



media release

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Malta Tourism Authority assists Thomas Cook to launch 2018 summer brochure in Malta

Thanks to the support of the Malta Tourism Authority, the German division of renowned tour operator Thomas Cook Group plc recently launched the 2018 summer brochures of its brands “Thomas Cook Signature” and “Neckermann Reisen” in Malta. This is the second time that Thomas Cook has presented its summer programme in Malta, following a very successful launch event which took place in co-operation with the MTA in 2006.

Over 60 top-notch German travel journalists from leading national daily newspapers, magazines, blogs, TV and radio accepted the invitation to visit the Maltese Islands for the launch, together with various high-level Thomas Cook Executives.

During a press conference at the Dolmen Hotel, the Thomas Cook summer brochures were launched and presented. Moreover, the audience was addressed by the Malta Tourism Authority’s CEO Mr. Paul Bugeja and Chief Marketing Officer Mr. Carlo Micallef, who gave an interesting insight into the Malta Tourism Authority’s marketing strategies, visions and tourism developments. Mr. Sean Borg, Marketing Officer at the Valletta 2018 Foundation, informed the journalists about the Valletta European Capital of Culture 2018 project, its mission and abundance of events scheduled to take place throughout the year.

During various guided tours, the journalists were presented with the Maltese Islands’ rich history, culture and varied tourism assets. The participants explored Valletta and the Three Cities, Mdina, Mosta, The Hal-Saflieni Hypogeum and the beauty of the “little sister island” Gozo. The journalists also sampled a taste of the local cuisine, wines and typical specialties and also had the opportunity to get active during a bicycle and jeep tour.

MTA CEO, Mr. Paul Bugeja said that “The Thomas Cook brochure launch and visit by renowned journalists will result in extensive media coverage for the Maltese Islands as the host country of this successful event”. Mr. Bugeja continued by saying that the Maltese Islands have seen an impressive increase from the German incoming market in the period January to September 2017, with an increase of 24% or almost 27,000 more visitors, when compared to the same period for 2016. Mr. Bugeja concluded by thanking all those involved in organising this programme launch, both in Germany as well as locally.

Id-ditta Thomas Cook taħdem mal-Awtorità Maltija għat-Turizmu biex tnedi f'Malta l-fuljetti għas-sajf 2018

Malta kienet id-destinazzjoni magħżula mis-sezzjoni Ġermaniża tal-grupp Thomas Cook, biex nediet il-fuljetti għas-sajf 2018 tad-ditti ‘Thomas Cook Signature’ u ‘Nekcermann Riesen’. It-tnedija hawn Malta saret grazzi għall-appoġġ mill-Awtorità Maltija għat-Turizmu (MTA). Din hija t-tieni darba li Thomas Cook ipprezentaw il-programm tagħhom tas-sajf f'Malta, wara s-suċċess kbir li kienu kisbu meta għamlu tnedija simili b'kollaborazzjoni mal-MTA fl-2006.

Aktar minn sittin ġurnalists magħruf minn gazzetti, rivisti, blogs, televiżjoni u radju aċċettaw l-istedina li jiġu hawn Malta għat-tnedija, flimkien ma' nies fl-ogħla karigi minn Thomas Cook Executives.

Il-fuljetti tas-sajf kienu pprezentati waqt waqt konferenza tal-aħbarijiet fil-lukanda Dolmen, fejn is-sur Paul Bugeja, Kap Eżekuttiv tal-Awtorità Maltija għat-Turizmu u s-sur Carlo Micallef, il-kap tat-taqsim tal-marketing, spjegaw il-viżjoni tal-MTA u l-iżviluppi fil-qasam tat-turizmu. Is-sur Sean Borg, li huwa responsabbli mill-marketing fi ħdan il-Fondazzjoni Valletta 2018, spjega dwar il-fatt li l-Belt Valletta se tkun Belt Kapitali Ewropea għall-kultura fl-2018, u dan ifisser numru ta' avvenimenti li se jkunu qed isiru tul is-sena kollha.

Waqt il-bosta mawriet gwidati, il-ġurnalists esploraw ftit mill-istorja u l-kultura ta' pajjiżna. Setgħu jesploraw il-Belt Valletta u t-tliet ibliet, l-Imdina, l-Mosta, l-Ipoġew ta' Ħal Saflieni u l-ġmiel tal-gżira Għawdxija. Daqu wkoll ftit mit-tisjir lokali, inbejjed u speċjalitajiet, u saħansitra marru fuq mawriet bir-rotta u bil-jeeps.

Is-sur Paul Bugeja qal li t-tnedija hawn Malta u ż-żjarat tal-ġurnalists jfissru rappreżentazzjoni estensiva fil-mezzi tax-xandir barranin ta' dak li joffru l-gzejjer Maltin. Kompla billi nnota ż-żieda impressjonanti fis-suq Ġermaniż bejn Jannar u Settembru ta' din is-sena, b'żieda li laħħqet kważi 24%, jew 27,000 viżitatur, meta mqabbel mal-istess perjodu tal-2016. Is-sur Bugeja ikkonkluda billi radd ħajr lil dawk kollha involuti fl-organizzazzjoni tat-tnedija tal-programm, kemm fil-Ġermanja u anke lokalment.