



BAA ATOLL, MALDIVES

Finolhu, a Seaside Collection Resort

LUSSO

- 03 Finolhu in a Sentence
- 05 The Quick Fit Check
- 07 The Stay Guide
- 13 A Day That Works Well Here
- 16 What's New and Worth Knowing
- 20 Voices From the Stay
- 23 Beyond the Booking
- 26 FAQs
- 28 Content Angles You Can Use
- 30 Who to Call

SECTION 1

Finolhu, a Seaside Collection Resort in One Sentence

SECTION 1

Finolhu, a Seaside Collection Resort in One Sentence

Finolhu, a Seaside Collection Resort is a design-led, luxurious Maldivian island retreat in the UNESCO-protected Baa Atoll, known for its 1.8-km long sandbank, strong sense of personality and its more social, beach club-style take on the Maldives.



SECTION 2

The Quick Fit Check

SECTION 2

The Quick Fit Check

Usually works well for travellers who want:

- ✔ A luxury Maldives stay with energy and personality
- ✔ A more beach club social atmosphere alongside space to relax
- ✔ A range of activities available, from watersports to snorkelling
- ✔ To travel as a family or group and have lots going on throughout the stay
- ✔ Something slightly different, such as the unique Beach Bubble experience

Less suited if they want:

- ✘ A consistently quiet or fully secluded island experience
- ✘ A more traditional, understated “barefoot luxury” style of stay
- ✘ A stay centred primarily around wellness, although the spa itself is excellent
- ✘ Diving directly from the island, the house reef is good for snorkeling and excellent for beginners but for experienced divers, boat trips would be required
- ✘ Quiet evenings, as parts of the island take on a social feel, with DJs and events centred around the Beach Club



SECTION 3

The Stay Guide

SECTION 3

The Stay Guide

THE FLAGSHIP OPTION

Two-bedroom Rock Star Villa

The largest and most distinctive accommodation on the island, set overwater with two bedrooms, a generous living space and an 8-metre infinity pool.

Details lean into the island's creative personality, with a fully stocked cocktail bar, Marshall sound system and a seventies-style disco ball, alongside direct access to the lagoon. And for exploring the island, there's also your own personal Rockstar Buggy.



SECTION 3

The Stay Guide



THE UNIQUE OPTION

Beach Bubble

On a secluded stretch of Finolhu's signature sandbank, the Beach Bubble is one of its kind in the Maldives. A transparent dome positioned directly on the sand allows guests to spend time under the stars, forming part of the resort's "Dream Eclipse Experience".

Working particularly well for couples or honeymoon stays, it's usually combined with a villa option rather than used on its own, and is one of the more recognisable parts of the island.

SECTION 3

The Stay Guide

THE WATER VILLAS

Lagoon Villas and
Ocean Pool Villas

For guests wanting a more classic overwater stay, these villas sit above the clear lagoon with direct access to the ocean for swimming and snorkelling.

Ocean Pool Villas add a private infinity pool, while Lagoon Villas offer a simpler overwater option. Both suit travellers who want to spend most of their time at Finolhu close to the water.



SECTION 3

The Stay Guide

THE SECLUDED OPTION

Private Pool Villa

Found on the quieter side of the island, these villas offer a more private base with a secluded garden, sun loungers and a personal pool.

At 205 sqm, they also give guests plenty of space, making them a strong option for those who want a stay that's away from the more social areas of the island, while still remaining within easy reach of everything else.



SECTION 3

The Stay Guide

Matching rooms to Traveller Types

Couples or first-time Maldives travellers → *Lagoon Villa*

Honeymooners → *Private Pool Villa*

Parents with adult children → *Two-Bedroom Water Villas with Pool*

Milestone celebrations → *Ocean Pool Villa*

Returning Maldives/Indian Ocean travellers → *Beach Pool Villa*



SECTION 4

A Day That Works Well Here

SECTION 4

A Day That Works Well Here

Morning

- Take breakfast at Beach Kitchen, directly on the sand, with the lagoon just a few steps away
 - Head out onto the calmer morning water, either paddleboarding or swimming from the beach
 - Take a walk along the stunning sandbank early on, while it's still quiet
-

Midday

- Have lunch at Crab Shack, focused on seafood and grilled dishes
 - If the midday heat gets too much, step into the Art Lab for painting and pottery sessions
-

Late Afternoon

- Spend time back on the water or at the Golf Studio where you can perfect your swing
 - Head back to water from the white sand beach for snorkelling, with the house reef just off the shoreline
-

Evening

- Opt for a casual dinner at Arabian Grill centred around Middle Eastern flavours
- Choose Kanusan for fine dining, with Japanese cuisine suspended on stilts above the water
- Arrange a private beach dinner for special occasions
- Finish the evening at the Beach Bar, where DJs and music carry on later into the night

SECTION 5

What's New and Worth Knowing

SECTION 5

What's New and Worth Knowing



Sport and Activity

Already incredibly popular with guests, Finolhu has added a padel court and resurfaced its tennis court to the same standard used at the Australian Open.

Tennis, padel and golf professionals are also based on the island, so guests can use it in different ways, whether that's trying something for the first time or brushing up on something they already enjoy.

Art Lab and Creative Space

The Art Lab is Finolhu's on-island creative studio, used for painting, pottery and interactive sessions with resident artists, including sip and paint.

It sits slightly apart from the usual resort activity and is used across the stay by both adults and families, often more than once. Guests leave with something they've made, a physical memento of their time at Finolhu.



SECTION 5

What's New and Worth Knowing

Teens Club and Family Use

A dedicated Teens Club has been introduced, particularly relevant for families travelling with older children.

It gives that age group their own space on the island, which comes into its own on longer stays or multi-generational trips, where having both independence and shared time is important.



All-Butler Service

Finolhu operates as an all-butler island, with each guest supported from the moment they arrive. The team builds a clear understanding early on, which allows things to be handled ahead of time rather than being asked for, whether that's dining preferences, timings or how the day is set up.

It's a consistent part of how the island runs and one of the main reasons guests return.

SECTION 5

What's New and Worth Knowing



Crab Shack and Beach Club Atmosphere

Crab Shack is positioned on the sandbank and acts as a central point during the day, particularly for lunch, before becoming more social into the evening.

The Friday night white party is held here, with DJs and music continuing at the Beach Club afterwards. It gives the island a different feel at night, depending on where guests choose to spend their time.

Virtual Map and Planning the Stay

Finolhu has a virtual island map available, which helps get an idea of how the island is laid out before arrival.

It's a useful reference point when discussing villa locations, distances and how different areas of the island connect, particularly for travellers who like to understand the details in advance.

www.maldivesvirtualtour.com/360/finolhu/



SECTION 6

Voices From the Stay

SECTION 6

Voices From the Stay

“The food was delicious with a huge variety, and visiting the Crab Shack will be a memory we will never forget.”

K.R.

MARCH 2026

“Finolhu is a slice of paradise... we had the best experience.”

H.P.

MARCH 2026

“It’s a delight... lots of fun for kids and adults.”

N.C.

MARCH 2026

“If you are researching resorts in the Maldives – stop looking and just book Finolhu.”

R.

FEBRUARY 2026

“Without a doubt, the best place in the world to go... because it is paradise.”

C.S.

FEBRUARY 2026

“Finolhu isn’t just a resort, it’s a feeling – one that keeps bringing us back time and time again.”

M.

NOVEMBER 2025

SECTION 6

Voices From the Stay



Fam Trip Notes From Our Team

“Each morning I’d wander straight onto the sand with a coffee, watching reef sharks glide past just a few feet away. Slightly nerve-racking at first, but just incredible to watch. I thought the snorkelling with the marine biologist was brilliant. Getting out early and having that insight completely changes how you experience the reef, so it’s definitely worth planning in.”

Andrew Marshall

HEAD OF PRODUCT & COMMERCIAL

SECTION 7

Beyond the Booking

SECTION 7

Beyond the Booking



Diving and Hanifaru Bay

Finolhu is located within the Baa Atoll, with access by 30-minute speedboat to Hanifaru Bay, a protected marine area recognised by UNESCO.

Between May and November, the area is known for seasonal manta ray activity, with whale sharks occasionally seen. Excursions are arranged from the island and are typically guided, depending on conditions and marine activity at the time.



Marine Biology and Guided Experiences

The island has its own marine biology team, which runs guided trips and experiences focused on the surrounding reef and conservation work.

These can include snorkelling with added context around the marine environment, as well as insight into the coral nursery and ongoing planting initiatives.

SECTION 7

Beyond the Booking

Ocean and Water-Based Experiences

The lagoon around the island is used for a range of water-based activities.

Motorised options include jet skis and seabobs, alongside non-motorised activities such as kayaking and paddleboarding. Conditions are generally calm, which makes it accessible across different levels of experience.



Boat Excursions and Time on the Water

Boat-based experiences form part of the wider stay, offering access beyond the island itself.

Options include guided snorkelling trips, sunset cruises and private charters, depending on availability. These are arranged through the resort and can be planned around the stay.

SECTION 9

FAQs

SECTION 9

FAQs

What are the meal options?

Bed & breakfast is available, with flexibility to dine across the island for lunch and dinner. Half board typically includes dinner at Beach Kitchen or the Pizza Counter, with dining credit available towards the à la carte restaurants. All Inclusive covers meals and selected drinks, with access to one à la carte meal included for stays of 5 nights. A Premium All-Inclusive option is also available, with a broader drinks list and your choice of à la carte restaurants every day.

What kind of traveller does the resort suit best?

Finolhu is ideal for travellers looking for a luxury Maldives resort with attentive service, but with an island that has more going on than expected. It works particularly well for those who want variety across the stay, whether that's dining, time on the water or activity on the island, while still having the option to keep things more relaxed.

How does it compare to other resorts in the Maldives?

Finolhu sits comfortably alongside resorts such as Emerald, LUX* South Ari and Constance Moofushi in terms of its all-inclusive offering. At the same time, the service level is closer to what you would expect from higher-end resorts, which gives it a slightly different position within the market.

Are the Maldives a good alternative to other Indian Ocean islands such as Mauritius or Seychelles?

The Maldives offers what many would consider the quintessential Indian Ocean experience, with each resort set on its own private island within an atoll. This brings a level of privacy that is harder to replicate in Mauritius, where the structure of the resorts creates a more contained stay. Compared to the Seychelles, the overall value often comes from how much is included within one place.

How long should guests stay?

A week to ten days allows enough time to unwind and relax, while also getting out onto the water and making the most of the crystal-clear conditions, both above and below the surface. Finolhu also has enough across the island to support longer stays, without the experience feeling repetitive.

Is the resort suitable for families?

Yes, for families of all ages. The resort has a well-regarded kids club, a dedicated teens space, and larger villas including two-bedroom options, which provide additional space for families travelling together.

When is the best time to book?

Booking early helps secure the best availability and room choice, particularly during peak periods. Summer is considered low season and can offer better value, while October through to April is typically the most popular time for winter sun, with warm temperatures and fewer interruptions from rain.

What usually surprises guests?

The amount of activity available across the island is often more than expected, alongside a more relaxed Beach Club atmosphere that is not always associated with the Maldives. The sandbank, stretching for over 1.8km, also stands out, offering a sense of space and a quieter area away from the main hub of the island.

Is it suitable for honeymoons?

Absolutely. Private rooms both on the beach and over-water, private dining options and special secluded experiences such as the Beach Bubble offer a great romantic trip for a Maldives honeymoon.

SECTION 10

Content Angles You Can Use

SECTION 10

Content Angles You Can Use

Below are positioning routes that work well at Finolhu, a Seaside Collection Resort. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

The Baa Atoll Marine Setting

Focus on marine life and the surrounding UNESCO Biosphere.

This works well for:

- Travellers interested in snorkelling and diving
- Returning Maldives clients
- Clients drawn to nature-led experiences

You might frame it around:

- Access to Hanifaru Bay and seasonal manta activity
- Snorkelling from the house reef
- Guided trips with the island's marine biology team

Crab Shack and Beach Club Atmosphere

Focus on the more social side of the island.

This works well for:

- Travellers wanting atmosphere alongside privacy
- Families with older children
- Adults travelling together

Build your story around:

- Crab Shack on the sandbank
- The Friday night white party
- DJs and evenings at the Beach Club

Romance and Secluded Stays

Focus on privacy, space and more personal experiences.

This works well for:

- Honeymooners
- Anniversaries and milestone trips

You might talk about:

- Secluded beach and overwater villas
- Private dining on the sandbank
- The Beach Bubble experiences

Family Time on the Island

Focus on range across different age groups.

This works well for:

- Families with younger children
- Families with teenagers
- Multi-generational travel

You can frame it around:

- Kids club and Teens Club
- Water-based activities and sport
- The Art Lab and creative sessions

USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the hotel. These can be used alongside your content.

SECTION 11

Who to Call

SECTION 11

Who to Call

Our team is here to help with villa selection, tailored stays and special requests. If you'd like guidance on positioning Finolhu for the right traveller profile, please contact one of the team below.



SOPHIE WORMALD
Reservations Manager

sophie.wormald@lussotravel.com | +44 (0) 1625 591 111



REBECCA ASKWITH
Reservations Supervisor

rebecca.askwith@lussotravel.com | +44 (0) 1625 591 111



AMY GRIFFITHS
Senior Travel Advisor

amy.griffiths@lussotravel.com | +44 (0) 1625 591 111

LUSSO

LUSSO
No. 1 Glasshouse – 1LG1
Alderley Park
Alderley Edge
Cheshire
SK10 4TG

Tel: +44 (0) 1625 591 116

LUSSO is a trading name of LUSSO Travel Ltd
Registered in England No. 06915677. VAT Registration 979 8758 17

All information correct at time of publish – March 2026.