



media release

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A Big Year for a Small Island MTA invites A-List UK Press to Celebrate Malta

Recently, the cream of the British travel and lifestyle media descended onto The Cuckoo Club, located in the heart of London's West End, for an evening of Maltese food, wine and celebration.

The event featured a modern take on traditional Maltese cuisine prepped by Maltese pop-up chefs extraordinaire David Darmanin and Nicole Pisani, served to the backdrop of a botanical themed venue. 37 UK journalists were treated to a glimpse of laid back island life with delicious San Niklaw wine on an otherwise typical rainy day in London – the perfect combination to inspire and encourage journalists to visit the island for future commissions.

The event was organised by Brighter PR, MTA's UK representative and one of the leading independent travel PR and Marketing consultancies in London.

A-list writers attended from UK nationals The Telegraph, The Guardian, The Daily Mail and The Times while UK glossy titles included Harper's Bazaar and Town and Country. Conde Nast Traveller and National Geographic Traveller were flying the flag for the top travel magazines, while reporters and travel writers from the UK's leading LGBTQ publications were also present.

The British media were eager to hear the news from one of the Mediterranean's most idyllic archipelagos. Already a must-visit destination, Peter Vella, Director of UK and Ireland gave a stimulating speech that highlighted the year-round appeal of the Maltese Islands focusing on their fascinating history and culture, abundance of events and activities, as well as an impressive range of recent travel media awards and accolades. Peter also explained why Malta and Gozo were so appealing for a wide range of market segments including the LGBT community.

Attending media were given goodie bags filled with Maltese treasures such as Ta Mena Honey from Gozo, Strettapale ale and homemade Maltese biscuits made fresh especially.

MTA CEO, Mr Paul Bugeja said "The UK market is still the most important incoming market for the Maltese Islands. While we are increasing efforts in other areas, it is of utmost importance that we

continue promoting the Maltese Islands in the UK, which is exactly what this event did. Such an event, with such prestigious attendees provides great exposure to the Islands, which will hopefully lead to increased coverage and visits". To emphasize this point, Mr Bugeja made reference to the recently released statistics from the National Statistics Office, which showed that for the month of January 2017, inbound tourists from the United Kingdom increased by 13.5%, or over 3,000 people, when compared to the previous year. Mr Bugeja concluded by thanking all those involved in making the event a success as well as those that are continuously working in order to promote the Islands.

