



# Meet Malta at EIBTM

The Malta Tourism Authority invites event organisers to join them at this year's international meetings and incentives exhibition EIBTM

With a stand size of 139 square metres, the Malta Tourism Authority's presence at EIBTM is well-supported by its industry colleagues (see list of Participants below) ensuring a wide spread of suppliers and associated companies to help event organisers with all their requirements.

Special features on the stand include an animated presentation which will be shown across three interactive plasma screens. The idea is that each of the three screens acts as a separate visual platform to present one concept – the attractions of the Maltese islands. Lasting for approximately two minutes, it is accompanied by natural and digitally produced music.

Hospitality on the stand will feature special Maltese delicacies such as *gbejna*, *galletti*, Maltese sweet almond biscuits and wine.

At EIBTM this year, the MTA will introduce an informative flyer about its newly-launched Quality Assurance Scheme for DMCs. The flyer will direct target audiences to dedicated Quality Assurance pages on both the official destination website for the Maltese Islands, [visitmalta.com](http://visitmalta.com), as well as the MTA's corporate website [mta.com.mt](http://mta.com.mt). The online pages will list the scheme criteria and those DMCs who have successfully obtained it.

## EIBTM

2-4 December 2008  
Fira Gran Via  
Barcelona  
Spain

Malta stand number: **K540**

Marie Anne Barthet Brown from the London office of the Malta Tourism Authority will be attending the fair together with her head office colleagues Suzanne Cassar Dimech and Nadine Brincat. They would be delighted to hear from any clients wishing to contact them for appointments at the Show.

### Marie Anne Barthet Brown

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The broad aim of this Quality Assurance Scheme is to identify those DMCs who have reached a certain level of professionalism and expected standard requirements and give them due credit for their achievement. This quality seal informs MICE clients and potential clients about the service standards to be expected from Quality-Assured DMCs on an objective, impartial, quality basis.

From a destination marketing aspect, the Quality Assurance Scheme should help raise Malta's profile and enhance its reputation as a serious destination on the international scene for meetings and business events. It should also help buyers when approaching local DMCs who have obtained this quality seal. In addition it will aid international intermediaries proposing Malta to their clients by enhancing Malta's performance in a Risk Assessment, possibly giving Malta the edge over other destinations.

While MICE clients are generally very selective, the Quality Assurance Scheme will give event organisers solid criteria upon which to select the right DMC to handle their events. The credibility projected by the Quality Scheme extends to the subcontractors which DMCs as intermediaries engage to assist them with the organisation of entrusted events.

## Participants on Malta Stand

A & V von Brockdorff	Hilton Malta
Aeolos Malta	Intercontinental Malta
AGL Alliance Group	Le Meridien St Julians
Air Malta	Malta Fairs & Conventions Centre
Alliance Group Ltd	Malta Tourism Authority
Alpine Sterling Travel & Tourism	Mediterranean Conference Centre
Arrigo Oswald	MI Malta
Captain Morgan Cruises	Riviera Resort & Spa
Colours of Malta	S Mifsud & Sons Ltd
Corinthia Hotels	Special Interest Travel Ltd
Destination Malta Ltd	Sunspot Meetings & Incentives
Dolmen Resort	Vacations Malta
EC Meetings	Westin Dragonara
Events Travel	
Grand Hotel Excelsior	

CORINTHIA  
SAN GORG HOTEL  
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GRAND HOTEL  
EXCELSIOR  
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Hilton  
Malta

INTERCONTINENTAL  
MALTA

Le MERIDIEN  
ST. JULIANS HOTEL & SPA

THE WESTIN  
DRAGONARA RESORT  
Malta

Radisson  
SUN FORT RESORT FINCH

MALTA  
MALTA GOZO COMINO

MALTA

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[www.visitmalta.com/mice](http://www.visitmalta.com/mice)