

media release

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Malta Tourism Authority hosts two successful familiarisation trips from Germany

The Malta Tourism Authority has recently hosted two successful familiarisation trips from Germany, one hosting seven renowned journalists while the other hosting ten highly rated tour operators.

The tour operator famtrip accompanied by employees from MTA's Germany office, were taken to Valletta where they could appreciate the mild Maltese autumn climate and Valletta's stunning sights and Christmas street decorations. The group also explored Mdina, Marsaxlokk and Gozo.

The famtrip which brought over the journalists was part of the deal through which Malta became the official partner of the 2018 "f.re.e" consumer travel show, which takes place in Munich. Each partner country carries out a press trip to portray the respective destination, giving exclusive exposure to create increased awareness in leading media in Munich and the whole of Bavaria.

"f.re.e" is one of the most popular consumer exhibitions in southern Germany and showcases everything related to travel and recreation. This year's exhibition saw some 1,300 exhibitors from 70 countries attracting more than 135,000 visitors.

The journalists explored Valletta, The Three Cities, Mdina, the Dingli Cliffs and Marsaxlokk and spent a whole day discovering the beauty of Gozo. The group also had the opportunity to sample some typical island specialties and wines.

During a meeting, MTA's CEO, Mr. Paul Bugeja, MTA Chief Marketing Officer, Mr. Carlo Micallef, and Ms. Catherine Tabone, Executive Director Valletta 2018 Foundation, provided the journalists with interesting in-depth information about tourism developments and strategies as well as the mission, plans and events of the 2018 European Capital of Culture project. Mr. Bugeja and Mr. Micallef were also supported by Mr. Martin Frendo (Manager MTA Germany), as well as Ms. Nicole Staaf (Senior Marketing Executive Leisure & Tour Operating MTA Germany).

The journalists on the familiarisation trips provided some very positive feedback, particularly with the program that was prepared, which many said was very creative. The journalists were also stunned by all the variety that the Maltese Islands have to offer and the rich heritage of the islands. They were also excited and enthusiastic for Valletta being the next European Capital of Culture and what it will bring with it.

Commenting on the importance of such familiarisation visits, MTA CEO, Mr. Paul Bugeja said that “this is a vital way of providing the islands with more exposure, as journalists and tour operators can provide first hand information to potential visitors who are still deciding about their holiday destination.” Mr. Bugeja continued by saying that in the first ten months of 2017, the Maltese Islands have experienced a substantial increase from the German market, with an increase of almost 22% (over 29,000 more visitors) when compared to the same period in 2016.

Mr. Bugeja concluded by thanking all stakeholders involved, both locally and in Germany, for making these trips possible.

Note to the Editor: As the 2018 official partner country of f.re.e travel show, the Malta Tourism Authority will seize the opportunity to furthermore target the Bavarian and Southern German market. From February 22nd-25th 2018, MTA Germany will prominently showcase Valletta as the European Capital of Culture and the Maltese Islands’ diversity as an attractive European holiday destination to the f.re.e audience.

Bavaria and Southern Germany are among Germany’s federal states with the highest income and purchase power. Moreover, the Munich region benefits from excellent air connectivity to Malta via Munich (Air Malta, Lufthansa) and Nürnberg (Ryanair).

L-Awtorità Maltija għat-Turiżmu tospita żewġ zjarat mill-Ġermanja

L-Awtorità Maltija għat-Turiżmu riċentement organizzat b’suċċess żewġ avvenimenti, flimkien ma’ partijiet interessati mill-Ġermanja. F’wahda mill-okkażjonijiet ospitat seba’ ġurnalisti rinomati, filwaqt li f’okkażjoni oħra, stiednet għaxar operatori turistiċi prestigjużi biex jiġu Malta.

Dawn tal-aħħar kienu akkumpanjati minn haddiema tal-uffiċju tal-MTA fil-Ġermanja f’mawra madwar il-Belt Valletta, fejn setgħu japprezzaw it-temp sabiħ tal-ħarifa f’Malta, flimkien mas-siti majestuzi u t-tiżjin tal-Milied fit-toroq. Il-grupp esplora wkoll l-Imdina, Marsaxlokk u Ghawdex.

L-okkażjoni li għabet ġurnalisti lejn il-gżejjer Maltin kienet parti minn ftehim li permezz tiegħu Malta saret imsieheb uffiċjali tat-*travel show* “f.re.e” għall-konsumaturi, li ssir fi Munich. Kull pajjiż imsieheb jagħmel *press trip* biex ikun jista’ jirrapreżenta bl-aħjar mod id-destinazzjoni rispettiva, b’importanza speċifika lejn iż-żieda fil-kuxjenza fuq mezzi tax-xandir fi Munich u l-Bavaria.

“f.re.e” hija wahda mill-aktar wirjiet popolari għall-konsumaturi fin-nofsinar tal-Ġermanja, u teżebixxi dak kollu li huwa relatat mal-ivjaġġar u r-rikreazzjoni. L-eżebizzjoni ta’ din is-sena kellha madwar 1,300 eżebitur minn 70 pajjiż u attirat aktar minn 135,000 viżitatur.

Il-ġurnalisti esploraw il-Belt Valletta, it-Tliet Ibliet, l-Imdina, Dingli Cliffs u Marsaxlokk, u qattgħu jum shiħ jiskopru dak li għandha x’toffri l-Belt Valletta. Il-grupp kellu wkoll l-opportunità jipprova ftit mill-ikel u inbejjed tipiċi tal-pajjiż.

Waqgħa minnhom, is-Sur Paul Bugeja, CEO tal-MTA, u s-sur Carlo Micallef, Chief Marketing Officer tal-MTA, flimkien ma’ Ms Catherine Tabone, Direttur Eżekuttiv tal-Fondazzjoni Valletta 2018, ipprovdew lill-ġurnalisti informazzjoni fid-dettall dwar l-iżviluppi turistiċi u stragiġji marbuta mas-sena 2018, li matulha Malta se tkun Belt Kapitali Ewropea għall-Kultura. Is-sur Bugeja u s-sur Micallef kienu akkumpanjati wkoll mis-sur Martin Frendo (Manager tal-MTA fil-Ġermanja) kif ukoll mis-sinjorina Nicole Staaf (Senior Marketing Executive tal-MTA fil-Ġermanja).

Il-ġurnalisti li żaru Malta permezz ta’ dawn l-inizjattivi kellhom kummenti pożittivi hafna, partikolarment dwar il-programm li kien preparat tajjeb tant u b’mod li hafna ddeskirview bhala kreattiv. Kellhom ukoll kummenti sbieħ dar il-varjeta’ li l-gżejjer Maltin kapaċi joffru, flimkien mal-patrimonju mimli storja. Apprezzaw partikolarment il-fatt li l-Belt Valletta se tkun il-Belt Kapitali Ewropea għall-Kultura u dan iġib hafna avvenimenti eċċitanti marbuta miegħu.

Hu u jikkummenta dwar l-importanza ta' dawn it-tip ta' zjarat, is-sur Paul Bugeja qal li dan huwa mod kruċjali ta' kif il-gzejjer Maltin ikunu provduti b'aktar riklamar, hekk kif ġurnalisti u operaturi turistiċi jistgħu jipprovdu informazzjoni diretta lil viżitaturi potenzjali, li jkunu għadhom qed jiddeċiedu dwar fejn se jmorru għal btala. Is-sur Bugeja kkonkluda billi qal li fl-ewwel għaxar xhur tal-2017, il-gzejjer Maltin esperjenzaw żieda sostanzjali mis-suq Ġermaniż, b'żieda ta' madwar 22% (aktar minn 29,000 viżitatur) meta mqabbel mal-istess perjodu tal-2016.

Is-sur Bugeja ikkonkluda billi rringrazza lill-istakeholders kollha involuti, kemm lokalment kif ukoll fil-Ġermanja, talli dawn iż-żjarat kienu possibbli.

Nota lill-Editur: Bħala imsieheb uffiċjali fis-sena 2018 għall-“f.re.e” travel show, l-Awtorità Maltja għat-Turiżmu se tkompli tiegħi l-opportunità u timmira lejn is-swieq tal-Bavaria u n-nofsinar tal-Ġermanja. Bejn it-22 u l-25 ta' Frar 2018, l-MTA fil-Ġermanja se tkun qed turi l-Belt Valletta bħala l-Belt Kapitali Ewropea għall-Kultura, flimkien mad-diversità tal-gzejjer Maltin bħala attrazzjoni Ewropea, ideali għall-btajjel.

Il-Bavaria u n-nofsinar tal-Ġermanja huwa fost l-istati Ġermaniżi li għandhom l-ogħla dhul u potenzjal għall-infiq. Ir-reġjun ta' Munich jibbenefika minn konnettività eċċellenti lejn Malta minn Munich stess (permezz tal-Air Malta u Lufthansa) u Nürnberg (permezz ta' Ryanair).

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About the Malta Tourism Authority (MTA) :

The Malta Tourism Authority (MTA) has a diverse role, but one which in essence is all about creating and fostering relationships. The MTA is the tourism industry's regulator and motivator, its business partner, the country's brand promoter with the intent to form, maintain and manage meaningful partnerships with all tourism stakeholders.

The main role of the MTA is to promote Malta as a leading tourism destination, with special emphasis on the unique selling propositions of the Maltese Islands; Heritage, Hospitality & Diversity.

Futhermore MTA is also here to help strengthen the industry's human resources, ensure the highest standards and quality of the Islands' tourism product, and foster relations with local and international media.

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