



media release

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2 ITALIAN JOURNALISTS WIN AWARDS FOLLOWING MTA PRESS TRIP

The Malta Tourism Authority is pleased to announce that two of the Italian journalists who were invited in 2016 to visit the Maltese Islands on press trips, have won prizes in relation to their media coverage at the ADUTEI (Associazione Delegati Ufficiali del Turismo Estero in Italia) Awards, which took place recently at the splendid setting of the Palazzo Reale in Milan.

ADUTEI is the association of Tourist Boards in Italy, of which the MTA is a member. The ADUTEI Awards recognise the best tourism related articles on various media, published the previous year, in this case 2016.

The two journalists that were invited on MTA press trips and won awards were Ms. Irene Colzi and Mr. Marco Berchi.

Ms. Irene Colzi is a fashion blogger, who runs the blog www.irenescloset.com as well as having over 230,000 followers on Instagram. Besides these two media sources, Ms. Colzi has also had some television appearances on *Detto Fatto* on Rai 2.

Ms. Colzi won first prize in the BLOG category of the awards, with her entry titled '***Cosa vedere a Malta: vi racconto il mio viaggio***' (What to see in Malta: an overview of my trip). This blog focused on the destination as a whole as well as some of the more trendy and quirky aspects of the islands. This press trip allowed Ms. Colzi to explore the islands while being at the centre of a photoshoot which was organised in partnership with locals, such as Diandra Mattei (makeup artist), Malcolm Gauci (stylist), Charles and Ron (clothing) and Gary Bugeja (photographer).

Mr. Marco Berchi was awarded second place in the newspaper category with his article titled ***Malta: che luce sull'isola dei fuochi artificiali*** (Malta: bright lights on the island of fireworks), which was published in La Repubblica. During the journalist's stay in Malta, he managed to accurately portray the Maltese culture, represented through the Maltese feast and fireworks.

The MTA CEO, Mr. Paul Bugeja said that "hosting press trips for bloggers, journalists and reporters plays a vital role in providing the Maltese Islands with increased exposure, and seeing these invited

journalists and bloggers winning awards in their own country, based on articles about the Maltese Islands, is extremely satisfying". Mr Bugeja continued by thanking all those people who make such visits possible, both locally and abroad.

Żewġ ġurnalisti Taljani jirbħu premji wara stedina ta' l-Awtorità Maltija għat-Turiżmu

L-Awtorità Maltija għat-Turiżmu (MTA) bi pjaċir tħabbar li żewġ ġurnalisti Taljani rebħu premji ADUTEI (Associazione Delegati Ufficiali del Turismo Estero in Italia) tal-kitba tagħhom fl-2016 dwar Malta. Huma ġew premjati riċentement, bil-Palazzo Reale ta' Milan fl-isfond.

ADUTEI hija assoċjazzjoni ta' bords responsabbi mit-turiżmu fl-Italja, li tagħha l-MTA hija membru. Il-premijiet jirrikonoxxu l-aqwa artikli relatati mat-turiżmu fuq diversi mezzi tax-xandir is-sena ta' qabel, f'dan il-każi l-2016. Iż-żewġ ġurnalisti, Irene Colzi u Marco Berchi, kienu premjati wara li kien mistiedna għal žjarat hawn Malta mill-MTA.

Irene Colzi hija kittieba fid-din jaġid minn minbarra li għandha 230,000 persuna ssegwiha fuq Instagram. Hija dehret fuq it-televiżjoni f'aktar minn okkażjoni waħda, fosthom fuq il-programm Detto Fatto fuq Rai 2. Colzi rebħet fil-kategorija 'BLOG', permezz ta' artiklu bl-isem 'Cosa vedere a Malta: vi racconto il mio viaggio' (Dak li għandek tara f'Malta: nirrakkonta l-vjaġġ tiegħi). Din il-kitba iffokat fuq Malta b'mod ġenerali bħala destinazzjoni minbarra li tat-ħarsa lejn aspetti mhux tas-soltu u tal-mod. Permezz tal-vjaġġ tagħha, Colzi setgħat tesplora l-gżejjer Maltin, filwaqt li kienet il-protagonista ta' sensiela ta' ritratti bl-ghajnejha ta' talenti Maltin, bħal Diandra Mattei (artista tal-makeup), Malcolm Gauci (stilista), Charles and Ron (stilisti tal-ħwejjeg) u Gary Bugeja (fotografu).

Marco Berchi rebaħ it-tieni post fil-kategorija relatata mal-kitba fil-gazzetti, bl-artiklu tiegħu Malta: che luce sull'isola dei fuochi artificiali (Malta: dawl jiddi fuq il-gzira tal-logħob tan-nar), li kien ippubblikat f'La Repubblica. Waqt li kien hawn Malta, irnexxilu jpenġi stamġa reali tal-kultura Maltija, hija u tkun manifestata fil-festi u l-logħob tan-nar.

Paul Bugeja, CEO tal-MTA, qal li l-istedinet ta' bloggers u ġurnalisti għandhom rwol importanti biex il-gżejjer Maltin jingħataw promozzjoni. "Li tara ġurnalisti u bloggers mistiedna mill-MTA jirbħu premijiet fil-pajjiżi tagħhom grazzi għal kitba fuq Malta huwa ta' sodisfazzjoni enormi" qal Bugeja. Żied jirringrazza lil dawk kollha li għamlu dawn iż-żjarat possibbli, kemm lokalment kif ukoll barra minn xtutna.







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