

## **Bank of Maldives & American Express launch the ‘Experience Maldives’ destination campaign**

**Maldives, May 4, 2023:** Bank of Maldives (BML) in partnership with American Express has launched the ‘Experience Maldives’ destination campaign offering unique, authentic experiences for American Express Cardmembers. The year-long campaign, endorsed by the Maldives Association of Tourism Industry (MATI), Maldives Marketing and Public Relations Company (MMPRC), National Boating Association of Maldives (NBAM) and Ministry of Tourism was launched at a special ceremony held at Kurumba Maldives this evening.

‘Experience Maldives’ offers a variety of experiences for American Express Cardmembers with special privileges and discount offers at several resorts, guesthouses, and merchants across the country. From 10-25% discount on spa/activities, free night stays, great discounts at restaurants to free data from local network providers, Cardmembers are in for a great experience while holidaying in Maldives.

BML Chief Executive Officer and Managing Director, Karl Stumke said, “Maldives welcomed over half a million tourists within the first four months of this year and as the national bank of the country, we are pleased to contribute to reach the 2023 target arrival of 1.8 million tourists. We are delighted to partner with American Express to promote Maldives as an international tourist destination to its Cardmembers across the globe. My sincere appreciation to our partners as well as the properties and merchants that have joined the campaign with their offers.”

Commenting on the partnership, Divya Jain, Vice President & General Manager, Global Network Services, Asia and South Pacific Growth Markets, American Express said “Maldives is one of the most sought-after travel destinations for premium & affluent travelers from across the world and the Experience Maldives campaign will further create excitement around this beautiful destination, positively supporting the tourism sector in the economy. We are excited to bring a suite of amazing travel experiences to our global American Express Cardmembers with the launch of yet another edition of the ‘Experience Maldives’ campaign in partnership with our long-standing partner, Bank of Maldives.”

Find out more about the promotions and offers at [www.experiencemaldivesnow.com](http://www.experiencemaldivesnow.com)



#### **ABOUT BANK OF MALDIVES**

Bank of Maldives is the exclusive issuer and merchant acquiring partner of American Express Cards in the country. Bank of Maldives is also the largest Card issuing and acquiring bank in the country with over 325,000 customers and more than 7,900 merchants.

With a nationwide network of 38 branches across all 20 atolls, 85 Self-Service Banking Centres, 141 ATMs, over 200 agents and a full suite of Digital Banking services, Bank of Maldives is committed to supporting individuals, businesses, and communities across Maldives.

#### **ABOUT AMERICAN EXPRESS**

American Express is a globally integrated payments company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at [americanexpress.com](https://americanexpress.com) and connect with us on [facebook.com/americanexpress](https://facebook.com/americanexpress), [instagram.com/americanexpress](https://instagram.com/americanexpress), [linkedin.com/company/american-express](https://linkedin.com/company/american-express), [twitter.com/americanexpress](https://twitter.com/americanexpress), and [youtube.com/americanexpress](https://youtube.com/americanexpress).

Key links to products, services and corporate sustainability information: [personal cards](#), [business cards and services](#), [travel services](#), [gift cards](#), [prepaid cards](#), [merchant services](#), [Accertify](#), [Kabbage](#), [Resy](#), [corporate card](#), [business travel](#), [diversity and inclusion](#), [corporate sustainability](#) and [Environmental, Social, and Governance reports](#).

#### **CONTACTS:**

FOR BANK OF MALDIVES  
Mohamed Saeed  
Public Relations Department  
Phone: 3015315  
[m.saeed@bml.com.mv](mailto:m.saeed@bml.com.mv)

FOR AMERICAN EXPRESS  
Vibha Bajaj  
[vibha.b.bajaj@aexp.com](mailto:vibha.b.bajaj@aexp.com)  
Shreya Sabharwal  
[shreya.sabharwal@aexp.com](mailto:shreya.sabharwal@aexp.com)