

## Call for Expression of Interest for Maltese Hospitality Trade

**FITUR FAIR  
MADRID - SPAIN  
21<sup>st</sup> to 25<sup>th</sup> January 2026**

The Malta Tourism Authority would like to invite the local travel and hospitality trade, interested in the Spanish Market, to participate on the brand-new Malta Tourism Authority Stand, at FITUR 2026, by taking up a space, sole or on a co-sharing basis. The size of the new Malta Stand is that of 57sq. metres and accommodates a total of five meeting tables. Those interested are requested to contact Ruth Spiteri on email [fairs@visitmalta.com](mailto:fairs@visitmalta.com) by not later than **Friday 24<sup>th</sup> October 2025**.

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Five Meeting Tables are therefore being offered to the local hospitality trade to participate at this Fair. Should the interest from the local trade exceed the tables available, participants will be determined via lottery draw.

### **Your meeting table on the Malta Stand**

The space renting fee for a meeting table will be that of **€2,750** (inclusive of an 18% VAT). Co-sharing by two firms is allowed, however in that case, the fee per co-sharing firm shall be of **€1,650** each (inclusive of an 18% VAT). **No more than a total of 2 persons from the trade (solo firm or co-sharing firms) may occupy a meeting table and only registered/selected representatives may occupy a table or be present on the Malta Stand.**

As a co-exhibitor, you are required to man your own meeting table. You may display your own publicity material and collateral (company brochures etc) on the meeting table only. No roll-ups, posters, or other promotional material other than that which can be displayed on a meeting table are allowed on the Malta stand. The overall stand decoration, including the respective meeting tables, is at the sole discretion and responsibility of the MTA.

Kindly note that members of the Trade who participate on the Malta stand, are gently requested to refrain from utilizing or standing at the Visitmalta Counter/s at any time. We kindly request your co-operation in this regard.

Should a potential client/s approach the Visitmalta Counter, Visitmalta assures the Trade that they shall make the necessary B2B introductions with all participants on the Malta Stand, in the spirit of transparency and fairness with all trade sharing the area.

The Storeroom is restricted and is for the sole use of VisitMalta staff and participants on the Malta Stand Only. Participating trade may use the storeroom to stock collateral and merchandising and limited personal items, such as bags and coats only – at their own risk. MTA does not assume responsibility for any lost or stolen items on the Malta Stand, at any time.

### **Confirming your Participation**

It is of utmost importance that would-be participants complete and return the **Participation Form** duly filled in. Please note that only a written confirmation will be taken into consideration. Once we receive confirmation of your intention to participate, the Malta Tourism Authority will issue an invoice for the relative amount. Stand space booking will only be confirmed by this Office on receipt of your remittance.

### **Allocation of meeting tables**

Once your space booking is confirmed, we will forward a copy of the Malta Stand layout. The allocation of meeting tables will be drawn by MTA officials after the application period has closed. A recording of the draw will be sent with the announcement email.

We trust that the above information is clear. However, please do not hesitate to contact the undersigned should you require any further clarifications or assistance.

Yours sincerely,

Ruth Spiteri  
Assistant Manager  
Marketing Directorate

## PARTICIPATION FORM

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### PLEASE COMPLETE IN BLOCK CAPITALS:

- (a) Name of Participating Company (as will be displayed on table and signage)

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- (b) Please attach the company's logo (high-res file) and a word document with all contact info, including full postal, website and e-mail addresses, social media handles, telephone/mobile numbers.

- (c) Name(s) and designation(s) of your company's representatives manning the table

Person 1 : \_\_\_\_\_

Person 2\*: \_\_\_\_\_

- (d) My company will Co-Share with \_\_\_\_\_  
If co-sharing insert name of Partner/Company

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Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Date: \_\_\_\_\_

Company's Stamp: