

## **BML & AMERICAN EXPRESS PARTNER ON “EXPERIENCE MALDIVES” INTERNATIONAL TOURISM CAMPAIGN**

Bank of Maldives and American Express have announced a partnership to promote Maldives as a leading international tourist destination. The “Experience Maldives” campaign was launched by Minister of Tourism, Mr Moosa Zameer at a ceremony held at Hotel Jen in Male’ this evening.

Details of “Experience Maldives”, which is endorsed by the Ministry of Tourism and the Maldives Association of Tourism Industry (MATI), were made public during this evening’s ceremony. Under the campaign, Maldives will be promoted internationally to American Express’s global network of clients. Over 20 resorts have announced their participation in the campaign and they will make available a number of attractive offers to encourage tourists to consider Maldives as their preferred holiday destination.

BML CEO and Managing Director, Andrew Healy commented “We are delighted to partner with American Express on this major new destination marketing campaign. This is an important initiative for the country and it will promote Maldives to travelers from across the globe. We are grateful for the strong personal support extended by Minister Zameer, and we will continue to work with the Ministry of Tourism, MATI and other stakeholders to support the industry.”

Manoj Adlakha, Senior Vice President and CEO, American Express Banking Corp. said, “Maldives has always been one of the most popular destinations for tourists from across the world. We are pleased to partner with the Ministry of Tourism, Republic of Maldives, Bank of Maldives, and Maldives Association of Tourism Industry for the ‘Experience Maldives’ campaign. The campaign represents our commitment to support our merchant base in the Maldives and the country’s economy as a whole. At American Express, we understand the needs and preferences of our valued customers and have always strived to provide a seamless and delightful experience to our card members. And therefore, will continue to work towards providing a newer and holistic experiences to our customers.”

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