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PRESS RELEASE

Malta Day at Old Trafford – Showcasing Malta’s Wonders

Malta Day scored a major success at Old Trafford on 19 January as Manchester United faced Brighton & Hove Albion. The event, a unique collaboration between VisitMalta and Manchester United, brought the spirit of Malta to the iconic stadium, captivating football fans and the Greater Manchester community with a vibrant showcase of the islands’ culture and tourism offerings.

As part of VisitMalta’s ongoing advertising campaign across Manchester and Old Trafford, Malta Day showcased the best of what Malta has to offer, ensuring maximum exposure for the VisitMalta brand in front of more than 74,000 spectators within the stadium.

Fans were also introduced to the beauty and charm of Malta through impactful branding and targeted campaigns, showcased around different parts of Manchester, including visible branding at Manchester Piccadilly Station and Manchester Arndale Shopping Centre, as well as surrounding areas. The total recorded footfall in 2024 for Manchester Piccadilly Station was 8.8 million entries and exits, while Manchester Arndale saw a footfall of over 46 million visitors throughout the same year.

The VisitMalta brand took centre stage, with dynamic advertising across Old Trafford’s perimeter boards, big screens, and digital platforms, ensuring unmatched visibility during the match. Visitors had the chance to win exclusive Malta-themed prizes, including all-expenses-paid holidays to the Maltese Islands. A dedicated VisitMalta campaign allowed fans to explore travel packages, learn about Maltese cuisine, and discover the islands’ breathtaking landmarks, from the azure waters of the Blue Lagoon to the historic streets of Valletta.

Additionally, VisitMalta participated in the Destinations: The Holiday & Travel Show in Manchester, which took place from the 16 to 19 January 2025. VisitMalta had a stand throughout the fair, where on 17 January 2025, attendees had the unique opportunity to enjoy a demonstration of local Maltese cuisine by a talented local chef. The VisitMalta stand at the event showcased a variety of local Maltese dishes, complemented by the chance to taste traditional Maltese beverages, such as local wines, beers and soft drinks. Malta’s rich culinary heritage was proudly highlighted to visitors, further emphasising the island’s cultural offerings. On Malta Day 2025 at Old Trafford, local Maltese dishes were served to further immerse guests in the island’s culinary delights.

In addition, Manchester United Legend Denis Irwin was present at the VisitMalta stand on 18 January 2025, where he engaged with fans, provided a brief interview, and mingled with the crowd, making the event even more memorable for attendees. The presence of Malta’s High Commissioner to the UK, Prof. Stephen Montefort, on the VisitMalta stand on Saturday further reinforced the importance of this cultural exchange.



“We are delighted to have brought the spirit of Malta to Old Trafford. This partnership with Manchester United reflects our shared commitment to excellence, passion, and connection. The collaboration also coincided with the Destinations: The Holiday & Travel Show, where the Malta Tourism Authority had a prominent presence, featuring numerous activities and initiatives promoting the Maltese Islands,” said Carlo Micallef, CEO of the Malta Tourism Authority. “Both events not only highlighted the beauty and culture of our islands but also strengthened our ties with the global Manchester United fanbase and the vital UK market.”

Malta Day at Old Trafford underscored VisitMalta’s commitment to positioning Malta as a premier destination for travel, culture, and sports tourism. With Manchester United’s massive global following, this partnership offered an unparalleled platform to inspire millions to explore the Maltese Islands.