



media release

Date: 1st November 2017

Ref: 74-2017

The second publication in a week says Malta is an ideal travel destination in 2018

Where should you be travelling in 2018?

Architectural Digest magazine (AD) has recently posed this question and consulted travel experts on the answer. In its own words, the publication's experts explored the 'hottest new cultural institutions and hotels opening' and looked around the globe for the 'most exciting emerging destinations'.

This resulted in twenty destinations from the world over, one of which is Valletta. In a short write-up describing the reason behind the choice, the publication referred to the fact that Valletta is the 2018 European Capital of Culture and a UNESCO World Heritage Site famous for its 16th-century fortifications created by the Knights of the Order of St. John of Jerusalem.

The publication notes that the festivities planned will extend far beyond Malta's capital, with some 400 events and 140 projects by 1,000 local and international artists, curators, performers, writers, designers, and filmmakers.

The Malta Tourism Authority's CEO Paul Bugeja welcomed this latest in a series of positive mentions for the Maltese Islands in prestigious international publications.

The Minister for Tourism Konrad Mizzi referred to the fact that Lonely Planet recently considered Malta as one of the ten countries that its readers 'need to visit next year'. He noted that such recognitions emphasise the importance of safeguarding local heritage for the benefit of both present and future generations. In this regard, MTA and the Ministry for Tourism work hand in hand in order to ensure that the Maltese Islands continue to stand out in the international marketplace for travel.

-ends-

It-tieni pubblikazzjoni f'temp ta' ġimgħa tghid li Malta hija ideali għall-ivjaġġar fl-2018

Fejn għandek tivjaġġa fl-2018?

Ir-rivista Architectural Digest (AD) riċentement stqasiet din il-mistoqsija u kkonsultat ma' esperti fl-ivjaġġar dwar it-twegiba. Skont kif spjegat mir-rivista stess, esperti esploraw l-aktar istituzzjonijiet kulturali u lukandi ta' suċċess bħalissa. Bħala parti minn dan l-eżerċizzju ħarsu madwar id-dinja għall-aktar destinazzjonijiet eċitanti fis-suq attwali.

Dan irriżulta f'għoxrin destinazzjoni minn madwar id-dinja, bil-Belt Valletta tkun waħda minnhom. F'deskrizzjoni qasira għar-raġuni wara din l-għażla, saret referenza għall-fatt li l-Belt Valletta hija l-Belt kapitali tal-kultura fl-2018 u sit ta' patrimonju dinji għall-UNESCO. Irreferew għall-fatt li l-Belt Valletta hija magħrufa għall-fortifikazzjonijiet li jmorru lura għal żmien il-Kavallieri tal-Ordni ta' San Ġwann.

Il-pubblikazzjoni tinnotta li l-attivitajiet pjanati jmorru lil hinn mill-kapitali Maltija, b'400 attività u 140 proġett minn 1,000 artist lokali u internazzjonali, kuratur, artist, kittieb, disinjatur u professjonist fid-dinja ċinematografika.

Is-sur Paul Bugeja, CEO tal-Awtorità Maltija għat-Turiżmu, esprima sodisfazzjoni għal din l-aħħar sensiela ta' drabi meta Malta kienet imsemmija b'mod pożittiv f'pubblikazzjonijiet prestiġjużi. Irrefera għall-fatt li Lonely Plant riċentement ikkunsidrat lil Malta waħda mill-għaxar pajjiżi li l-qarrejja għandhom iżuru s-sena d-dieħla.

Il-Ministru responsabbli mit-turiżmu, Konrad Mizzi qal li dawn it-tip ta' rikonoxximenti jenfasizzaw l-importanza li l-patrimonju lokali jkun imħares, kemm għall-ġenerazzjoni ta' illum kif ukoll għal dik ta' għada. L-Awtorità Maltija għat-Turiżmu u l-Ministeru għat-Turiżmu jaħdmu id f'id biex jiżguraw li isem pajjiżna jibqa' prominenti f'kuntast ta' suq internazzjonali tal-ivjaġġar.



