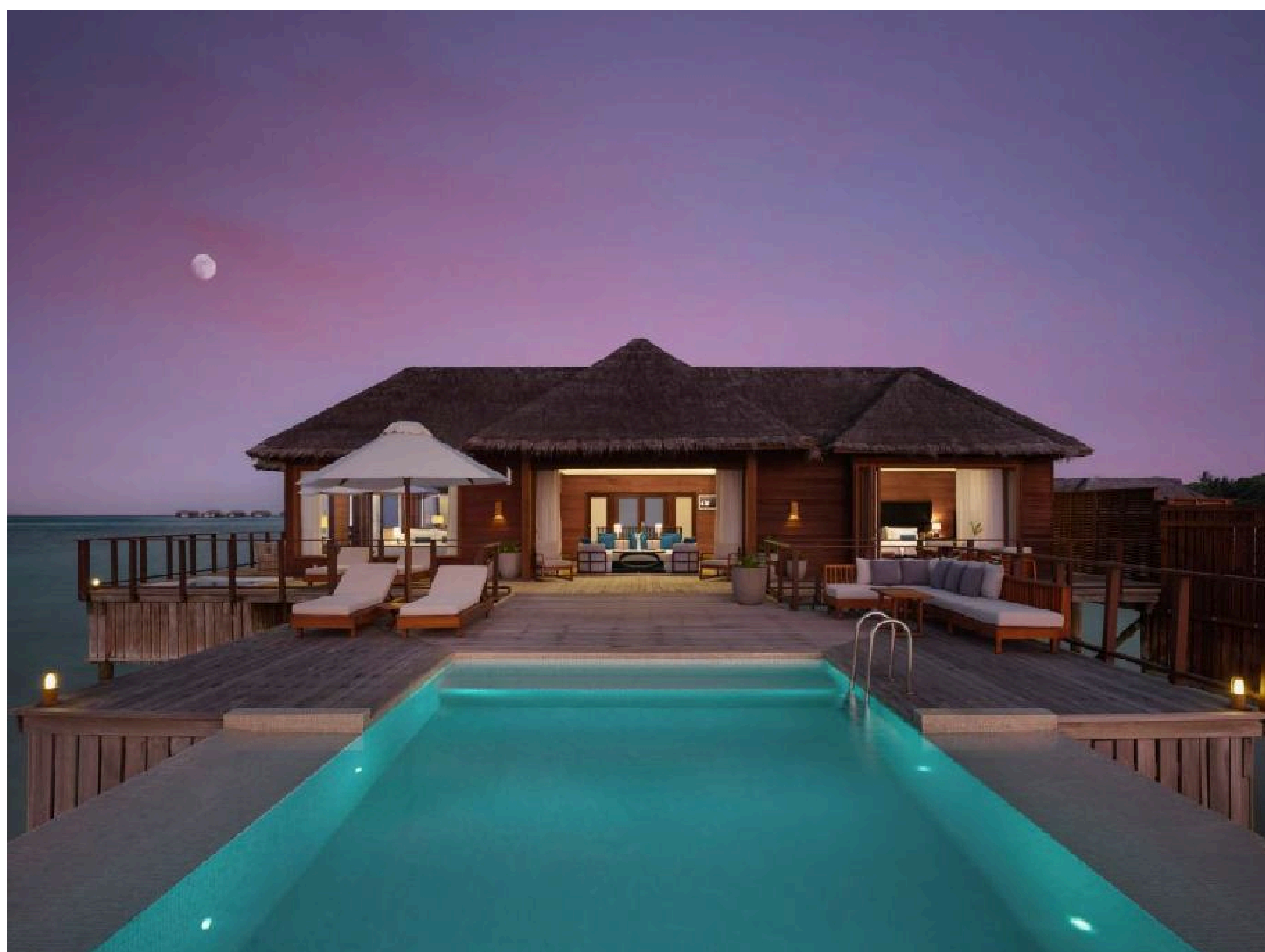


# Green Fins Move Of Ventive Hospitality Heralds New Ocean-First Era Of Luxury Travel In Maldives



Maldives attracts families and honeymooners and ocean enthusiasts who wish to experience its turquoise lagoons and living coral reefs. Ventive Hospitality's Conrad Maldives Rangali Island, Raaya by Atmosphere and Anantara Dhigu and Veli will now experience a new traveling method that focuses on ocean conservation through their hotel stays.

Ventive Hospitality Limited operates as a leading owner developer and asset manager who controls luxury and upper-upscale hotels and resorts throughout India and the Maldives. The three island retreats have become Green Fins Digital Members through their induction into the world's first global marine tourism sustainability platform which operates as a digital membership system. The move demonstrates a fundamental transformation in high-end hospitality management throughout the archipelago since it makes coral reef health and marine science research essential to visitor experiences.

Global marine standards meet Maldivian luxury

Green Fins, developed by The Reef-World Foundation in partnership with the UN Environment Programme (UNEP), is the only internationally recognised environmental standard tailored to diving and snorkelling operators. Its digital hub aims to scale best practice from roughly 700 operators in 14 countries today to as many as 30,000 worldwide, enabling simple, cost-effective changes that curb pressures on coral reefs. By joining as Digital Members, Ventive's Maldivian resorts plug into this global framework while operating at the upper end of luxury, blending barefoot-chic stays with audited environmental performance.

For travellers, this means that reef encounters, from gentle house-reef snorkels to full-day dive excursions are increasingly governed by clear, science-based rules rather than ad-hoc resort policies. It positions the Maldives not just as a postcard-perfect destination, but as a test bed for a new generation of marine-conscious island getaways.

## Structured sustainability in paradise

Under the Green Fins framework, Conrad Maldives, Raaya by Atmosphere, and Anantara Dhigu and Veli must implement structured sustainability action plans aligned with defined environmental targets. Each year, the resorts undertake detailed self-evaluations and environmental impact scoring, track measurable progress and draw on a library of more than 100 proven operational solutions to reduce their marine footprint. This spans everything from anchoring practices and boat handling, to diver briefings, reef-safe chemical use and waste management for marine excursions.

Coral reefs, home to at least a quarter of all marine life and a vital economic backbone for island nations face mounting stress from warming seas, storms and pollution. By embedding measurable reef-protection standards into daily operations, Ventive's Maldivian portfolio converts climate concern into concrete procedures that can be monitored, refined and transparently communicated to increasingly discerning guests.

## A new playbook for Maldivian hospitality

Ventive Hospitality positions itself as a visionary platform that seeks to redefine hospitality through excellence and sustainability, with a portfolio spanning India's cityscapes and the Maldives' atolls and expansion planned into Sri Lanka. The Green Fins Digital Membership strengthens this strategy by tying destination preservation directly to asset management, casting reefs, lagoons and seagrass beds as core long-term assets rather than mere backdrops.

Leadership at Ventive has framed Maldivian marine ecosystems as both extraordinary tourism assets and acutely vulnerable environments, stressing that sustainability must sit inside operating systems rather than at the fringes as a public-relations add-on. Through the Green Fins platform, the group intends to institutionalise global best practice across its resorts, reinforcing commitments to responsible growth, environmental accountability and long-term value creation for investors, partners and host communities.

## Guests as partners in reef protection

On the islands, marine biologists and sustainability leaders are already reframing the guest journey as a partnership with the ocean. At Anantara Dhigu and Veli, Sustainability Manager and Marine Biologist Dr Oriana Migliaccio has highlighted how guests who actively engage in conservation through reef-safe behaviour, citizen-science activities or coral programmes turn every day at the resort into a step towards safeguarding the ocean they enjoy. At Conrad Maldives, marine biologist Jessica Miller has underlined that protecting reef systems is essential to the very future of island tourism, implying that today's careful dive briefings and mooring choices help ensure tomorrow's thriving lagoons.

For travellers, this shifts the narrative from passive indulgence to meaningful immersion. Whether families joining guided snorkels, couples adopting coral frames or photographers learning how to capture marine life without disturbance, the resort experience becomes a living classroom in how luxury and low-impact exploration can coexist.

## Charting the future of ocean-first escapes

As sustainability rises to the top of global E travel decision-making, Ventive Hospitality's Maldives resorts are quietly sketching a blueprint for how high-end tourism in the archipelago may evolve over the next decade. By pairing Green Fins' science-backed standards with curated, design-driven experiences across Conrad Maldives Rangali Island, Raaya by Atmosphere, and Anantara Dhigu and Veli, the group is signalling to guests that choosing indulgence no longer has to mean compromising the reefs below.

The ocean-first model provides peaceful assurance to three groups which include families who teach their children snorkeling skills in coral gardens and honeymooners who observe reef sharks swimming at dusk and solo travellers who search for calmness on sugar-soft sandbanks.

**Image Credit: Conrad Maldives Rangali Island**