



Belleair Holidays Wins STAR Award for Third Year Running!!!

Leading Malta specialist, Belleair Holidays, has won a Travel Bulletin STAR Award for the third consecutive year! The awards were held at the Landmark Hotel in London and Belleair Holidays' award for best Specialist Operator (Western Mediterranean) was collected by Richard Gamber, Sales & Marketing Manager. The tour operator fought off stiff competition from Classic Collection Holidays, Jet2holidays, Olympic Holidays, Sunvil and Castaways, who all made it through to the shortlist.

Martin Zahra, Chief Executive Officer of the Holiday Malta Company comments: *"We are thrilled to be recognised yet again as the market leader in this category! We would like to thank the travel agents who voted for us for their ongoing support. We pride ourselves in offering a specialist service, as experts in our field with over 40 years experience and are delighted with this accolade, which builds on our success in last year's awards and in the Independent Operator category in 2009."*

With an unrivalled product range and offering Belleair Holidays offers short breaks, spa packages, diving, golf and multi-centre holidays. The tour operator's Winter Sun 2011/2012 programme is packed full of fantastic offers, new features and added value deals, including competitive accommodation-only pricing. The new brochure offers some of the best product on the Maltese Islands and Sicily, and Belleair Holidays has both increased its distribution of **Easyjet** flights and is NOW also selling **Thomson and Thomas Cook flights** for the first time (in addition to Air Malta and bmi Baby) to further enhance its service around the UK. This offers agents greater flexibility of flight departures from around the UK, more flight availability and best possible prices, extending Belleair's reach to **13 UK regional airports**, including Belfast, Glasgow, Liverpool and Birmingham. Belleair Holidays remains the number one specialist operator to Malta & Gozo, unmatched in both experience and product.

Belleair Holidays, a trading name of the Holiday Malta Company Limited (which is a subsidiary of Air Malta PLC), is the UK's largest specialist tour operator to Malta, Gozo and Comino, with over 40 years' experience in providing holidays and tailor-made services. Offering year round programmes with a wide range of accommodation ranging from budget hotels to deluxe resorts, apartments, villas and farmhouses.

- Ends -

For further press information or images, please contact:

Claire Winsor

Hume Whitehead Limited

Tel: 0845 498 9985

E-mail: claire@humewhitehead.co.uk