

Date: 16th October 2018

Ref: 32-2018

Malta: An Ideal Yoga Destination!

The Malta Tourism Authority (MTA) has recently hosted a TV crew from the popular Austrian TV channel, ORF Sports+, so that they could shoot a number of episodes relating to yoga in order to form part of a television series.

These yoga-focused episodes were shot with well-known and idyllic Maltese scenes in the background, such as the Red Tower, Golden Bay, Blue Grotto, Mdina, Upper Barrakka Gardens, Grand Harbour and the Ramla Bay Resort, where the crew was located.

This trip to Malta was not solely based on filming, and in fact, a number of articles were also featured in the September edition of the renowned Yoga Magazine, which had a circulation of around 400,000 people for this month. Following her visit to the Maltese Islands, one of the yoga models, famous in Austria, posted about the visit on her personal blog, which provided the Maltese Islands with additional exposure within the German-speaking yoga circle. This blog entry can be viewed at: <https://www.silviaschreibt.de/yoga-magazin-einblick-hinter-die-kulissen-auf-malta/>

Sports tourism in Malta has been gaining steady momentum, with an increase seen across all sports-related fields in 2017, when compared to 2016. Tourists motivated to visit for diving purposes increased by 14.7%, while those motivated by other sporting activities increased by 10.6%. We must also factor in those who participated in sports activities in Malta. Those who scuba dove increased by 8.4%, those that cycled increased by 17%, 32% more people went on hikes and rock climbing enthusiasts increased by a whopping 91%.

The MTA Chief Marketing Officer and deputy CEO, Mr. Carlo Micallef, said that the international marketing directorate is always seeking to provide the Maltese Islands with greater exposure overseas, particularly in relation to the sports events and activity that have the potential to generate tourism in off peak months, and in order to do this, the MTA brings over TV programs, journalists, influencers and bloggers to experience and cover these events.

The MTA Executive Chairman, Dr. Gavin Gulia, indicated that sports tourism is attracting more interest from overseas, and in fact, this year journalists were brought in from Canada and Japan for the Vodafone Malta Marathon in February. Dr Gulia said that the MTA is



devoted to growing the sports tourism niche and in fact has already committed to supporting 24 sporting events throughout 2019, and he augured that the figures relating to this niche will continue to grow.

For those that are interested in seeing the episode filmed in Malta, you may do so through the following link: <https://tvthek.orf.at/profile/Yoga-Magazin/7708946/Das-Yoga-Magazin-Folge-98/13991837/Yoga-in-Malta/14379261>

Malta: Destinazzjoni Ideali Għall-Yoga!

L-Awtorita' Maltija għat-Turiżmu (MTA) riċentement laqgħat membri mill-istazzjon Awstrijakk ORF Sports+ biex saru numru ta' episodji relatati mal-yoga. Dan bħala parti minn serje televiżiva.

L-episodji bbażati fuq il-yoga ngibdu f'postijiet sinonimi mal-gzejjer Maltin, bħat-Torri l-Aħmar, Golden Bay, Blue Grotto, Mdina, il-ġonna tal-Barrakka ta' Fuq, il-Port il-Kbir u r-Ramla Bay Resort, fejn il-protagonisti kienu stazzjonati.

Din iż-żjara f'Malta ma kinitx ibbażata biss fuq il-produzzjoni ta' filmati, iżda rriżultat ukoll f'numru ta' artikli dwar pajjiżna li ġew ippubblikati fl-edizzjoni ta' Settembru ta' Yoga Magazine, li kien iċċirkolat fost madwar 400,000 persuna fl-istess xahar. Permezz tal-blogs personali ta' dawk li ġew Malta biex jippratikaw yoga, il-pajjiż kompli jingħata prominenza, partikolarment fis-swieq fejn huwa mitkellem il-Ġermaniż. Eżempju huwa dan is-sit ta' mudella famuża fl-Awstrija. L-artiklu fuq il-blog jidher hawn: <https://www.silviaschreibt.de/yoga-magazin-ein-blick-hinter-die-kulissen-auf-malta/>

It-turiżmu sportiv f'Malta qiegħed jaqbad ġmielu, b'żieda tangibbli tul l-oqsma kollha relatati mas-settur tul l-2017, mqabbel ma' sena qabel. Turisti li żaru Malta għall-għadds, per eżempju, żdiedu b'14.7%, filwaqt li dawk li żaru Malta għax xi forma ta' attivita' sportiva oħra żdiedu b'10.6%.

Ta' min isemmi dawk li pparteċipaw f'attivitajiet sportivi meta kienu hawn Malta. Dawk li marru scuba diving żdiedu b'8.4%, filwaqt li dawk li saqu r-rota żdiedu bi 17%. Dawk li marru mixxiet twal u pparteċipaw f'rock climbing żdiedu b'xejn inqas minn 91%.

Il-Kap tal-Marketing u Deputat CEO tal-MTA, Carlo Micallef, qal li d-direttorat tal-marketing internazzjonali jaħdem bla waqfien sabiex isem Malta jkun magħruf, anke b'rabta ma' avvenimenti sportivi li jsiru fil-gzejjer tagħna. Jaħdem ukoll b'mod partikolari biex iżid it-turiżmu fix-xhur li ssoltu ma jkunux popolari daqs is-sajf fis-settur turistiiku. L-MTA ta' spiss iġġib ġurnalisti, nies ta' ċertu portata online, prezentaturi televiżivi u kittieba fi spazji virtwali sabiex jispiraw ruħhom f'pajjiżna.

Iċ-Chairman Eżekuttiv tal-MTA, Gavin Gulia, innota l-fatt li ġurnalisti minn pajjiżi bħall-Kanada u l-Ġappun qed iżuru Malta sabiex jipparteċipaw f'avvenimenti bħall-Vodafone Maraton, li saret fi Frar li għadda. Dr Gulia kompli jgħid li dan huwa settur li l-MTA qed tinvesti fih, tant li diġa' hemm ftehim ta' għajjnuna lil 24 attivita' sportiva tul l-2019, hekk kif kollox jindika li dan it-tip ta' turiżmu se jkompli jikseb popolarita'.



Malta
Tourism Authority

Media Release

L-episodju miġbud Malta jinsab hawn: <https://tvthek.orf.at/profile/Yoga-Magazin/7708946/Das-Yoga-Magazin-Folge-98/13991837/Yoga-in-Malta/14379261>