



## **MEDIA RELEASE**

### **MHRA – welcomes aim for Blue Flag Beach status at Ghadira**

MHRA welcomes the Mellieha Local Council's initiatives being proposed to improve beach management at one of Malta's most popular beaches - Ghadira Bay. The proposed bye-laws being put forward by the Mellieha Local Council are a step in the right direction which should result in an improved quality of beaches. In the Summer months our beaches are prime sites attracting thousands of both locals and foreign visitors, rendering these sites into crucial focal points of activity which should be maintained at the highest possible of standards. Unless such intense measures are taken to safeguard these sites and to enforce the necessary regulations, beaches tend to fall to abuse, to the direct detriment of their users.

Mellieha Mayor's aim to attain Blue Flag status at Ghadira is admirable and MHRA augurs that all those who have our environment at heart will support this initiative wholeheartedly.

MHRA also welcomes the plans to regularise camping and caravanning activities in designated areas specifically set up for this purpose. The unrestrained use of car parks and coastline for camping and caravanning has led to the proliferation of shanty towns with the resulting shabbiness in some prime coastal areas around the islands. Mellieha Local Council's bold step to control wild camping and caravanning and to establish designated areas for these activities is to be commended and supported. This should also allow campers to practice their pastime in a more appropriate environment equipped with proper facilities for an enriched experience, as enjoyed in other countries.

MHRA strongly encourages similar initiatives by other Local Councils with such problems in their respective localities. The upgrading and improvement of our beaches and coastal areas will be of great benefit to both the Maltese and tourists, who will enjoy a better quality of life through their enhanced experience.

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**Monday 6<sup>th</sup> July 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](http://www.mhra.org.mt) or call (356) 21 318133.