



MEDIA RELEASE

MHRA welcomes the setup of an agency to manage beaches

MHRA welcomes Government's plans to set up an agency responsible for the management of our beaches and feels that this is an important local requirement. The country's beaches are a prime asset both for locals and visitors alike, and as such must be protected in every way possible to be kept in a pristine condition for all to enjoy. Our coastal areas are amongst the principal recreation areas our limited nation has to offer, as is more than evident during the long summer months. Whether for relaxation or to practice some form of watersport, it is expected by all that our beaches be safe, clean, well kept and serviced with proper and modern amenities.

The use of EU funds for the improvement of beach facilities in Qawra and Fond Ghadir is also commendable, together with the proposed sandy beach at Qawra Point. Furthermore, the replacement of the existing bar-type ladders with wooden stepped ladders on rocky beaches, the replacement of oil drums with proper colour-coded bins and the engagement of additional staff to look after the cleanliness of beaches, is a good move and a step in the right direction to raise the standard of quality in coastal areas. It is important that this leap in service is maintained throughout the Summer months and that this is backed by effective enforcement to minimise littering and vandalism.

Our climate is the prime attraction for thousands of visitors and our beaches and the seas surrounding our islands must be protected and preserved for generations to come. MHRA therefore supports such crucial initiatives which are paramount in embellishing our national product for the benefit of all.

Thursday, May 14, 2009

About MHRA

The MHRA has been established since 1958 and today represents 70% of all hotels in Malta and 35% of all restaurants, collectively representing an investment of over Euros 1.1 billion and employing in excess of 20,000 people. For the past 50 years the MHRA has represented the interest of hoteliers and restaurateurs on the Island acting as a lobby group to ensure that the policy decisions taken on the Island are in line with what the tourism industry needs to flourish. For more information about the MHRA visit www.mhra.org.mt or call (356) 21 318133.