



MALTA HOTELS  
& RESTAURANTS  
ASSOCIATION

# INTOUCH

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## ITS AND MHRA SIGN MOU



Tourism Minister Edward Zammit Lewis presided over the signing of a Memorandum of Understanding between The Malta Hotels and Restaurants Association (MHRA) and the Institute of Tourism Studies (ITS).

ITS Executive Chairman Pierre Fenech said that there is always need for further collaboration between ITS and the industry stating that the signing was just the first step of many initiatives the ITS wanted to undertake together in the future.

He explained that the interest of students always came first and that If the industry continued to succeed, then students would also benefit.

MHRA President Tony Zahra spoke of the success the industry had seen over the past 5 years. He described the MOU as a positive step amplifying that many of his generation grew with the industry as such it was imperative to tell the youngsters to also grow with the industry. One could enter at one level and keep on rising higher.

Minister Zammit Lewis explained that the sector was doing very well and was always achieving better results. He noted that more work had to be done within ITS to bring it closer to the industry. The Minister added that It had always been a good experiment, however like every experiment, it had to develop over time.

Dr Zammit Lewis spoke of the need to further invest in human capital, and encourage youths to enter the industry. He explained that the hospitality industry was an all-year-round industry that offered opportunities both locally and abroad.

He described the MoU as an opportunity that will open the door to the ITS students to establish relationships with operators and hence students would be better able to find employment when they conclude their studies. The Minister affirmed that students would find employment immediately and were exposed to the workplace.

## FOOD TOURISM CONFERENCE & B2B EVENT



The European Commission - DG GROW is organizing the **Food Tourism Conference and B2B Event**, on 28th September 2015 that will see the participation of companies, clusters and Institutions from all over the world.

In the framework of the *European Food Tourism Week*, and on the occasion of Expo Milan 2015, this Event is meant to bring together the main players in the tourism and food sector (industry representatives, international organisations, NGOs, opinion leaders, small businesses, and national and regional authorities).

The event will include a **conference** and **B2B meetings** among companies, consortia and clusters in tourism and food industry, with special regard to PDO and PGI, institutions and associations dealing with tourism and territorial marketing, hotels and other hospitality groups and chains. The event is fully free of charge.

Furthermore, part-expenses of the visit can be refunded through a scheme currently administered by Malta Enterprise.

For more information please contact:

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## ‘BAND ON TRACK’ A NEW BAND IN TOWN



The ‘**Band On Track**’ is a newly formed band with David Mifsud pianist and vocalist, his twin brother James and Benjamin Le Brun, violinist. The band was formed quite spontaneously when James (the singer), went to Benjamin and started joking about needing a violinist for an upcoming summer project. Quite a few rehearsals later and a few gigs at St. Aloysius College, led the band to their upcoming debut at The Farson's Great Beer Festival 2015. From there the whole idea of remaining together and performing seemed amazing to all of them, something of a dream job to put it bluntly.

From the start the band set out to find their own style and give them a bit of a unique taste in the music scene. Their genre follows an acoustic sound, blending together a lot of styles from current popular choice of music! One could call it *eclectic* because the band take aspects of different genres they like from all sorts of songs and combine them together to create their own take on music. Currently ‘Band on Track’ is working on building a wide repertoire of covers that people could really recognise and sing along with, however the plan for the future is to work on their own original compositions and possibly even expand the band, bringing in their favourite guest drummer, James Iles as a full time member. For now they are just trying to get out on the music scene and get themselves known for what they love, THEIR MUSIC!

Those who wish to contract this band may contact: [band.ontrack@gmail.com](mailto:band.ontrack@gmail.com) or 7932 3778

## THE MALTA ASSOCIATION FOR SUPPORTED EMPLOYMENT



**The Malta Association for Supported Employment** gives representation for voluntary organisations in the field of services related to disability and vulnerability in line with other European Union countries.

MASE assists people with significant disabilities (physical, intellectual, psychiatric, sensory and hidden) to access real employment opportunities of their own choice in an integrated setting with appropriate ongoing support to become economically and socially active in their own communities. MASE promotes the principles of high quality Supported Employment services. Our brief is to represent, inform, train and encourage best practice. As per the Minister's speech, the 2% legislation will be implemented; any company employing more than 20 employees, at least 2% of its workforce must consist of persons with disability. Employers who fail to adhere to the above will have to pay a contribution of € 2,400 for

every disabled person they should have employed, up to a maximum of € 10,000 for any one employer.

Our four step approach - what starts with an assessment, then continues with a skill building period, and a matching phase what followed by a job placement with a job coach - ensures that the beneficiaries of the program and the employers will find their common goals in the program.

Benefits:

- 156 Weeks assistance/ Subsidy
- Retention Period of 12 month over the 156 weeks
- A flat rate of €125 per week for every disabled employee – Full Time
- A flat rate of € 62.50 if on part time at 20,25 or 30 hours a week
- An Employer who employs a disabled person will be exempt from paying the Employer's share of social security contributions for such employee and may also be eligible to claim a fiscal incentive equivalent to 25% of the disabled person's wage up to a maximum credit of € 4,500 for each disabled persons.
- € 20,000 as first year tax deduction in respect to capital expenditure to increase workplace accessibility or to acquire equipment or to train persons with disability.

***“The greatest compliment one can give MASE is to employ one of their clients.”***

## WORLD TOURISM DAY 2015 – ‘ONE BILLION TOURIST, ONE BILLION OPPORTUNITIES’



UNWTO is very pleased to be launching this year's **World Tourism Day (WTD) campaign, highlighting the transformative potential of one billion tourists.**

Ahead of 27 September 2015, UNWTO would like to invite all of us to speak with a common voice on what matters most to us: tourism's ability to drive inclusive development, create millions of jobs and build the sustainable societies we want for our future.

Against this backdrop, this year's WTD theme, **'One Billion Tourists, One Billion Opportunities'** aims to raise awareness amongst decision makers and the general public of tourism's global socio-economic impact and its capability to drive positive change in countries, communities, and ultimately people's lives across the world.

You are invited to join UNWTO in spreading this message and showcasing the power of our sector in a global conversation by using the hashtags **#1billiontourists** and **#WTD2015** in social media.

**On 27 September UNWTO wants the world to talk about tourism's transformative force. With your valuable support, we trust that we can make it happen.**

## TOURISM UP BY 5% IN JUNE 2015



Inbound tourism statistics for June 2015 published recently by the National Statistics Office indicate an increase of 4.5% in the number of tourists visiting Malta compared to June last year. June tourism volumes reached 187,617 if one also includes overnighting cruise passenger

numbers.

Expenditure by tourists during June 2015 peaked at an impressive €165.2 million featuring an incremental spend of €4.4 million over the same month last year. The number of nights stayed by tourists increased marginally to reach the 1.36 million mark. The number of tourists staying in hotel-type collective accommodation, which hosted three out of every four tourists during June increased marginally to reach 134,799 while those staying in private accommodation grew by almost 5,000 or 11.3%.

Italy continued to perform very strongly featuring a 20.4% increase to reach 28,712 June arrivals while the UK grew by 9.9% to reach 56,457 arrivals during the month under review.

The cumulative situation for the first six months of 2015 features an increase of 5.3% or 38,706 more tourists to reach the unprecedented level of 769,644 tourists. The growth is almost evenly spread between package and non-package tourists while the number of first time visitors is featuring strong growth owing to increases from new markets and market segments. The average length of stay is marginally down to settle at 7.1 nights owing to the strong growth in the number of short-break tourists who average a 4 to 6 night stay. Both collective and non-collective accommodation categories registered increased tourism inflows during the first six months of 2015, while the total number of nights stayed exceeded the 5.45 million mark.

Cumulative tourist expenditure during the first six months of the year was in excess of €625.6 million, an increase of 6% or €35.3 million over the first half of last year. Expenditure is growing at a faster rate than arrivals indicating a better per capita spend of around €820 as against €814.5 last year. All major and secondary nationality groupings are featuring healthy growth with the exception of Libya and Russia whose negative performances were widely anticipated much earlier in the year.

The Malta Tourism Authority expressed its satisfaction at the good results for June and the healthy performance of tourism flows from a wide number of benchmarks. CEO Paul Bugeja stated that, the collective extensive work being done by all stakeholders was reflected in these positive numbers. On the other hand he warned, results achieved could not be taken for granted and hence one needed to continue to work endlessly in improving the product and the way to position Malta in each specific market for each specific segment. MTA was very satisfied with the results to date, coupled with the positive outlook for the summer months that provide further proof that 2015 is set to be a very good year for Maltese tourism. A mix of improved connectivity due to increased airlines routes and services, more aggressive marketing and the growth being registered from a range of newly developed markets and segments were all contributing positively to these impressive results.



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