BOATING INSIDER MONTHLY NEWSLETTER BY NBAM

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PG 05

BITE 2025

MALDIVES SHOWCASES TO STRENGTHEN PRESENCE IN CHINESE TRAVEL MARKET

PG 08

BIZWEEK 2025

ALLIED INSURANCE PARTICIPATES AS GOLD SPONSOR

PG 10

25 YEARS OF EXCELLENCE

SILVER SANDS PVT LTD CELEBRATES MILESTONE

Welcome aboard!

As the voice of the marine industry in the Maldives, the National Boating Association of Maldives proudly presents to you our monthly magazine, manifestly designed to keep you updated on the pulse of the nation's thriving marine field.

As members of this unique fraternity, dive into an ocean of articles featuring our fellow sailors and their marine-related businesses, from Safari boat operations to sellers of top-notch diving equipment and boat supplies.

Immerse yourself in a sea of knowledge and find your safe harbor within our contents.

CONTENTS

- P03 One Millionth Tourist of 2025 Arrives in Maldives, Marking Historic Milestone
- P04 Strategic Tourism Partner: MMPRC Showcases Maldives at New York Forum
- P05 BITE 2025: Maldives Showcases to Strengthen Presence in Chinese Travel Market
- P06 IODA Ocean Summit: Strengthens Regional Marine Tourism Collaboration
- P08 Corporate Maldives Bizweek 2025: Allied Insurance Participates as Gold Sponsor
- P09 Elevating Marine Craftsmanship with Al Shaali Marine Maldives
- P10 25 Years of Marine Tourism Excellence: Silver Sands Pvt Ltd Celebrates Milestone
- P11 Insights from 18_2023-2025 Board Meeting











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One Millionth Tourist of 2025

Arrives in Maldives, Marking Historic Milestone

On 7th June 2025, the Maldives marked a historic achievement by welcoming its one millionth tourist of the year—an unprecedented milestone reached in record time. This remarkable accomplishment reflects the nation's growing appeal and the continued success of its tourism sector.

The milestone tourist, Ms. Kajal Singh, an Indian national, arrived on IndiGo flight 6E 1131 at 12:55 PM. Visiting the Maldives for the first time to celebrate her honeymoon at Malahini Kuda Bandos, her arrival was warmly received by representatives of Visit Maldives, the Ministry of Tourism and Environment, and Maldives Airports Company Limited (MACL) at a special event held at Velana International Airport.

Hon. Thoriq Ibrahim, Minister for Tourism and Environment, expressed pride in this national achievement, stating, "This milestone fills us with immense pride, reflecting the successful culmination of our destination marketing initiatives that showcase the true essence of the Maldivian experience. Welcoming one million tourists with such unprecedented speed is a powerful indicator of our global appeal, and I extend my sincere appreciation to all the hardworking individuals across the tourism sector whose dedication made this achievement possible."

As part of the celebrations and in alignment with the nation's environmental commitments, Ms. Kajal Singh was invited to participate in the "Five Million Trees Planting Program" initiated by His Excellency President Dr. Mohamed Muizzu. She planted a tree at Hulhulé, symbolizing the Maldives' ongoing efforts to combat climate change and promote sustainable tourism.



Chief Executive Officer and Managing Director of MMPRC, Mr. Ibrahim Shiuree, noted the broader significance of this moment, stating, "This achievement is a clear indicator that we are well on our way to attaining H.E President Dr. Mohamed Muizzu's national tourist arrival target of 2.3 million for this year. We are thrilled to celebrate this milestone with all our stakeholders, whose dedication and hard work are invaluable. Our commitment doesn't end here; we are continually working to enhance the Maldives' tourism industry and ensure the Sunny Side of Life remains a dream destination for everyone."

The arrival of the one millionth visitor in early June underscores the momentum generated by MMPRC's robust marketing campaigns and strategic promotional efforts. Following the resounding success at Arabian Travel Market (ATM) 2025, where the Maldives captivated global audiences with an immersive showcase, this milestone reinforces the strength of the Maldives' international brand presence.

Complementing these efforts is the ongoing Summer Campaign, which employs a dynamic multi-market strategy across Europe and key global regions. Through high-impact campaigns, collaborative partnerships, and targeted marketing outreach, MMPRC continues to drive forward the Maldives' position as a leading, year -round travel destination.

This milestone not only commemorates a numerical achievement but also reflects the collective vision, innovation, and resilience of the Maldivian tourism sector in an increasingly competitive global landscape.

Strategic Tourism Partner:

MMPRC Showcases Maldives at New York Forum



The Maldives Marketing and Public Relations Corporation (MMPRC/Visit Maldives), in collaboration with the Permanent Mission of the Maldives to the United Nations in New York, participated in the New York Tourism event held on 16th June 2025. The event served as a key platform to highlight the Maldives as a premier destination for strategic partnerships in the global tourism industry.

The forum was graced by the presence of the Special Envoy of the President, Dr. Mohammed Waheed Hassan. Representing MMPRC at the event were Mr. Abdulla Ghiyas Riyaz, Chairperson of the Board of Directors, and Mr. Ibrahim Shiuree, Chief Executive Officer and Managing Director.

Through this engagement, MMPRC aimed to position the Maldives as an investor-ready nation with a forward-looking vision for tourism and economic development. Leveraging the presence of a high-level delegation, the forum allowed for direct engagement with key stakeholders in the tourism and investment sectors. A highlight of the event was MMPRC's compelling video presentation, which showcased the unique offerings of the Maldives as a travel destination and outlined promising avenues for collaboration.

The United States continues to be a vital source market for the Maldives. In 2024, the U.S. ranked as the seventh-largest market for tourist arrivals, currently holding the eighth position in 2025. To reinforce its presence in this competitive market, MMPRC has executed a series of strategic initiatives throughout the year, including a familiarization trip, participation in the Travel and Adventure Show, and the hosting of a Discover Maldives Webinar.

MMPRC remains steadfast in its commitment to fostering enduring partnerships that contribute meaningfully to the sustainable growth of the Maldives tourism sector. The participation in this forum marks a significant step in further enhancing the nation's international outreach and investment appeal.





BITE 2025:

Maldives Showcases to Strengthen Presence in Chinese Travel Market



The Maldives Marketing and Public Relations Corporation (MMPRC/Visit Maldives) is actively promoting the Maldives as a preferred travel destination for Chinese travellers at the Beijing International Tourism Expo (BITE) 2025. Held from 27th to 29th June at the China International Exhibition Center (Chaoyang Venue), the event marks a significant step in MMPRC's ongoing efforts to reinforce the Maldives' standing in one of its most important source markets.

The Maldives is being represented at Stand 6T11, where the destination is brought to life through engaging photo opportunities, dynamic promotional video displays, and dedicated one-on-one meetings with travel trade professionals. MMPRC is joined by six esteemed industry partners: Try Maldives Holidays, Plumeria, Sun Siyam Travels, ICOM Marina Sea View, Diamonds Thudufushi Beach & Water Villas, and Courtyard Maldives. Together, they are presenting a diverse portfolio of offerings, from boutique retreats to luxury resorts and full-service travel experiences, demonstrating the rich variety of holiday options available in the Maldives.

This participation forms part of MMPRC's wider strategy to maintain momentum in the Chinese market and position the Maldives as a top long-haul destination, appealing to travellers year-round. As of 11th June 2025, the Maldives has welcomed 122,088 arrivals from China, with China retaining its status as the leading source market following a total of 263,340 arrivals in 2024.

MMPRC's presence at BITE 2025 builds upon a series of targeted promotional activities rolled out across China throughout the year. These efforts include digital marketing campaigns, collaborative promotions with leading tour operators, and media familiarisation trips. Additional initiatives such as the Visit Maldives Week in China and participation in key regional tourism forums have further bolstered the Maldives' visibility and appeal among Chinese travellers.

Through such strategic engagement, MMPRC continues to solidify the Maldives' reputation as the Sunny Side of Life for discerning travellers from China and beyond.



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IODA Ocean Summit

Strengthens Regional Marine Tourism Collaboration



The Indian Ocean Divers Association (IODA), in partnership with the Chamber of Marine Industries Sri Lanka (CMISL) and with the endorsement of the Sri Lanka Tourism Development Authority (SLTDA), successfully hosted the IODA Ocean Summit at the Cinnamon Grand, Colombo. The summit brought together prominent figures from the diving and marine tourism sectors of India, the Maldives, and Sri Lanka.

Generously supported by MistEO, Sail Lanka, Maldives Holiday Collections, Medium Events, and Floating Asia, the event served as a key platform for dialogue, collaboration, and innovation within the Indian Ocean's diving community. Industry professionals gathered in high spirits to share expertise, explore partnerships, and strengthen regional ties.

In his keynote address, Mr. Prahlad Kakar, President of IODA, stressed the vital importance of collaborative efforts in fostering a resilient and sustainable diving industry across the region. He further underscored how regional cooperation could unlock the full potential of marine tourism while reinforcing environmental responsibility and conservation.

A highlight of the summit was a captivating presentation by Mr. Anees Adenwala, who offered rare insights into the world of underwater filming in Bollywood. His talk explored the creative synergy between cinematic storytelling and marine exploration, enriching the summit with a unique artistic dimension.

The Maldives, recognized globally as a premier diving destination, was well represented at the summit, with participants contributing valuable perspectives on sustainable dive tourism and marine biodiversity conservation. Their involvement highlighted the country's ongoing commitment to protecting its rich underwater ecosystems while advancing regional tourism cooperation.

The event featured dynamic panel discussions, interactive networking sessions, and the active participation of key stakeholders from the travel and diving industries. These engagements laid the foundation for future cross-border partnerships, promising new opportunities for innovation and growth within the region's marine tourism landscape.



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Corporate Maldives Bizweek 2025:

Allied Insurance Participates as Gold Sponsor



Allied Insurance Company of the Maldives proudly participated as a Gold Sponsor at the inaugural Corporate Maldives Bizweek 2025, held from 18th to 19th June at the Meerumaa Event Conference Facility. As the country's first dedicated B2B forum, Bizweek brought together over 5,000 pre-scheduled meetings and served as a platform for cross-sector collaboration, strategic dialogue, and business growth.

Through its sponsorship, Allied Insurance reinforced its position as a leading provider in the Maldivian insurance and takaful sector. The company actively engaged with a wide network of professionals, entrepreneurs, and decision-makers, presenting its tailored insurance solutions while fostering valuable partnerships with both existing and prospective clients.

The two-day event commenced with the high-profile CEO Summit at JEN Maldives Malé by Shangri-La, featuring industry leaders including Dr. Abdulla Muththalib, Minister of Construction, Housing and Infrastructure; Mr. Ismail Rasheed, CEO and MD of Dhiraagu; and Mr. Moosa Nimal, Chief Business Officer at Bank of Maldives. Discussions focused on national development priorities such as energy, healthcare, finance, and tourism diversification.

Day two featured curated one-on-one Network Meetings and a series of expert-led sessions covering capital markets, tax strategies, logistics, food safety, and women's empowerment in business. Allied's active presence in these forums underscored its commitment to supporting innovation, resilience, and sustainable economic progress.

Bizweek 2025 also marked the launch of Corporate Maldives' new app and website, aimed at enhancing digital access to business intelligence and real-time networking tools across the country.

Through its strategic involvement, Allied Insurance demonstrated its continued dedication to strengthening the Maldivian business landscape and contributing meaningfully to the nation's economic advancement.





Elevating Marine Craftsmanship

with Al Shaali Marine Maldives



Al Shaali Marine Maldives has established itself as a trusted name in the Maldivian marine industry, combining local insight with global standards. Drawing on the decades-long expertise of Al Shaali Marine UAE, the company delivers reliable, high-quality vessels tailored specifically for the Maldivian environment.

What sets Al Shaali Marine Maldives apart is its ability to provide fully custom-built boats designed to suit a wide range of purposes—from transfer and speed boats to catamarans, diving boats, excursion vessels, water sports crafts, and even patrol and pilot boats. Each build is carefully crafted to meet the specific needs of the client while ensuring optimal performance in local waters.

Beyond construction, the company takes pride in its dedicated after-sales support, with a local team readily available for maintenance, equipment, and customer care—ensuring uninterrupted operation and peace of mind for boat owners.

Their innovative designs blend modern aesthetics with durability and fuel efficiency, prioritizing comfort, safety, and performance. Clients benefit from having internationally standard vessels delivered locally, without compromising on quality.

For those looking to bring their dream boat to life, Al Shaali Marine Maldives offers the ideal blend of craftsmanship, technology, and service—anchored firmly in the heart of the Maldives.









25 Years of Marine Tourism Excellence:

Silver Sands Pvt Ltd Celebrates Milestone



Silver Sands Pvt Ltd, a pioneering force in the Maldives' tourism industry renowned for its dive, water sports, and marine excursion services, proudly celebrated its 25th anniversary with a grand event held at Kurumba Maldives. The milestone occasion brought together the company's devoted staff, board of directors, founders, longstanding partners, and esteemed clients to honour a journey that began on June 7, 2000.

Since its inception, Silver Sands has evolved from modest beginnings into one of the country's most respected and trusted names in the marine tourism sector. The company now operates 13 dive and water sports centres across 15 luxury resorts, delivering a wide array of bespoke, high-end ocean experiences through its signature "Total Solutions" concept.

A highlight of the evening was the Awards Ceremony, which recognised the dedication and contributions of the company's longest-serving employees. These individuals have played an instrumental role in shaping the legacy of Silver Sands through their unwavering commitment, professionalism, and enthusiasm for marine adventure.

Addressing the gathering, Managing Director Mr. Hussain Thoufeeq Ali expressed heartfelt appreciation to the Silver Sands team and the company's partners. "Silver Sands, which started with only one employee—myself—has grown into a company that has provided employment to more than 500 individuals, both Maldivians and foreigners. We have not only created jobs but also built careers, livelihoods, and opportunities for personal and professional growth."

He further remarked on the company's dedication to nurturing local talent. "I am delighted to see that our relentless efforts to train Maldivians have borne fruit. Today, Silver Sands proudly employs individuals who began at entry-level positions and have advanced to become captains, managers, and even general managers—some of whom are with us tonight."

Silver Sands' steadfast commitment to excellence and innovation has secured its place at the forefront of the Maldivian marine tourism landscape. The company's offerings include PADI-certified diving courses, premium water sports, conservation-driven marine biology experiences, and tailor-made excursions ranging from dolphin watching to big game fishing.

Further strengthening its comprehensive service portfolio are its subsidiaries—Sea Gear, the company's retail and equipment division, and Evo, a premium distributor of top-tier products. These strategic arms reinforce Silver Sands' reputation as a one-stop partner for marine adventure and resort collaboration.

With a diverse, multilingual team of highly skilled professionals and a strong emphasis on environmental sustainability, Silver Sands continues to set new standards in marine tourism in the Maldives.

As the celebration came to a close, guests reflected on a journey defined by passion, growth, and achievement, while looking ahead with anticipation to the future of a company that has dedicated a quarter of a century to the Maldivian seas.



Insights from 18_2023-2025

BOARD MEETING

The 18th Executive Board Meeting of the National Boating Association of Maldives for the term 2023–2025 was held on 25th June 2025, during which several key topics of significance were brought forward and deliberated in detail by the members present. The agenda encompassed a wide range of matters, from future leadership planning to pressing issues affecting the broader industry landscape.

With regard to forthcoming events, tentative preparations have commenced for the association's AGM scheduled for later this year. Discussions also touched upon internal leadership roles, with members weighing in on future responsibilities and the potential for new faces to step forward. The dialogue was marked by a spirit of reflection and forward-looking intent.

Industry-related developments were also on the table, including recent external commentary and evolving dynamics that may influence the association's course. Concerns—both critical and constructive—were acknowledged, with members emphasizing the importance of remaining attentive to the changing sentiments across the sector, while reiterating the association's purpose and scope.

Another item of attention was the broader regulatory framework and its implications for the local operating environment. Reference was made to trade-related developments and their potential impact, with further clarification to be sought from relevant authorities in due course.

Meanwhile, preparations for upcoming initiatives continue, including Maldives Boating Awards event and the launch of next year's Calendar publication. Adjustments and proposals were reviewed to enhance both relevance and usability.

In light of regional developments and global uncertainties, the board also explored possible avenues for engaging with partners and stakeholders in neighboring markets, identifying opportunities to strengthen connections and expand reach.

Throughout the meeting, the emphasis remained on continuity, clarity, and the collective interest—anchored by a commitment to navigate the path ahead with due diligence and cooperation.





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