

EXPRESSION OF INTEREST ILTM CANNES 2026

The Malta Tourism Authority (MTA) will participate at ILTM Cannes, and we are inviting licensed trade members to register their interest in participating on the Malta stand for this year's edition. More details follow:



Trade Show:	ILTM Cannes 2026
Event Dates:	30 th November – 3 rd December 2026
Venue:	Palais des Festivals et des Congrès in Cannes, France
Fair Organisers:	Reed Exhibitions Limited
Number of Co-Exhibitors Required:	SIX (6)
Participation Cost:	€5,500.00 (inclusive of VAT) per company
Trade Needed:	• THREE (3) x Accommodation • THREE (3) x Destination Management Companies

1. Participation

- a) Participation fee only covers attendance at the 2026 ILTM Cannes edition for:
 - ONE (1) delegate per company with a table on the Malta stand
 - Individual online buyer selection and Diary, both of which will be managed directly by the co-exhibitor
 - Presence on online exhibitor directory
- b) It will not be possible to share a table with another company
- c) Requests for a second diary and additional company representative will not be granted

2. Participation & Eligibility Criteria:

- a) Priority will be given to trade members whose primary role is to actively sell Malta as a luxury leisure destination
- b) Affiliation with Luxury Travel Advisors Consortia such as Virtuoso, Internova/Travel Leaders Network, Serandipians, Signature Travel Network and hotels holding a minimum of One MICHELIN Key will be given priority
- c) Properties housed in converted historic buildings will be given priority
- d) Only MTA Licensed operators will be accepted to participate
- e) MTA will not accept companies that have outstanding/pending matters related to finance, licencing, regularisation or enforcement with MTA or any other organisations
- f) For the intents and purposes of ILTM Cannes 2026 tradeshow, registrations will be accepted from:
 - Licensed Destination Management Companies

- Licensed Accommodation in Malta & Gozo
- g) MTA reserves the right to amend the allocated number of hotels and DMCs on Malta stand as it deems necessary
- h) If less trade registers for the event, MTA reserved the right to extend this EOI to other licensed trade members focusing on Luxury Travel Business
- i) Participation is granted at the discretion of MTA

3. Other Terms & Conditions:

- a) Should interest exceed allocated slots for each category, participation will be determined by a lottery draw. Said lottery will take place live through MS Teams. Date and time will be communicated in due course
- b) A waiting list of companies that expressed interest but are not drawn will be kept on record
- c) Should a registered company cancel participation; the next company in order of sequence will be eligible to participate on the Malta Stand
- d) Once participation is confirmed, the respective trade partner will receive an invoice from MTA including details on payment deadlines and T&Cs. It is imperative that these conditions are respected as otherwise participation on the Malta stand will not be granted
- e) **Cancellation of Participation:** Should a company cancel their participation after the full payment is due, MTA reserves the right to withhold 100% of that payment as a cancellation fee. Please bear in mind that Authority is committed through a contract signed with the fair organisers

4. Registrations

- a) Interested parties are to send an email **specifying affiliation** as per Participation & Eligibility Criteria to francesca.e.camilleri@visitmalta.com and nadine.abdilla@visitmalta.com by no later than **COB on Monday 27th July 2026**
- b) Only written registrations will be accepted. Registrations received will be acknowledged via return email. Should you not receive an acknowledgment for your submission within three (3) working days please call on +356 2291 5554