



Maldives Border Miles

# PARTNER MEDIA KIT





# INTRODUCTION

Maldives Border Miles is the world's first nation-wide, three-tier loyalty program focused on tourism promotion. Loyalty status of the member is based on the number of visits, duration of stay, and other aspects. This program is initiated by Maldives Immigration and developed with joint stakeholders.



## STAKEHOLDERS

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Ministry of Tourism  
REPUBLIC OF MALDIVES



Maldives  
...the sunny side of life

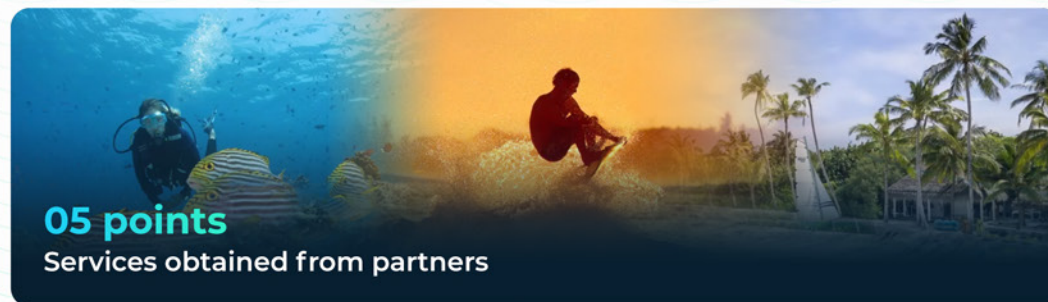
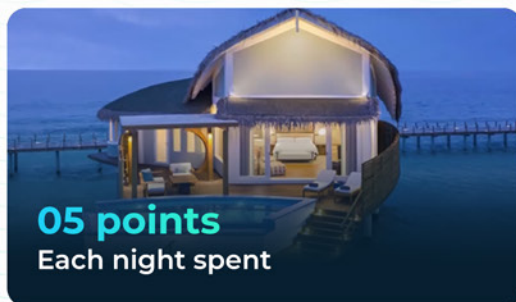
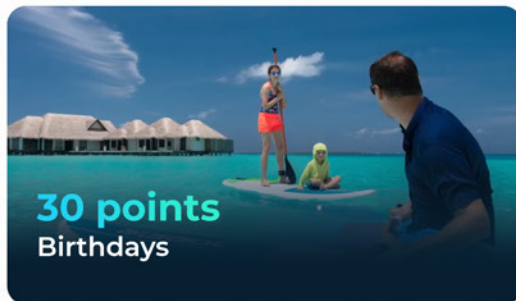
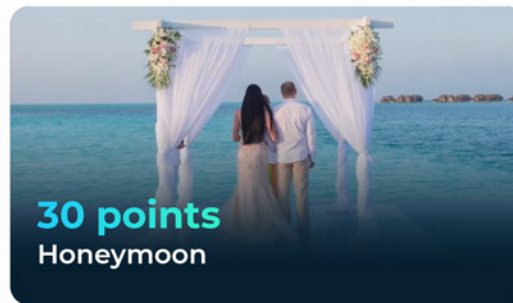
MALDIVES  
AIRPORTS Co  
your journey : our business



# EARNING SCHEME

Members shall earn a specific amount of points to reach each tier.

Allocation of credit points;





# CONDITIONS TO MEMBERS



Visit as a tourist.



Stay at a registered tourist facility under Ministry of Tourism..



Minimum of 3 nights stay.



Points will not be deducted, redeemed or downgraded.



Points can be earned for a maximum of 30 nights in a single trip.



Points for local occasions will be rewarded if the stay falls within the defined period.



Points for predefined services will only be rewarded if the member stays with any of our partners.

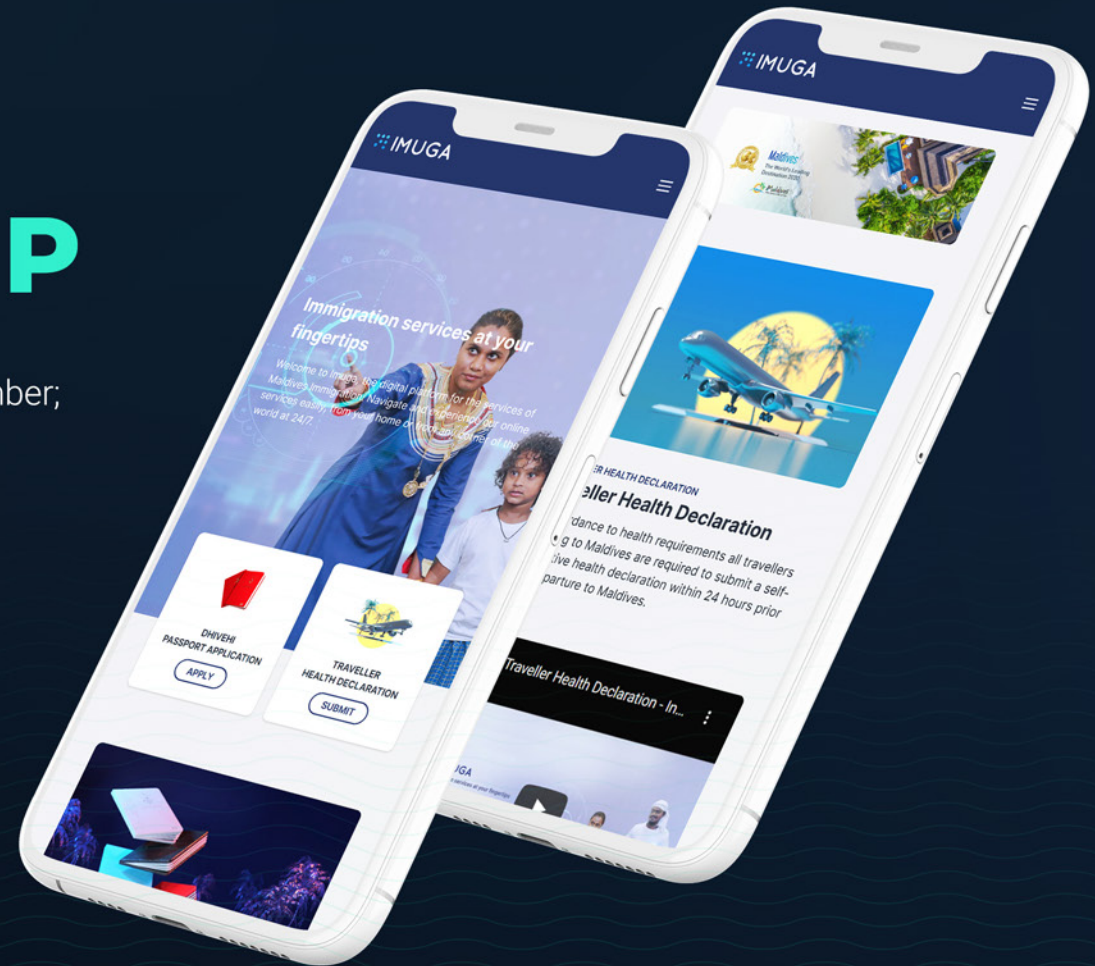


Seasonal bonus will be credited if the visit falls between 1st June to 31st August

# MEMBERSHIP

There are two ways to register as a member;

- 1 Via IMUGA portal or
- 2 [www.bordermiles.mv](http://www.bordermiles.mv)





# MEMBERSHIP LEVELS

As the program also intends to promote cultural tourism in Maldives to diversify the industry, the tier names represent historical linguistics used by our ancestors.

**Members** Tourists are defined as a member when they register to the program.



## Aida (Bronze Tier)

"Aida" is referred to a bright star. Members shall earn a minimum of 500 points to reach Aida Tier.

## Antara (Silver Tier)

"Antara" is recognized as attractive and prestigious. Members shall earn a minimum of 2000 points to reach Antara Tier.

## Abaarana (Gold Tier)

Abaarana" is an honorific name given to monarchs. Members shall earn a minimum of 4000 points to reach Abaarana Tier.

# MARKETING THE PROGRAM

## DIGITAL MARKETING

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During the initial stage of the program, more focus will be given on digital marketing. Target audience will be identified by the frequency of the flight operations and top international markets to Maldives. Also, world-wide news agencies will be approached to publish articles about the program.


Social media platforms will be the medium for digital marketing;

 Facebook

 Instagram

 Twitter

 LinkedIn

 YouTube

 Google Ads

 Website

 Ads on booking and travel sites

 Virtual seminars/webinars





# SINCE THE OFFICIAL LAUNCH OF MBM ON 1<sup>ST</sup> January 2021

Total MBM members

**50,000+**

No of hits to [bordermiles.mv](https://bordermiles.mv)

**350,000+**

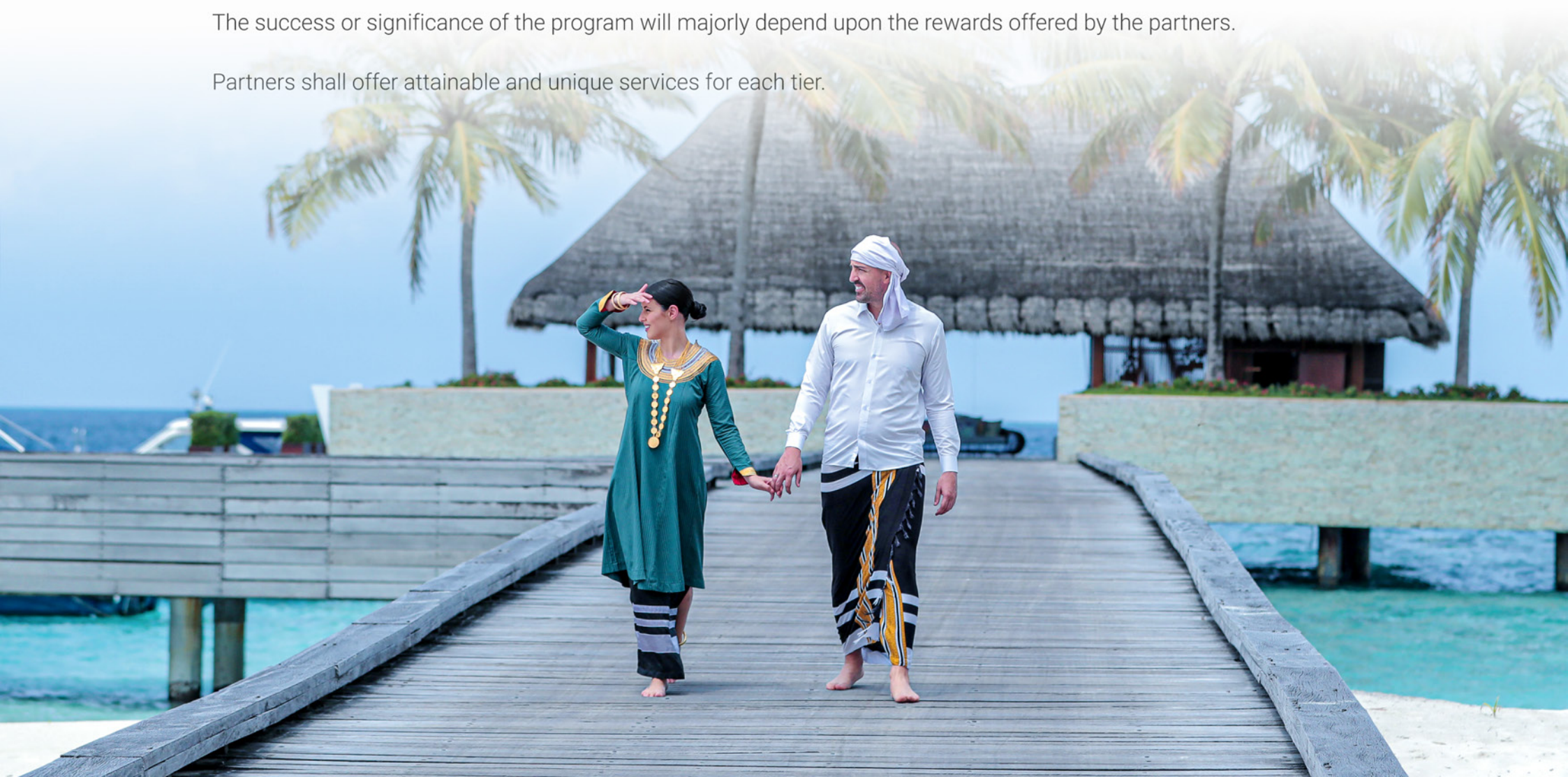


# PARTNERS

Registered tourist facilities, airlines and other business entities providing services to tourists are eligible to enroll as a partner of the program.

The success or significance of the program will majorly depend upon the rewards offered by the partners.

Partners shall offer attainable and unique services for each tier.



# BENEFITS TO PARTNERS



Nation-wide loyalty program developed by **government** agencies



Linked to a platform with over **3+ million** visitors per month



**Free** enrollment



Offers by partners displayed on the website



Detailed information about partners on the website



Members are rewarded for obtaining services from partners



Promoted by government bodies and stakeholders



# OFFERS FROM PARTNERS

Partners can provide special discount rates or free services or other benefits from their services, which shall at least comply with the following criteria

**Discount or equal services on eligible products;**

**Aida Members: 2% - 4%**

**Antara Members: 5% - 8%**

**Abaarana Members: 10% - 15%**

# ROLES AS A PARTNER

Sustain the rewarding mechanism to the members as per the agreement

Award points to members via the partner log-in provided.

# PROCEDURE TO REGISTER AS A PARTNER

- Mail to [partners@bordermiles.mv](mailto:partners@bordermiles.mv) requesting to become a partner.
- Fill the “partner reward agreement” shared by MBM Team.
- Form will be sent to MOT for a vetting process
- Once approved by MOT, agreement is finalized with the initial of Controller General of Maldives Immigration and MOT





Maldives  
Border Miles

[bordermiles.mv](http://bordermiles.mv)



BorderMilesMv