

Standards – *Quality Assurance Seal*

Objectives

Part of Malta's tourism policy for 2007 – 2011 is to increase Malta's competitiveness as a business tourism destination. As a direct result the Malta Tourism Authority (MTA) has launched a quality scheme for local destination management companies.

The Quality Scheme seeks to recognize high levels of quality, consistency and professionalism and covers areas including customer satisfaction, references, insurance coverage, continued development and event evaluation.

The scheme is in line with other international quality schemes and is designed to give organisers reassurance that they are in good and professional hands.

Press Release



VALLETTA, 09 Jan 26 – In a presentation ceremony at the Mediterranean Conference Centre the Hon. Parliamentary Secretary for Tourism Dr. Mario De Marco and the Malta Tourism Authority CEO, Mr. Josef Formosa Gauci presented a certificate and a plaque to be displayed on business premises to Unconventional Malta Ltd.

This presentation follows a detailed audit in which Unconventional Malta obtained the Quality Assured seal for Destination Management Companies.

The Audit is the first of its kind ever undertaken in Malta by the MTA. This initiative was felt necessary so as to reassure potential MICE customers to Malta of the professional services available on the islands.