

Benefits of the Quality Assured seal for Visitor Attractions



Through the Quality Assured seal for Visitor Attractions, the Malta Tourism Authority (MTA) is able to provide support and assistance to attractions on aspects related to quality improvement and service quality as well as marketing support through a variety of promotional tools.

Quality Improvement and Service Quality

Quality Assured visitor attractions benefit from a detailed report and one-to-one meeting with auditors through which useful tips and recommendations on how the visitor experience may be improved are given based on industry examples of best practice.

The audit is held every two years, thus helping attractions to measure their progress over time by comparing the audit reports and through the feedback provided during the one-to-one meeting.

Attractions will also benefit from training opportunities. Industry seminars organised by the MTA will focus on training needs suggested by the participating attractions or training needs emerging from the audit results.

Marketing Support

Attractions obtaining the prestigious Quality Assured seal will be entitled to several marketing benefits, including:

- Use of 'Quality Assured' logo in all promotional material (printed and electronic);
- A plaque and certificate bearing the 'Quality Assured' logo to be displayed on site;
- Increased visibility on www.visitmalta.com – The scheme will feature on dedicated pages of the website and certified attractions will be easily identifiable;
- Listed on another MTA website www.qualityassuredmalta.com which is dedicated to Quality Assured visitor attractions, restaurants and destination management companies;
- Increased visibility at MTA Tourist Information centres – The attractions' brochures will feature prominently on a custom-made stand at all major Tourist Information centres run by the MTA. The stand, bearing the 'Quality Assured' logo, will bear exclusively brochures of certified attractions. *(Due to the need for standardisation, the brochures must be 21cm x 10cm in size in order to be displayed on this stand.)*
- Listed on annual MTA publication for Quality Assured attractions, restaurants and DMCs. This will be available at all MTA Tourist Information Centres, participating hotels and international fairs.
- Other occasional PR activities – Examples are feature articles in trade magazines, joint advertising initiatives and recommendations to visiting journalists.