



media release

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A SUCCESSFUL WORLD TRAVEL MARKET FOR THE MALTESE ISLANDS

The Malta Tourism Authority (MTA) recently took part at the World Travel Market (WTM), the global premier event for the international travel and tourism industry held annually from the 6th – 8th November 2017 in London.

Over 50,000 senior travel industry professionals, government ministers and international press attended this year's fair, with more than 5,000 suppliers of travel and tourism products exhibiting. Now in its 37th year, WTM is estimated to facilitate around £2.5 billion in industry deals during the three days of meetings and discussions held at London's ExCel.

During this year's edition of the fair, the MTA and its various stand partners held over 100 meetings with current and prospective travel industry partners, tour operators, travel agents, airlines and other trade suppliers, as well as representatives of the international media. The meetings were led by the Minister for Tourism Dr. Konrad Mizzi, MTA Chairman Dr. Gavin Gulia, MTA CEO Paul Bugeja and the MTA's Director for UK & Ireland Peter Vella. Other key officials from MTA and the Ministry for Tourism were also in attendance, together with top officials from Air Malta, Ministry for Gozo and various co-exhibitors from the local travel industry including hoteliers and travel agencies.

Commenting on Malta's successful participation at WTM, Minister for Tourism Konrad Mizzi remarked that: "Following Malta's outstanding performance in 2016, which is set to be surpassed this year, we were eager to discuss ways in which this momentum can be maintained in the coming months. We were pleased to hear that most operators reported positive prospects for the current winter season, Summer 2018 and beyond. This is the result of the continuous efforts by our travel industry partners in Malta and abroad, including Air Malta and other carriers, with the active support of MTA and the Ministry."

MTA CEO Paul Bugeja explained how “WTM is an annual appointment during which we get to meet with key industry players, not only from the UK market itself, but also globally. This year, our focus continued to primarily centre on the shoulder months and how together we can sustain further growth in this particular period of the year. During our meetings, we presented our newly-launched Calendar of Events for next year, and winter 18/19 with Valletta 18 European Capital of Culture taking centre stage.”

MTA’s Director for UK and Ireland, Peter Vella added: “The UK remains Malta’s number one source market for visitors and has the potential to grow further with new routes to Malta, including Southend, Belfast and Aberdeen, coming on stream. In our marketing for the coming months, we shall continue to focus on Malta as an all-year-round destination, highlighting Gozo’s distinct characteristics and targeting several niches, including LGBTIQ where Malta has been gaining increased popularity.”

Commenting on Malta’s successful participation at WTM, Minister for Tourism Konrad Mizzi remarked that: “Discussions with traditional, online and niche tourism operators were held with the objective to develop new opportunities and improve our offering. We were pleased to hear that most operators reported positive prospects for the current winter season, Summer 2018 and beyond. This is the result of the continuous efforts by our travel industry partners in Malta and abroad, including Air Malta and other carriers, with the active support of MTA and the Ministry.”

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PARTEĆIPAZJONI B’SUĆCESS FIL-FIERA ‘WORLD TRAVEL MARKET’

L-Awtorita’ Maltija għat-Turiżmu (MTA) għadha kemm ġadet sehem fil-*World Travel Market (WTM)*, fiera ewlenija tat-turiżmu u l-ivvjaġġar internazzjonali li ttellgħet ġewwa Londra bejn is-6 u t-8 ta’ Novembru 2017.

Il fuq minn 50,000 professionist fil-qasam tal-ivvjaġġar, fosthom ministri u uffiċċiali għoljin, kif ukoll il-midja minn madwar id-dinja, attendew l-edizzjoni ta’ din is-sena ta’ WTM, filwaqt li aktar minn 5,000 esebitħu ġadu sehem f’dan l-avveniment. Huwa stmat li matul it-tlett ijiem tal-fiera, li kienet qed tiġi organizzata għas-37 darba, isir b’kemm jiswew 2.5 biljun sterlina f’neozju bejn il-parteċipanti.

Matul il-fiera li ttellgħet fiċ-ċentru ExCel ġewwa l-kapitali ta-Renju Unit, l-MTA u d-diversi kumpaniji li kienu prezenti fuq l-istand ta’ Malta kellhom ‘il fuq minn 100 laqgħa ma’ klijenti attwali jew prospettivi, operaturi u aġġenti tal-ivvjaġġar, linji tal-ajru u oħrajn, kif ukoll ma’ rappreżentanti tal-istampa u mezzi tax-xandir internazzjonali. Il-laqgħat tmexxew mill-Ministru tat-Turiżmu Dr Konrad Mizzi, iċ-Ċermen tal-Awtorita’ Maltija għat-Turiżmu, Dr Gavin Gulia, il-Kap Eżekuttiv tal-MTA, Paul Bugeja u d-Direttur tal-uffiċċju tal-MTA ġewwa Londra, Peter Vella. Uffiċċiali għolja oħra mill-MTA, l-Air Malta, il-Ministeru għal-Għawdex u esibituri lokali, inkluži aġġenti tal-ivvjaġġar u lukandi, kienu ukoll prezenti.

F'kummenti dwar il-parteċipazzjoni ta' Malta fil-WTM ta' din is-sena, il-Ministru Mizzi irrimarka kif "Wara s-suċċessi li kiseb pajjiżna s-sena l-oħra, suċċessi li se nkunu qed nisbqu din is-sena, kien importanti għalina li niddiskutu mal-partners ewlenin tagħna l-mod kif nistgħu inżommu dan l-andament pozittiv fix-xhur li ġejjin. Kien ta' pjaċir għalina li ħafna mill-operaturi rrappurtaw prospetti tajbin għas-sajf li ġej u x-xhur ta' wara. Dan hu riżultat tax-xogħol kontinwu min-naħha tal-industrija kemm f'Malta u kemm barra, fosthom l-Air Malta u linji tal-ajru oħrajn, u s-sapport ma jaqta' xejn tal-Awtorita' Maltija għat-Turiżmu u l-Ministeru."

Il-Kap Eżekuttiv tal-Awtorita' Maltija għat-Turiżmu, Paul Bugeja, spjaga kif, "WTM huwa appuntament annwali li matulu niftaqgħu mal-kumpaniji ewlenin li naħdmu magħhom u oħrajn ġodda, mhux biss mir-Renju Unit iżda minn madwar id-dinja. Din is-sena, il-fokus ewljeni tagħna reġa' kien dak tax-xhur ta' qabel u wara s-sajf, magħrufa bħala 'shoulder months', u kif flimkien nistgħu inkomplu nsaħħu t-tkabbir fil-volum ta' turisti li jżuruna f'dan il-perjodu partikolari tas-sena. Waqt il-laqqgħat tagħna, preżentajna ukoll il-kalendarju tal-avvenimenti li se jseħħu matul is-sena d-dieħla u x-xitwa ta' wara, bi prominenza speċjali għal dawk l-avvenimenti marbuta mal-*Valletta 18: European Capital of Culture*."

Id-Direttur tal-uffiċċju tal-MTA ġewwa Londra, Peter Vella żied jgħid li, "Ir-Renju Unit jibqa' s-suq princiċiali għat-turiżmu lejn Malta u għandu l-potenzjal li jkompli jikber hekk kif rotot ġodda bħal ta' Southend, Belfast u Aberdeen jidħlu fis-seħħħ. Fil-kampanji ta' reklamar tagħna għax-xhur li ġejjin, sejrin inkomplu niffokaw fuq il-fatt li Malta hija destinazzjoni mhux biss għall-istaġun tas-sajf iżda għas-sena kollha, inkomplu nuru l-karatteristiki partikolari ta' Għawdex, u nimmiraw lejn niċċeċ fejn diġa' qed inżidu fil-popolarita', fosthom dik tal-LGBTIQ."

Hu u jikkummenta dwar is-sehem ta' Malta fil-WTM, il-Ministru responsabbi mit-Turiżmu, Konrad Mizzi, qal li diskussionijiet ma' operaturi tradizzjoni, online u dawk li ġejjin minn niċċeċ specifici saru bil-ġhan li jkunu żviluppati opportunitajiet ġodda u jkun imtejjeb dak li għandha x'toffri Malta. Stqarr li ħafna mill-operaturi rrapportaw prospettivi pozittivi għal din ix-xitwa, is-sajf li ġej, u aktar 'I quddiem. Il-Ministru qal li dan huwa riżultat ta' sforz kontinwu minn dawk kollha involuti fl-industrija tal-ivjaġġar f'Malta u barra minn Malta, inkluż l-Air Malta u linji oħra, bl-appoġġ attiv tal-Awtorità Maltija għat-Turiżmu u l-Ministeru għat-Turiżmu.



