

CF/CM

16th June, 1966.

"MARIA LUIGIA II".
Yacht Harbour,
Malta.

Dr Paul Borg Olivier,
The Minister of Tourism,
Valletta, Malta.

Personal & Confidential

I have prepared for your consideration, and on general principles, a paper on the possibilities of developing a unique tourist reception area on the Marfa peninsula. I have tried to keep it brief and to the point.

I hope that this sketchy and general outline will meet with your approval.

In this preliminary sketch I have tried to convey what is in my mind, and as you may perceive, whilst keeping in mind the interests of my Company, I have also tried to convey to you the benefits which the proposed project would have for the future tourist development of Malta.

I am also enclosing a very rough Financial Statement simply to give you an idea of what the project is likely to cost, and as you will no doubt immediately perceive, if my Company is to be enabled to carry out this interesting, and I would submit, useful project, it will require all the help, financial and otherwise that the Government of Malta feels able to provide.

If at some later stage you may feel in your wisdom that I may be encouraged to pursue the matter more definitely, I will immediately arrange for engineers and architects to prepare a fuller and more detailed plan of the operation in question, so that

contd.....

you may be able to study with greater clarity the complete proposal.

I hope you will not think me presumptuous in suggesting that you consider this matter not as the usual hotel development - extremely useful as these hotels will prove to be - but as a unique and integrated plan which will help greatly in placing Malta in the very forefront of holiday resorts, and guaranteeing to the Island a continuous and remunerative tourist trade.

Therefore, I do feel, Sir, that the plan I am outlining to you now may require special consideration from you and from the Government of Malta.

In turn, I give you my assurance that should you show further interest in this project, I and my colleagues will whole-heartedly devote ourselves to its complete realization.

I am also prepared to consider, to some percentage of the operation, a Maltese financial participation in the scheme, as I am convinced that such participation would help to make the plan in question more acceptable to the citizens of Malta.

I am also enclosing the very preliminary plans and sketches which you ^{have} already seen.

In the meantime, I am not making a formal application to the Ministry until you have been good enough to advise me of your reaction, on principle, to the proposals outlined.

I cannot finish without thanking you very much indeed for the courteous treatment you have been good enough to extend to me during the period of my visit here, which I assure you has been fully appreciated.

With kindest personal regards,

Sincerely yours,

Charles Forte.

HOLIDAY RESORT - MARFA PENINSULA.

Malta is still largely undeveloped as a tourist resort. It has a Mediterranean climate, with the natural attractions of sun, sea, panoramic beauty and great historical associations. It has the further advantage for British tourists in particular of being in the sterling area and peopled by friendly English-speaking inhabitants. The Maltese Government is pursuing a policy of actively encouraging the development of a tourist industry, and it is well known that tourist demands have already outstripped the reception facilities available so that it is almost impossible to get accommodation or even tourist flights in the busiest months of the year.

In view of the favourable climate that Malta enjoys I feel that the tourist season could be greatly augmented and extended. It would therefore be my intention to recommend to my Company - Forte's (Holdings) Limited - the development of that part of the Island - the Marfa Peninsula - which the Government have been good enough to reserve, pro tem for my consideration, and to develop it as a fully comprehensive and, if I may add, unique self-contained tourist resort, original in its conception.

The construction of the resort would benefit by the expertise (know-how) of intensive study of the problems attached to the tourist industry, of my Company, and the various engineers and architects with whom we are in contact. Again, the operation of the resort would benefit by the many years of experience that the top executives of Forte's have accumulated in every sphere of hotel-keeping and entertainment.

In the last two years, my Company has made an intensive study of tourist developments in Europe and in other parts of the world, and my office in Rome has collected extremely valuable information as to the attractiveness and economic results of the various types of developments visited and studied. Furthermore, a study has been made of the sales potential in the tourist industry in various European countries, including Germany and the Scandinavian countries.

Tourism is developing rapidly; it has become a vast industry. Travel is easier and cheaper, and many nationals of the various countries examined are regularly taking their holidays abroad in ever-increasing numbers. Facilities for such holidays are becoming stereotyped and over-crowded, and I am certain that Malta can provide an outlet for the increasing tourist pressure.

I am sure that the project I am recommending to the Government of Malta - and incidentally ^{at} to my Company - will increase the interest in Malta as a holiday centre, and will keep that interest alive in the minds of the tourist public.

Over a period of 4/5 years from the commencement of the work our total plan conceives accommodation for upwards of 5,000 tourists to be housed, fed and entertained under ideal conditions, and in the maximum possible comfort. To date no project of this type or magnitude exists anywhere.

If we concentrate in particular on the land under review it will be found that the beach reception facilities are extremely limited. I am sure it must also be agreed that the main object of a Mediterranean holiday is the attraction of sun and sea. Therefore, in view of the lack of facilities mentioned, it is essential that a substitute be provided, and it will be necessary to create many varied, interesting and decorative pools; these pools to be constructed practically to the water's edge, to give the illusion of sea bathing while, in fact, providing safe, enjoyable and practical bathing.

A gradient of pools in certain parts of the foreshore must be created, at times, one pool cascading into the next. The pools must give a similar colour effect to that of the sea below. Rock arches must be formed between one pool and the next, and these cascades of water, rivulets and waterfalls could be enhanced at night by the addition of lighting. At intervals, and from the arches beneath which the swimmers and bathers would pass from one to the other pool, music could be provided, so that the visitor in the fine climate and sunshine of Malta may be able to enjoy his bathing and swimming to an even greater extent than he could anywhere else, even in natural surroundings. These pools would not be created with cement or similar

substance, but the Island stone and rock would be used to assimilate the pools themselves into the landscaping and into the sea.

I need hardly stress that this is a most essential part of the plan and would require careful engineering and architecture.

The accommodation part of the resort itself will, in fact be a vast hotel broken up into its various sections and nuclei of charming chalets and buildings to be used for the comfortable accommodation of the tourists. The grouping of these buildings and chalets would conform to one integrated central theme, and it would be essential to keep the building at a certain height, extending them over a large area so that the Mediterranean and Maltese flavour of the architecture is not lost. The beautiful and natural stone of the Island would form an attractive and central part of the building material used, so that the character of the Maltese landscape would be preserved.

Four central complexes are envisaged at the moment. These central buildings will also act as reception areas and furthermore would be provided with colourful and typical restaurants and bars.

It will be readily understood that particularly in the evenings, sports and distractions must be arranged - these, of course, to be made available to other tourists wherever they may be on the Island, and to the local population itself. These will embody:-

Nursery and recreation area for children,
 Restaurants and bars,
 Piazzas,
 Cafes,
 Night clubs, discotheques,
 Boutiques and shops, available for
 concession to local traders and shop-
 keepers,
 Golf driving ranges (illuminated at
 night),
 Tennis Courts,
 Open-air theatre and amphitheatre,
 Water skiing and other water sports,
 Large dual-purpose open-air winter
 and summer dance-hall facilities,
 with sliding roof and all possible

attractions for sport and recreation for people on holiday. These recreations which create noise or disturbance of any kind will be kept well away from the sleeping quarters so that visitors are not disturbed when resting either by day or night.

The location and type of entertainment would be carefully studied according to age groups, as it is fully intended that this resort must attract the family, including teenagers and children.

Classical and light music orchestras, opera and ballet companies, famous stars and international entertainers could be brought to the Island to the main, commodious amphitheatre. This particular facility could also be used for large conferences and conventions, and other national and international gatherings. This would not only serve to attract more people to the resort envisaged, but to Malta, and would serve as a propaganda point abroad. This could help greatly to remove the impression that Malta is simply a rock and a fortress.

The Company of which I am Chairman, Forte's (Holdings) Limited, I suggest is well qualified to undertake this ambitious project; we are not only professional hoteliers and caterers, we own theatres and are specialists in entertaining the public and we have strong connections with the international entertainment business through the Bernard Belfont Organisation, Bernard Delfont, in fact, being a member of the Board. It also may be of interest to know that my Company owns the Prince of Wales Theatre, the Criterion Theatre, and the Talk of the Town.

We own and manage Belle Vue, Manchester, the largest entertainment centre in Europe, covering 140 acres of land in the centre of Manchester, comprising banqueting halls, dance-halls, amusements of all kinds, and containing the second largest zoo in the country, after Regents Park, London. The dance-hall at Belle Vue accommodates 5,000 dancers, and is acknowledged to be the largest in Europe. There is a stadium, accommodating 6,000 people, in which international boxing matches and other events are regularly held. The largest exhibition hall in the Midlands and the North is also situated in Belle Vue, Manchester, in which large national and international conferences are regularly accommodated

L-ARKIVJI NAZZJONALI TA' MALTA

We also own and manage the Festival Gardens at Battersea Park in London. Last year the attendance there in the few months of the summer season was 1,350,000.

We have joint interests in airport and inflight catering with the major airlines, and through these connections the formation of an aeroplane charter company may be possible. Furthermore, it is my intention that a tourist sales network should be instituted in Britain with subsidiaries and agents in Europe, including the Scandinavian countries, Germany and Switzerland. Therefore, in this manner we would complete the line of communication from the selling points to the transport and reception of the tourists on the Island of Malta. Through intensive propaganda a regular influx of the required class of tourists into Malta would be guaranteed.

The natural attraction of the land under review can be enhanced by an intensive afforestation programme, and it is essential that this be carried out. I visualise flowering shrubs, plants and trees encouraged to grow in this area. Odeiferous herbs and shrubs must be brought in and with the piazzas and protected by the buildings as ~~is~~ will be erected, it will be possible to cultivate flowering plants and shrubs such as bougainvillea and other varieties. This will make the area in question supremely attractive, particularly to the Northern tourist.

To provide safe sea bathing in rougher weather, and shelter for small boats, protection by appropriately constructed break-waters and/or jetties is envisaged.

At the moment there are tenant farmers on the land who cultivate small-holdings. It will be possible to retain all of them, and probably we may have to take on more of this type of worker from other parts of the Island to encourage them, and help tend the new cultivations and the agricultural land now available which could serve to grow produce for the resort itself.

In the resort as visualised, employment would be available to a large number of local people, and when fully operational, up to 5,000 staff will be required in the height of the season. This number may or may not decrease during the lesser tourist months, according to

demand. It would be our endeavour, however, to employ the maximum number of people at all times, I hope under ideal conditions.

Intensive training schemes will be instituted, and the natural charm and willingness of the local population will be encouraged, towards the tourist effort.

The institution of a resort such as this will foster business generally on the Island because of the supplies and services which will no doubt be required and this, in turn, will create a further and auxiliary demand for labour, thus spreading its benefits to the Island in general.

It will be necessary - and I must not gloss over this fact - to attract into the Island ex-patriates of professional nature for many of the key management positions which the project will create, but even here as far as possible local people will be given the opportunity, and certainly promotion to positions of greater importance will be made available to them as their skill and knowledge increases. This must perforce be so, and in time I hope these key positions will be occupied by Maltese citizens, not only because I feel this to be right and proper, but so that I may be enabled to use the original managers and executives in other positions and jobs of importance.

In the general programme the colour, art and the folkloristic background of the Island and Islanders must be brought into focus and given great prominence. The handicrafts, such as lace, pottery and any other local artisan work must be presented in the best light to the visiting public, presenting Malta as a place to see, visit and holiday in, and making known to the world in general all that this most attractive Island can offer.

1. The first phase of the hotel complex envisages the provision of 1,000 tourist beds, 400 of which will be part of a centrally constructed one building structure with reception facilities and all the other amenities for the 1,000 tourists.

Even the completion of the 1st phase with 1,000 beds with all the necessary amenities and facilities will make this part of the island immediately noted as a tourist attraction of first magnitude in the Mediterranean area and the proposition itself commercially viable.

2. Three fourths of the coastline forming part of the area being reserved by Government until the project is considered, is now inaccessible to the public because of its rough configuration, is completely unsuitable for bathing and several parts of it can only be reached from the sea. (The attached comparable statistical data refers.)

However, the project if carried to a conclusion would convert this part of the island, now barren and of hardly any use tourist wise, into a tourist haven.

3. Attached document shows some activities of the Forte groups, and the Airlines provided with catering services.
4. The main activities of the 12 companies within Forte's (Holdings) Limited are:-

Catering embraces:

High-class Restaurants and Banqueting

Popular Catering

Licensed Houses

Royal parks

Motorway Service Areas.
Airport and in-Flight Catering.
Kardomah Cafes
City Banqueting
Outdoor and Private Catering
Staff Restaurants and Industrial Catering.

The Forte Hotel Division comprises the following hotels:-

1. Excelsior London Airport Hotel.
2. Excelsior Manchester Airport Hotel.
3. Waldorf Hotel, Aldwych, London.
4. Alveston Manor Hotel, Stratford-on-Avon.
5. Oxford Motor Lodge, the Excelsior Clifton.
6. Hotel, Eastbourne.
7. The Dolphin Hotel, Swansea.
8. The Excelsior Hotel, Porthcawl.
9. A 350 bed first class hotel is now being planned at New/Castle-on-Tyne.

Consumer Products include:

Terry's Chocolates
Fuller's Cakes and Confectionary
Kunzle's Cakes
Cake Cones

Entertainment covers:-

Belle Vue, Manchester.
Festival Gardens, London.
North Pier, Blackpool.
Britannia Pier, Great Yarmouth.
The Talk of the Town London
Prince of Wales Theatre, London.
Coney Beach Amusement Park, Porthcawl.

There are also:-

Overseas Interests in Australia and Ireland
A Caravan Site at Trecco Bay, Porthcawl.
Tea and Coffee (Kardomah).
Petrol Stations at Motorway Service Areas
and on Trunk Roads.

<u>Investor</u>	<u>Beds</u>	<u>Approx. shore concession</u>	<u>Approx. meters of shore concession per bed</u>	<u>Equivalent shore concession for total of 5,000 beds</u>
1. Beauport Investment Trust	420	500 m.	1.2	6,000 meter
2. Emrak Ass. Inc.	502	920 "	1.8	9,000 "
3. Holden Malta Ltd.	84	500 "	6.0	30,000 "
4. Vendome	400	850 "	2.1	10,500 "
5. Halsted	75	750 "	10.0	60,000 "
6. <u>Forte's Holdings</u>	<u>5000</u>	<u>6000 "</u>	<u>1.2</u>	<u>6,000 "</u>

of which
only 1350
are acces-
sible, equi-
valent to

0.27
====

FINANCIAL STATEMENT

1.

Capital Cost of First Phase

estimated at 1,000 beds @

£1,500 per bed, to include:-

various restaurants,
piazza cafes and bars,
speciality restaurants,
night club/discotheque,
other receptive amenities.....£1,500,000

Other essential requirements:

Swimming pools,
Concessionaire shops,
Improvement of beaches and
landscaping and afforestation,
Staff accommodation,
Administrative area..... 500,000 £2,000,000

2.

Subsequent phased development.

comprising 4,000 beds @ £1,500

per bed, to include:-

further restaurants, cafes,
bars,
dual-purpose open-air and
closed theatre,
dual-purpose open-air and
closed dance-hall,
recreational area and
country club.....£6,000,000

Further essential requirements:-

Swimming pools,
Shops,
Small boat marina,
Additional Staff accommodation,
Landscaping and afforestation..... £2,000,000 £8,000,000

£10,000,000

All services to be provided.

AIRPORTS GROUP.

London Airport.

Central Restaurant.
Buffets.
Grill & Griddle.
Staff Buffets.
Queens Restaurant.
Queens Crew Buffet.
BEA Staff Buffet.

Aircraft catering.
Duty-free liquor.

Airport Catering Services.

Gatwick.
Edinburgh.
Hurn.
Glasgow.
St. Enochs.
Leeds/Bradford.
Exeter.
Jersey.
Manchester.
Belfast.
Cardiff.
Penzance.
Luton.
West London Air Terminal.
Aer Lingus Terminal
Berlin Flight Catering.

FLIGHT CATERING

Alitalia.
Aer Lingus.
T.W.A.
K.L.M.
S.A.S.
B.E.A.
British United Airways.
B.O.A.C.
Sabena Belgian Airlines.
Dan Air Services.
Iberia.
Adria Airways.
Britannia Airways.
British Eagle.
Caledonian Airways.
Icelandic Airlines.
B.K.S.
British Midland Airways.
Cembrian Airways.
Polish Airlines.