



media release

Date: 14th December 2017

Ref: 85-2017

**Ramla Bay named as one of the World's Most Beautiful Red Sand Beaches
by Travel and Leisure Magazine**

Ramla Bay in Gozo has recently been named amongst the World's 7 Most Beautiful Red Sand beaches by Travel and Leisure Magazine, USA. The Malta Tourism Authority expressed its satisfaction at this mention, particularly since it occurred in such a prestigious and influential travel publication.

This is the latest exposure for the Maltese Islands in the American market, following pieces in Conde Nast Traveler Magazine, the New York Times, AOL, Bridal Guide, JustLuxe, New York Post, Bon Traveler, as well as nominations for the TRAVVY awards and the Travelers' Choice Awards Destination, all in 2017.

The other beaches which made the list are Kaihalulu Beach in Hawaii, Cavendish Beach in Canada, Porto Covo Beach in Portugal, Kokkini Beach in Greece, Porto Ferro in Italy and Rabida Island in Ecuador.

Travel and Leisure Magazine mentions how "Ramla Bay lies on the northern coast of Gozo (one of Malta's islands) and its beachfront is colored a burnt, orange-red — a particularly striking tone set against the electric blue sea. Because it's nestled at the bottom of a valley, Ramla I-Hamra beach is also a sanctuary for wildlife and vegetation".

The MTA CEO, Mr. Paul Bugeja, said that "for Gozo's Ramla Bay to be included in a list of such outstanding beach locations is a great testament to the beauty of our natural resources, and it should encourage all to continue to look after these natural treasures which our islands boast of. These are legacies that whilst sharing them with visitors and locals alike, we should do whatever is possible to safeguard them for future generations". Mr. Bugeja continued by saying that MTA is making increased efforts to promote the Maltese Islands in long haul markets such as the United States and this is being recognised by prestigious publications which continue selecting our islands for various awards and nominations.

Mr. Bugeja concluded by thanking MTA's marketing, local and overseas representatives, including the US office for their continued hard work, as well as local stakeholders.

- ends -

Il-Bajja tar-Ramla ġewwa Għawdex fost l-isbah ramliet homor fid-dinja skont Travel and Leisure Magazine

Il-Bajja tar-Ramla ġewwa Għawdex intaġġżlet fost is-seba' l-isbah xtajtiet b'ramel aħmar fid-dinja mill-magazine Amerikan Travel and Leisure. L-Awtorita' Maltija għat-Turiżmu esprimiet sodisfazzjon għal din in-nomina, partikolarment għall-fatt li saret f'pubblikazzjoni dwar l-ivvjaġġar daqstant prestiġjuża u influwenti.

Din hija l-aħħar f'sensiela ta' promozzjonijiet għall-gżejjer Maltin fis-suq Amerikan, wara li dehru artikli dwar Malta f'pubblikazzjonijiet bħal Conde Nast Traveler Magazine, New York Times, AOL, Bridal Guide, JustLuxe, New York Post, Bon Traveler, kif ukoll wara r-rebħ tat-TRAVVY Awards u t-Travelers' Choice Destination Awards, kollha matul is-sena 2017.

Il-bajjiet l-oħrajn li kienu inklużi fuq il-lista ta' Travel and Leisure Magazine huma Kaihalulu Beach fil-Hawaii, Cavendish Beach fil-Kanada, Porto Covo Beach fil-Portugal, Kokkini Beach fil-Greċja, Porto Ferro fl-Italja u Rabida Island fl-Ekwador.

Travel and Leisure Magazine semmiet kif "Ramla Bay tinsab fil-kosta tat-Tramuntana ta' Għawdex (waħda mill-Gżejjer Maltin) u x-xtajta tagħha hija ta' lewn oranġjo fl-aħmar — kulur li jikkontrasta sew mal-baħar blu intens. Peress li tinsab fit-tarf ta' wied, ir-Ramla l-Ħamra hija wkoll santwarju għall-veġetazzjoni u l-ħlejjaq slavaġ."

Il-Kap Eżekuttiv tal-Awtorita' Maltija għat-Turiżmu, is-Sur Paul Bugeja, qal li "il-fatt li r-Ramla l-Ħamra f'Għawdex tkun inkluża f'lista ta' bajjiet daqstant partikolari huwa ċertifikat għas-sbuħija tar-riżorsi naturali li għandna f'pajjiżna, u għandu jservi ta' nkoragġament għal kull wieħed u waħda minna li niehdu hsieb il-patrimonju naturali li l-Gżejjer tagħna jippossjedu. Filwaqt li ngawduhom aħna flimkien ma' dawk li jżuruna, irridu naghmlu minn kollox biex ngħadduhom fl-aħjar mod possibbli lil-ġenerazzjonijiet futuri." Is-Sur Bugeja kompli billi qal li l-MTA qiegheda tinvesti aktar fil-promozzjoni tal-Gżejjer Maltin fi swieq imbegħda, fosthom dak tal-iStati Uniti, u li dawn l-isforzi qed iwasslu biex pajjiżna jsir magħruf dejjem aktar permezz ta' nomini u premijiet f'pubblikazzjonijiet prestiġjużi.

Is-Sur Bugeja temm billi rringrazzja it-tim tal-marketing tal-MTA, kemm lokalment kif ukoll barra l-pajjiż, fosthom l-uffiċċju fl-iStati Uniti, għax-xogħol siewi tagħhom, kif ukoll l-industrija turistika lokali għas-sehem tagħha fis-suċċessi miksuba.

-tniem-

