

media release

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Malta Tourism Authority increases marketing efforts in Japan and South Korea

Throughout 2017, the Malta Tourism Authority has increased its marketing efforts in Japan and South Korea in order to provide greater exposure for the Maltese Islands in these markets and attract more visitors to the islands.

At the beginning of October, the MTA office in Tokyo organised a joint seminar in conjunction with Turkish Airlines titled 'Visit Malta with Turkish Airlines'. Key representatives from the travel industry in Japan attended, including travel agencies and journalists. During this seminar, the attendees were shown the beauty of the Maltese Island and all it has to offer, from the numerous World Heritage sites to the variety of events which take place throughout the year, as well as the pristine waters around Malta, Gozo and Comino.

During 2017 the MTA also hosted a number of TV crews in Malta to film episodes of highly popular television programmes. One of these programme named 'Discovering the World, World Summit Report' was aired on Japan's TBS TV and had a viewership of almost 5.5 million people. A TV crew from TV Chosun in Korea were also hosted, and the Maltese Islands were featured 3 times on their programme, which is broadcast on national television.

The MTA also participated at a number of fairs in the region, with two taking place in Japan and another two taking place in Korea. The fairs in Japan were the JATA Tourism Expo and the LGBT Tokyo Rainbow pride, which were attended by over 190,000 people and 100,000 people respectively. The fairs which took place in Korea were Busan International Travel Fair and Korea World Travel Fair (KOTFA), which attracted over 97,000 attendees.

The MTA CEO, Mr. Paul Bugeja, said "Japan and South Korea are still relatively new markets for the Maltese Islands, in terms of incoming visitors. Increasing marketing activities to achieve greater exposure is therefore vital to attract potential visitors to our destination". Mr. Bugeja continued by saying that while recently Malta has seen an increase in arrivals from both Japan and South Korea, this is just a fraction of what we of the market potential. Mr. Bugeja concluded by thanking the MTA representatives in Japan, as well as the Head Office marketing support team, for their continuing efforts.

L-Awtorità Maltija għat-Turiżmu żżid l-impenji ta' marketing fil-Ġappun u l-Korea ta' Isfel

Tul l-2017, l-Awtorità Maltija għat-Turiżmu żiedet l-eżerċizzju ta' marketing fil-Ġappun u l-Korea ta' Isfel, sabiex il-gżejjer Maltin ikunu aktar magħrufa f'dawn is-swieq u jiġu aktar turisti lejn Malta.

Fil-bidu ta' Ottubru, l-uffiċju tal-MTA f'Tokyo organizza seminar kongunt mat-Turkish Airlines, bl-isem 'Visit Malta with Turkish Airlines'. Attendew rappreżentanti ewlenin mill-qasam tat-turiżmu fil-Ġappun, inkluż aġenziji tal-ivjaġġar u ġurnalisti. Waqt dan is-seminar, dawk li attendew intwerew is-sbuħija li għandhom x'joffru l-gżejjer Maltin, bħal numru ta' siti ta' patrimonju dinji, firxa wiesa ta' avvenimenti li jseħħu tul is-sena sħiħa, u ħarsa lejn il-bajjiet mil-ibsaħ madwar Malta, Għawdex u Kemmuna.

Fl-2017 l-MTA stiednet numru ta' ekwipaġġi tat-televiżjoni lejn Malta, biex jiġbdu serje popolari televiżivi. Wieħed minn dawn kien programm bl-isem 'Discovering the World, World Summit Report' li ntweraw fuq l-istazzjon Ġappuniż TBS u rawh mal-5.5 miljun persuna. Grupp ieħor li ġie Malta kien tal-istazzjon televiżiv Chosun mill-Korea, li wera lil Malta tliet darbiet waqt programm imxandar fuq it-televiżjoni nazzjonali.

L-Awtorità Maltija għat-Turiżmu pparteċipat f'numru ta' fieri fir-reġjun; tnejn minnhom seħħew il-Ġappun u tnejn oħra l-Korea. Il-fieri fil-Ġappun kienu l-JATA Tourism Expo u l-LGBT Tokyo Rainbow Pride, li kellhom attendenza ta' 190,000 u 100,000 persuna rispettivament. Il-fieri li seħħew il-Korea kienu l-Busan International Travel Fair u l-Korean World Travel Fair (KOTFA) li attiraw attendenza ta' 97,000 persuna.

Is-sur Paul Bugeja, CEO tal-MTA, qal li s-swieq Ġappuniżi u Koreani fadlilhom xi jkunu esplorati fejn jidhru turizmu lejn Malta. Iz-żieda f'eżerċizzji ta' marketing hija kruċjali biex ikunu attirati vizitaturi minn dawn is-swieq lejn pajjiżna. Qal li filwaqt li riċentement Malta rat żieda kemm mis-suq Ġappuniż kif ukoll tal-Korsa ta' Isfel, dan huwa biss ftit mill-potenzjal sħiħ li hemm fis-suq. Is-sur Bugeja rringrazzja lir-rappreżentanti tal-MTA fil-Ġappun, kif ukoll lill-uffiċju ewlieni tal-marketing tal-appoġġ u l-isforzi kontinwi.

