

THE 29th AITO OVERSEAS CONFERENCE WILL BE HELD IN . . . MALTA!



- Dates from 28th November to 1st December, 2013 -

AITO today announces that it will be heading for Malta for its 29th Overseas Conference in late November, some 19 years since its last visit to the Mediterranean island, in 1994.

Malta, Gozo and Comino, the three Maltese islands making up the archipelago, are right in the heart of the Mediterranean Sea, just under 100 km south of Sicily.

Says AITO Chairman, Derek Moore: “Currently just 12 AITO members sell holidays to Malta yet, with its 7,000 years of history and culture, the island is perfectly suited to smaller specialist operators’ programmes. We’re confident that, by holding our 29th Overseas Conference in the capital city of Valletta – the 2018 European Capital of Culture - more AITO members will be encouraged to showcase the island and the many holiday experiences it offers to their clients year-round.”

The Malta Tourism Authority’s Director - UK & Ireland - Alex Incorvaja, commenting on Malta being the chosen destination for AITO’s 2013 conference, says: “We are thrilled at this opportunity and thank AITO for entrusting us with hosting its prestigious event in Malta. The exposure that the destination will receive gives us an excellent platform to raise awareness and showcase Malta’s diverse offerings to its members. It is an ideal opportunity to highlight the unique proposition of our islands to these travel industry professionals and for them to get to know the islands better”.

Malta’s climate - hot summers and mild winters – mean it will be a pleasant environment for AITO operators to enjoy in late November.

Air Malta, a conference partner, flies from Heathrow, Gatwick and Manchester during the winter months, so AITO delegates will have a choice of departure airport for the conference flights. The travelling time to Malta is just under three hours, making the destination perfect for short breaks as well as longer trips.

A variety of pre and post conference trips is expected to be scheduled, including diving off Gozo. Also available will be guided tours of the historic and fascinating capital, Valletta, and its spectacular Grand Harbour, which played such a key role in its history, particularly for the British and Maltese during World War II. Doubtless the ancient capital of Mdina, famous for its huge doorways, secretive courtyards and narrow pedestrian lanes – not to mention its stunning views across the island - will also feature. Maltese cuisine, a fascinating mélange of tastes with Italian overtones and Arabic influences, is sure to be a memorable high-spot of the conference for delegates.

Ends/10th July, 2013

Note for Editors: The island of Malta is the archipelago’s cultural and commercial centre, with neighbouring Gozo a rural area. Tiny, uninhabited Comino sits between Gozo and Malta.

Press: For more information, high-res images of Malta, Alex Incorvaja and Derek Moore, or to speak to Derek Moore, Chairman of AITO, please contact Sue Ockwell or Stephanie Reed at Travel PR, telephone 020 8891 4440, email s.ockwell@travelpr.co.uk or s.reed@travelpr.co.uk.