

Support  
Towards  
M.I.C.E.  
Business



**Malta**  
Tourism Authority



GOVERNMENT OF MALTA  
MINISTRY FOR TOURISM  
AND CONSUMER PROTECTION



**€ 4 Million**

**The Malta Tourism Authority is committed to support tourism operators to confirm M.I.C.E. business to the Maltese Islands. This scheme is targeted to incentivise foreign corporate clients and associations to choose Malta and Gozo for their M.I.C.E. events in 2021 & 2022.**

## 01. Introduction

The M.I.C.E. segment is a very important component of Malta's tourism industry. It is known to generate a higher than average spend per tourist and important tourism traffic in the shoulder months. The Malta Tourism Authority is committed to continue investing in this segment of industry in its recovery and long term sustainability. This scheme is being launched with this objective.

Applications can be submitted directly by the corporate client, Professional Conference Organizer, licensed Destination Management Companies (DMCs), Hotels and Audio-visual companies for tourism travel specifically for M.I.C.E (i.e. meetings, incentives, conference, and exhibitions) activity.

A contribution will be granted towards each international delegate /registered attendee effectively travelling to attend or participate in a meeting, incentive, conference, or exhibition happening in Malta and Gozo in 2021/2022.

- a. M.I.C.E. events showing that a minimum of **€800 (inc. VAT)** is spent in the Maltese Islands per delegate are entitled to a contribution of **€150 (inc. VAT)** per attendee travelling from overseas.
- b. M.I.C.E. events showing that a minimum of **€600 (inc. VAT)** is spent in the Maltese Islands per delegate are entitled to a contribution of **€75 (inc. VAT)** per attendee travelling from overseas.

### 1.1. Duration of the Scheme

The scheme targets new business from June 2021 until funds are available.

### 1.2. Designated Authority

This scheme is administered by the Malta Tourism Authority.

### 1.3. Budget

This scheme has a budget of € 4 million (inc. VAT). The support shall be provided on a post event basis and on submission of supporting documents stipulated in the scheme's Terms & Conditions.

## 02. Terms & Conditions

- 2.1. Any event can be supported one time only.
- 2.2. Applications will be handled on a first come first served basis.
- 2.3. Support is only payable post event.
- 2.4. Group size should not be less than 10 persons with a minimum stay of 2 nights in Malta or Gozo.
- 2.5. M.I.C.E. event program must showcase the destination in the best possible manner. Quality of service and product must always be ensured.
- 2.6. M.I.C.E. event spend in the Maltese Islands that can be submitted as proof of expenditure per delegate may include costs related to hotel accommodation, ground transportation, dining, excursions, team building activities, event production and logistics. International flights or other means of travel to and from the Maltese Islands are not eligible to be included in the calculation of expenditure per delegate.

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## 03. Application Stage

- 3.1. Support under this scheme is subject to approval and is awarded at the sole discretion of the Malta Tourism Authority.
- 3.2. Applications can be submitted online on [APPLICATION FORM](#)

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## 04. Intermediary Stage

- 4.1. The applicant is required to inform the Malta Tourism Authority with the confirmation of business to Malta or Gozo well ahead of the actual dates of the MICE event in the Maltese Islands.
- 4.2. The applicant shall be required to present proof of commitment of the organisation of the MICE event in the Maltese Islands. Such proof may include signed accommodation agreement or signed agreement with Maltese suppliers.
- 4.3. Once the application is approved, a Letter of Approval / Agreement shall be issued with commitment.

## 05. Claim Submission

5.1. The maximum claim that applicant may submit shall not exceed the budget previously committed by the Malta Tourism Authority at application stage.

5.2. Supporting Documents required for claim include:

- If claim is not being submitted by the end client, applicant shall need to present a signed declaration from the end client allowing him to claim on his behalf.
- Copy of the full M.I.C.E. event program.
- M.I.C.E. event costings sheet.
- Proof that all payments dues in Malta or Gozo have been paid. - Proof of number of foreign attendees.

5.2. Only claims which are complete and that include all relevant supporting documents will be evaluated by the Malta Tourism Authority.

5.3. The above schemes are independent from any other support being provided by the Malta Tourism Authority.



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For further information on the scheme please contact the Malta Tourism Authority on: Email:

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