

MEDITERRANEAN TOURISM FORUM



MALTA HOTELS
& RESTAURANTS
ASSOCIATION



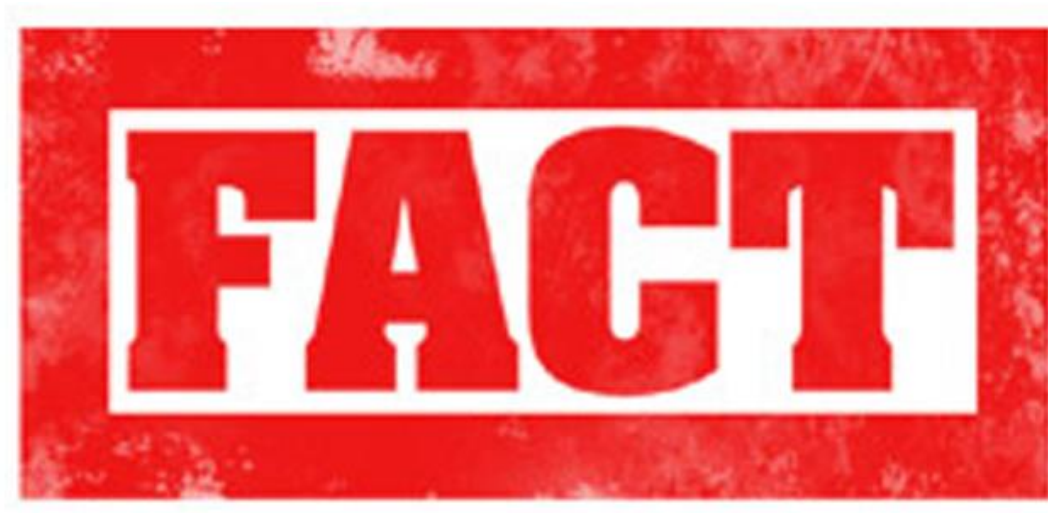
Around one-third of all international tourists arrive in the Mediterranean, making it the world's most visited region.

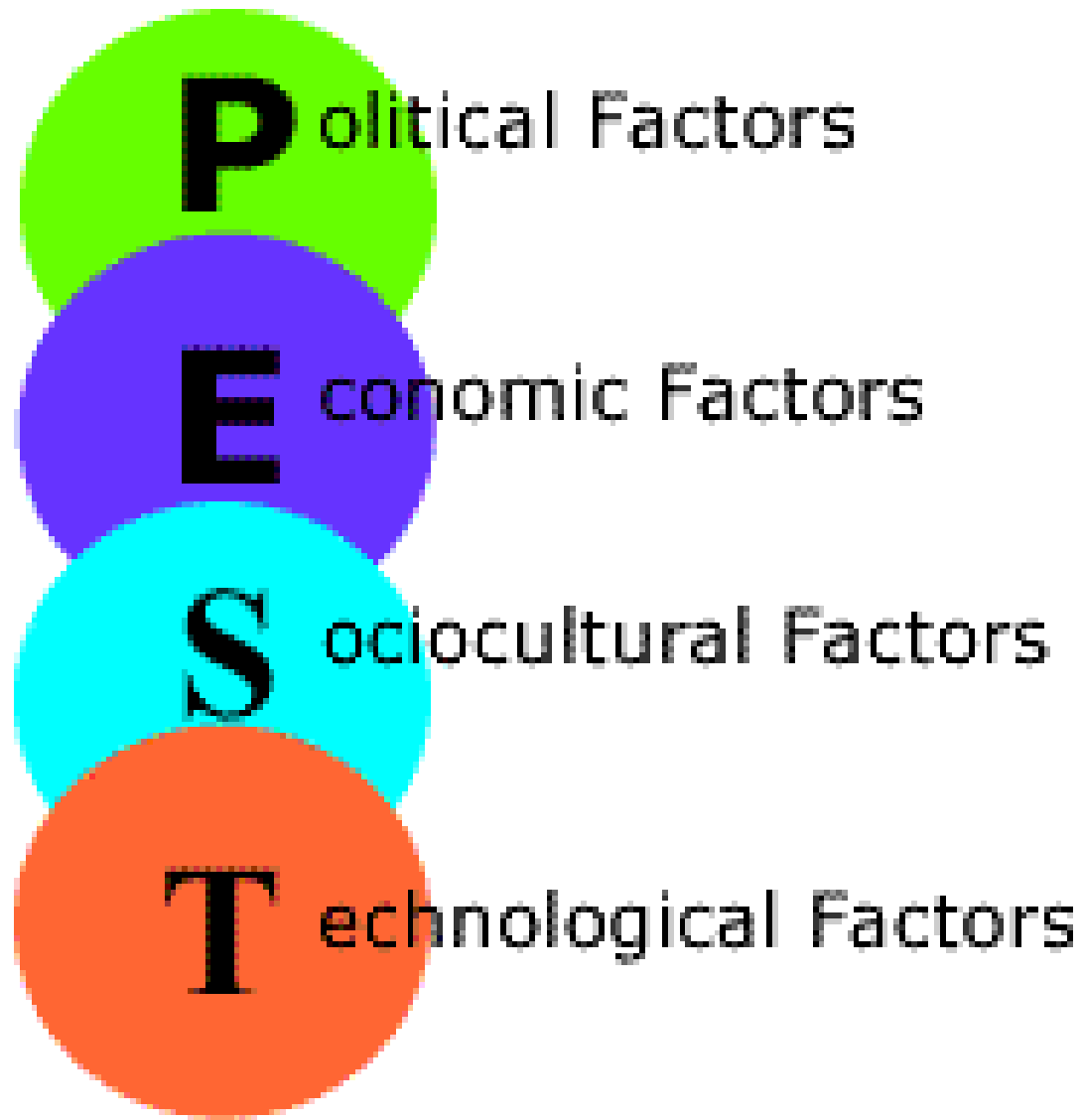




Tourism is a key industry for the economy of Mediterranean countries.

The ratio of travel receipts to GDP was highest in Croatia (15.5 %), Malta (14.4 %) and Cyprus (11.4 %), confirming the importance of tourism to these countries and hence the rest of Europe!

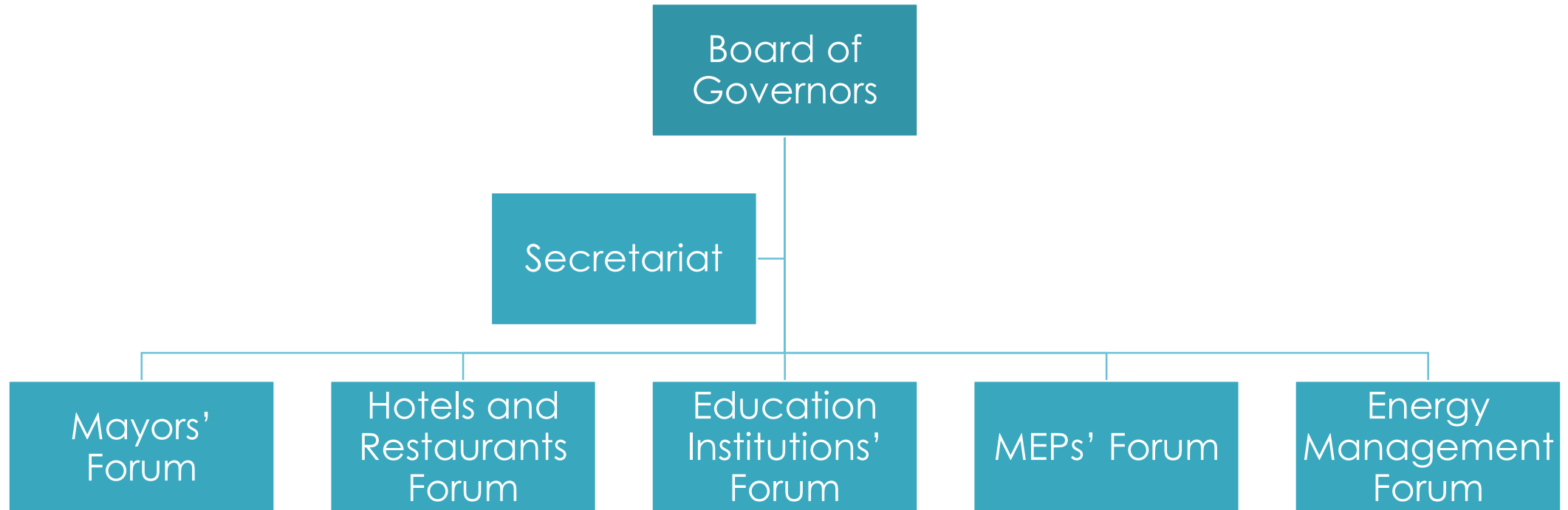




PROMOTING TOURISM SUSTAINABLE GROWTH



THE MEDITERRANEAN TOURISM FORUM STRUCTURE





Malta Hotels
& Hospitality
Association

Mediterranean
Tourism
Conference
Malta 2013

fit for
growth



fit for
growth







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**Mediterranean
Tourism
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Malta 2013**

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Tourism needs different metrics of success – Vella

Vanessa Macdonald

The way in which we measure the success of tourism has to move beyond arrival figures and revenue, Tourism Minister Karmenu Vella said.

He was speaking during the Mediterranean Tourism Conference organised by the Malta Hotels and Restaurants Association, which saw Tony Zahra step down after his two-year term as president to be replaced by Corinthia Hotels' chief financial officer Paul Bugeja.

In his farewell speech, Mr Zahra said that a record winter was forecast, bolstered by a nine per cent increase in seat capacity.

The conference was aimed at pushing the idea of a Mediterranean vision for the tourism sector, and brought together a dozen foreign speakers from the various destinations to discuss how the coherent regional brands and collaboration of the north could be replicated in the south.

Mr Zahra said that this vision was especially relevant given the rise in tourism from the BRIC countries, as they would want to visit several countries on each trip.



Experience The Great Story

on Friday, 21st November 2014
Hilton Malta - 0900hrs to 1400hrs

**Mediterranean
Tourism Forum
2014**



more details coming soon ...



MALTA HOTELS
& RESTAURANTS
ASSOCIATION



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FORMER MINISTER FOR FOREIGN AFFAIRS



GEORGE MICALLEF, **MALTA**

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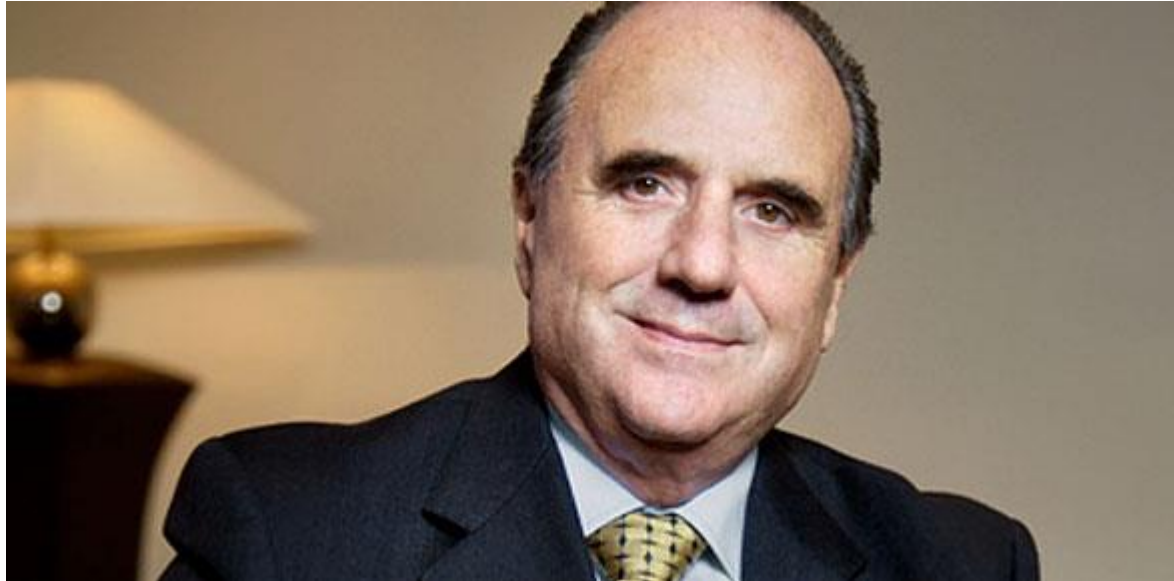
DR. TIJANI HADDAD, **TUNISIA**

FORMER TOURISM MINISTER



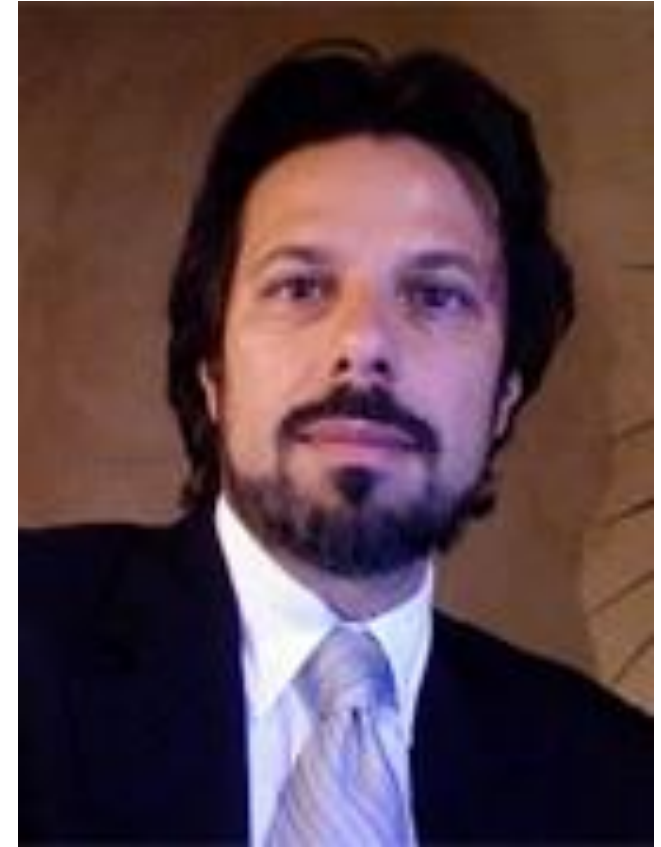
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FOUNDER OF THE CORINTHIA GROUP AND
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TOURISM MINISTER



MATTHEW PACE, **MALTA**

MHRA PRESIDENT



TONY ZAHRA, **MALTA**

MEDITERRANEAN TOURISM FORUM PRESIDENT

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21st November

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