

PR 2502

27th January 2025

PRESS RELEASE

**Malta Tourism Authority appoints Alaine Ciantar as Director of VisitMalta
Incentives & Meetings**

The Malta Tourism Authority is pleased to announce the appointment of Ms. Alaine Ciantar as the new Director for VisitMalta Incentives & Meetings. In this role, Alaine will be spearheading the MICE (Meetings, Incentives, Conferences, Exhibitions), Luxury Tourism, and Destination Weddings sectors, driving growth and development in these key areas.

Ms. Ciantar brings with her a wealth of experience from her extensive career in the tourism and hospitality industry. For the last seven years, she has served as Area Commercial Director for multiple hotels, where she was responsible for creating and executing successful commercial strategies, as well as leading sales and marketing initiatives for renowned luxury hotels. Her expertise spans a wide range of areas, including hospitality operations, financial management, event management, sales and marketing, luxury tourism, and revenue management.

MTA CEO Carlo Micallef said: "The addition of Alaine brings valuable expertise to the Authority, and I am confident that together with the entire team, she will contribute to strengthening the MICE, luxury, and destination weddings niches in our Islands' tourism industry."