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## **MEDIA RELEASE**

### **AIR MALTA REBRANDING**

The Gozo Tourism Association welcomes the rebranding of the National Carrier and congratulates AirMalta Chairman and board of Directors as well as the management team for the airline's new image.

The Gozo Tourism Association is pleased to note that, apart from conveying a fresh look with vivacious attractive colours, and displaying the diversity of the country's name very prominently, the new Air Malta planes livery, is also promoting the Maltese Arcipelago, through its new motto *the airline of the Maltese Islands*. Thus it is also endorsing the fact that Malta is not only an island, but a group of islands and therefore it is creating awareness and inquisitiveness about the other islands, namely Gozo and Comino.

Finally the Gozo Tourism Association believes that the national Airline is the lifeline of our tourism industry, and as a destination carrier plays a fundamental role toward the accessibility of the Maltese Islands. In this regards, GTA augurs that Air Malta will continue to make steady and sustainable improvement in the demanding road to recovery.

Joe Muscat  
**CEO**  
**Gozo Tourism Association**