



media release

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Valletta board game produced in Germany

The Malta Tourism Authority's German office has recently initiated a cross marketing co-operation with the renowned German board game company Hans im Glück (www.hans-im-glueck.de) to create a board game based on Valletta.

The Munich-based company - which is well-known for numerous German board game hits – has recently launched its latest game "Valletta". The aim of the game is for players to perform as the builders who constructed the city of Valletta. They have to prove their skills but at the same time stay on the good books of the city's architect Francesco Laparelli and the Order of the Knights of St. John.

In order to provide the Maltese Islands with further promotion, the Malta Tourism Authority's German office designed an appealing flyer presenting Valletta as a unique city trip destination and providing further information relating to the city as well as the Malta Tourism Authority's contact details. The Valletta flyer was also translated to English and French and "Hans im Glück" enclosed the Malta Tourism Authority's flyers to the German, French and English versions of the "Valletta" board game boxes.

The Malta Tourism Authority's German office also promoted the new Valletta game and the destination through its marketing, PR and social media channels.

The Malta Tourism Authority CEO, Mr. Paul Bugeja, said "this board game by such a renowned producer is an excellent way to further the Maltese Islands' exposure in the German market, as well as the other markets where the board game will be distributed. This is a method of non-traditional market, which we believe will aid in getting our message across to different target audiences, in particular the family market".

Mr. Bugeja continued by mentioning that in the first three months of 2017, the German market has seen a large increase in tourism arrivals amounting to 31%, when compared to the same period in 2016. Apart from the ongoing online and offline promotion carried out throughout the year, novel initiatives such as this project will help boost Malta's prominence on the market. Mr. Bugeja concluded by thanking all those involved for working hard to ensure that this initiative was successful.

