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### **Impressive results from the Polish market to Malta in 2017**

Following the Malta Tourism Authority's increased marketing efforts in the Polish market over the past years, the MTA is pleased to announce that arrivals from Poland has increased once again this year, attracting 89,335 visitors, making it the fifth largest source market to the Islands. The increase of almost 19,000 represents an exceptional increase of 26.6% in arrivals when compared to 2016.

These extraordinary results are the culmination of years of hard work in the Polish region, as well as increased connectivity between the Maltese Islands and various cities in Poland, including the capital Warsaw, Gdansk, Wroclaw, Poznan, Krakow and Katowice through Ryan Air and Wizz Air.

Supporting the increased connectivity, the MTA has been participating in a number of tourism events and travel fairs in Poland, with one of the most recent ones being a joint trade event organised in Gdansk in conjunction with EXIM Tours and supported by the Maltese Ambassador in Poland.

MTA's Senior Manager responsible for the Eastern European markets Mr. Jimmy Attard attended the event and addressed the trade, some of which have shown increased interest for Malta for 2018.

Throughout 2017, a number of marketing activities were carried out to provide the Maltese Islands with further exposure. These included digital media campaigns, TV campaigns, joint marketing campaigns in conjunction with major Tour Operators, social media campaigns, familiarization trips as well as numerous press visits.

Commenting on these results, MTA CEO, Mr. Paul Bugeja, said that "Poland has maintained its position as the fifth largest incoming market for visitors to the Maltese Islands, and we will continue to strive to increase the number of arrivals". Mr. Bugeja continued by saying that there are many aspects of the Maltese Islands which attract the Polish visitors, with the most popular being city breaks, sun and fun holidays, our local culture and gastronomy as

well as active holidays. "However, there is still room for growth in the Polish market, particularly in the family, religious tourism and EFL segments and the MTA will continue its efforts to surpass the 100,000 mark in 2018". Mr. Bugeja concluded by thanking all the staff locally and overseas who make these impressive results possible.

The Minister responsible for tourism, Dr Konrad Mizzi, commented on the fact that incoming tourists are increasing and Malta is constantly beating several records. He explained that in order to sustain these numbers, the Maltese Islands need high levels of quality, consistency and professionalism. He was happy to note that indications for 2018 are positive, based on planned major events, an increase in direct routes to Malta and additional seat capacity.

### **Riżultati impressjonanti fis-suq Pollakk lejn Malta fl-2017**

Wara li l-Awtorità Maltija għat-Turiżmu (MTA) żiedet l-isforzi tagħha fis-suq Pollakk f'dawn l-aħħar snin, tista' bi pjaċir thabbar li l-wasliet mill-Polonja żdiedu għal darb'oħra fl-2017. L-ammont ta' turisti Pollakki li waslu Malta s-sena li ghaddiet kien 89,335, li jfisser żieda ta' 26.6% meta mqabbel mal-2016. Dan huwa ekwivalenti għal żieda ta' madwar 19,000 turist. Dan kollu jfisser li s-suq Pollakk sar il-ħames l-ikbar suq li qed jiġi lejn il-gżejjer Maltin.

Dawn ir-riżultati straordinarji huma r-riżultat ta' ħidma b'saħħitha fis-suq Pollakk, flimkien maž-żieda fil-konnettività bejn il-gżejjer Maltin u bosta bliet fil-Polonja, inkluż il-kapitali Varsavja, u bliet bħal Gdansk, Wrocław, Poznań, Krakowja u Katowice, permezz ta' Ryan Air u Wizz Air.

Minbarra dan, l-MTA ipparteċipat f'numru ta' avvenimenti turistici u fieri fil-Plonja. Waħda mill-aktar prominenti kienet dik li saret flimkien ma' EXIM Tours ġewwa Gdansk. Dawn tal-aħħar huma operaturi li fl-2017 ġabu aktar minn 9,000 turist lejn Malta mill-Polonja. Ağenti tal-ivjaġġar u dawk li jaħdmu fis-setturi kienu ndirizzati mis-sur Jimmy Attard, Senior Manager responsabbi mis-suq tal-Ewropa tal-Lvant.

Tul l-2017, saru numru ta' attivitajiet relatati mal-promozzjoni ta' Malta. Dawn inkludew kampanji fuq il-mezzi tax-xandir digitali, televiżjoni, mezzi soċċai tal-komunikazzjoni, żjarat ta' familjarizazzjoni u żjarat tal-mezzi tax-xandir.

Hu u jikkumenta fuq dawn ir-riżultati, is-sur Paul Bugeja, CEO tal-MTA, qal li l-Polonja

rnexxilha żżomm il-pożizzjoni tagħha bħala l-ħames l-ikbar suq fost dawk li jżuru l-gżejjer Maltin. Qal li I-MTA se tkompli taħdem biex iżżejjid dawn il-wasliet. Żied jgħid li hemm numru ta' aspetti fil-gżejjer Maltin li jolqtu lil viżitaturi Pollakki, fosthom il-kunċett ta' btajjal fl-iblet urbane Maltin, il-fatt li jistgħu jgawdu x-xemx, jesploraw il-kultura u l-gastronomija, jew jagħmlu firxa wiesa ta' attivitajiet għal kull tip ta' goxi. Is-sur Bugeja stqarr ukoll li hemm fejn I-MTA tkompli ttejjeb f'dan is-suq, partikolarment f'setturi bħat-tagħlim tal-Ingliz u t-turiżmu reliġjuż. Temm jgħid li I-MTA se tibqa' tirsisti biex taqbeż l-100,000 turist Pollakk din is-sena u rringrażza lill-ħaddiema lokali u barra minn Malta tal-ħidma biex inkisbu dawn ir-riżultati impressjonanti.

Il-Ministru responsabbi mit-turiżmu, Dr Konrad Mizzi, ikkumenta dwar il-fatt li turisti li ġejjin lejn pajjiżna dejjem qed jiżdiedu u jiksru records preċedenti. Spjega li biex dawn in-numri jkunu sostenibbli, il-gżejjer Maltin qed jiksbu livelli għolja ta' kwalità, konsistenza u professionalità. Qal li huwa ta' pjaċir jinnota li l-indikazzjonijiet għall-2018 huma pożittivi, l-aktar meta wieħed iqis l-avvenimenti maġġuri pjanati, iż-żieda fir-rotot diretti lejn Malta u ż-żieda fis-seat capacity.

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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.

Furthermore 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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**For more information, please contact:**

Communications & PR Unit, MTA

Tel.: +356 22915400 / 22915403 / 22915404

Email: [michael.piscopo@visitmalta.com](mailto:michael.piscopo@visitmalta.com) / [janice.b.bartolo@visitmalta.com](mailto:janice.b.bartolo@visitmalta.com)

[michael.cutajar@visitmalta.com](mailto:michael.cutajar@visitmalta.com)

Or visit our website: [www.visitmalta.com](http://www.visitmalta.com)