

media release

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Conventions Malta hosts conference buyers from Germany, Austria and Switzerland for MICE Peak Mediterranean

Conventions Malta is proud to have hosted the second edition of Mice Peak between 16th to 20th February, 2017 branded as MICE Peak Mediterranean – Malta. The first edition of MICE Peak was held last year in Switzerland, with the next edition taking place in the Netherlands in 2018.

Forty eight buyers from Germany, Austria and Switzerland had the opportunity to meet and network with fourteen international suppliers, hailing from different countries ranging from Singapore to Monaco, as well six local suppliers. Participants were hosted in St. Julian's, Malta's hub for conference hotels.

MICE Peak Mediterranean Malta provided a platform for business opportunities and served to showcase in no small way Malta's product offer and unique characteristics. The event programme which was developed by PeC Kommunikation, included a number of engaging presentations, workshops where good practices were exchanged, a drive in vintage cars from the capital Valletta to the historical Verdala Palace in Buskett. Four incentive activities specifically designed to prompt buyers and suppliers to split in groups and network were also organised. These included a buggy challenge in The Three Cities and a visit to Gozo

Mr. Paul Bugeja, Chief Executive Officer of the Malta Tourism Authority, stated that the positive feedback received from the delegates augurs well for the possibility that many of them will return to

host their own events in Malta. *“During their brief but intense stay, participants had the opportunity to network and share knowledge, as well as discover the rich history and culture of the Maltese islands and what it has to offer in the conference and incentive sector. From centuries-old historical buildings to new and exciting architectural developments, from classy palazzos to open-air venues with amazing rural or seaside vistas... The choices are many.”* Mr. Bugeja concluded by thanking the companies which partnered with Conventions Malta in this successful initiative, namely AGL-Alliance Group Ltd, Air Malta plc, Hilton Malta, Meeting Point Events, and The Westin Dragonara Resort Malta.

The meetings and incentive sector has a long tradition in the Maltese islands and over the years has become a major component of the Maltese tourism industry and a prime contributor to the Maltese economy. It is also significant in the context of MTA’s efforts to improve Malta’s seasonality spread since most conference events take place in the winter and off peak months rather than in the summer season which is more favoured by the leisure visitor.

