

Date: 29th March 2019

Ref: 05-2019

Malta Tourism Authority Scoops Gold at the UK Travel Marketing Awards

The Malta Tourism Authority, through its office in the United Kingdom, recently won the Gold award for the best Strategic PR Campaign at the Travel Marketing Awards which was held at the Hilton Hotel on Park Lane in London.

The award was given for the campaign relating to Valletta – European Capital of Culture, which was presented by the MTA UK’s PR agency, Brighter Group. The campaign overcame competition from the other finalists, Visit Guernsey, Turismo De Canarias, Wow Air and South Africa.

Further success was also reaped in the Tomorrow’s Travel Leader Category where Natalie Swinburne, Marketing Executive in the MTA’s London Office narrowly missed out on winning Gold but was officially recognised as Highly Commended.

The awards, which are organised by the UK’s Chartered Institute of Marketing, set the standard for marketing excellence in the travel industry. An institution since 2009, the Awards have firmly established their reputation as the most coveted marketing awards in travel and tourism. They identify and celebrate the outstanding expertise, talent and achievements of agencies, brands, teams and individuals.

The MTA’s success in London is testament to the high levels of energy, commitment and expertise that has been developed in international markets, supported heavily by the management team in Malta.

MTA Executive Chairman, Dr Gavin Gulia commended all those involved and described these awards and others received by MTA offices in recent months as a welcome recognition of the excellent work that is being carried out by the Authority and its partners across Europe and beyond. Dr Gulia continued by saying that the MTA in London is fortunate to have so many highly talented people whilst also having the opportunity to work with some of the best agency partners in the business, such as the Brighter Group. Dr. Gulia wanted to extend his special thanks and congratulations to Mr. Carlo Micallef, the Chief Marketing Officer and Deputy CEO at the MTA, and to Mr Peter Vella, MTA Director for the UK & Ireland, as the results being achieved are part in thanks to their incessant work.