

Priority Axis 2

Promoting Sustainable Tourism

Information for Local Councils



Objective of Call

- To assist in the upgrading of the physical environment as part of Malta's tourism product
- The projects must clearly demonstrate the direct benefit of the intervention on the tourism industry within the locality
- Total indicative financial threshold: **€2 million**



Objective of Priority Axis 2

- To promote a sustainable and competitive tourism industry able to achieve its potential for growth and re-affirm its central role in Malta's economic activity



Focus Area of Intervention

The Focus Area of Intervention for the upcoming call:

- Product Development; and
- Niche Market Development and Branding.



Product Development (i)

- Investment in the physical environment.
- Assistance to Tourism Zones identified in the Tourism Policy.
- Tourism zones which have a particular characteristic to highlight.



Product Development (ii)

- Objective to encourage tourists to visit and experience different towns and villages during their stay.
- Holistic approach towards Malta's Tourism Product Development in line with other Government initiatives



Niche Market Development and Branding

- Aim to attract a better seasonal spread of tourist flows
- Investment in different segments
- Good marketing campaign to attract a different base of tourists



Note:

ERDF will not fund projects which have already benefitted or are benefitting from EAFRD funds



Additional Information

- Call will be launched by mid-February on local media
- Details on Information Sessions, including Guidelines and Application Form will issued with the Call on <http://www.ppcd.gov.mt>



Calls in the Pipeline

- Another call under Priority Axis 4 – Mitigation and Adaptation to Climate Change, targeting Local Councils and NGOs is planned to be issued within the coming weeks.





Thank you

Operational Programme I – Cohesion Policy 2007-2013
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