

Malta Vacations Second Cheapest In EuroLand

At the stroke of midnight when Malta joined the Euro on January 1 this year, the future looked rosy.

Malta relies heavily on tourism, and with the introduction of low cost flights had seen her holidays industry turnaround from one in decline to a buoyant one.

And 2008 looked bright for the hotel, restaurant and holiday related businesses on the island.

But Malta's biggest market - the UK tourist - has been served different stories in recent months by the UK travel press, and coupled with the weakness of the British Pound against the Euro it's possible that 2008 will not be as good a year as originally hoped at the start of the year.

First of all The Sunday Times claimed that since Malta had introduced the Euro, prices in Malta had risen by some ten per cent, and with the fall in the value of the British Pound against the Euro, 2008 holidays for British tourists would be overall seventeen per cent more expensive than holidays in Malta in 2007.

But just days later the British Post Office published the results of its own survey, and other British newspapers showed that holidays in Malta were the second cheapest for the British among all the countries that have the Euro as their currency.

Even as second cheapest holidays destination in the Eurozone, Malta will have to go somewhat to improve much on last year's tourism numbers, which were the best for some years.

Holiday sales across countries who have the Euro as their currency are having to battle with areas that aren't doing particularly well against British Sterling.

The traditional European holiday destinations in the Mediterranean are losing out to Florida, Mexico, and in particular Turkey which is very cheap for British tourists - 2008 should be a bumper year for holidays in Turkey.

To an extent Malta will be relying on repeat visitors this year who have enjoyed some of Malta's many attractions for tourists in towns like [Sliema](#).

Since Malta has nearly year-round sunshine, it is an ideal place for the avid outdoor sportsman to spend a week or two for example. Golf lovers may want to hit the greens at the Royal Malta Golf Club. Watersports like skiing, surfing, paragliding, wakeboarding and diving are popular with locals and tourists alike.

Many hotels offer watersports packages. Or, guests may prefer to simply visit a local company specializing in rentals and lessons.

Horseback riding is another Maltese favourite. For those who prefer to watch horses rather than ride them, horse races take place on a weekly basis during peak season. The island is also home to major regattas and yacht races. The Malta Marathon every February is a popular event with runners from all over the world.

Clearly, Malta has much going for it when it comes to tourist attractions, and the island will hope that cheaper destinations won't stop people visiting in 2008.

About the Author

For holiday information about Malta, including new details of good [hotels in Malta](#) visit yourmalta.com

Malta's Luqa Airport and the weather in Malta plus a [Milan weather forecast](#) are both included.

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