



4, 'Ta' Mliet Court' Gorg Borg Olivier Street, Victoria, Gozo, VCT 111, Malta.
Tel/Fax (+356) 21 56 51 71 – email: gtagozo@onvol.net - website :www.islandofgozo.org.

MEDIA RELEASE 08/16

16TH March, 2016

The Gozo Tourism Association at the ITB in Berlin

The Gozo Tourism Association has manned the Gozo desk within the Malta Tourism Authority stand at the International Travel Bureau (ITB) Tourism Fair in Berlin between 9th and 11th March, 2016.

During this major tourism fair the GTA representative held several meetings with a number of operators in the tourist industry. These hailed from the various sectors of the travel trade and included Travel Agents, Tour Operators, Handling Agents and Hoteliers. Particular interest in active, shoulder months tourism niches, such as walking, cycling, and diving was noted during these meetings.

The GTA representative also met a number of journalists and free lance feature writers who are interested in featuring Gozo in their respective publications. Other meetings were held with other advertising agencies and travel guide representatives.

During the duration of the ITB fair the GTA representative also distributed the latest promotional material and publications on Gozo, published by MTA, the Directorate for Tourism within the Ministry for Gozo and the Gozo Tourism Association.

As in all other international tourism fairs, the participation of the Gozo Tourism Association was made possible, through the collaboration and co-operation extended to GTA by the Malta Tourism Authority, the Ministry for Gozo and the Ministry for Tourism.