

# MORE TO EXPLORE



**Malta**  
Gozo & Comino





- Island Archipelago

- 316 sqm

- Central Mediterranean

- Independent Republic

- Member of EU & Commonwealth

# Marketing: *Segment Driven*

## ✦ History & Culture

- ✓ Short Breaks
- ✓ City Breaks
- ✓ Special Interest Travel
- ✓ Pilgrimage Tours
- ✓ Going Local
- ✓ Events Calendar Related

## ✦ Family Holidays

## ✦ English Language Learning & Student Travel

## ✦ Active Holidays

- ✓ Sports Events
- ✓ Diving
- ✓ Training Camps
- ✓ Leisure Sports

## ✦ Other

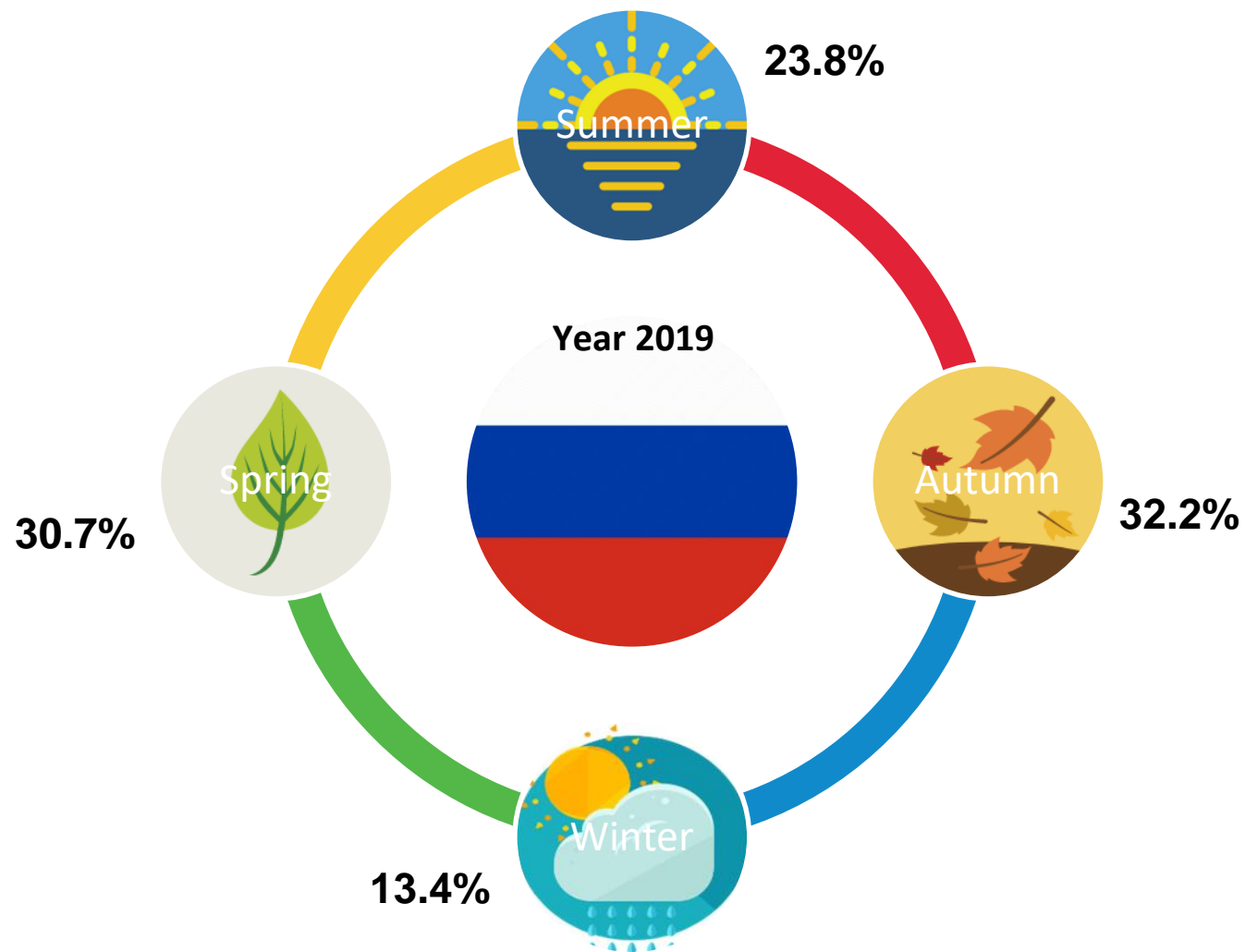
- ✓ Wellness & Health
- ✓ Weddings & Honeymoons
- ✓ LGBT
- ✓ Movie Trail
- ✓ Cruise & Stay Holidays



visit **MALTA** 



# Seasonality : Estonian Tourist Year 2019



# *Why Malta?*

Sea Sun  
Warm  
Value  
Churches  
Pleasant Relaxing  
Nice landscape  
Diverse Agreeable climate  
Interesting Lovely  
Good food  
Happy  
Clean  
Small  
Unique  
British  
Safe  
Knights  
Culture  
Hospitable



# 7,000 years of history

A leap into the past



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# Valletta

The Capital of Culture





# The Three Cities

Birgu, Bormla and L-Isla



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# Mdina

The Silent City



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# Marsaxlokk

Fishing Village



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# Comino

Blue Lagoon & Crystal Lagoon



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# Bays

Crystal Clear Waters



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# Sandy Beaches

12 Blue Flag Beaches



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# GOZO

Island of Joy



# Adventure and freedom



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# Centuries-old Farmhouses



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# Open-Air Sports

300 days of sunshine



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# Diving

Underwater paradise



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# Leisure for all the family



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# Studying English in Malta

English Language Courses



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# Entertainment



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# Maltese cuisine

## Mediterranean Flavours



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# Events

A rich all-year-round calendar



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# Film Locations in Malta

The Hollywood of the Mediterranean



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# Accommodation

Hotel comfort and legendary hospitality



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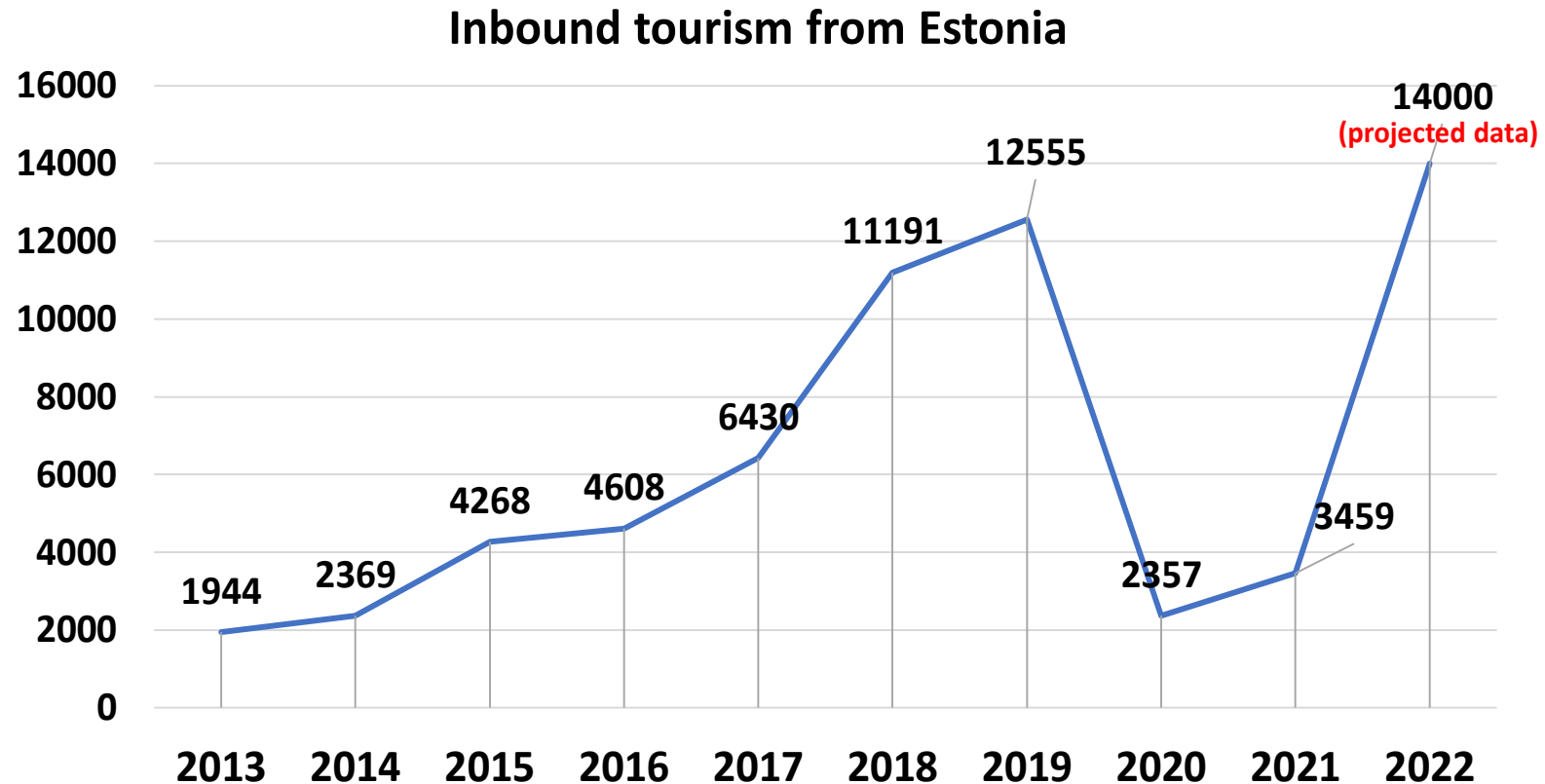
# Boutique city hotels

timeless and authentic



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# Arrivals from Estonia



**During the first 11 months of 2022, Malta received 13 121 tourists from Estonia, surpassing 2019 figures.**



# Thank You!



**VisitMalta**

OFFICIAL DESTINATION PARTNER

John Mary Attard  
Regional Director Poland

