



media release

Date: 24th October 2017

Ref: 72-2017

Lonely Planet declares Malta a place ‘you need to visit next year’

The Malta Tourism Authority is happy to note that Lonely Planet considers Malta as one of the ten countries that its readers ‘need to visit next year’. Lonely Planet is the largest travel guide book publisher in the world and has just published its ‘Best in Travel 2018’ recommendations. Its online report refers to Malta’s long history that is ‘vividly evident’ thanks to its prehistoric temples, 17th-century fortifications, catacombs and air-raid shelters. It also notes that Malta ‘is experiencing a moment’ and mentions the build-up for Valletta’s role as European Capital of Culture for 2018. The short write-up about the Maltese islands also mentions ‘a laid-back lifestyle born out of proximity to warm sea, beaches and more than 300 annual days of sunshine’.

Reacting to this publication, MTA’s CEO Mr. Paul Bugeja confirmed the Authority’s commitment in branding the islands in the best way possible and ensuring that prospective visitors’ expectations are met. He held that such reviews make it even more important for the MTA to safeguard Maltese heritage, for the sake of both current and future generations. The MTA’s Chief Marketing Officer, Mr. Carlo Micallef, emphasized the continuous effort that the Authority makes in order to make certain that the things worth mentioning about Malta are given their due importance within the context of an international market.

Malta was already named ‘Number One Travel Secret’ by Lonely Planet in 2016. Amongst many other significant online features, this year Valletta ranked first out of ten best alternative city breaks in Europe by The Guardian online. Ramla Bay in Gozo was listed in The Guardian’s list of best fifty beaches in the world. According to the Daily Express, Malta is one of the top ten destinations to travel in 2017 and Travel Weekly USA described Malta as a Hot New Destination in Europe for 2017. Malta has made international headlines on a different subject altogether, whereby it has been commended as the most LGBT friendly country on the European rainbow map. Conventions Malta has also won gold as best overseas convention bureau at the M&IT

awards the UK, and Virtuoso accepted the MTA as a Luxury Travel Partner in its exclusive portfolio.

-ends-

Skont Lonely Planet, għandek iżzur Malta s-sena d-diehla

L-Awtorità Maltija għat-Turiżmu (MTA) bi pjaċir tinnota li Lonely Planet tikkonsidra lil Malta wieħed mill-għaxar pajjiżi li l-qarrejja għandhom iżuru s-sena d-diehla. Lonely Planet hija l-ikbar pubblikazzjoni li toffri pariri dwar l-ivjaġġar fid-dinja. Ir-rapport online jirreferi għall-passat ta' Malta, li jmur lura eluf ta' snin, u li għadu evidenti grazzi għat-tempji preistoriċi, il-fortifikazzjonijiet mis-seklu 17, il-katakombi u x-xelters ta' żmien il-gwerra. Jinnota wkoll li Malta qed tesperjenza perjodu ta' suċċessi, u jsemmi dak kollu li qed isir bħala parti mill-preparamenti biex il-Belt Valletta ssir il-Belt Kapitali Ewropea fl-2018. Il-kitba dwar il-gzejjer Maltin tirreferi wkoll għall-istil ta' ħajja li jgħixu l-Maltin, ħajja qrib il-baħar u b'aktar minn 300 jum ta' xemx.

B'reazzjoni għal dan, is-sur Paul Bugeja, CEO tal-MTA, ikkonferma l-impenji tal-Awtorità biex il-pajjiż ikun promoss bl-aħjar mod, u biex l-aspettattivi tal-viżitaturi jintlaħqu. Żied jgħid li dawn it-tip ta' kitbiet jagħmluha dejjem aktar importanti għall-MTA li tħares il-patrimonju Malti, għall-gid tal-generazzjoni preżenti u dawk ta' warajha. Is-Sur Carlo Micallef, Chief Marketing Officer, enfasizza l-isforz kontinwu li jsir biex il-gzejjer Maltin jibqgħu joffru mill-aħjar li jistgħu lil kull min iżurhom.

Malta diġa' kienet iddkjarata 'Number One Travel Secret' minn Lonely Planet fl-2016. Fost il-ħafna rapporti li kienu ppublikati online dwar Malta, din is-sena l-Belt Valletta giet l-ewwel minn għaxar destinazzjonijiet issuġġeriti mill-Guardian online għall-ivjaġġar alternattiv fl-Ewropa. Skont id-Daily Express, Malta hija l-ewwel mill-aqwa destinazzjonijiet fejn wieħed għandu jivjaġġa din is-sena, u Travel Weekly USA iddeskriviet lil Malta bħala 'Hot New Destination in Europe for 2017'. Malta kienet protagonista internazzjonali fuq suġġett differenti għal kollox, fejn kienet irrakkomandata bħala l-aktar pajjiż ideali għal persuni LGBT fl-Ewropa. Conventions Malta rebħu wkoll il-premju tad-deheb għall-aħjar *convention bureau* waqt il-premji M&IT fir-Renju Unit, u Virtuoso żied lill-MTA bħala Luxury Travel partner fil-portafoll esklussiv tiegħu.