

# media release

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## **42 Establishments Awarded the MTA Quality Assured Seal**

Twenty-one Destination Management Companies (DMCs) and twenty-one Visitor Attractions, 3 of which are newcomers, were presented with the Quality Assured certification as part of the QA scheme managed by the Malta Tourism Authority (MTA).

During a brief ceremony which took place at the *Esplora* Interactive Science Centre at Bighi, the participants were presented with findings about the attractions which were collected through the MTA travellers' survey. It was explained how more than 60% of visitors to Malta are attracted by the country's cultural offer. The attractions were also given some general feedback on the positive trends noted across the Quality Assured attractions and some general recommendations for continued improvement. The benefits of having the QA seal were also highlighted, including increased publicity through the scheme's dedicated website and social media activity, and the annual publication of the Quality Assured guide which is distributed both locally and overseas.

In his address, the Hon Minister for Tourism Dr Edward Zammit Lewis commented about the outstanding results achieved in 2016 and the positive start to 2017 with a record performance during January. The Minister emphasised the importance of quality and the necessity of the ongoing collaboration between government and private stakeholders to continue the positive trends achieved by the industry.

The MTA CEO Mr Paul Bugeja congratulated the participants on their success and said that the “MTA is committed to both promoting and recognising quality through its initiatives such as the STAR Awards and the Quality Assured seal which boasts over 150 participating entities across the three categories.” He continued by saying that *“This is in line with latest Tourism Policy, since one of the three guiding principles is the delivery of quality tourism products and services across the entire tourism value chain, as quality will be critical to the success of the industry.”*

For more information about the QA scheme, including the list of all QA establishments and applicable criteria, visit [www.qualityassuredmalta.com](http://www.qualityassuredmalta.com)



