

**PRESS RELEASE**



**Malta**  
Tourism Authority

**FOR IMMEDIATE RELEASE**

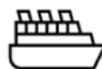
**MALTA TOURISM AUTHORITY APPOINTS *AVIAREPS* AS MARKET REPRESENTATIVE IN THE NETHERLANDS, CYPRUS AND THE GULF COUNTRIES OF BAHRAIN, KUWAIT, OMAN, QATAR, SAUDI ARABIA & THE UNITED ARAB EMIRATES**

Dubai, United Arab Emirates (September 12, 2018) [AVIAREPS](#), the global leader and expert in developing and shaping international tourism demand and spend, with 66 offices in 48 countries around the world, has been appointed as market representative for the [Malta Tourism Authority](#) in the Netherlands, Cyprus and the Gulf Countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. The representation, which commenced from September 1<sup>st</sup>, 2018 sees *AVIAREPS* promote



Malta’s historical centres, islands, culinary delights, local craftsmanship, unique festivals and iconic tourist attractions for increased quality visitation from the designated markets.

Through a mix of public relations, marketing, digital marketing and advertising services, the *AVIAREPS* teams will be responsible for raising the profile of Malta as a year-round



leisure and business destination whether it be for meetings, incentive travel, conferences and exhibitions, or for couples, honeymooners, families, groups and even solo travellers seeking unique experiences based on authenticity.

Says Carlo Micallef, Deputy CEO & Chief Marketing Officer, Malta Tourism Authority: "Blessed with a mild climate and set in crystal waters, Malta and its sister islands of Gozo and Comino offer visitors a memorable experience, where moments of complete relaxation can be combined with the exploration of the islands' many cultural, artistic and natural treasures. We are excited to work with *AVIAREPS* in the Netherlands, Cyprus and the Gulf Countries to bring the message of Malta as a welcoming European island nation for travellers from these markets, and we are confident with *AVIAREPS*' well-established travel industry and airline networks that our objectives of receiving solid increases in quality travel demand and visitation will be achieved."

A number of marketing and promotional initiatives are planned to be rolled out within the dedicated markets for the remainder of 2018 and through to the end of 2019. Additionally, Malta's capital, Valletta, is currently the European Capital of Culture 2018, offering a slew of ongoing special events, exhibitions and performances to make visits to the country in 2018 even that more special.

For further information about visiting Malta visit: [www.visitMalta.com](http://www.visitMalta.com)

Or contact the newly appointed representational offices in:

The Netherlands

Tel: +31 20 6541565

Email: [Malta.Ams@aviareps.com](mailto:Malta.Ams@aviareps.com)

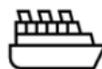
Cyprus & the G.C.C. Countries

Tel: +971 4 375 3295

Email: [VisitMaltaME@aviareps.com](mailto:VisitMaltaME@aviareps.com)

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Notes to Editor:

Hashtags: #Malta #AVIAREPS #Travel #Netherlands #Cyprus #Bahrain #Kuwait #Oman #Qatar #KSA #SaudiArabia #UAE #Dubai #MiddleEast #TravelAgent #BusinessDevelopment #Representation #GrowingYourBusiness #DestinationMarketing

Images:



Image 1: Flag Wavers at Traditional Festival



Image 2: Dghajsa (Traditional Water Taxi) in Vittoriosa Marina





Image 3: Battery Street Valletta

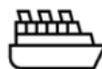
### About Malta Tourism Authority

The Malta Tourism Authority (MTA) was formally set up by the Malta Travel and Tourism Service Act (1999). This clearly defines its role – extending it beyond that of international marketing to include a domestic, motivating, directional, co-ordinating and regulatory role. The Act strengthens the public and private partnership in tourism through greater and more direct participation by the private sector in national planning and development of the industry.

The Malta Tourism Authority (MTA) has a diverse role, but one which in essence is all about creating and fostering relationships. The MTA is the tourism industry's regulator and motivator, its business partner, the country's brand promoter, and is here to form, maintain and manage meaningful partnerships with all tourism stakeholders. Primarily, this means attracting visitors to the Islands, but also working closely alongside the private sector partners. Importantly, the MTA is also here to help strengthen the industry's human resources, ensure the highest standards and quality of the Islands' tourism product, and foster relations with local and international media.

### About **AVIAREPS®**

Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 66 self-owned offices across 48 countries, the *AVIAREPS* Group is the world's



leading airline and tourism representation company with over 100 airlines and more than 150 tourism, hospitality, retail and trade promotion clients in its portfolio. In addition to providing well established passenger General Sales Agent (GSA) services and tourism marketing representation, clients are also offered expertise and services in digital marketing, public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

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If you do not wish to receive further press releases, please send an E-Mail to [press@aviareps.com](mailto:press@aviareps.com)

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