



THE MALTA CHAMBER

PRESS RELEASE

15th October 2020

Sustainable tourism needs to be integrated within a holistic strategy to achieve National Quality Objectives

A delegation led by President Perit David Xuereb, met the Minister of Tourism and Consumer Protection, Hon. Julia Farrugia Portelli.

The Malta Chamber of Commerce, Enterprise and Industry President highlighted the importance of tourism for the country's economy and underlined the significance of the Ministry and the Chamber maintaining the strongest working relationship.

The Malta Chamber President reiterated the importance of sustainable tourism to be integrated within a holistic strategy to achieve a National Quality Objectives as set out in the Chamber's Vision document - Smart Sustainable Island that seeks to safeguard economic growth while enhancing the quality of life of our people.

"This theme should be reflected in the entire value chain and trickled down to all economic operators", President Xuereb said.

During the meeting, The Malta Chamber presented its recommendations for Budget 2021. The recommendations for the budget were based on several round table discussions; one of which was dedicated to the Tourism sector.

The Tourism Business Section Deputy Chair Mr Alan Arrigo said, "The country must focus on projecting high-quality touristic experiences, one that is not only interested in cultural tourism but is also interested in creative tourism."

Hon. Minister Julia Farrugia Portelli thanked The Malta Chamber for its continuous work especially during these challenging times. Hon. Farrugia Portelli said that Government was working on a strategy that was based on sustainable tourism which was expected to characterise an industry driven by quality experiences in the coming years.

Perit David Xuereb was accompanied by CEO Ing. Edward Chetcuti, Tourism Business Section Chair Mr Ian Fitzpatrick, Deputy Chair Mr Alan Arrigo and Committee members Mr Louis Olivieri and Mr James Perry, and Policy Executive Ms Julia Aquilina.

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