

BANK OF MALDIVES PLEDGES TO SUPPORT TOURISM INDUSTRY ACHIEVE ITS TARGET OF 2 MILLION TOURISTS A YEAR BY 2020

Bank of Maldives has today pledged to support the tourism industry to achieve its target of 2 million tourists per year by 2020. BML CEO and Managing Director, Andrew Healy, made this statement at the BML Hotelier Maldives Summit which is being held as part of the Travel Trade Maldives (TTM) Fair that commenced this morning.

BML and American Express are the Platinum Partners of TTM, which is the first international tourism fair to be held in Maldives. The Fair, which is organized by Maldives Getaways, is being attended by over 200 delegates from the tourism industry, including a number of international tour operators.

The BML Hotelier Summit brings together leading tourism industry stakeholders, including hotel owners, operators and general managers. Minister of Tourism, Mr Moosa Zameer was Chief Guest and the Secretary General of the Maldives Association of Tourism Industry (MATI), Mr Ahmed Nazeer, delivered a keynote address.

During his speech, Andrew Healy highlighted BML's commitment to the industry. "We in Bank of Maldives are supporting your growth – funding you and providing you with card services, payment gateways and a whole lot more. Tourism-related loans account for more than MVR 3 billion of our loan portfolio and we have branches, ATMs and card terminals supporting you, your staff and your guests. We are fully committed to continuing to assist you in your efforts to attract 2 million tourists per year by 2020."

Bank of Maldives and American Express jointly launched a major tourism promotion campaign, "Experience Maldives", yesterday evening. The campaign will promote the Maldives among the vast American Express cardholder base across the globe.

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