



Baglioni Resort Maldives

Experience tropical enlightenment amidst Italian grace

The year 2022 marks the 50th anniversary of the iconic Maldivian tourism industry. From spectacular once-in-a-lifetime experiences to niche serene island getaways, the nation holds some of the finest resorts in the world. The Maldives was one of the top nations to effectively continue tourism following the Covid-19 pandemic and has benefited massively from the pent-up demand in luxury leisure travel, with tourist arrivals in January and February this year 43 and 54 percent above 2021 levels respectively, according to the World Bank. Changing attitudes have meant many that global travellers are now more sensitive to their impact on the environment and local communities. As the lowest lying nation in the world, the Maldives is deeply connected to the importance of sustainable tourism and since pioneering the one-resort destination model, the luxury beach capital has been home to a flock of eco-friendly resorts as well as several conservation efforts to protect its gorgeous coral reefs and rich biodiversity.

The island nation is home to one of the most tranquil luxury stays in the world, the Baglioni Resort Maldives, a 5-star luxury resort located on the remote natural island of Maagau in Dhaalu atoll. Secluded away from any water, light, air, and noise pollution, the resort is just one of Baglioni's unique destinations, benefitting from the family-owned luxury hospitality brand's 50 years of experience in bringing Italian style and grace to beautiful places across the globe.

The resort fared extremely well during the pandemic, and even developed into a hub for local support amongst neighbouring communities. Baglioni's flexible cancellation policy, alongside its family atmosphere and excellent reputation for safety, also saw the resort become a haven for multigenerational families to meet and reunite, with the resort converting many of its rooms into



Monica Suri
General Manager

interconnected luxury suites for larger families to stay in. The resort prides itself on understanding the individual needs of its guests - whether a solo traveller or honeymoon couple - and saw a significant rise in repeat stays during the pandemic. Unable to leave the paradise behind, many of the resort's guests were visiting the tropical hideout every 3 months, and the average length of stay in the resort rose from 6.3 days in 2019 to 7.8 in 2021. "Our guests develop a special connection to our place. We make it a home for them," says Monica Suri, General Manager of Baglioni Resort Maldives.

Baglioni's outstanding guest satisfaction at the resort is due to the luxury brand's holiday philosophy. The brand believes that experience is everything; with 32 unique activities to choose from - whether scuba diving in the company of manta ray and sea turtles or watching the stunning sunset aboard a traditional Maldivian cruise - Baglioni's Maldives resort offers guests the opportunity to make unforgettable memories

with family and loved ones. Guests are also encouraged to take a boat ride and tour the spectacular local islands. For the locals it's a chance to share an invaluable insight into Maldivian culture and brings guests a level of authenticity that cannot be duplicated anywhere else. "We are blessed to be so close to our local communities. Maldivian hospitality is genuine, it's in their DNA," says Suri.

Alongside making a positive difference to the Maldivian community, the resort is on an environmental mission to maintain the island's natural equilibrium. With 1100 coral islands and a host of tropical marine life, Baglioni is acutely aware of the impact of climate change. The resort employs a team of marine biologists growing endangered species of corals, and ensures all employees are educated on the resort's environmental mission, such as using its specialised recycling plant. Guests can even adopt a coral fragment or sponsor a whole coral frame with a personalised tag, with all funds generated put back into the ocean. "Our resort is an ecosystem between the locals, the marine life, and our guests. We want to make a positive difference here," says Suri.

Baglioni partners with Green Globe, the premier sustainability certification and performance improvement program for the travel and tourism industry. Following a comprehensive assessment of its sustainability performance, the resort has plans to invest in additional green infrastructure projects such as Solar Panel and Hydroponic Farming. Baglioni is also committed to including the local community in its success. Local talent has been the main source for the resort's employees, with professional training giving many the opportunity to fulfil top positions of leadership, with the world-class resort combining Baglioni's Italian flare for luxury with the exceptional service of Maldivian hospitality.