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Introduction

MTA and Air Malta wish to collaborate together in order to create a shared programme for relevant web influencers willing to visit Malta.

The following document is meant to define the features that the Influencers must have - suitable for both MTA and Air Malta - in order to get media exposure, in exchange of some benefits for them.



Markets – Suitable for Air Malta

Considering Air Malta's flights schedule at the moment (Winter period, until March/April), we will be able to provide Free of Charge tickets to those Influencers who live nearby (or able to travel from) these airports:

| FLIGHT SCHEDULE – WINTER 2019* | |
|---|------------------------------------|
| *As the schedule might change, please always doublecheck with Air Malta the actual schedule | |
| Uk | London Gatwick (7 weekly) |
| Italy | Milan Linate (7 weekly) |
| | Rome Fiumicino (13 weekly) |
| | Catania (13 weekly) |
| | Palermo (2 weekly) |
| | Cagliari (2 weekly) |
| France | Paris Charles De Gaulle (7 weekly) |
| | Paris Orly (4 weekly) |

Markets – Suitable for Air Malta/2

FLIGHT SCHEDULE – WINTER 2019

*As the schedule might change, please always doublecheck with Air Malta the actual schedule

| | |
|-------------|-----------------------|
| Germany | Munich (13 weekly) |
| | Frankfurt (5 weekly) |
| | Hamburg (1 weekly) |
| | Berlin (2 weekly) |
| | Leipzig (1 weekly) |
| | Düsseldorf (2 weekly) |
| Switzerland | Zurich (7 weekly) |
| Austria | Vienna (7 weekly) |
| Belgium | Brussels (7 weekly) |
| Ukraine | Kiev (1 weekly) |
| Portugal | Lisbon (2 weekly) |
| Russia | Moscow (1 weekly) |
| Israel | Tel Aviv (2 weekly) |
| Tunisia | Tunis (2 weekly) |

Availability, travel period and number of tickets

- Available seats have always to be doublechecked with Air Malta
- The travel period for these kind of tickets is all year round EXCEPT the following:
 - July and August
 - Christmas peak (one week before Christmas – one week after New Year's Eve)
 - Easter peak (one week before and one after Easter)
- Number of Free of Charge tickets Air Malta can provide: 2 per month



Influencers: features

- We would prefer those influencers who are active on Instagram, personal website, You Tube and Facebook
- The average number of followers should be +50.000 on Instagram, with an Engagement Rate between 3-5%
- Audience from their channels has to be one of those Countries where Air Malta operates
- Kind of contributors: those who can provide quality contents in terms of Photos, Videos and Texts.
- Niches: Influencers focused on travels mainly, but would be useful to focus also on these categories of influencers:
 - Scuba divers
 - Outdoor activities lovers (climbing, abseiling, kayaking...)
 - Food and Wine lovers
 - LGBT community



Influencers: contribution

In exchange of Free of Charge tickets, Air Malta expects:

- Sharing contents on all influencer's social media platforms and personal blog or website, including "Stories" on IG and FB.
- Use of these hashtags and mentions on social media: @airmalta (on IG and Fb), #airmalta, #takemetomalta
- At least one picture with the Airmalta aircraft or onboard with the cabin crew (for this, Air Malta needs to know in advance of minimum 2 weeks the flight where the influencer is travelling, to arrange permissions and inform the crew).
- Use of the pics and video created by the influencer and posted on his social media and blog for both MTA and Air Malta's commercial purposes.





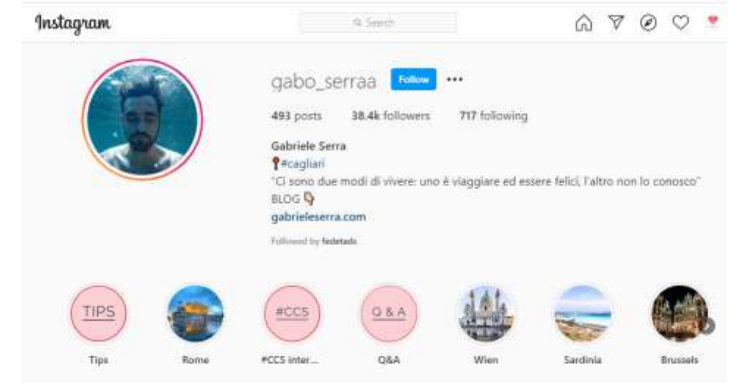
<https://gabrieleserra.com/>



Gabriele Serra



https://www.instagram.com/gabo_serraa/



Name: Gabriele Serra

Nationality: Italian (Sardinia)

Dates of visit: February 2019

Routes: CAG-MLA-CAG

In collaboration with MTA: yes



gabo_serraa • Follow
Malta



gabo_serraa La prima foto di questo viaggio non poteva non essere dedicata a questi vicoletti stretti che caratterizzano l'isola!!
Passeggiare per queste strade, senza meta, è assolutamente da fare se passate a Malta !!

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Thanks @airmalta,
@maltatourisimautohrity

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📷 foto scattata con @sonyalpha

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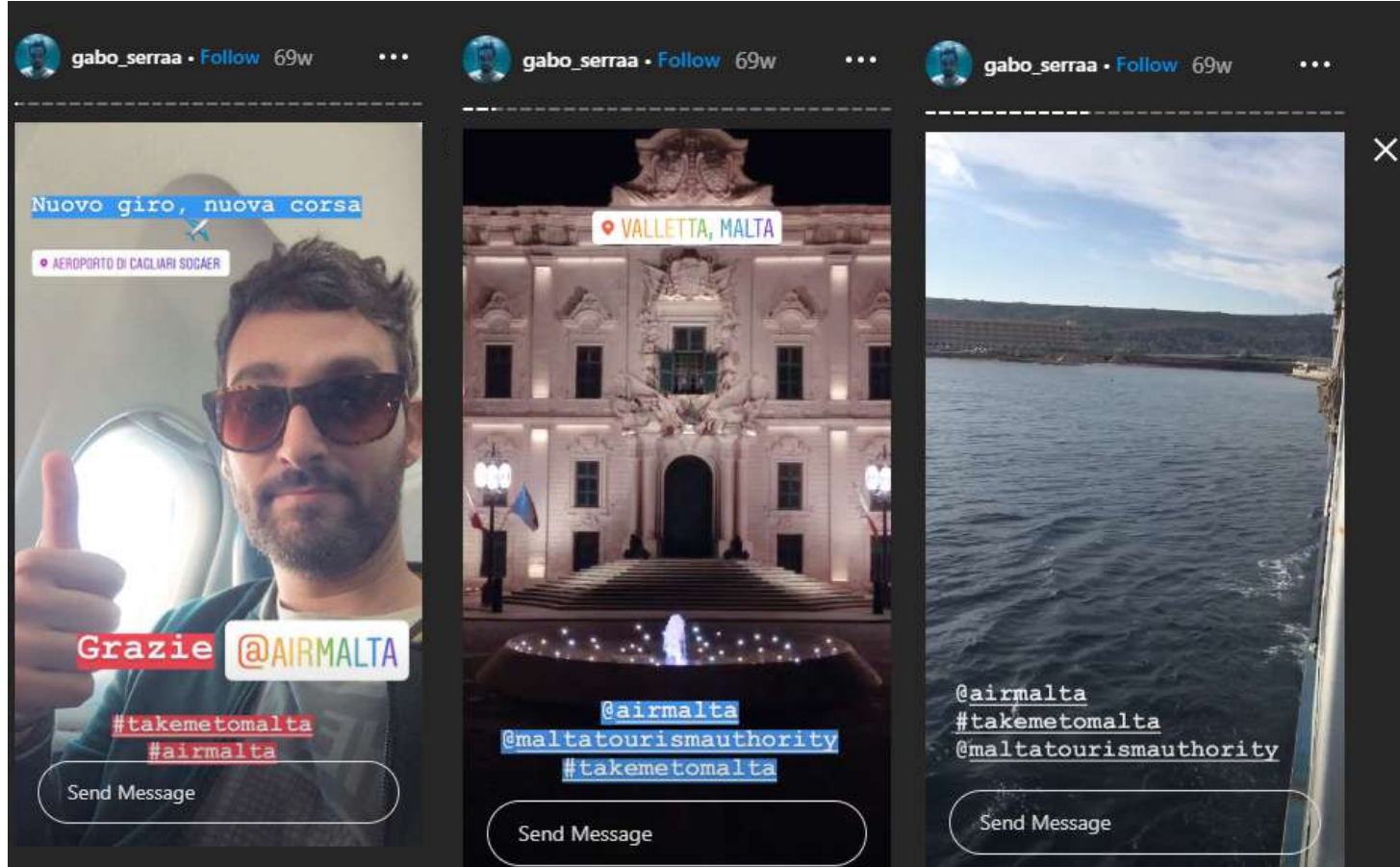
Liked by **fedetads** and 3,414 others

FEBRUARY 11, 2019



LINK:

<https://www.instagram.com/stories/highlights/18027232147064629/>





gabo_serraa • Follow
Valetta Malta



gabo_serraa Questa è la cattedrale di San Giovanni a Malta !!
Dall'esterno non mi sembrava nulla di che, anzi abbastanza anonima, però poi entrando mi ha lasciato a bocca aperta...sicuramente una delle chiese più belle che abbia mai visto !!

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Thanks @airmalta,
@maltatourisimaauthority

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📷 foto scattata con @sonyalpha •

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Liked by **fedetads** and 3,016 others

FEBRUARY 12, 2019

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POSTS

<https://www.instagram.com/p/Bty1Ydao2by/>



gabo_serraa • Follow
Malta



gabo_serraa Tramontino maltese da St Julian una delle zone piú cool dell'isola. Piena di ristoranti vista mare e locali particolari. Se andate a Malta e la sera volete andare da qualche parte segnatevi questo posto. Ps oggi ho iniziato a scrivere l'articolo su questo viaggio, viste le tante richieste, spero di riuscire a pubblicarlo entro la settimana prossima !! 🙏🙏
Buona serata 🌙

Thanks @airmalta,
@maltatourisimautohrity

📷 foto scattata con @sonyalpha



Liked by fedetads and 3,156 others

FEBRUARY 15, 2019



POSTS

<https://www.instagram.com/p/Bt6j2eNgeCd/>



gabo_serraa • Follow

La Falconeria



gabo_serraa A Malta ho alloggiato nel hotel @lafalconeria che si trova nel cuore della Valletta !!

Se decidete di alloggiare in questa zona questo hotel è sicuramente un'ottima soluzione ! 👍👏

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Thanks @airmalta,
@maltatourismauthority .

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📷 foto scattata con @sonyalpha •

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#airmalta #visitmalta #maltalovers



3,409 likes

FEBRUARY 18, 2019



POSTS

<https://www.instagram.com/p/BuCSO1qAol5/>

[LINK: https://gabrieleserra.com/2019/02/27/malta-cosa-vedere-in-due-giorni/](https://gabrieleserra.com/2019/02/27/malta-cosa-vedere-in-due-giorni/)



Malta - cosa vedere in due giorni

di [Gabriele Serra](#)

Malta non è una meta da sottovalutare. Una isola che ha una storia e una cultura antiche e preziose.

Da non confondersi con l'isola di Rodi, che è un altro posto a Malta. In questo articolo vi suggerisco cosa vedere e come muoversi in due giorni. Scoprite cosa c'è di bello in questa isola, cosa non si può perdere, come muoversi e cosa mangiare. E se siete di passaggio, vi suggerisco anche come arrivare.



Come arrivare a Malta

Per arrivare a Malta non basta volare. Bisogna anche prendere un taxi. Il taxi è molto caro, ma è l'unico modo per arrivare a Malta. Se siete di passaggio, vi suggerisco di prendere un taxi per arrivare a Malta. Il taxi è molto caro, ma è l'unico modo per arrivare a Malta. Se siete di passaggio, vi suggerisco di prendere un taxi per arrivare a Malta. Il taxi è molto caro, ma è l'unico modo per arrivare a Malta.

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1000 ISOLE DI MALTA
Scopri le 1000 isole di Malta. Scoprite cosa c'è di bello in questa isola, cosa non si può perdere, come muoversi e cosa mangiare. E se siete di passaggio, vi suggerisco anche come arrivare.

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One country at a time





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BLOG



LIFESTYLE



<https://www.instagram.com/hertraveljourney/>

Dates: 4th – 7th October 2018

Routes: LIS-MLA-LIS

Travelling with mate: yes

In collaboration with MTA: No



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Mdina, Malta



hertraveljourney us Mdina is a fortified city in the island of Malta. It's called the silent city and it's lit only by lamps at night! It is surrounded by tall walls like the ones in the picture, and no cars are allowed inside, only horse carriages. Game of Thrones was filmed here on several scenes, showing how beautiful and magical this medieval city really is.

pt Mdina é uma cidade fortificada na ilha de Malta. Chama-se também de cidade silenciosa e à noite é iluminada apenas por lanternas! Está rodeada por paredes altas como as que podem ver na foto e não são permitidos carros, apenas carruagens de cavalos. A série Guerra dos Tronos foi filmada



Liked by gabo_serraa and 4,625 others

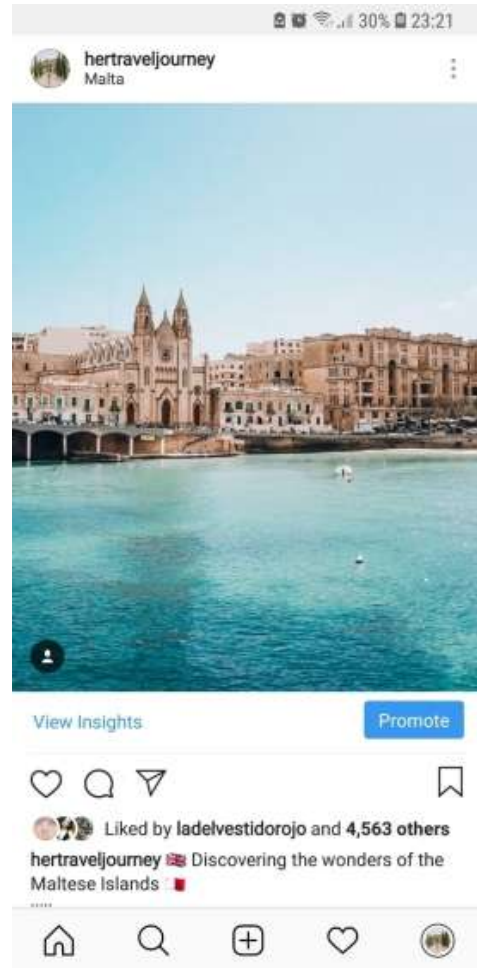
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Instagram STORIES

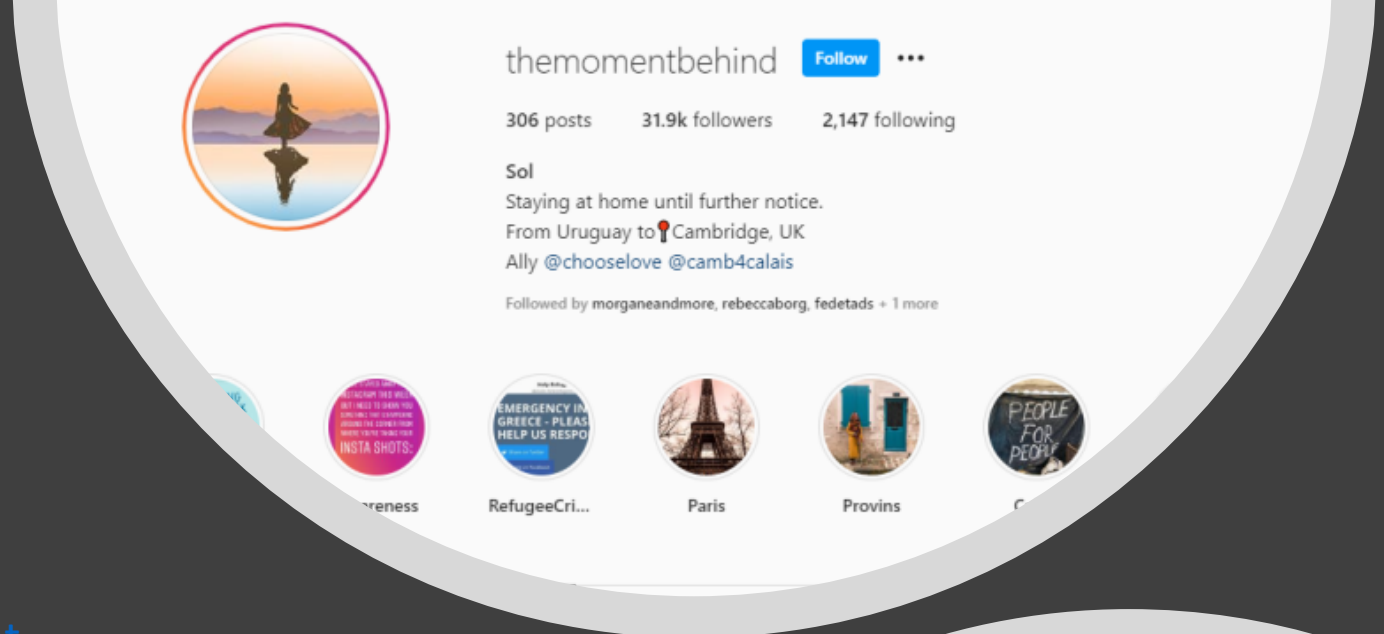




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The Moment Behind

- <https://www.instagram.com/themomentbehind/>



Name: Soledad Escobar

Nationality: English

Dates of visit: March 2019

Routes: LGW-MLA-LGW

In collaboration with MTA: yes

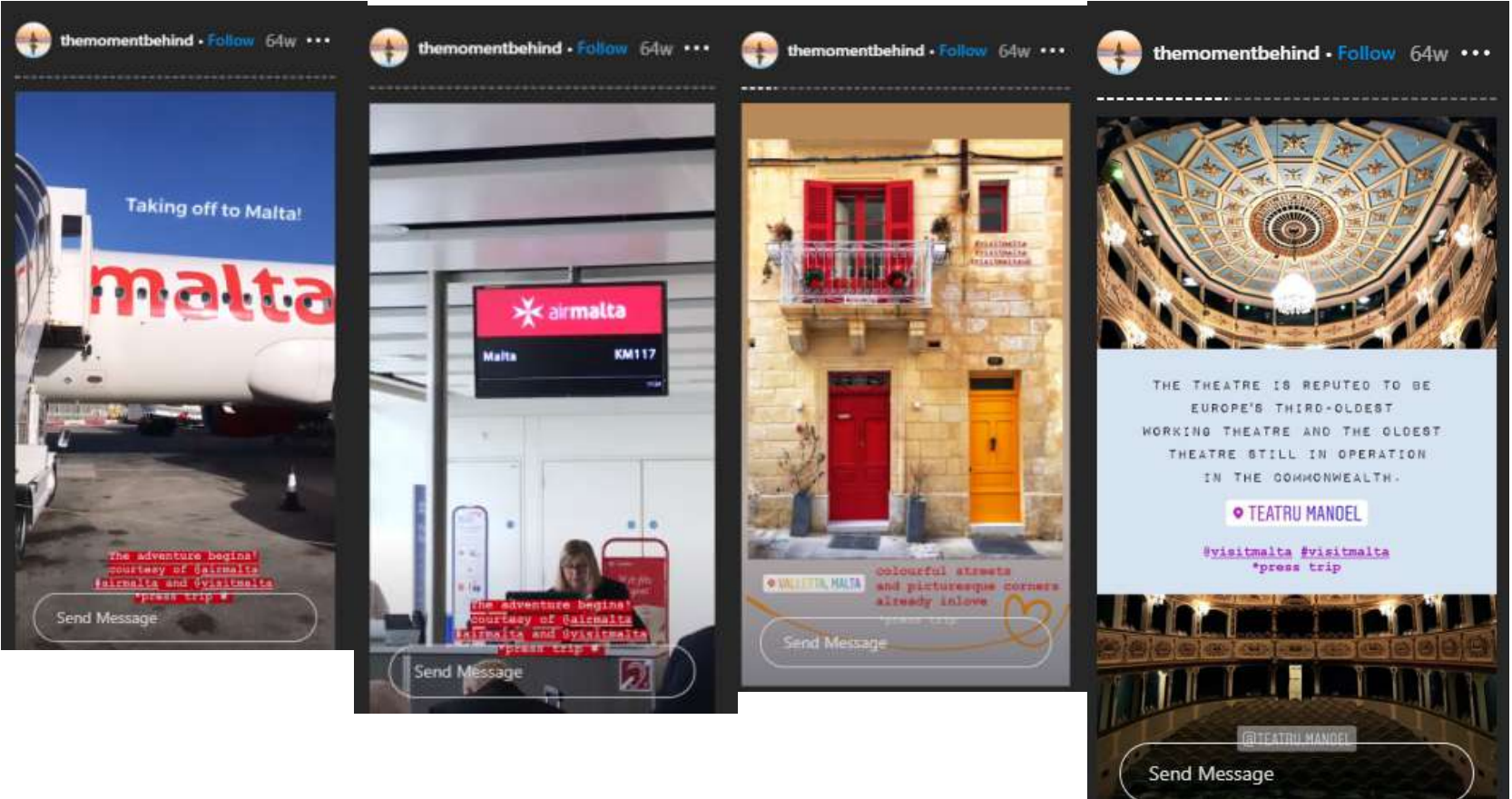


<https://www.instagram.com/themomentbehind/>



LINK:

<https://www.instagram.com/stories/highlights/18028873804098478/>





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Valletta, Malta



themomentbehind My 15 minutes of fame 🤪

I had never been on a theatre stage before and I have to say this is definitely the best view in the house.

The theatre is often referred to as simply "The Manoel", and is named after Grand Master of the Order of the Knights Hospitaller, Fra António Manoel de Vilhena, who ordered its construction in 1731. The theatre is reputed to be Europe's third-oldest working theatre and the oldest theatre still in operation in the Commonwealth.

Last weekend we had the pleasure of



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MARCH 24, 2019

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<https://www.instagram.com/p/BvaBuyCH2HK/>



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Mdina, Malta



themomentbehind 1, 2 or 3? 😞 I took so many photos I can't decide!



I mean, #firstworldproblems amirite? But seriously though, I literally took over 1000 photos in 3 days and it's taking me so long to sort through them, edit and decide which ones to post! I think I will have to post albums like this one for the foreseeable future. Do you like to see just one photo or a few per post?

So this is the beautiful fortified city of Mdina, also known as The Silent City. It's about 20 mins by car from Valletta, and absolutely not to be missed. A day trip is a must! You can even see



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MARCH 21, 2019

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Gozo



themomentbehind Primary colours of Gozo 🍀💙❤️

Did you know that the Maltese island of Gozo was named by the Spaniards and in Spanish, the word means JOY?



Gozo has a fascinating history, as it's believed to have been inhabited since 5000BC and in the island you can find the neolithic Ġgantija temples, which are among the world's oldest free-standing structures, as well as the world's oldest religious structures.

Travel tip: you can do a tuk-tuk tour of Gozo in a day! But it's a beautiful and quiet island to stay overnight in it's



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MARCH 28, 2019

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Valletta, Malta



themomentbehind Roam The World Red: Malta edition!

[AD] Not only do I love the colour red and roaming the world, I also love travelling without having to pay roaming charges, because it's the only way I'm able to post stories 13975970 times a day to share my adventures with you guys! So, when Vodafone asked me to participate in their campaign I didn't have to think twice: I have been with Vodafone for 15 years and since they introduced Vodafone Global Roaming it's been such a game changer!

In this trip to Malta, I used my plan as if I were in the UK: sent texts and



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APRIL 2, 2019

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Popeye Village



travels and photography!

#visitmalta #instravel
#teamkaptainkenny #popeyevillage

57w



j.o.h.a.n.e.l.hugo Stunning! fresh and awesome content 🍋



56w Reply



globetrotting_gingertravel Amazing!!!



56w Reply



Liked by fedetads and 4,349 others

MAY 6, 2019

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