

# MALTA



Impact Reports  
CONTENT PRODUCED BY IMPACT REPORTS



Blending thousands of years of civilization with incredible landscapes, great weather, wonderful cuisine and countless activities, Malta is one of the Mediterranean's most popular destinations for international tourists.



**Building on the Tourism Strategy 2050 vision, Malta attracts high-value visitors year-round, ensuring growth**



**New U.S. flights from 2026 make Malta easily reachable year-round**

Malta strengthens its global tourism ties through its new NYC office, deepening collaboration with U.S. travelers and partners.

Malta has always been a small country with big ambitions, but unlike many similar-sized nations, the archipelago in the heart of the Mediterranean continues to punch well above its weight when it comes to providing authentic, exciting, varied and value-for-money vacations. Boasting an enviable reputation among European holidaymakers for several decades, the country of just 575,000 people actually comprises three beautiful, welcoming islands: Malta, Gozo and Comino. The first of that trio is where the over-

whelming majority of tourists arrive via air or sea to spend most of their vacation thanks to the extremely broad spectrum of accommodation, activities, eateries and leisure venues on offer.

A short hop across beautiful turquoise waters sits Gozo, which teems with history and hospitality, including the famous ancient fortified city of Cittadella that stands proudly over the enchanting island.

The final member of the archipelago may be the smallest of the inhabited islands, but Comino is very popular with day trippers, nature lovers, divers and even major movie production companies who have used its rugged coastline for hit films over the last few decades.

#### Visitor numbers reach record high

Malta enjoyed a record-breaking year for tourist arrivals in 2024 — when 3.56 million vacationers experienced its ancient architecture, melting pot of culture and cuisine, great climate and varied excursions on land and water. That number is already well on course to be beaten in 2025. However, any new record is unlikely to



**Carlo Micallef**  
CEO, Malta Tourism Authority

last much beyond 2026 given delighted tourism chiefs recently opened a new office in New York City (NYC) to promote the nation's strong appeal to the vast U.S. market. In addition to that promising development, a leading U.S. airline will debut a direct service to Valletta, Malta's stunning capital, from next summer, an exciting move that promises to bring even more overseas visitors to its year-

round, sun-soaked shores.

"For many in the U.S., Malta was unknown, but awareness is growing thanks to the new direct flight and our marketing efforts," said Carlo Micallef, CEO of the impressively determined, proactive and creative, Malta Tourism Authority (MTA).

"Recently, we have gained notable TV exposure on a top U.S. news channel, as well as a popular morning broadcast. Malta is a place that must be experienced to be understood — its unique blend of cultures, rich history and vibrant economy make it a tiny island living the European dream."

Last year's milestone underscored the country's strong and sustained growth in the global tourism landscape. After surpassing pre-pandemic levels in 2023, the country maintained its momentum with a 19.5% annual increase in arrivals in 2024. This placed Malta among the top-performing destinations in Europe and the Mediterranean, ahead of far bigger nations like Spain, Portugal, Cyprus and Croatia. "The exceptional performance of Malta's tourism industry in 2024 is a testament to our strategic vision and ongoing investment in the sector," enthused Micallef.

**"Malta is no longer the 'Hidden Gem of the Mediterranean' for the American market. Interest from luxury and young travelers keeps soaring, proving its strong global appeal."**

**Carlo Micallef** CEO, Malta Tourism Authority



"We continue to attract high value visitors year-round, ensuring sustainable growth. Malta is no longer the 'Hidden Gem of the Mediterranean' for the American market. Interest from luxury and young travelers keeps soaring, proving its strong global appeal."





Delighted dignitaries enjoy the special ceremony to celebrate the opening of Malta's first NYC office.

## Malta deepens U.S. tourism reach with NYC office

-  **MTA's U.S. mission began 11 years ago. The NYC office reflects Malta's long-term vision for a key market**
-  **The office will showcase all Malta has to offer tourists, no matter their age**

From New York to Los Angeles, MTA's reach across North America grows stronger.

Just over a decade after the MTA took its first tentative steps in the lucrative U.S., tourism market, dignitaries from the sun-kissed Mediterranean gathered in the Big Apple this September to celebrate the opening of its new office.

## Malta officially links to the Big Apple with direct flights to New York

The new non-stop route connects U.S. travelers and brings investors closer.

Billed as a landmark development for the promotion of the islands' tourism offering in the U.S. market, next summer's launch of direct flights between the two

"With our NYC office, we aim to be closer to the market and increase our direct presence in the U.S.," Micallef stated. "We are expanding our team and investment, ensuring personnel fully dedicated to promoting Malta rather than balancing multiple clients." Official data shows Malta now welcomes around 75–80,000 Americans and 20–30,000 Canadians annually. "This growth has been driven by strong partnerships with tour operators, travel agencies and many leading luxury brands, built on collaboration, trust and consistent delivery," revealed the MTA boss. "Malta features authentic, luxurious Mediterranean experiences — its rich history, culture and traditions. It's a destination where travelers can reconnect with heritage, enjoy beautiful hotels and experience the true Mediterranean lifestyle."

"Our NYC office is located on the second floor of Malta's UN mission — a prestigious and strategic location. Being under one roof with diplomatic services, the consulate, and Visit Malta allows us to work closely with Foreign Affairs. "With the same minister overseeing foreign affairs, trade and tourism, our strategies are all fully aligned, fostering strong synergies. There's no siloed work here — we operate as one team, and it's proving very effective."

### Marketing magic casts spell on visitors

One of the crucial drivers behind the tourism boom in Malta has been the MTA's winning strategy of balancing tourism between Europe — which currently accounts for 75–80% of visitors, including the U.K. — and other markets such as North America, Asia Pacific and Latin America.

While initially seasonal, Malta now anticipates year-round demand for its many tourism assets, as the nation increasingly tempts tourists in the winter months. "Our strategy focuses on September to May, developing events and experiences — training camps, tournaments, music, sports and culinary events — to motivate visitors to choose Malta over other destinations, while summer remains popular with families and young travelers," Micallef added. "When restarting the MTA presence here 11 years ago, with Michelle Buttigieg as



By not relying on a single source of visitors, Malta has been able to target specific audiences at different times of the year. "In winter, we focus on affluent travelers and those over 60 who can take time off," Micallef explained. "In summer, we target families and young adults. "Across Europe and long-haul markets, we aim at high-income, experience-driven travelers rather than price-sensitive tourists. We aim to offer authentic Maltese experiences, highlighting our history, crafts and heritage. "We guide the industry to focus on what is genuinely Maltese. Visitors can head out on traditional fishing boats with local fishermen, pick sumptuous strawberries on many of our farms or learn about — and even make — some of our famous, traditional jams and wines; hands-on experiences that create lasting memories."

the MTA Representative North America, Malta was known as the 'Hidden Gem of the Mediterranean'. Now, especially with this first non-stop flight, it is no longer hidden to the American travel market. "The interest and demand for Malta, especially from the high end luxury traveler, as well as the young independent traveler, has grown enormously," he revealed. "The new direct flight, together with the opening of the MTA office in NYC, will offer Malta new opportunities to expand our promotions in this market."



The long-awaited launch of the office comes as Malta ramps up efforts to conquer new tourism markets.

## Greater connectivity boosts tourism trade

-  **As Malta's economy expands, tourism remains key — adding 15% to GDP and driving sustainable growth**
-  **Progress is guided by strategic planning of flights and tourism growth**

Capturing 12.7% of E.U. stays, Malta blends culture, history and experiences that outshine rivals.

The imminent launch of the new JFK-Malta route by a major U.S. airline represents the latest proud feather in the cap of the ambitious Mediterranean nation, with other leading airlines already enjoying a strong presence in the country.

As an island, Malta depends on connectivity — without flights, access is limited — hence the government has worked hard to attract world-class operators from the four corners of the globe. In addition, huge vessels run by leading cruise lines are regular visitors to its principal seaport — Valletta Cruise Port — which is located within the famous walled Grand Harbor.

"Beyond the new direct flight from JFK, we continue to expand Malta's global connectivity," confirmed Micallef. "Qatar Airways now flies Doha–Malta, linking to Australia and Asia. Emirates operates daily via Dubai, and Turkish Airlines offers two flights a day via Istanbul, soon three, connecting well to Asia and the Middle East.

"Air Malta partners with Turkish Airlines on Istanbul and LOT Polish Airlines connects Warsaw with onward links from North America. Combined with European hubs from Lufthansa, Swiss and Air France, Malta has a range of one-stop connections from Asia Pacific and the Americas."

Malta's robust tourism appeal is not just limited to those international visitors

who prefer to arrive by air, with nearly one million passengers passing through Valletta Cruise Port in 2024.

That excellent figure of 940,000 set a new record for users of the modern cruise terminal, with the Grand Harbor registering nearly 360 cruise ship calls last year, solidifying its position as a key hub for the regional cruise industry.

Official data showed that cruise liners berthing at the Grand Harbor contribute around \$102 million to Malta's economy each year, with \$44 million spent by cruise passengers and another \$58 million received from the operators of the vessels.

According to Borg, the government is determined to continue supporting the cruise sector while improving the overall experience of passengers. At the same time, officials are fully focused on sustainable solutions to any challenges that arise, with new investment in shore-to-ship infrastructure already paying dividends.

That state-of-the-art system, which can power up to five cruise liners simultaneously, is expected to reduce pollution by around 90% for local residents by the end of the current decade.

"We want cruise passengers to enjoy their experience and put our country on their bucket list for a longer holiday next time round," said Borg. "To achieve this, we need a comprehensive effort by all stakeholders, not only from the private sector, but also from different government entities and authorities.

"This is why we are collaborating with other ministries to make sure that as a country, we intensify our efforts for a better-quality tourism product in coming years."

### Hailing its past, but eyes on the future

Not one to rest on its laurels, the MTA is already seeking out new opportunities in order to continue its impressive track record



Malta's golden beaches and crystal-clear bathing waters are among the best in the whole Mediterranean.

for many years to come. "Our next step is to ensure the success of the new direct flight from the U.S., then expand to other long-haul markets," confirmed Micallef.

"We are exploring direct flights from Asia — possibly China — and additional routes from Canada, the U.S. or Latin America. Preparing for these routes includes streamlining visa processes to ensure sufficient capacity.

"Tourism is a year-round industry, and my team is committed to maintaining the positive growth we have achieved. Like in soccer, success requires constant effort — we must keep pushing to stay ahead."

**"Visitors are amazed by Malta's diversity. Many call it a zip file, simple until opened. Then they find layers of culture and discovery, full of Mediterranean soul."**

Carlo Micallef CEO, Malta Tourism Authority

One of the channels the award-winning tourism authority aims to utilize to achieve its challenging goals is through investment in new technologies and the adoption of a comprehensive digitalization strategy.

Such a move is vital if the tourism industry is to quickly adapt to new trends and embrace technology that streamline processes and boost efficiencies, Micallef explained. "We use digital tools and artificial intelligence (AI) to research, target and measure marketing campaigns —

tracking who searches for Malta, which adverts perform best and which messages resonate," he said.

"Technology also improves operations. Automated bookings, restaurant orders and rostering systems save time and reduce errors, allowing staff to focus on guest experiences. AI supports tasks like speech prep and administrative work, helping address workforce shortages while ensuring front-line employees can deliver high-quality service.

"For example, we use a system which collects hotel reviews in 20-30 different languages. It helps identify issues — like housekeeping complaints — not to punish hotels, but to show their management what guests are saying and quickly resolve problems. This avoids scrolling through countless reviews manually and allows hotels to improve efficiently."

Returning to the core theme of ensuring visitors of all ages make the most of what the gorgeous islands have to offer, the MTA executive said authentic Maltese experiences aim to highlight its rich history, unique crafts and wonderful heritage.

"Visitors are amazed by Malta's diversity. Many call it a zip file, simple until opened. Then they find layers of culture and discovery, full of Mediterranean soul.

"Even though we have high and low seasons, the nice thing about Malta is that it's open 365 days a year. We also want travelers to come outside peak season. We're pushing for the higher-end traveler as we try to focus more on luxury travel."



# Historic Cold War milestone achieved in Malta

-  Four decades ago, the world's two most important men met in Malta and changed history
-  That moment made the world safer, as is Malta's new crime-busting center

Taking advantage of its geographical location Malta is leading global maritime enforcement.

Malta and the U.S. have both benefited from close political, diplomatic, trade and social bonds for many decades. The island nation also played a key part in one of the defining moments of the 20th century involving the U.S. and Russia, when in December 1989 the two superpowers moved to end the Cold War during a high-profile summit on the island. Considered by many historians as the most important meeting between the U.S. and the U.S.S.R. since the end of World War II, the two-day event culminated in the fa-

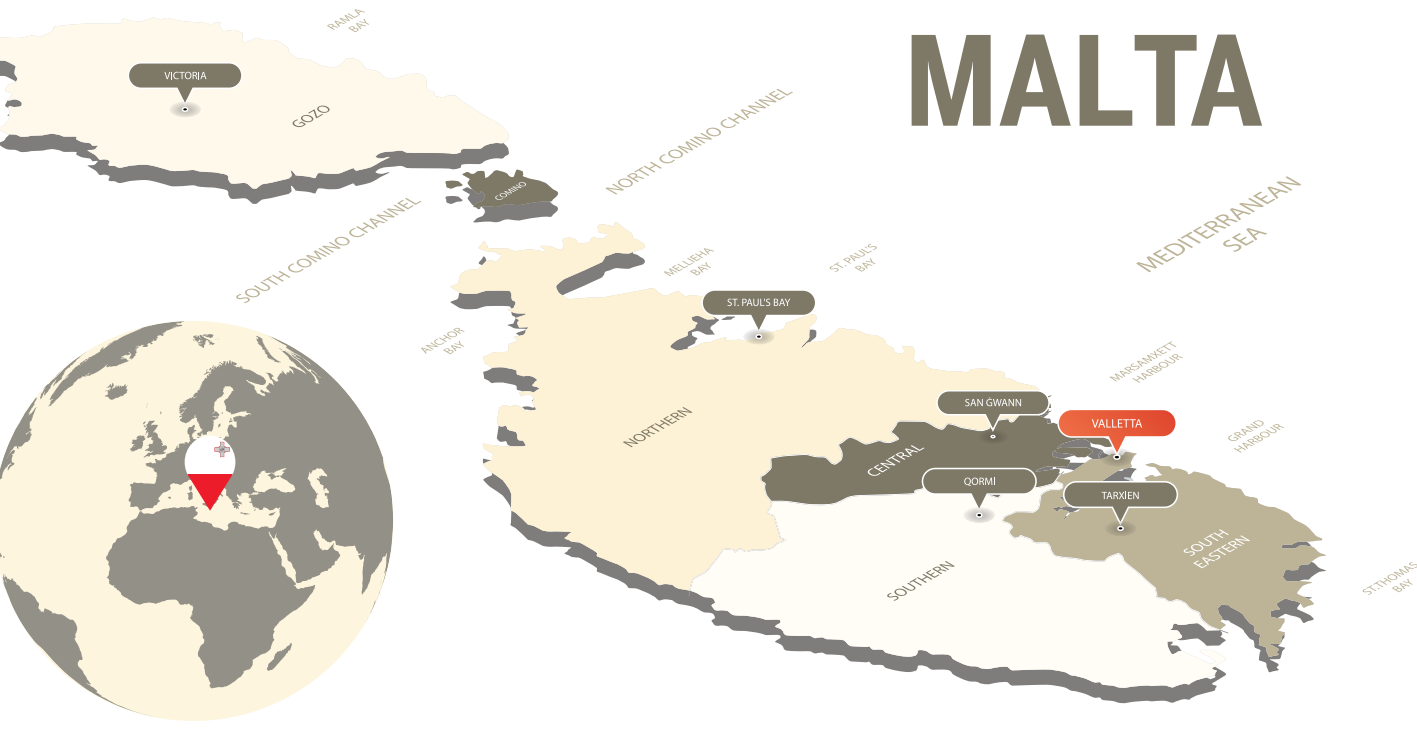
mous leaders of the two countries taking crucial decisions to reduce the immediate nuclear threat on mankind. “The 1989 Malta Summit heralded a new era of international relations,” said the Malta’s Ministry of Foreign Affairs about the milestone. “The choice of venue was highly symbolic [as] the islands are strategically located at the geographic center of the Mediterranean. “This was significant in the context of political and ideological divisions between the capitalist West and the Communist East. Furthermore, the choice of Malta was ideal due to the country’s neutrality stance. Malta declared its neutrality from the two superpowers in 1980. “The endeavor was also in line with Malta’s views about the world, as the islands adopted a policy openly advocating against the possession of nuclear weapons.” The famous events of Dec. 2-3 1989 are set in stone courtesy of The End of Cold War Memorial in the picturesque village of Marsaxlokk, adjacent to Birzebbuga. The contemporary monument, which depicts embracing arms, commemorates the end of the Cold War and also offers visitors a





One of the most important historic events of the 20th century occurred in Marsaxlokk nearly 40 years ago.

serene environment to reflect on the past. Of course, while Malta is happy to celebrate its rich history, its sights are very much set on the future, with the country now seeking to play a leading role in global maritime enforcement through its state-of-the-art Global Center for Maritime Sanctions Monitoring (GCMSM). Billed as a first-of-its-kind international organization, the GCMSM launched in November and is designed to support

real-time monitoring of sanctions implementation at sea, strengthen the integrity of flag registries and reinforce global maritime domain awareness. “In this regard, it responds to a critical gap in global maritime enforcement, as it will focus on supporting flag states, particularly open registries, in building capacity for vessel screening, monitoring, and compliance, while addressing the widespread issue of flag-hopping, maritime sanctions evasion and transnational crime,” explained Borg. “This initiative brings together technology, intelligence and capacity development. Thanks to Malta’s leadership, in partnership with Antigua and Barbuda, and our collaboration with the United Nations Office on Drugs and Crime (UNODC) and the E.U., we are empowering maritime administrations to deter sanctions violations and enhance accountability in global shipping.” According to the Maltese government, GCMSM’s work is structured around two core pillars, including vessel monitoring and alert dissemination, as well as information sharing among flag registries and information fusion centers. Within the center, the UNODC office in Malta will be a dedicated hub for delivering technical assistance and training to flag states. This includes support in the areas of vessel detection, interdiction, disruption of illicit networks, and prosecution, reflecting a shared commitment to strengthening maritime security, the rule of law and accountability on the high seas.



# Gracing the red carpet amid film shoots boom

-  Malta has hosted 169 productions in just seven years, with \$735 million in budgets fueling its creative economy
-  Iconic movies and television series have all been filmed on the islands

Incentives, skilled crews and stunning scenery make Malta a magnet for top studios and global filmmakers.

From Box Office blockbusters to hit shows on the smaller screen, Malta has carved out an excellent reputation as a place to shoot movies and series in recent years, with its backdrops featuring in multiple hit films and television productions. Leading studios, actors and production crews are increasingly opting to film key outdoor scenes and even entire movies on the island, given the attractive financial incentives offered and the wealth of natural and human resources close to hand.

**“Malta offers attractive film incentives. Its diverse landscapes, architecture and coastline allow it to stand in for destinations across Europe and beyond.”**

Carlo Micallef CEO, Malta Tourism Authority

Indeed, even if you have never set foot upon Maltese shores, chances are you have been transported there and enjoyed its fabulous architecture and landscapes through the power of cinema and television. With a favorable climate, endless blue sea and stunning scenery, the Maltese Islands provide the perfect canvas for any movie producer, hence its growing popularity as the movie hub of the Mediterranean.

“Malta offers attractive film incentives, including valued added tax rebates, making it a cost-effective location,” confirmed Micallef. “Its diverse landscapes, architecture and coastline allow it to stand in for destinations across Europe and beyond. “Strategic investments in large sea-level filming tanks in the 1970s, unmatched except in Mexico, provide unique shooting opportunities. Malta’s active film commission delivers on promises, and skilled local crews and craftspeople support production, creating jobs and fostering a strong, experienced industry. “Malta hosts both major and smaller productions, but while many of those films from famous Hollywood studios and leading streaming services have really helped to put us on the map, few actually showcase Malta itself. “Our next goal, in collaboration with the Malta Film Commission (MFC), is to produce a movie set in Malta that highlights its history and locations — perhaps about the Great Siege or a World War II story. “Such a film could reach millions instantly, far beyond what marketing alone can achieve. We have promising leads, including projects explored by experienced industry stars from the U.S. and we are confident it will happen eventually.” Unsurprisingly, given the sheer amount of big money productions that have been filmed there, the country has hosted many Hollywood movie stars and their relatives during shoots, though leading names from the worlds of fashion and music have also graced the islands with their presence. “In recent years, many stars have visited Malta, including international fashion stars and music icons,” revealed Micallef. “They come for various reasons — holidays, investments or scouting locations for films. “Some actors bring their families, as Malta is safe and convenient, allowing them to



Popular with younger visitors, this purpose-built film set village has been transformed into a fun park.



Fort St Angelo offers stunning panoramic views of the Grand Harbor and its surrounding fortified towns.

be together rather than separated for long periods during filming.” **MFC helps drive box office success** As the dynamic government body responsible for the promotion, development and support of the audiovisual industry, including the film servicing sector, the MFC is roundly credited with driving much of the industry’s impressive growth and reach. As an entity, the MFC supports and works hand-in-hand with all productions throughout the entire filmmaking process: from enquiry stage to the end of wrap and beyond, according to Micallef. This valuable, tangible help is complemented by policies, services and incentives that facilitate the work of qualifying productions and showcase the country’s many

locations, skilled labor and industry capabilities on the global stage, he added. Generous fiscal support is provided though the Screen Malta Financial Incentive (SMFI), a production fiscal aid in the form of a reimbursement, given as a cash rebate, available to both domestic and international qualifying firms with qualifying productions for eligible costs incurred in Malta. The maximum cash rebate percentage is 40% and is not only guaranteed by the Maltese government, but can serve as collateral for producers to obtain funds through their banking system. Scheduled to run until at least late 2028, the SMFI boasts an annual budget of around \$115 million, having been doubled last year in the wake of an important ruling by the European Commission.



# Stepping onto global stage as awards host



The summit will unite global tourism leaders to discuss innovation and sustainable travel growth



Valletta, a UNESCO jewel, has been chosen to host the prestigious event

Hosting of the WTTC Summit 2026 reinforces Malta's status as a trendsetter in tourism and its warm hospitality.

The great and good from throughout the global travel and tourism industry will head to Valletta next year after the historic Maltese capital was named coveted host of the 26th World Travel & Tourism Council (WTTC) Global Summit. Announcing its decision, the WTTC described the UNESCO World Heritage City and cultural crossroads for millennia as the ideal venue for its flagship annual event. "As the Jewel of the Mediterranean, the city will be a remarkable setting for high-level discussions, networking and knowledge-sharing sessions that will shape the sector's global trajectory," the WTTC said.

Manfredi Lefebvre, WTTC chair, added: "I would like to thank Malta's Ministry for Tourism, the MTA and the government of Malta for hosting the 2026 WTTC Global Summit, the most important event in travel and tourism [and] a remarkable opportunity for Malta to showcase its rich history, vibrant culture and amazing hospitality. "Malta, an island steeped in significant historical and architectural interest, offers a unique tapestry of experiences that reflect its diverse heritage. From the ancient temples to the stunning baroque architecture of Valletta, Malta's cultural richness is a treasure trove waiting to be explored. "This unique event will drive the sector forward and unlock investment opportunities for the country, as global leaders will gather to discuss and shape the future of our sector. Together, we will explore innovative solutions, foster sustainable practices, and strengthen our commitment to driving long-term growth and resilience in a rapidly changing world."

## Showcasing its tourism treasures

It goes without saying that Maltese tourism chiefs are hugely excited about the many promising business opportunities sure to be created by Valletta's hosting of the prestigious WTTC event next autumn. News of the city's hosting rights came shortly after the Rolex Middle Sea Race



The ancient capital of Malta, Mdina, is an enchanting, traffic-free place that is known as the "Silent City".

attracted top international vessels, including a Chinese entry for the first time, to the country's warm waters. Prior to that event, the hugely popular Malta International Air Show featured the famous Red Arrows and historic German World War II planes on their final display. With travel and tourism providing a backbone to Malta's economy, such events mean the WTTC expects the sector will this year contribute \$4 billion to the economy, 43.5% above 2019 levels. The council also predicts the fast-growing sector will support one in five jobs in the country in 2025, up by nearly 20% compared to 2019. "From Sept. 30-Oct. 2 2026, top investors, industry leaders and academics will gather in Malta to discuss sustainable tourism that drives economic growth, improves quality of life and inspires other destinations," Micallef enthused.

"Tourism has long been key to Malta's diversification, providing jobs, income and opportunities that continue to shape our economy and society. "It reflects the unwavering commitment of our tourism sector to drive growth, embrace resilience, and lead with vision. Beyond the immediate economic impact, the WTTC Global Summit will reinforce Malta's reputation as a center of excellence in tourism, leaving an impact on our industry, economy and nation." News of the hosting was made during this year's WTTC Global Summit in Rome, at which Malta celebrated becoming a signatory to the UN Tourism's International Code for the Protection of Tourists (ICPT). The comprehensive set of principles and recommendations aims to enhance the protection of tourists, particularly in the context of emergencies and consumer rights.

## Visionary minds meet in Mediterranean's ultimate conference destination

Renowned for heritage and warmth, Malta offers inspiring spaces for global exchange.

Malta is not only a fun, safe and secure destination for vacationers of all ages. The country enjoys a flourishing reputation as a leading destination for the lucrative, year-round meetings, incentives,

conferences and exhibitions (MICE) segment of the travel market. Many major European capital cities are only a few hours away by air and combined with a growing number of leading international aviation and hotel operators, global businesses are increasingly opting to hold events in Malta. Underlining the importance afforded to the sector, the MTA launched a dedicated website earlier this year that highlights its MICE appeal for companies, associations and federations worldwide.

"With its strategic Mediterranean location, world-class infrastructure and a unique blend of historical charm and modern amenities, Malta continues to captivate event planners and delegates from across the globe and delivers exceptional value and unforgettable experiences for the global MICE market," Micallef stated. "Whether hosting a high-level corporate summit, an incentive trip on the coast or an international conference, Malta combines professionalism with a warm, welcoming atmosphere that is second to none."

According to the industry expert, Malta's MICE appeal is due to a number of factors, including a diverse portfolio of state-of-the-art venues suitable for events of all sizes, seamless connectivity and accessibility from major European hubs, dedicated service providers and experienced local destination management companies. Combined with its rich cultural heritage, picturesque landscapes and authentic Mediterranean hospitality, it is clear to see why Malta hopes to collect a medal at this December's World MICE Awards in Bahrain.

## Pampering in paradise

From world-class marinas to secluded retreats, Malta offers refined escapes for travelers seeking privacy and authenticity.

The Maltese government's commitment to innovative, high-quality tourism was highlighted yet again just a few months ago when the popular priority guest terminal at the country's bustling international airport opened its doors after a multi-million dollar refurbishment project. The terminal, which contributed \$7.6 million to the airport's overall revenue in 2024, features five private suites on the first floor that can accommodate up to 34 guests at a time, as well as two dedicated kitchens with highly trained chefs. Malta is also a magnet for those wealthy visitors who prefer to arrive and depart via luxury yachts. Many of these floating palaces can be seen scattered across its warm waters throughout the year. Indeed, some of the most expensive yachts that have ever Sailed the Seven Seas have dropped anchor for days, weeks or even months at a time in tranquil waters surrounding some of the archipelago's best known landmarks.



The always competitive Rolex Middle Sea Race is one of the world's most renowned yachting events.

"These yachts often cost millions of dollars each, with some even renting for up to \$500,000 a day," revealed Micallef. "Beyond the scenery, Malta offers excellent services and English-speaking staff. Investment in the yachting sector is growing, with plans for additional marinas in the north and south. "We are developing luxury tourism, with top hotel brands, high-end shopping and refined experiences, but always rooted in Malta's authenticity. Our goal is to combine genuine local culture with luxury, giving visitors both the richness of our traditions and the comfort of premium amenities. Our focus is on quality over quantity — delivering experiences that visitors remember and share." As the key figure in the national yachting sector, Yachting Malta aims to identify and attract high profile yachting events to the Islands, including sailing regattas, power racing, boat shows, yachting awards and conferences. Launched a decade ago, the public private partnership between the government and the Royal Malta Yacht Club also strives to enhance the quality and growth of already established events. Meanwhile, the local hotel and hospitality industry is responding to the upward trajectory in visitors by investing in higher training and hospitality standards. "Our goal is to encourage continued investment in facilities, refurbishments and new attractions to sustain long-term growth in the Maltese hotels and hospitality sector," concluded Micallef.



Malta boasts all the ingredients for a great vacation, including some of the Mediterranean's best cuisine.

## Gastronomic greatness

Fusing flavors, Mediterranean roots and Michelin-starred chefs, Malta's cuisine is second to none.

Maltese cuisine is both eclectic and encompasses a variety of influences from previous eras. The islands are an outstanding gastronomic destination that serve the increasing number of international tourists an incredibly wide range of delightful, mouth-watering dishes influenced by a number of civilizations that have made the stunning, welcoming islands their home over centuries. The country now hosts more than 40 Michelin-starred restaurants, with judges from that prestigious guide noting that "year after year, the Maltese culinary scene continues to reinvent itself and flourish, blending bold fusion cuisines with restaurants dedicated to the treasures of the sea". Such praise is certainly music to the ears of tourism bosses, with Micallef and his team describing locally sourced food and drink as the very essence of Maltese culture. "It's no secret that Malta and Gozo are well-known for the great and tasty food which tourists can find at every corner of the archipelago," he said.

"The MTA's support in facilitating television series is just another part of our strategy to always show our prospective visitors just how much more there truly is to explore. "In a bid to honour our heritage and the culinary diversity of the archipelago, the MTA promotes local and sustainable gastronomy, and welcomes the use of traditional skills in an increasingly modern and innovative culinary scene. "We are working to attract more tourists who appreciate our gastronomy, in fact, in the MTA's marketing we have a full session which is promoting Malta as a gastronomic destination, for both Maltese food and the experience one finds in our country. We are also working to promote Maltese wines."

## Farm-to-fork concept very popular

Over the past decade and in tandem with an international growing movement, Malta has embraced the farm-to-fork concept, an innovative and sustainable approach that sees all fresh produce used in restaurant meals sourced or grown within a certain number of miles from the eatery. "This concept enables local farmers to showcase their produce to a wide audience and allows the restaurant to act as a perfect canvas for local delicacies and ingredients from land or sea," added Micallef. "The Maltese people are very proud, and rightly so, of their local cuisine. This goes hand-in-hand with the abundance of produce grown, reared, or caught here."





# Explore more *stories*



**Discover Gozo**, Malta's sister island. Just a short ferry ride from the mainland or from the capital city, Valletta. Gozo offers a calmer, greener escape with attractions for all ages. Experience a more authentic, rural way of life.



@VisitMalta