

11.03.2025

PR 2506

PRESS RELEASE

Malta Tourism Authority launches innovative promotion at Parisian shopping mall

The Malta Tourism Authority (MTA) in France is excited to announce a seven-week-long promotional event, running until April 20th, that showcases the Maltese Islands as a premier tourism destination for French visitors. This innovative experience is hosted at Beaugrenelle Paris, a well-known and prestigious Parisian shopping mall, located along the Seine River and just minutes away from the iconic Eiffel Tower.

Beaugrenelle Paris features 120 international and French boutiques, restaurants, and entertainment venues. Over the years, it has become a cultural hub, hosting a wide variety of artistic and entertainment events that attract thousands of visitors throughout the year.

This year, as part of “Green in the City”, an eco-responsible event focused on sustainability and nature conservation, Malta takes centre stage for the third edition. In partnership with Beaugrenelle, the MTA has curated a captivating experience that highlights Malta’s unique culture, history, and eco-conscious practices in a creative and immersive way. The event features:

- A **suspended labyrinth**, 19 meters above the ground, offering an immersive journey through Malta’s stunning landscapes.
- A **Gozo-themed multi sensorial experience** at the footbridge linking Beaugrenelle Paris to Galeries Lafayette, showcasing the charm of Malta’s sister island. Sponsored by the Ministry of Gozo and Planning, the immersive ‘passerelle’ presents Gozo as central to the sustainable destination offer of the Maltese islands.
- A **Maltese village piazza**, featuring an authentic Maltese façade, a Virtual Reality experience that transports visitors to Malta’s top attractions, and a postcard photo corner.
- Several **themed workshops** ranging from yoga sessions to honey tasting ateliers, which highlight Malta’s and Gozo’s experiential tourism possibilities.

This event offers a fun, educational experience for visitors, inviting them to explore the natural wonders and cultural heritage of the Maltese Islands. As part of the initiative, the MTA has partnered with Nature Trust Malta to raise awareness of Malta’s commitment to marine conservation. Visitors will have the chance to adopt a turtle from Nature Trust Malta, supporting the rehabilitation of injured turtles for eventual release into the wild. French adopters will receive a limited-edition turtle soft toy and an adoption certificate.

In addition, a lucky draw offered by FairMoove, an eco-responsible tour operator, for a dream holiday to Malta worth €2,000, underscores the growing demand for sustainable tourism and

promotes Malta as a leading destination for eco-friendly travel.

The event also coincides with a city-wide advertising campaign in Paris and other French cities that offer direct flights to Malta, timed to stimulate holiday bookings for the spring and pre-summer season.

Claude Zammit Trevisan, Director of the Malta Tourism Authority in France, commented: “We are thrilled to participate in this prestigious event at Beaugrenelle Paris. It’s a wonderful opportunity to introduce the Maltese Islands to a Parisian audience keen to explore our rich culture, history, and commitment to sustainability. We look forward to showcasing Malta’s diverse and extraordinary attractions in a new and exciting way.”

Stephane Brisone, Director of Beaugrenelle Paris, added: “‘Green in the City’ is a unique initiative blending art, sustainability, and exploration. We are delighted to collaborate with the Malta Tourism Authority to highlight Malta’s stunning biodiversity and ancient heritage - an island destination that many Parisians may not yet know. We look forward to welcoming visitors to engage with and discover the Maltese Islands.”

In keeping with the event's commitment to sustainability, the MTA and Beaugrenelle Paris have ensured that the materials used during the promotion will be recycled and repurposed after the event:

- The suspended labyrinth will be relocated to a tree-climbing adventure park in Normandy.
- Educational materials and the postcard photo booth will be reused by the MTA to continue promoting Malta to new audiences.
- Various event components, including flooring, totems, and artificial plants, will be donated to a leading organization focused on cultural decarbonisation, for use in creative and community-based projects.

This innovative promotion serves as a fantastic way to position Malta in the minds of French travellers as they begin planning their spring and summer holidays. The MTA remains committed to showcasing Malta’s unique appeal as a sustainable, culturally rich, and diverse travel destination.