

13.05.2025

PR 2516

PRESS RELEASE

Malta Tourism Authority advances military tourism segment, bringing Malta's history to life

Through VisitMalta, the Malta Tourism Authority has reinforced its commitment to the Military Tourism Segment with a series of impactful commemorative events held last weekend at the Commonwealth War Graves in Imtarfa Military Cemetery.

The events, which took place from Thursday to Saturday, aimed to position Malta as a destination of profound historical significance for travellers seeking meaningful and educational experiences.

On Thursday, several high commissioners and foreign ambassadors attended the launch event at the Imtarfa War Graves Cemetery. The gathering served as a powerful demonstration of the impact of storytelling, with three key speeches delivered by representatives from the MTA, the Commonwealth War Graves Commission (CWGC), and Heritage Malta.

The weekend continued with two night tours, inviting tourists to experience the evocative atmosphere of these historical sites and connect with Malta's storied military past.

Launched in November 2024 during the Remembrance Weekender, MTA's Military Tourism Segment seeks to transform Malta into a "living museum" of global military history. The initiative strategically promotes sites managed by Heritage Malta, the Commonwealth War Graves Commission, and other key partners, underscoring Malta's rich and layered military heritage.

MTA CEO Mr. Carlo Micallef emphasized the significance of storytelling as a central pillar of the Military Tourism initiative, stating, "Today, as we stand amidst these solemn grounds, we are reminded of the power of storytelling. Storytelling is at the heart of what we aim to achieve with military tourism – creating experiences that resonate deeply with visitors seeking more than a holiday, but rather, a meaningful connection to our nation's heritage."

The event also provided a platform for the Commonwealth War Graves Commission to highlight its role in preserving Malta's military legacy. Mark Fitzgerald, representing the CWGC, said, "As all of us know, Malta holds a wealth of World War history – history that is reflected in every name etched on our headstones and memorials. Through our guided tours at all four main sites, we aim to share the remarkable stories of servicemen and women who served in aviation, naval, army, and medical sectors, stories that form part of Malta's, the Commonwealth's, Europe's, and the world's collective history."

Heritage Malta was also acknowledged for its unwavering dedication to preserving the island's national heritage. Mr. Liam Gauci, Historian, delivered a compelling address on behalf of Heritage Malta, stating, "Remembrance is about two things. It's about being



moved—genuine emotion in the face of such bravery—but it’s also about making an effort to understand the world these people inhabited, the choices they made, and the consequences of war. Emotion alone fades with time. But understanding can deepen. And it is through both that remembrance remains alive. Malta stood on the right side of history in a land that was contested for centuries including in the last war itself, bringing with it great suffering.”

The MTA remains steadfast in its mission to elevate the Military Tourism Segment, aligning it with the broader VisitMalta vision of sustainable tourism that not only prioritizes authenticity and storytelling but also fosters year-round tourism beyond the traditional summer peak. By diversifying Malta’s tourism offerings through targeted niches like Military Tourism, the MTA aims to create a consistent and sustainable flow of visitors throughout the year, providing richer and more varied experiences for travellers while supporting local communities and preserving cultural heritage.