

MORE DISCOVERIES FOR MORE IMPRESSIONS



Those who come to Malta for the first time are pleasantly surprised by the richness and variety of its tourist offers. The country has a very bright and original character, ensuring an unforgettable experience to each visitor. Malta is literally saturated with history, and its architecture is striking at first sight. The local temples are older than Stonehenge and the Egyptian pyramids. Cultural life abounds with theatrical performances, concerts and art exhibitions. An equally active program awaits lovers of the deep sea - the purest waters of the Mediterranean Sea are ideal for a quiet beach holiday, as well as for diving and all kinds of water sports. Local gastronomic delights will surprise foodies with new tastes and aromas.

Malta strikes with its beauty. Its charm lies in its rocky coves and steep cliffs, but also in its sandy beaches. About a third of the territory is arable land and consists of terraces carved into the slopes of the hills for the cultivation of crops. These moist soils, overgrown with a variety of plants and wildflowers, are home to many species of birds.

The territory is divided into three main islands: Malta, the largest and most developed one, followed by Gozo and Comino : easily accessible by ferry from the main island and easy to explore in a day due to their small size, they will surprise you with their local charm and authenticity.

Visit craftsmen's workshops, practice active sports, embark on a boat trip, get acquainted with local wines - this is just a small list of what the archipelago offers its visitors.

Once you embark on your own trip to Malta, you will find that the country has much more to offer than meets the eye.

CONNECTING TO THE EAST

Interview with
Carlo Micallef, CEO of Malta
Tourism Authority



The Middle Eastern markets have allowed the travel and tourism industry in Malta to truly diversify and strengthen its geographical mix of inbound tourism from one which was predominantly European to one which is constantly evolving into a truly global mix of nationalities. In turn, this has allowed the tourism offer to adapt to a more varied and international offer, with the Islands adopting a more cosmopolitan approach and lifestyle.

Air connectivity with the Middle East is vital for tourism in Malta not only because of the potential of attracting tourists from the region itself, but also because it links Malta to so many other destinations in the Far East including Japan, Australia, China and South Korea via Dubai as a major airport hub.

Following the difficult times the world has faced as a result of a global pandemic, Malta is back on track and fast on the road to recovery, with expectations to reach pre-Covid levels of tourism in the short term. There is an increase in appetite for travel from the Middle East, with established markets including the UAE steadily progressing, whilst emerging markets such as Saudi Arabia providing fertile ground for new business opportunities in travel.

Moving forward, and specifically for the UAE, we have maintained our marketing and promotional efforts in the region, and have likewise invested in educational platforms for travel agency training. We have also kept Malta's visibility on the market and are constantly forging strategic relationships with industry partners including airlines, OTAs and TA networks. We have also strengthened our diplomatic ties in the UAE, with an Ambassador in Abu Dhabi who is very active on all levels, including travel and tourism.

Tourism is a people's industry, and undoubtedly, the impact of physical events can never be replaced by virtual ones. The Malta Tourism Authority is once again participating in the 'Middle East Travel Caravan Roadshow' this year, to consolidate business relations with the main tourism stakeholders, particularly in Dubai and Riyadh. This is a wonderful platform for us to personally meet the key industry players.

