



media release

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MALTA TOURISM AUTHORITY UK WINS TOURIST BOARD OF THE YEAR AWARD AGAIN

For the second year running, the Malta Tourism Authority, London Office has won the TTG Award for the UK's Tourist Board of the Year. This award is regarded as the most prestigious award in the UK travel industry and the highlight of the industry's calendar. It is held each year at London's renowned Lyceum Theatre by Travel Trade Gazette, the UK's leading trade weekly and oldest travel industry publication in the world. No tourist board has won this award on consecutive years in recent history.

A robust judging process in two stages first saw 2,000 travel agents rate their favourite tourism authority in order to decide the shortlist. Shortlisted authorities then completed a thorough submission document outlining their achievements and performance in the last 12 months, which was then judged by a panel of industry experts and leading agents. Malta won this prestigious award against fellow finalists, Australia, Abu Dhabi, Mauritius, Ras Al Khaimah, South Africa, Tenerife, California and Barbados.

According to Travel Trade Gazette, "Malta Tourism Authority impressed the judges with diverse and unique marketing ideas, while demonstrating its strong relationships with multiple tour operators. It is also "trailblazing" in a number of areas such as LGBTI and its growth figures were extremely impressive".

TTG's group editor Pippa Jacks said "The TTG Travel Awards have earned a reputation for being the toughest awards to win in travel, so any company who takes home a trophy this year can be sure they really are the best-in-class".

Mr. Paul Bugeja, MTA's CEO, remarked on the success achieved. He held that "Winning this award once, is already a great achievement in itself, winning it twice in a row, against such tough and formidable worldwide competition is unprecedented, especially considering the limited resources such a small island like ours can afford. This award is considered to be the ultimate accolade in the UK industry and a wonderful testament to all the dedication and hard work of the MTA team in London, backed up by the excellent support provided from the MTA Head Office and the Ministry for Tourism". Mr Bugeja continued by thanking all those involved in achieving this highly prestigious award.

The Minister responsible for tourism, Konrad Mizzi, expressed pride in the fact that Malta is being represented in the best way possible by means of its offices abroad. He congratulated the Malta Tourism Authority and encouraged its workers to persevere in striving towards excellence.

- *Picture Caption (from left to right): Pippa Jacks – Editor of Travel Trade Gazette, Polly Poulton from Travelsphere & Just You Holidays (sponsor), Peter Vella – MTA Director UK and Ireland, and Rob Brydon – comedian and host.*

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L-AWTORITA' MALTIJA GHAT-TURIŽMU F'LONDRA TIRBAH PREMJU PRETIĞUŻ MILL-ĞDID

Għat-tieni sena konsekuttiva, l-uffiċċju tal-Awtorită Maltija għat-Turiżmu (MTA) f'Londra rebaħ il-premju ghall-aħjar ufficju turistiku tas-sena, mgħotxi mir-rivista Travel Trade Gazette (TTG). Il-premju huwa meqjus bħala l-aktar wieħed prestiġjuż fil-kalendaru tas-settur turistiku ġewwa r-Renju Unit. Iċ-ċeremonja tal-ġhoti ta' premijiet issir fil-Lyceum Theatre ġewwa Londra. Travel Trade Gazette, li toħroġ kull xahar, hija l-eqdem pubblikazzjoni fis-settur madwar id-dinja u l-aktar waħda influenti fir-Renju Unit. Ebda bord turistiku s'issa qatt rebaħ dan il-premju darbtejn wara xulxin fl-istorja riċenti.

Il-proċess biex intgħażel l-uffiċċju ta' Malta ma kien faċli xejn. Fl-ewwel faži tal-għażla, 2,000 aġġent tal-ivjaġġar taw marki għall-aktar awtorită turistika favorita tagħhom. Dawk li kisbu l-ikbar numru ta' marki intalbu jissottomettu dokument li juri l-kisbiet u l-prestazzjoni tagħhom tul l-aħħar 12-il xahar, li mar għall-evalwazzjoni ta' grupp ta' esperti u aġġenti ewlenin fis-settur. Flimkien ma' Malta, il-finalisti l-oħrajn kienu l-Australja, Abu Dhabi, Mauritius, Ras Al Khaimah, l-Afrika ta' Isfel, Tenerife, California u Barbados.

Skont it-Travel Trade Gazette, l-Awtorită Maltija għat-Turiżmu impressjonat lill-ġudikanti b'ideat uniċi u diversifikati fejn jidħol il-marketing. Dan filwaqt li wriet relazzjonijiet b'saħħithom ma' bosta operaturi differenti. Hija wkoll pijuniera f'numru ta' oqsma ġoddha, fosthom dak tal-LGBTI u kisbet riżultati ta' tkabbir impressjonanti.

L-editriċi ta' TTG, Pippa Jacks, qalet li t-TTG Travel Awards kisbu reputazzjoni li huma l-aktar premji diffiċċi li wieħed jista' jirba. Għaldaqstant, kwalunkwe kumpanija li tirbaħ trofek tista' tgħid li hija l-aħjar li hawn bħalissa fil-qasam tagħha.

Paul Bugeja, il-Kap Eżekutiv tal-Awtorită Maltija għat-Turiżmu, qal li tirbaħ dan il-premju darba digħi huwa suċċess minnu nnifsu, iżda li tirbħu darbtejn wara xulxin, minkejja kompetizzjoni kiefra minn madwar id-dinja, huwa suċċess ikbar. Dan anke meta wieħed iqis ir-riżorsi disponibbli għal pajjiż tad-daqs ta' Malta. Żied jgħid li dan il-premju huwa frott il-ħidma ddedikata tal-MTA f'Londra, kif ukoll frott l-appoġġ eċċelenti li tingħata mill-uffiċċju ewljeni tal-MTA u l-Ministeru għat-Turiżmu. Il-ħidma kostanti biex pajjiżna jkollu l-aqwa marketing qed tkun rikonoxxuta mis-settur turistiku Ingliz. Żied jirringrazza lil dawk kollha involuti biex intrebaħ dan il-premju pretiġjuż u kkonkluda billi qal li l-MTA se tkompli taħdem biex ir-Renju Unit jibqa' suq maġġuri fejn jidħol turiżmu lejn il-gżejjer Maltin.

Il-Ministru responsabbi mit-turiżmu, Konrad Mizzi, kellu kliem ta' inkoraġġament u b'sens ta' kburija nnota li Malta qed tkun irrappreżentata bl-aħjar mod barra minn xtutna, grazzi għall-uffiċċji tagħha barra minn Malta. Sellem lill-haddiema tal-Awtorită Maltija tat-turiżmu li dejjem ifittxu l-eċċellenza fix-xogħol tagħhom.

- Ritratt (minn xellug għal lemin): Pippa Jacks, editriċi ta' Travel Trade Gazette, Polly Poulton minn Travelsphere u Just You Holidays (sponsor), Peter Vella – Direttur tal-MTA fir-Renju Unit u l-Irlanda, u l-personalità magħrufa Rob Brydon.

