



CIRCULAR TO ALL GTA MEMBERS

18th October 2021

Dear GTA Member,

The Ministry for Gozo has just launched a scheme, whereby financial assistance is granted to Destination Management Companies who offer their services to organise and host MICE activities in Gozo that reach quality standards, including, hiring of venue, catering services and touring activities.

The scheme gives further prominence to the business tourism sector which is predominantly featuring under MICE. The latter is not dependent on seasonality factors and hence, is a positive contributor to mitigating the pressures of seasonality produced by the tourism industry.

One of the GTA proposals for Budget 2021 was assistance to incentivise the MICE segment in Gozo. To this effect the administrative basis for this scheme is the Malta Budget 2021, specifically cited in section 3.18 of the Malta Budget Speech 2021, which aims to develop Gozo's potential in attracting Business Tourism under the concept of MICE and promote Gozo as an ideal location for the organisation of MICE activities.

The Available Budget and duration of the Scheme is demand driven. Aid will be awarded on a first-come, first-served basis, subject to the annual ceiling and total budget. Complete applications must be submitted by 30th November 2023 for MICE activities organised between 2nd October 2021 and 30th November 2023. Any exceptions made in relation to applications submitted after the 30th November 2023 deadline, will be at the discretion of the Ministry based on the entity of the proposed activity

For guidelines and application form can be obtained from the following link:

<https://mgoz.gov.mt/en/Pages/eForms/Support-in-Organizing-and-Hosting-MICE-Activities-in-Gozo-Scheme-.aspx>

Thanks and best regards,

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