

BOATING INSIDER

MONTHLY NEWSLETTER BY NBAM

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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.

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Maldives Reaches Two Million Visitors in Record Time, Setting New Tourism Benchmark

The Maldives has reached a significant milestone in its tourism history with the arrival of the two millionth visitor of 2025, achieving this landmark earlier than in any previous year. The milestone was marked on 27 November with the arrival of Ms. Bethany Sarah Kerswell, a 30-year-old visitor from England, at Velana International Airport. Travelling to the Maldives for the first time on her honeymoon, Ms. Kerswell is spending her stay at Outrigger Maafushivaru, adding a personal and celebratory dimension to the national achievement.

A commemorative ceremony was held at the airport's waterfront area to recognise the occasion, bringing together representatives from the Ministry of Tourism and Environment, Visit Maldives Corporation, Maldives Airports Company Limited, Maldives Immigration, Maldives Customs Service, along with other government agencies, industry partners, non-governmental organisations, and members of the media. During the ceremony, the milestone visitor was presented with commemorative gifts and a holiday voucher by senior representatives of the participating institutions and event sponsors, reflecting the collective pride of the sector.



Reaching the two million visitor mark in November highlights the strong and consistent performance of the Maldivian tourism sector throughout 2025. This achievement not only surpasses the pace of previous years but also positions the country firmly on track to meet its national target of 2.3 million tourist arrivals by the end of the year. Comparatively, in 2024 the Maldives reached the same milestone on 26 December, making the 2025 achievement a full month earlier and underscoring sustained growth across key source markets.

Visit Maldives Corporation attributed this performance to a focused and comprehensive global marketing strategy implemented throughout the year. High-impact destination marketing initiatives were carried out at leading international travel trade events, including ITB Berlin, Arabian Travel Market in Dubai, and World Travel Market in London. At the same time, consistent promotional efforts were maintained in the Maldives' top five markets—China, Russia, the United Kingdom, Italy, and Germany—ensuring steady demand and strong market presence.



Digital visibility also played a critical role, particularly through the global partnership with Liverpool FC, which significantly expanded the destination's reach to millions of fans worldwide. In parallel, joint promotional campaigns with international airlines and tour operators strengthened booking pipelines, while targeted consumer and trade engagements helped maintain momentum across different seasons. Roadshows, media familiarisation trips, trade fairs, and the Visit Maldives Week series further reinforced relationships with travel agents and partners across multiple regions.

As 2025 marks the fastest achievement of the two million visitor milestone, Visit Maldives Corporation acknowledged the collective efforts of government institutions, private sector stakeholders, and global travel trade partners. Their continued collaboration has strengthened market confidence and reinforced the Maldives' reputation as one of the world's most sought-after island destinations.

Looking ahead, the Maldives remains focused on sustaining this positive trajectory, maintaining its standing in global tourism rankings, and preparing for anticipated peaks in year-end travel. The early achievement of this milestone stands as both a testament to the resilience of the tourism sector and a strong foundation for continued growth in the months ahead.

Maldives Shares Coastal Tourism Expertise at Tropical Coastal City Tourism Event 2025



Visit Maldives Corporation (VMC) Chief Executive Officer and Managing Director, Mr. Ibrahim Shiuree, delivered a keynote address at the 2025 Tropical Coastal City Tourism Event held in Sanya from 18 to 21 November 2025, contributing the Maldives' perspective to a global dialogue on sustainable coastal development. The event, organised by the Sanya Tourism Board with the support of the Pacific Asia Travel Association (PATA), convened tourism leaders and industry professionals under the theme "Coastal Tourism: Symbiosis and Development of Nature and Culture."

Addressing the forum in his capacity as a PATA Board Member representing the Maldives, Mr. Shiuree drew on the country's unique geographic context and decades of experience as a leading coastal tourism destination. With every Maldivian island inherently coastal and tourism forming a central pillar of the national economy, he highlighted that the Maldives' approach to planning, resilience, and destination management offers practical insights for other coastal cities navigating similar opportunities and vulnerabilities.

In his address, Mr. Shiuree outlined several foundational strategies that have supported the Maldives' tourism success. These included the single-island resort model, which enables controlled development and environmental management; clearly defined tourism zoning to balance growth with conservation; and the expansion of community-based guesthouse tourism that integrates local communities into the tourism value chain. He noted that these models have been reinforced by sustained investments in infrastructure, transport connectivity, and essential public services, creating a resilient ecosystem capable of supporting both high-end and community-driven tourism segments.

A key emphasis of the keynote was the importance of sustainability as a guiding principle rather than an adjunct to development. Mr. Shiuree stressed that long-term success in coastal tourism depends on maintaining equilibrium between visitor demand, environmental protection, and community wellbeing. He underscored that destinations must ensure tourism growth enhances, rather than compromises, natural and cultural assets, while delivering tangible benefits to local populations.

Climate resilience featured prominently in his remarks, reflecting the Maldives' frontline exposure to climate change. Mr. Shiuree highlighted ongoing national investments in coastal protection measures, elevated land reclamation, and the enforcement of stringent environmental standards for tourism development. He urged coastal cities to incorporate climate realities into their long-term planning frameworks, noting that proactive adaptation is essential not only for environmental preservation but also for safeguarding economic stability and sustaining investor confidence.

Concluding his address, Mr. Shiuree observed that the future of coastal destinations will be shaped by strategic foresight, inclusive growth models, and deliberate resilience-building efforts. The event's thematic tracks—Sustainable Tourism, High-End Tourism, and Indigenous Culture—further enriched discussions, providing delegates with opportunities to examine Sanya's own coastal development initiatives and to exchange perspectives on the evolving landscape of tropical tourism. Through this engagement, the Maldives reaffirmed its role as a thought leader in coastal tourism, contributing experience-driven insights to a shared global agenda.

NBAM & HDC Discuss Vessel Relocation Plan



The National Boating Association of Maldives (NBAM) met with Hulhumalé Development Corporation (HDC) on 3rd November 2025 to discuss vessel relocation arrangements during the upcoming harbor reclamation works. The meeting was attended by NBAM representatives led and by HDC officials headed by Managing Director Brig. Gen. (Rtd) Mr. Ali Zuhair.

HDC presented its proposed relocation plan, explaining that safari vessels would be temporarily moved to Kuda Giri and Gulhifalhu harbors, while dinghies would be accommodated within a designated area in Hulhumalé. The relocation is intended to allow reclamation works to proceed safely and efficiently without disrupting vessel operations.

Mr. Ibrahim Shahid welcomed the government's initiative but highlighted the operational challenges such relocation would pose for boat owners, many of whom rely on established support services in Hulhumalé. He emphasized that any relocation plan must consider these operational realities and requested a clear and comprehensive notice outlining relocation locations, timelines, and procedures, applicable to all vessels in the harbor. He also stressed the need for temporary cargo handling areas and a temporary jetty during the reclamation period to ensure continuity of operations.

Additional concerns were raised regarding the clearing of non-operational vessels and the need for fair and consistent enforcement of regulations. HDC agreed with these points and noted that plans are in place to strengthen monitoring and enforcement through the future establishment of a Marine Police post.

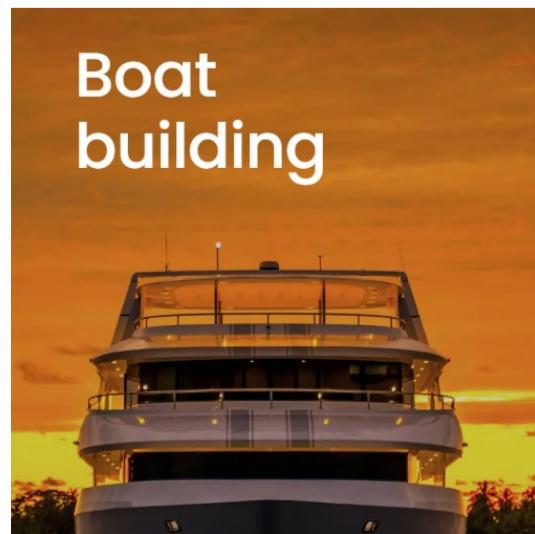
The practicality of alternative harbor locations was also discussed. Kuda Giri was identified as particularly important due to the availability of ferry services, including night operations, while Gulhifalhu was considered manageable despite limited support services. Thilafushi was noted as a potential option subject to the completion of the bridge and related infrastructure. Dhiyaneru Falhu was agreed to be unsuitable for safari operations and excluded from the current relocation plan.

HDC confirmed that dredging is scheduled to begin on 7th November 2025, with reclamation expected to take approximately three months. Post-reclamation, Hulhumalé Harbor will feature regulated mooring areas and reorganized cargo facilities to better support future operations. Until permanent infrastructure is completed, temporary cargo areas will remain in use.

The meeting concluded with agreement that HDC's relocation plan, together with NBAM's requests for clear communication, temporary facilities, and equitable application of regulations, will guide smooth harbor operations throughout the reclamation period.



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Jalboot Group Secures Triple Recognition at the 2025 World Luxury Travel Awards



Jalboot Group has marked a significant milestone in its journey of growth and excellence by securing three prestigious accolades at the 2025 World Luxury Travel Awards, reaffirming its standing as a leading maritime solutions provider in the Maldives. The recognition highlights the Group's continued commitment to quality, innovation, and exceptional service across multiple facets of the marine leisure sector.

The awards were presented during a distinguished gala ceremony held on 31 October 2025 at PARKROYAL Collection Pickering in Singapore. At this international platform celebrating excellence in luxury travel and hospitality, Jalboot Group was honoured in three key categories: Water Transport, Marina Management through Faro Marina by Jalboot, and Water Sports & Diving through Koamas by Jalboot. Collectively, these accolades reflect the Group's holistic approach to delivering seamless and premium marine experiences, ranging from reliable inter-island water transport to world-class marina operations and resort-based watersports and diving services.

Commenting on the achievement, Mr. RJ Reddy, Chief Executive Officer of Jalboot Group, expressed his appreciation for the recognition, noting that the triple win is a testament to the dedication and professionalism of the entire team. He emphasised that Jalboot's vision has always been to curate experiences that embody the true essence of luxury while remaining deeply rooted in the warmth and authenticity of Maldivian hospitality, both above and below the waterline.

Since its establishment in 2017, Jalboot Marine Services Pvt Ltd has steadily expanded its footprint in the Maldives, positioning itself as a comprehensive provider of integrated maritime solutions. The company's portfolio encompasses water transport services, marina management, watersports, diving and excursion operations, the design and construction of customised vessels, and luxury yacht charters. Despite being a relatively young company, Jalboot has earned the trust of several prominent resort islands, a reflection of its consistent service standards and forward-looking approach.

The recognition at the 2025 World Luxury Travel Awards further reinforces Jalboot Group's reputation as a pioneer in luxury marine experiences within the region. As the company continues to evolve and expand its offerings, these accolades serve not only as an acknowledgement of past achievements but also as an affirmation of its ongoing role in shaping the future of maritime leisure and connectivity in the Maldives.

Takaful Plans

Takaful is also known as Islamic Insurance wherein members contribute money into a pool system to guarantee each other for specified financial risks. Takaful or Islamic insurance is based on sharia or Islamic religious law and covers health, life and general insurance needs. Any claims made by the participants are paid out of the pool or takaful fund.



I AM Maldives Roadshow

Strengthens Destination Presence in Central and Eastern Europe



The National Hotels and Guesthouse Association of Maldives (NHGAM), in collaboration with Visit Maldives and the Maldives Association of Travel Agents and Tour Operators (MATATO), has successfully concluded the *I AM Maldives* roadshow across three key Central and Eastern European cities—Warsaw, Bucharest, and Prague—held from 17 to 21 November 2025. The initiative marked a strategic effort to strengthen the Maldives' presence in emerging European markets while promoting a more diverse and inclusive tourism narrative.

The roadshow brought together 26 participating properties that collectively reflected the breadth of the Maldivian tourism offering. Representation included resorts, hotels, guesthouses, liveaboards, and travel agencies, enabling a comprehensive showcase of the destination's accommodation and experience portfolio. Across the three cities, more than 150 travel professionals—primarily from Poland, with additional participation from Romania and the Czech Republic—engaged in structured B2B networking sessions and destination presentations. These engagements placed particular emphasis on community-led tourism, highlighting opportunities for travelers to experience authentic local island life alongside the Maldives' established luxury appeal.

Through targeted presentations and direct interactions, travel agents gained deeper insights into sustainable tourism practices, local community experiences, luxury resort products, and the wide range of activities available across the islands. The initiative sought not only to broaden market understanding of the Maldives beyond traditional resort tourism, but also to position community-based travel as a key pillar of the destination's long-term tourism strategy.

The events were further enhanced through interactive elements, including raffles held across all three cities. A total of 42 prizes were awarded, featuring complimentary holiday packages that will allow selected travel agents to experience the Maldives firsthand. Participants expressed strong satisfaction with the organization of the roadshow and highlighted the value of the professional connections and market knowledge gained during the sessions.

Commenting on the outcome, Mr. Abdulla Nasheed, President of NHGAM, noted that the success of the roadshow reflects growing interest in authentic Maldivian experiences. He stated that equipping travel agents with in-depth knowledge of community-led tourism creates new opportunities to attract travelers seeking meaningful cultural engagement alongside the Maldives' renowned natural environment.

The Central and Eastern European market continues to show promising growth potential for the Maldives. As of the end of September 2025, Poland recorded 23,089 arrivals, followed by 17,779 arrivals from the Czech Republic and 13,824 arrivals from Romania. These figures reinforce the importance of sustained engagement in the region, particularly in support of the national target of welcoming 2.3 million visitors by the end of 2025.

This initiative represents the second successful *I AM Maldives* roadshow, following last year's activities in Georgia and Azerbaijan. Building on this momentum, NHGAM has indicated plans to roll out further promotional activities in new markets next year, reaffirming its commitment to expanding the Maldives' global footprint and supporting the continued growth and diversification of the tourism sector.



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Insights from 21_2023-2025

BOARD MEETING

The 21st Executive Board Meeting of the National Boating Association of Maldives for the term 2023–2025 was held on 17th November 2025. The meeting reviewed a range of governance, administrative, and industry-related matters presented by the Secretary-General.

Applications for Board positions for the 2025–2027 term were submitted and reviewed, reflecting broad representation from across the boating and marine tourism sector. The Board confirmed that all nominations, including one received shortly after the deadline and subsequently accepted following reconsideration, will proceed to be voted on at the forthcoming Annual General Meeting.

The Board was also briefed on the final draft of the NBAM 2026 calendar, reflecting the Association's continued focus on communication and industry engagement. It was noted that preparatory work had reached the final reviews and is expected to be completed in line with the planned timeline, ensuring readiness for the AGM.

In addition, the Board considered an industry endorsement request and unanimously agreed to support HOSCO 2026. This was assessed in the context of their potential value to the wider industry, with emphasis placed on initiatives that support networking, cooperation, and sustainable business growth within the marine and hospitality sectors.

Regulatory and compliance-related concerns affecting member operations were also acknowledged, with the Board reiterating the importance of adherence to established regulations and responsible industry practices. The meeting concluded with the confirmation of key procedural decisions and next steps in preparation for the Annual General Meeting.



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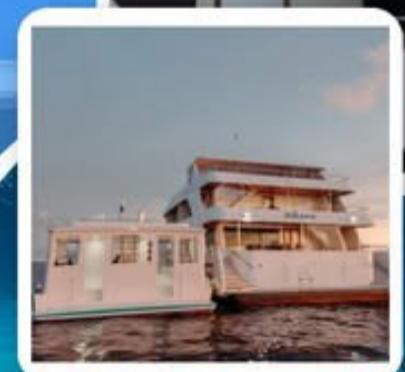
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