



Practical Information Note for High-  
Level Master Class on “Attracting  
Chinese Tourism to the  
Mediterranean Countries”

**24 May 2017**  
**Corinthia Palace**  
**Balzan**  
**MALTA**



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



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## Introduction

Chinese outbound tourism is one of the most discussed phenomena in contemporary tourism. As the Chinese outbound market grows and evolves into a more mainstream source of tourism demand, increasing numbers of countries are seeking to tap into its potential.

Chinese tourism is already well established in a number of Asia-Pacific, North and Latin American and European destinations. The Mediterranean littoral has featured mixed fortunes with some destinations being more successful than others in their efforts in the Chinese market.

The UNWTO and the Ministry for Tourism draw upon this phenomenon, and taking into account that 2018 has been designated as the European Union-China Tourism Year, have formulated this Master Class on the belief that the Mediterranean brand comprises a number of distinct attributes which should enable Mediterranean countries and destinations to develop a clear market positioning based on a set of unique selling propositions which are attractive to Chinese tourists. Given also that Malta has assumed the Presidency of the Council of the European Union in the first half of 2017, and the Ministry for Tourism of Malta will be organising a High Level Conference to discuss a wide spectrum of themes, the Ministry and UNWTO are organising this Master Class back to back with the Maltese Presidency event to stir a wide-ranging debate on Tourism, which is an important contributor to the economy.

The Master Class will bring together experts in the field of marketing, travel organisation and product development to discuss what the Mediterranean countries need to do to strengthen their potential in the Chinese market. It will also tap into some of the success stories from the region through the sharing of best practice examples from countries which already have a foothold in China.

## Venue

Corinthia Palace  
Hotel and Spa  
DE PAULE AVENUE  
SAN ANTON BZN9023  
MALTA  
TEL: +356 21 440301  
FAX: +356 21 465713  
EMAIL: [SANANTON@CORINTHIA.COM](mailto:SANANTON@CORINTHIA.COM)



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The High-Level Master Class will be held at the Corinthia Palace Hotel and Spa in Balzan Malta. This venue is located in central Malta, close to San Anton Gardens

## **Registration and Accreditation**

The Maltese Presidency of the Council of the EU has implemented an online registration system for all Meetings, which will also apply to the UNWTO-Ministry for Tourism High-Level Master Class. Participants will receive an invitation to register with a link that will grant immediate access to the registration portal. Once a participant has registered, he or she will receive a confirmation that will give access to the accreditation process. The Delegate Accreditation Officer (DAO) or the individual participant can view the accreditation status of all his/her delegation's participants by using a provided login on the system. Once the process is complete, accredited participants will be issued with a badge that will grant them access to the venue. Participants will not be admitted into the meeting venue without the badge. Accreditation is personal and non-transferable.

Badges will be issued only to individuals who have successfully completed the registration procedure and received accreditation. Delegates are invited to register well in advance of the meeting.

## **Contact Information**

Queries in relation to registration and accreditation should be addressed to:  
**[accreditation@eu2017.mt](mailto:accreditation@eu2017.mt)** or **+356 2540 2700**.



## Accommodation

Delegation members are responsible for booking and paying for their accommodation. A limited number of rooms have been reserved for members of the delegation at the Corinthia Palace Hotel and Spa, Balzan, who will pay for their stay. However, allocation of these rooms by the hotel management will be on a first come first served basis. Early hotel booking is strongly recommended to avoid disappointment. Delegates may opt for alternate accommodation. A list of hotels may be viewed at <http://www.visitmalta.com/en/where-to-stay>. Delegates are advised to make accommodation requests well in advance, as rooms are subject to availability.

Registering for a meeting **does not automatically mean that accommodation has been booked**. Delegates paying for their own accommodation should make sure that they receive confirmation of booking by email from the hotel.

An Information Desk will be located at the foyer of the hotel to assist delegates in any matters that may arise.

Queries should be addressed to [\*\*masterclass.mot@gov.mt\*\*](mailto:masterclass.mot@gov.mt)

## Arrival and Departure

### *Ministers*

Chauffeur-driven cars will be provided to transport Ministers and other Ministry Level Heads of Delegation from and to the airport. A Liaison Officer shall travel with each Head of Delegation.

Transport arrangements, including departure times and journey duration, will be made available in the official meeting programme. Collective transfer by executive minivans and coaches will be used whenever possible.

### *Delegates*

Other delegates are kindly asked to organise their own transport to and from Malta International Airport. The following bus routes are all available at the airport terminus, passing through different villages en route to and from the accommodation.

**X1** Ċirkewwa – Airport

**X2** San Ġiljan – Airport

**X3** Bugibba – Airport

**TD2** San Ġiljan – Airport

**TD3** Bugibba – Airport

Further information can be found on the website:

[\*\*https://www.publictransport.com.mt/\*\*](https://www.publictransport.com.mt/).

Taxis are available directly outside the Arrivals Hall at Malta International Airport 24 hours a day. A taxi service booth, from which prepaid tickets can be bought, is situated in the Arrivals Hall.



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Further information can be found on the website:

**<https://www.maltairport.com/passenger/getting-here/taxi-service/>**.

## **Transportation to and from the Venues**

Executive coaches will be provided to transport Heads of Delegation and other delegates from the hotel to the reception venue.

Executive coaches will also be provided to transport Heads of Delegation and other delegates from St Julians to the Conference venue.

Delegation members staying at a different place of accommodation are responsible for organising their own transport to the meeting venue.

## **Schengen - Visa**

Should a visa be required in order to attend the High-Level Master Class, it is the delegate's responsibility to access the visa website in order to obtain the necessary application. This would need to be filed at the diplomatic mission of the main destination or country of first entry into the Schengen area, or its representation. The delegate must ensure that the application is lodged within the established deadlines in order to ensure timely review.

Should a visa be required, it should be clearly indicated in the registration form on the Accreditation Portal. Upon successful completion of the process, the Presidency Unit will issue a supporting letter confirming accreditation.

The relevant documentation may be obtained from Malta's Central Visa Unit (CVU) portal:  
**<https://identitymalta.com/visa-application>**

For further information, kindly contact Malta's Central Visa Unit (CVU) on  
**+356 2204 2310/2421/2424** or **[mvisa.ima@gov.mt](mailto:mvisa.ima@gov.mt)**.

## **Facilities**

A help desk providing delegates with assistance will be set up at the venue.

## **Other Practical Information**

### ***Important Numbers***

<b>Emergency</b>	112
<b>Ambulance</b>	196



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**Police** +356 2122 1111/4001/4007

**Mater Dei  
Hospital** +356 2545 0000

**Passport Office:  
Malta** +356 2122 2286

### ***Time Zone***

The time zone is Central European Time (GMT+1).

### ***Currency***

The currency in Malta is the Euro.

### ***Country Code***

In order to make an outgoing international call to Malta, the country code is **+356**.

### ***Using Money in Malta***

There are several banks, bureaux de change and automated foreign exchange machines from where you can exchange your money. Visa, Mastercard, American Express and Diner's Club cards are accepted at every establishment that accepts payment by credit card. If any of the following logos appear on your card: Visa/Electron/Plus and Mastercard/Cirrus/Solo/Maestro, you will be able to withdraw money from the several ATMs around the island. It is important to check whether your home bank has authorised your card for international use if you plan on using a debit card.

### ***Power Supply***

230V ±10% electrical supply. Supply frequency is 50Hz.

Plug socket in use is the three-pinned rectangular pin BS 1363 plug. The two-pinned round pin BS 4573 plug is used for shavers. Adapters are widely available.

### ***Climate***

The climate is a Mediterranean one. Winters in Malta are short, mild and windy, and even though with infrequent rain, the air is quite humid. Summers are long, hot, dry and very sunny. May is the first reliably dry and sunny month of the year in Malta, although it does lack the higher temperatures that come with summer. The average temperature for the island in May usually rises from 17.5°C to 21°C. Daily highs increase from 21°C to 25°C and daily lows also rise from 14°C up to 17°C as the month develops.

### ***Languages***

Both Maltese and English are official languages. English is widely spoken all over the Island, followed by Italian. French speaking officers will be available during the High-Level Master Class.



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## Contacts

For further information, kindly contact :

Ms Graziella Farrugia  
Ministry for Tourism Conference Coordination Team

**Tel:** +356 2291 5050

**Email:** [masterclass.mot@gov.mt](mailto:masterclass.mot@gov.mt)

Mr Peter Janech  
Regional Programme for Europe  
United Nations World Tourism Organisation

**Tel:** +34 91 567 8211

**Email:** [pjanech@unwto.org](mailto:pjanech@unwto.org)

*Visit Malta* is a valuable source of information about the Maltese Islands run by the Malta Tourism Authority. For further details, kindly visit <http://www.visitmalta.com/>. The Malta Tourism Authority also runs an information desk at the Arrivals Hall in Malta International Airport. Contact Details are as follows:

**Address:** Malta Tourism Authority  
SCM 01  
Suites 301-306  
Smart City Malta  
Ricasoli SCM 1001  
Kalkara, Malta

**Tel:** +356 2291 5000

**Email:** [info@visitmalta.com](mailto:info@visitmalta.com)

**Website:** <http://www.mta.com.mt>

## **Important information for Ministerial Delegations**

### **Airport Security**

#### ***Delegations arriving by commercial flights (Malta International Airport):***

Delegations are requested to communicate their flight number, arrival/departure time by *Note Verbale* to the Maltese Ministry for Foreign Affairs by email to: **[diplo-clearances.mfa@gov.mt](mailto:diplo-clearances.mfa@gov.mt)**.

Delegations will be greeted at the airport by Protocol Officers from the Ministry of Foreign Affairs and will be accompanied to the VIP Lounge. Additional delegation members who arrive separately will go through normal channels and will make their own transport arrangements.

#### ***Flight clearance for delegations arriving by government, military or private aircrafts (Malta International Airport):***



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The request for the diplomatic overflight and landing clearance of private aircraft should be made through the Protocol Directorate of the Ministry for Foreign Affairs a minimum of 4 working days in advance, and sent to the following e-mail address: **diplo-clearances.mfa@gov.mt**. The request must be sent by *Note Verbale* which must include arrival date and time, handling company, aircraft registration number, flight number (if applicable), origin and destination upon departure, full details

of all passengers and passport numbers. In such a case, the applicant would be sent a Diplomatic Clearance Form, which is to be duly completed and attached to the same *Note Verbale*.

Please note that any modifications should be communicated **at least 48 hours in advance**.

The following is information on the Ground Handling Service Providers:

Air Malta plc

Ground Operations/Ground Handling

SITA: MLAKOKM - 24 hr services

Fax: 2124 2006 - 24 hrs services

Mobile: 7949 4423 (24 hours)

Ground Handling Coordination

SITA: MLAUFKM

Tel: 2299 9262 / 9243

Fax: 2169 2495

Email: **handling.airmalta@airmalta.com**

Aviaserve Ltd

Ground Handling

SITA: MLAGGXH / MLAGLXH

Ops: + 356 2369 6421

Mobile: + 356 7943 1455 - 24 hr

Fax: + 356 2369 6422

Email: **jbugeja@aviaserve.eu**

Email: **generalaviation@aviaserve.eu**

Aviation Fuel Services Provider

Enemed Co. Ltd.

Ing. Philip Borg

Divisional Manager - Operations

T: +356 22208200 | M: +356 7900 8900

E-mail: **philip.b.borg@enemed.com.mt**

***Baggage and cargo handling***



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Delegations are responsible for their own baggage handling and are requested to designate a baggage master for the identification and handling of the official (accredited) delegation's baggage. Each delegation will also be responsible for transporting its delegations' baggage.

### ***Departure (for delegations leaving on a commercial flight)***

The delegation's baggage master should be present at the airport at least one and a half hours in advance of the scheduled departure with the official delegation's tickets, passports and luggage to complete all check-in formalities. The official delegation may arrive one hour before departure.

### ***Departure (for delegations leaving by government, military or private aircrafts)***

The maximum dimensions of baggage which can be screened through the x-ray machine located at the VIP lounge are: 75cm (width) x 55cm (height).

### ***Delegation Security Officials***

Security Officials must comply with the regulations of the Maltese law enforcement services. Malta's regulations do not allow for weapons to be carried within its territory, and all weapons have to be surrendered at point of entry at the Malta International Airport. **The carriage of firearms by foreign security officers in Malta is prohibited.** Foreign Security officers carrying firearms are to surrender such weapons to the proper Police officers at the airport on arrival against a receipt. The firearms will be returned to the owner before departure if he/she is travelling on a State aircraft, or to the owner for delivery to the commercial aircraft agent to be stored in the aircraft hold according to international procedure.

Foreign Security officers carrying firearms are urged to make sure that details of the firearms and ammunition they will have in their possession on arrival, and which are to be surrendered for safekeeping, are communicated early in order to avoid delays during the delivery to the Maltese Ballistic Officers. This information needs to be sent by *Note Verbale* to the Maltese Ministry for Foreign Affairs by email to: **diplo-clearances.mfa@gov.mt.**

### ***Radio frequency:***

If a radio frequency is needed, information on the frequency range and technical characteristics should be communicated to the Protocol Directorate of the Ministry for Foreign Affairs via *Note Verbale* on **diplo-clearances.mfa@gov.mt.**