

CIRCULAR TO ALL GTA MEMBERS 52/23

**Re: Malta National Tourism Conference, 6th December 2023, MCC Valletta
17th November 2023**

Dear GTA Member,

The Malta Tourism Observatory under the auspices of the Ministry for Tourism and the Malta Tourism Authority, is holding the first Malta National Tourism Conference with the theme: “**EMBRACING PATHWAYS TO SUSTAINABILITY**”. This event will take place on **Wednesday 6 December 2023** at the **Mediterranean Conference Centre** in Valletta between 08.15hrs – 16.45hrs. The conference will be addressed by a number of speakers, panellists, and moderators, both local and international, and will also include opportunities for delegate participation.

Following the challenging times faced by the tourism industry worldwide in the aftermath of the COVID-19 pandemic, we are all pleased to be witnessing the strong recovery of tourism performance. This positive trend has coincided with the launch of the Malta Tourism Strategy 2021-30, a holistic roadmap based on the 3 pillars of Recover, Rethink, Revitalise.

The strategy, a copy of which can be downloaded from <https://www.mtobservatory.org/strategy>, places a strong emphasis on the sustainable development of Maltese tourism with the aim of maximising tourism’s socio-economic contribution whilst minimising its impacts in a way which matches the improvement of visitor satisfaction with the retention of host population hospitality.

The **Malta Tourism Observatory** has been set up to oversee the implementation of the strategy. Amongst its diverse functions, the Observatory has been tasked with responsibility for disseminating information and eliciting stakeholder feedback. The conference is one forum where such communication and discussion will take place.

You are kindly being invited and encouraged to participate in this conference, the first of what is planned to become an annual event. Please confirm your attendance using the registration form available on our website at: www.mtobservatory.org/annual-conference/registration.

A maximum of 2 delegates per company/organisation is allowed. Each delegate is to register separately by **November 27th, 2023**.

More details, including the conference programme can be found at:

www.mtobservatory.org/annual-conference/conference-2023. In case of enquiries, you may wish to contact:

Ms Mary Rose Briffa on maryrose.briffa.1@mtobservatory.org or

Ms Shirley Cassar on shirley.b.cassar@visitmalta.com

Thanks and best regards

Joe Muscat

Chief Executive Officer GTA