



THE MALTA CHAMBER

PRESS RELEASE

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The Malta Chamber Welcomes Direct US-Malta Flights, Calls for Focus on Quality Visitor Experience

The Malta Chamber of Commerce, Enterprise and Industry welcomes the announcement that its long-standing proposal for direct flights between the US and Malta has finally been realised. US carrier Delta Airlines has announced plans to commence direct flights from New York to Malta starting June 2026. This development marks a significant milestone in boosting US tourism to Malta and will strengthen trade links between the two countries.

This proposal was first introduced in The Malta Chamber's Rediscover document in November 2021 and since then it has been a recurring recommendation in every set of prebudget submissions to the Government. Over the past two years, The Malta Chamber has actively encouraged its members, particularly those within the Tourism Operators Business Committee, to leverage their US business contacts to advance this initiative. Some members have even reported productive discussions with American carriers underlying the level of commitment put into this effort.

The US is considered one of the most attractive source markets for Malta, provided that we attract the higher per capita visitor spending. Visitor numbers from the US have been steadily increasing, reflecting the strong potential of this market.

While the launch of direct flights represents a major breakthrough, The Malta Chamber underlines that this development alone is not sufficient. To sustain progress and maximise the opportunity, Malta must redouble its efforts to deliver an exceptional visitor experience. US travellers are known for their discerning tastes, which means quality across all aspects of the tourism product chain is crucial.

As a starting point, The Malta Chamber calls for stricter enforcement of regulations related to cleanliness, upkeep, and overall service standards. This will safeguard Malta's reputation as a competitive and attractive destination while ensuring that the country capitalizes fully on this landmark opportunity.

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