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MALTA AWARDED '2nd BEST DIVING DESTINATION' IN DIVER AWARDS 2017

For the second year in a row, the Maltese Islands have been chosen as the '**2nd best diving destination**' at the prestigious Diver Awards. This accolade places the Maltese Islands as the most popular diving destination in Europe as voted for by thousands of Diver Magazine readers and visitors to

The highly anticipated event took place during the Dive Show in Birmingham, which was attended by the Malta Tourism Authority on the 21st and 22nd of October. The Diver Awards recognise the very best in the industry, from leading diving destinations to individual instructors to pioneering companies.

The award for best diving destination had a strong list of contenders battling it out for the top 3 places, Egypt came out on top followed by Malta in second place, and the Maldives who came in at third place. This shows that the Maltese Islands are truly competing with the best available and holding its own, surpassing many of the sought after diving destinations.

Another local achievement awarded on the night was for Maltaqua, who were voted runner up for the '**Best Dive Centre**' award.

Mr Nicolas Sancho – MTA Senior Manager M.I.C.E UK & Ireland said “We are delighted to once again be recognised as a leading dive destination year after year by Diver Magazine readers. We have a thriving diving community who care for the underwater world, achieving awards like these are a reflection of the valuable relationships between the diving community. It motivates us to continuously work together to ensure Malta, Gozo and Comino attract visitors from around the world”.

Mr Paul Bugeja, MTA CEO, commented that “the UK market is a very important one for the Maltese Islands and is still our number one source market, though other markets are growing in importance. For this reason, we continue promoting the Maltese Islands in the UK, and it continues to reap its rewards”. Mr Bugeja continued by saying that the diving industry is an important niche market and that in 2016, over 100,000 visitors came to the Maltese Islands with their main motivation being to scuba dive, while another estimated 50,000 chose to scuba dive

while here. Mr Bugeja concluded by thanking all those involved in making these achievements possible, and congratulated Maltaqua for their accomplishments.

Photo Caption: Nicolas Sancho, Senior Manager MICE - UK & Ireland receiving the runner-up award from Paul Rose, BBC presenter and explorer.

MALTA TINGHATA L-PREMJU '2nd BEST DIVING DESTINATION' WAQT ID-DIVER AWARDS 2017

Għat-tieni sena konsekuttiva, il-gzejjer Maltin intgħażlu bħala t-tieni l-aktar destinazzjoni ideali għall-għadis. Dan il-premju ngħata bħala parti mid-Diver Awards, waqt Dive Show f'Birmingham. Permezz ta' dan il-premju, Malta giet promossa bħala destinazzjoni poplari għall-għadis fl-Ewropa, hekk kif kisbet eluf ta' voti mill-qarrejja ta' Diver Magazine u dawk li żaru

L-Awtorità Maltija għat-Turiżmu attendtiet l-avveniment tant mistenni bejn il-21 u t-22 ta' Ottubru. Id-Diver Awards jirrikonoxxu l-aqwa fl-industrija, kemm minn aspekk ta' destinazzjoni turistika kif ukoll minn aspekk ta' għalliema individwali u kumpaniji pijunieri.

Il-premju għall-aħjar destinazzjoni għall-għadis kellu konkurrenza qawwija. Fl-ewwel post gie l-Egittu, segwit minn Malta u l-Maldives, li ġew fit-tielet post. Dan juri li l-gzejjer Maltin jikkompetu mal-aqwa destinazzjonijiet u jissuperaw hafna destinazzjonijiet oħra.

Kisba oħra fil-qasam kienet l-għoti tal-premju 'Best Dive Centre' lil Maltaqua.

Is-Sur Nicolas Sancho, *senior manager* fi ħdan l-MTA (M.I.C.E Renju Unit u Irlanda) esprima sodisfazzjon għall-fatt li sena wara sena, Malta tiġi rikonnoxxuta bħala destinazzjoni ewlenija għall-għadis. Qal li hawn komunità dejjem tikber fid-dinja tal-għadis li kull ma jmur dejjem tinteressa ruħha aktar mill-ħajja taħt il-baħar. L-għoti ta' dawn it-tip ta' premijiet huwa riflessjoni tar-relazzjoni imprezzabbli fost il-komunità tal-għadis. Żied jgħid li huwa motivazzjoni biex isir dejjem aktar biex Malta, Għawdex u Kemmuna jkomplu jattiraw viżitaturi minn madwar id-dinja.

Is-sur Paul Bugeja, CEO tal-MTA, qal li s-suq Inġliż huwa importanti hafna għall-gzejjer Maltij u jibqa s-suq ewlieni, minkejja li swieq oħra qed jikbru fl-importanza tagħhom. Għalhekk, zied jgħid, qed tkompli ssir ħidma ta' promozzjoni għall-gzejjer Maltin fir-Renju Unit, liema ħidma qed tkompli ggħib ir-riżultati. Is-sur Bugeja qal li l-industrija tal-għadis hija suq importanti u li fl-2016, aktar minn 100,000 turist żaru l-gzejjer Maltin, bil-għan ewlieni tagħhom ikun l-għadis. Huwa stmat li 50,000 oħra għażlu li jmorru scuba diving waqt li kienu hawn Malta. Is-sur Bugeja kkonkluda billi rringrazzja lil dawn kollha involuti biex dawn il-kisbiet kienu possibbli, u rringrazzja lil Maltaqua għall-kisbiet tagħhom.

