
media release

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MTA MALTA TOURISM PRESS AWARDS

The eighth edition of the MTA Malta Tourism Press Awards was held on Thursday 28th September at 'The Phoenicia' Hotel in Floriana. The Hon. Minister for Tourism Dr. Konrad Mizzi and the Malta Tourism Authority CEO, Mr. Paul Bugeja kicked off proceedings with opening speeches.

The main objective of these awards is to honour journalists, TV producers and photographers from all over the world, whose work, published during 2016, contributed to the promotion and enhancement of tourism to the Maltese Islands. During 2016 MTA hosted over 600 journalists from a wide range of International media. It is estimated that the combined media exposure generated around the globe by these journalists has a value of more than 100 million euro.

The committee tasked with selecting the best amongst the various articles, reportages and programmes of 2016 was composed of representatives from MTA, the Malta Hotels & Restaurants Association, the guiding community and Maltese academia.

The winners of the six categories of the awards were the following:

Magazine Article

1st Joëlle Chevé (France)
Historia Spécial – *Malte, le rampart de la chrétienté*

Newspaper Article

1st Jason O'Neill (Ireland)
The Sunday Times – *Knights to Remember*

Digital Media

1st Silvana Benedetti (Italy)
Travelglobe – *Gozo, La Seduzione Di Calypso*

Photography Reportage

1st Antti Hentinen (Finland)
Moottori Magazine – *Monen Maun Malta*

TV/Radio Documentary

1st Claus Wischmann (Germany)
Arte.TV - *Gozo – One Island, Two Opera Houses*

MICE Article

1st Paul Rouse (United Kingdom)
Meetings & Incentive Travel – *Opening The Doors To A Whole Country*

The awards were presented by the Hon Minister for Tourism Dr. Konrad Mizzi, Mr. Paul Bugeja, Chief Executive Officer, Mr. Leslie Vella, Deputy Chief Executive Officer, Mr. Carlo Micallef, Chief Marketing Officer, Mr. Michael Piscopo, Director Communications & Digital Media and Mr. Peter Cauchi, Senior Manager Conventions Malta.

MTA CEO, Mr Paul Bugeja thanked all those who assist the MTA to host journalists on the Maltese Islands, including Air Malta and other airlines, Heritage Malta, visitor attractions, hotels and restaurants, tourist guides, and many others. Mr Bugeja also thanked the foreign journalists for generating such magnificent exposure of our Islands and the selection committee for their hard work. He concluded by thanking everyone at the MTA, in particular the Marketing Directorate responsible for coordinating press trips to Malta.

The Minister for Tourism, Konrad Mizzi emphasized the importance of connectivity for the Maltese Islands, just a couple of weeks after Air Malta and Ryanair announced the intention of collaboration on sales and marketing initiatives and Ryanair's expansion of 12 new routes based in Malta. The Minister concluded by commending The Malta Tourism Authority on its ongoing efforts to achieve further growth and greater diversification, and for intensifying its promotional presence and, in turn, registering positive results.

Photo caption: MTA CEO, Mr. Paul Bugeja, Minister for Tourism, Dr. Konrad Mizzi and MTA Chairman, Dr. Gavin Gulia, with the winners

MTA MALTA TOURISM PRESS AWARDS

It-tmien edizzjoni tal-Press Awards tal-Awtorità Maltija għat-Turiżmu saret nhar il-Ħamis, 28 ta' Settembru fil-lukanda Phoenicia, il-Furjana. Il-Ministru Konrad Mizzi u l-Kap Eżekuttiv tal-MTA Paul Bugeja fetħu s-serata permezz ta' diskorsi qosra. L-għan tas-serata hu li jingħata rikonoxximent lill-ġurnalisti, produttori televiżivi u fotografi minn madwar id-dinja li ppublikaw ix-xogħol tagħhom fl-2016 u peremzz tiegħu ikkontribwew lejn il-promozzjoni tal-prodott turistiku Malti. Fl-2016, l-MTA ospitat aktar minn 600 ġurnalist minn firxa wiesa ta' midja internazzjonali. Huwa stmat li l-ammont ta' vizibilità li ngħatat Malta minn dawn il-ġurnalisti għandu valur ta' aktar minn mitt miljun ewro.

Il-kumitat fdat biex jagħzel l-aħjar fost diversi artikli, rapporti u programmi ppublikati jew imxandra fl-2016 kien magħmul minn rappreżentanti tal-MTA, tal-Assoċjazzjoni Maltija għal-Lukandi u Ristoranti, gwidi turstiċi u akkademiċi Maltin.

Ir-rebbieħa fis-sitt kategoriji kienu dawn

Artiklu f'Rivista

1st Joëlle Chevé (Franza)
Historia Spécial – *Malte, le rampart de la chrétienté*

Artiklu f'Gazzetta

1st Jason O'Neill (Irlanda)
The Sunday Times – *Knights to Remember*

Mezzi tax-Xandir Diġitali

1st Silvana Benedetti (Italja)
Travelglobe – *Gozo, La Seduzione Di Calypso*

Rapportagg bil-Fotografija

1st Antti Hentinen (Finlandja)
Moottori Magazine – *Monen Maun Malta*

Dokumentarju għal fuq it-TV jew Radju

1st Claus Wischmann (Ġermanja)
Arte.TV - *Gozo – One Island, Two Opera Houses*

Artiklu fuq is-Settur tal-Konferenzi

1st Paul Rouse (Renju Unit)
Meetings & Incentive Travel – *Opening The Doors To A Whole Country*

Il-premjijiet kienu preżentati mill-Ministru Konrad Mizzi, Paul Bugeja, id-Deputat Kap Ezekuttiv tal-MTA Leslie Vella, iċ-Chief Marketing Officer Carlo Micallef, id-Direttur tal-Komunikazzjoni u Midja Diġitali, Michael Piscopo u Peter Cauchi, Senior Manager ta' Conventions Malta.

Paul Bugeja irringrazzja lil dawk kollha li jassistu lill-MTA biex tospita lil dawn il-ġurnalisti fil-ġzejjer Maltin, inkluż l-Air Malta u linji oħra tal-ajru, Heritage Malta, attrazzjonijiet turistiċi, lukandi, ristoranti u gwidi. Irringrazzja wkoll lill-ġurnalisti barranin talli joħolqu tant interess f'Malta u Għawdex, u lill-kumitat tal-għażla tax-xogħol siewi tagħhom. Ikkonkluda billi rringrazzja lil kulhadd fl-MTA, b'mod partikolari id-Direttorat tal-Marketing li huwa responsabbli fil-kordinazzjoni taż-żjarat ta' ġurnalisti barranin hawn Malta.

Il-Ministru responsabbli mit-Turiżmu, Konrad Mizzi tkellem dwar l-importanza tal-konnettività għall-ġzejjer Maltin, ftit tal-ġimgħat biss wara li l-Air Malta u Ryanair ħabbru pjan biex jikkollaboraw fuq inizjattivi ta' bejgħ u marketing, u t-tħabbira ta' espansjoni ta' tnax-il rotta ġdida ibbażata hawn Malta. Il-Ministru ikkonkluda billi kkongratula lill-Awtorità Maltija għat-Turiżmu għall-isforzi kontinwi li tagħmel biex tikseb tkabbir kontinwu u diversifikazzjoni tal-prodott Malti, liema sforzi qed isarrfu f'riżultati pożittivi.

