



THE MALTA CHAMBER

# PRESS RELEASE

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## **Rediscover to Align: Over 115 recommendations for the tourism sector proposed by The Malta Chamber**

More than 115 recommendations aimed at shaping the future of Malta's tourism sector have been presented by The Malta Chamber of Commerce, Enterprise and Industry in collaboration with EY Parthenon. The proposals were developed through extensive consultation with tourism stakeholders from both the public and private sectors.

A central theme running throughout the recommendations is alignment—alignment between authorities and operators, between policy and practice, and between the brand Malta promotes internationally and the on-the-ground experience delivered to visitors.

**The following are the top proposals (to view the full document kindly follow this link - <https://tinyurl.com/2ru5x55b>):**

- Shift Malta's Tourism Narrative to Value over Volume
- Valletta & Gozo Marketed as Destinations
- Use Data to Manage Visitor Flows
- Strengthen Enforcement Against Unlicensed Listings
- Remove the Additional Two-Floor Planning Incentive for Hotels
- Stop development harming natural landscapes, heritage sites, and ODZ areas.
- Adopt a national aesthetics and landscape policy
- Reduce seasonality by expanding events, experiences, and travel segments that attract visitors year-round
- Strengthen cross-ministry coordination
- Establish a Tourism Resilience & Reinvestment Reserve (TRRR)

Opening the presentation, The Malta Chamber President, William Spiteri Bailey, emphasised the importance of managing the sector's success responsibly.

“Success must be managed carefully. As the sector reaches this level of maturity, the conversation in the country should move from recovery to stewardship. We must ensure that our progress remains sustainable, safeguarding the authenticity of our islands while protecting the wellbeing of our communities and the resilience of our infrastructure,” he stated.

Alan Arrigo, Board and Council Member of The Malta Chamber, underscored the importance of alignment across the tourism ecosystem.

“Everything we’ve proposed is designed to do one thing: manage success through alignment. When government and authorities align planning and enforcement, operators compete on quality and authenticity, and communities are respected partners, success becomes sustainable: happier residents, higher-value visitors, cleaner and better-kept places, and a healthier year-round rhythm,” he said.

He added that focusing on more personalised and authentic experiences will help protect Malta’s communities and environment while easing pressure on infrastructure and strengthening the long-term sustainability of the industry.

Dr Marthese Portelli, CEO of The Malta Chamber, explained that the publication provides a comprehensive roadmap for the sector’s next phase of development.

“This document brings together data, international trends and extensive consultation across the tourism ecosystem to provide a strategic framework for the sector’s next phase. It aims to guide Malta towards a model that prioritises value over volume, strengthens governance and coordination, invests in human capital and innovation, and safeguards the natural, historical and cultural assets that define the Maltese tourism experience,” she stated.

Dr Portelli emphasised that tourism must be understood as a national endeavour extending beyond the industry itself. “At its core, this publication recognises tourism as a national endeavour that extends beyond the industry itself. It intersects with urban planning, infrastructure, culture, environmental stewardship and community wellbeing,” she concluded.

Commenting on the strategic approach behind the framework, Chris Meilak, EY Partner and Economist, explained that the initiative focuses on guiding Malta towards a sustainable tourism model.

“Rediscover to Align is about managing success to achieve a sustainable, authentic and resilient tourism future. EY was pleased to support The Malta Chamber in this process by translating evidence, stakeholder insight and global tourism trends into a practical framework that helps Malta protect what makes it unique while strengthening tourism’s role as a sustainable driver of economic value,” he said.

Glenn Fenech, EY Senior Manager and Economist, noted that while Malta’s tourism sector has achieved remarkable growth, the next phase must focus on improving outcomes rather than simply increasing numbers.

“Tourism has been one of Malta’s great success stories – we should be proud of these achievements and at the same time be aware of the responsibility this brings. This strategy recognises that the next phase for tourism needs to view visitor numbers in terms of better outcomes — for communities, for the economy, and for the quality of the experience Malta offers,” he highlighted.

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