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Malta wins 2018 Destination Award for Diving

During this year's edition of the international trade fair, *BOOT*, a leading trade event for water sport activities which took place at the end of January in Dusseldorf, Germany, Malta was presented with the destination award for scuba diving.

Taucher.net, the largest German speaking online portal for divers, participated for the first time in this ceremony and presented the award to the Maltese Islands as the tourism destination of the year 2018. Armin Süß, editor in chief of Taucher.net, presented this prestigious prize to Michaela Hempel, Senior Marketing Executive of Malta Tourism Authority in Frankfurt Germany.

Malta was chosen since "the Maltese Islands cater for all aspects within the scuba diving community, with Malta playing an exciting, positive and pioneering role worldwide in relation to diving sports".

Sports activities have played a big part in aiding the Maltese Islands reduce seasonality as the majority of them can be performed throughout the year.

The MTA CEO, Mr. Paul Bugeja, commented on the importance of receiving such a prestigious award. "It is a great honour for the Maltese Islands to receive this award and it is sure to provide the destination with additional exposure". Mr. Bugeja mentioned how this continues to build on the results relating to the German incoming market for 2017, where the number of incoming visitors increased by over 36,000 tourists, which is equivalent to over 23%. Despite the impressive growth which Malta has achieved from the German market, we believe that there is room for further growth and that this can be achieved. "This means that incoming visitors from Germany now reaches just under 200,000, confirming it as the third largest incoming market". Mr. Bugeja concluded by thanking all those involved in Germany and locally as without their hard work, this award could not have been won.

Malta Rebbieha ta' 'Destination Award' għall-Għadis

Malta ingħatat premju għall-aħjar destinazzjoni għal scuba diving waqt fiera ewlenija li titratta attivitajiet sportivi marbuta mal-baħar. Il-fiera BOOT saret fl-aħħar ta' Jannar f'Dusseldorf, il-Ġermanja.

Rappreżentanti minn Taucher.net, l-ikbar sit elettroniku għall-bugħaddasa, ipparteċipaw għall-ewwel darba f'din iċ-ċerimonja u kienu huma li preżetaw il-premju lil rappreżentanti tal-Awtorità Maltija għat-Turiżmu. L-editur ta' Taucher.net, Armin Süß, ippreżenta l-premju lil Michaela Hempel, li hija bbażata fi Frankfurt, fejn taqdi r-rwol ta' Senior Marketing Executive għall-Awtorità Maltija għat-Turiżmu.

Waqt l-għoti tal-premijiet, intqal li l-gzejjer Maltin intgħażlu għax jissodisfaw kull aspett relatat mal-htigijiet tal-komunità tal-għadis. Ir-rwol ta' Malta f'dan l-isport kien deskritt bħala eċitanti, pożittiv, u pijunier.

Attivitajiet sportivi għadhom rwol important ħafna biex il-gzejjer Maltin inaqqsu problem ta' stagjonalità, għaliex ħafna minnhom jistgħu jsiru tul is-sena kollha. Il-Kap Eżekuttiva tal-MTA, is-sur Paul Bugeja, ikkumenta fuq l-importanza ta' dan il-premju prestigġjuż. Qal li huwa unur għall-gzejjer Maltin li jirċievu dan il-premju, li joffri aktar opportunità biex Malta turi dak li kapaċi toffri. Dan ikompli jibni fuq ir-riżultati pożittivi diġà' miksuba fejn jidhol is-suq Ġermaniż. L-ammont ta' turisti li waslu Malta mis-suq Ġermaniż żdied b'36,000 fl-2017 meta mqabbel ma' sena qabel, li tfiggħi żieda ta' 23%. Is-sur Bugeja spjega li minkejja t-tkabbir impressjonanti li Malta qed tesperjenza mis-suq Ġermaniż, hemm post għal aktar tkabbir. Jibqa' l-fatt li b'suq li kważi jlaħħaq il-200,000 viżitatur, is-suq Ġermaniż huwa t-tielet l-ikbar suq. Is-sur Bugeja kkonkluda billi rringrazzja lil dawk kollha involuti fil-promozzjoni ta' pajjiżna f'dan is-suq.

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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