

Date: 07/01/2020

Ref: 01-2020

## **Ester Tamasi is the new Director of the Malta Tourism Authority in Italy**

Malta Tourism Authority announces the appointment of its new Director for Italy. **Ester Tamasi**, a name that is well known in the Italian market having been part of the MTA team for over 10 years, will succeed Claude Zammit Trevisan at the helm of MTA's Italian office.

**Gavin Gulia, Chairman Malta Tourism Authority**, commented: "We are delighted to welcome Ester in her new position and wish her a successful continuation of the excellent work she has been carrying out for Malta over the years. We are sure that Ester will be able to follow up on the important goals achieved by the outgoing Director, Claude Zammit Trevisan, who, having acquired a strong international experience in the UK, France and Italy markets, will return to Malta to devote himself to new projects of a global nature on behalf of the Authority."

**Carlo Micallef, Deputy CEO & Chief Marketing Officer, Malta Tourism Authority**, explain the reasons for this choice: "After a careful selection among the dozens of applications received, we chose without hesitation Ester Tamasi, rewarding her undeniable knowledge of the market and the tourism sector in Italy, as well as her proven propensity for adopting a dynamic and fresh approach to promotional strategies. By promoting Ester from her previous role, already fundamental in MTA, we wanted to ensure an important methodological continuity that will certainly be appreciated by our partners."

Ester Tamasi comes to the position of Director after having held the designation of Marketing Manager in recent years and having acquired more than a decade of experience within the MTA team, playing a fundamental role in the re-launch of the Italian office, in 2009.

Starting with a degree in Tourism Sciences, Ester's career is wholly dedicated to the sector. She has held many operational roles in the **hotel & hospitality, transportation and tour operating** sectors, which have enabled her to consolidate the foundations of her preparation. She has also obtained numerous degrees of specialization and advanced training, both in Italy and abroad.

**Since 2017 she has coordinated the launch of the brand Conventions Malta in Italy, of which she has become the main contact for MTA for the MICE segment**, achieving excellent results in terms of product positioning and development.

**Ester Tamasi** comments on the new assignment as follows: "I'm very excited about the opportunity I've been given because this is a confirmation of the work done over the years together with the rest of the team, made up of professional and enterprising individuals with whom I'm happy to share the results achieved. The spirit with which I am preparing to carry out my new task is certainly

characterized by a strong motivation, dedication and availability. Continuing in the wake of the excellent work done so far, I will continue to adopt a method that will favour a creative, innovative and experiential approach. Malta is a changing destination, which is currently considered to be one of the most vibrant cultural and active holiday hubs in Europe. We are also paying particular attention to everything that is dedicated to luxury and wellness, but also to sustainability strategies. So I am very excited to be able to be even more actively part of this great project that the Malta Tourism Authority is carrying out to promote the Maltese Islands and everything they have to offer. From my side, I will dedicate myself to this new role with the utmost commitment to consolidate the position that Malta has achieved in the Italian market, thanks to the strategies of the institution but also to the fundamental collaborations with all our partners.”

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