



media release

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Malta M&IT supplement wins Silver Award

The Malta Tourism Authority has won the silver award in the Best Brochure Category (Print & Digital) at the Meetings Industry Marketing Awards (MIMA) 2017, which took place recently at The Park Plaza Westminster Hotel in London. The other finalists for the Best Brochure category were Bath's Historic Venues, Cape Town International Convention Centre, Quebec City Convention Centre and Villiers.

Conventions Malta, MTA's conference division, entered into a collaboration with Meetings & Incentive Travel Magazine to produce a 16 page supplement titled 'Opening The Doors To A Whole Country'. This supplement, whose title fits in with Conventions Malta's tag line 'Access All Areas', provides information about Conventions Malta and the Maltese Islands from a MICE perspective.

The content in the supplement was written by Mr. Paul Rouse, a journalist and editor who was invited on a press trip organised by the MTA in 2016. Earlier this year, Mr. Rouse also placed first in MTA's International Press Awards in the MICE Article Category for the same piece.

Mr. Nicolas Sancho, MTA Senior Manager M.I.C.E UK & Ireland, collected the silver award on behalf of Conventions Malta and said that "it's an honour for the Maltese Islands, Conventions Malta and MTA to be presented with this award. All the hard work that went into producing the supplement has paid off now that it is an award-winning brochure."

Mr. Paul Bugeja, MTA CEO, said "being recognised at overseas awards ceremonies is always welcome, especially if it's for a piece of work based on the Maltese Islands. Without the hard work of the UK office, Conventions Malta, M&IT and Mr. Rouse, this would not have been possible. This award is also testament to the professional service which the Maltese suppliers

provide while guests are in the country, which allow us to promote the Maltese Islands as the ideal MICE destination". Mr. Bugeja concluded by saying that the UK is the second largest source market for MICE business to Malta and receiving more positive exposure of this kind will help spread the word about what the islands have to offer.

The supplement can be downloaded from <http://www.conventionsmalta.com/en-GB/page/news-events/downloads/brochures/51>

Meetings & Incentive Travel Magazine was named as the most widely read publication by the British Meetings and Event Industry.

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Pubblikazzjoni tal-Awtorità Maltija għat-Turiżmu tirbaħ premju tal-fidda

L-Awtorità Maltija għat-Turiżmu (MTA) rebħet trofew tal-fidda fil-kategorija 'Best Brochure (Print and Digital)' fil-premji MIMA (Meetings, Industry, Marketing Awards) 2017. Dawn saru riċentement fil-Park Plaza Westminster Hotel ta' Londra. Fost finalist oħra, kien hemm pubblikazzjonijiet dwar postijiet storiċi bħal Baty, Cape Town International Convention Centre, Quebec City Convention Centre u Villiers.

Conventions Malta, l-entità fi hdan l-MTA li tiegħu kienet is-suq tal-konferenzi, ikkollaborat mar-rivista 'Meetings and Incentive Travel Magazine', biex saret pubblikazzjoni ta' sittax-il paġna intitolata 'Opening the Doors to A Whole Country'. It-titlu ta' din il-pubblikazzjoni jikkomplimenta t-tema ta' Conventions Malta: 'Access All Areas', u l-pubblikazzjoni tipprovdi informazzjoni dwar Conventions Malta u l-għejjer Maltin minn aspett ta' MICE (meetings, incentives, conferences, exhibitions). Il-kitba fil-pubblikazzjoni hija tas-sur Paul Rouse, ġurnalista u editur li kien mistieden jiġi hawn Malta mill-MTA fl-2016. Aktar kmieni din is-sena, is-sur Rouse ġie l-ewwel fl-International Press Awards tal-MTA, fil-kategorija 'MICE Article', permezz tal-istess kitba.

Is-Sur Nicolas Sancho, li huwa Senior Manager mal-MTA fejn jiġi MICE Renju Unit u Irlanda, għabar il-premju f'isem Conventions Malta u qal li huwa unur għall-għejjer Maltin, Conventions Malta, u l-MTA li jkunu preżentati b'dan il-premju. Spjega li kien hemm ħafna xogħol involut fil-pubblikazzjoni, liema kienet ta' għajnejha.

Is-sur Paul Bugeja, CEO tal-MTA, qal li rikonoxximent barra minn xtutna dejjem hija aħbar tajba meta jtejjer, speċjalment f'dan il-każ, meta hija kitba bbażata fuq il-għejjer Maltin. Żied jgħid li mingħajr il-ħidma sfiqa tal-uffiċċju tal-MTA fir-Renju Unit, Conventions Malta, M&IT u s-sur Rouse, dan il-premju ma kienx ikun possibbli. Dan il-premju huwa wkoll xhieda tas-servizzi

professionali li l-Maltin joffru waqt li mistiedna barranin ikunu hawn Malta. Dawn jgħinu biex il-gzejjer Maltin ikomplu jgħeddu isimhom bħala destinazzjoni ideali għall-konferenzi.

Ikkonkluda billi qal li r-Renju Unit huwa t-tieni l-iktar suq b'saħħtu għal turizmu relatat ma' MICE lejn Malta u għalhekk, aktar riżultati ta' dan it-tip ikomplu jgħinu biex tinxtered il-kelma dwar dak li għandhom x'joffru l-gzejjer Maltin.

Il-pubblikazzjoni tista' titniżżel minn <http://www.conventionsmalta.com/en-GB/page/news-events/downloads/brochures/51>.



MINISTERU GĦAT-TURIŻMU

L-Awtorità Maltija għat-Turiżmu

tirbaħ premju prestigjuż bħala
t-tieni l-aqwa fuljett fl-edizzjoni
tal-MIMA

Industry & Marketing Awards

tal-2017 gewwa Londra

 **konradmizzi**