



MEDIA RELEASE

MHRA APPLAUDS GOVERNMENTS INITIATIVE FOR THE ORGANISATION OF EVENTS IN SHOULDER MONTHS

MHRA congratulates Government on its initiative to allocate €250,000 to local Councils for the organization of events that can serve as tourist attractions during the shoulder months. This is yet another initiative to encourage and assist Local Councils in promoting their unique traits of their community and locality, which are increasingly proving popular with tourists and locals alike.

With the recent advent of more independent travelers visiting the islands, villages are increasingly becoming more important and these will serve as unique attractions in their own right within the destination. Such events will continue to entice more tourists and indeed locals to visit the many villages, and to sample first hand, the unique attributes these have to offer. This incentive will also help to support the ongoing efforts undertaken by MTA and other stakeholders to combat seasonality concerns.

MHRA is confident that Local Councils will, as the vast majority did in the past, exploit this opportunity and will continue to organize more events and activities which are serving as a pleasant and at times unforgettable experience by many tourists and also locals. Such activities will continue to enhance our product offer and strengthen the cultural image of our islands. MHRA will continue to pledge its support to such events.

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Tuesday 3rd August 2010

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. The MHRA is also a member of HOTREC and an Affiliate member of World Tourism Organisation