedly placed in its all-Boeing freighter fleet. The expansion of Emirates' fleet with these additional fuel-efficient 777 Freighters will enable the airline to support its growing cargo market demand, transporting goods rapidly and efficiently from origin to destination in the Middle East and around the world."

At last November's Dubai Airshow, Emirates announced a US\$ 1 billion investment to expand its air cargo capacity, including two new 777Fs which have already joined the Emirates fleet in 2022, and plans to convert 10 Boeing 777-300ERs into freighter aircraft. The aircraft conversion work is scheduled to begin in 2023.

Emirates was the launch customer for the Boeing 777 freighter. The versatile aircraft has since become core to the airline's operations, operating scheduled and charter missions to destinations across six continents. The 777-F's range and payload capabilities allow Emirates to efficiently transport time and temperature sensitive shipments from origin to destination - whether it is time critical goods, fresh products, medicines, pets, cars or champion racehorses. Emirates currently operates a fleet of 11 Boeing 777 freighters, in addition to bellyhold cargo capacity on its fleet of widebody 777 and A380 passenger aircraft. Emirates SkyCargo is one of the world's largest air cargo carriers, offering a range of tailored solutions for its customers' requirements. For more information on Emirates SkyCargo, visit: www.skycargo.com

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ABU DHABI BOAT SHOW 2022



24th - 27th November 2022

The Abu Dhabi International Boat Show (ADIBS) is an unmissable global opportunity for learning about the latest innovations in boating, fishing, and water sports. Bringing together some of the world's best brands and industry specialists, ADIBS is the ideal show for leisure marine companies to exhibit, discuss business and find partnerships to help boost the growth of this sector.

The Show is the perfect place where marine enthusiasts and families can come together to enjoy engaging attractions, live performances and navigating Abu Dhabi.

More information on the events' official website, www.adibs.ae

BOOT DÜSSELDORF 2023



21st - 29th January 2023

The Düsseldorf International Boat Show, more commonly known as boot Düsseldorf or just boot is one of the world's premier boat shows. With some 1,600 exhibitors from over 50 countries, boot Düsseldorf is considered a benchmark for the international boat and water sports industry.

More information on the events' official website, www.boot.de

DISCOVER BOATING NEW YORK 2023



25th - 29th January 2023

The Discover Boating New York Boat Show will return to the Javits Center in NYC in 2023 with new model boats, boating gear, accessories and more!

More information on the events' official website, www.nyboatshow.com



MALDIVES
BOATING
AWARDS

12 DECEMBER 2022

CELEBRATING **THE BEST**
OF BOATING INDUSTRY

**NATIONAL BOATING ASSOCIATION
OF MALDIVES (NBAM)**
G. Maavehi (2nd Floor), Buruzu Magu,
Malé 20092, Maldives

PHONE +960 330-0640, +960 330-0630
EMAIL info@boating.mv

For Queries Please Contact;

IBRAHIM ASHRAF
Secretary General
PHONE +960 999-4700
EMAIL sg@boating.mv

www.boating.mv

