



# europa

## News on: Iceland ProTravel, MiMalta and Porto & North Portugal Convention and Visitors Bureau

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August 2024

Dear Colleague,

I've just returned from a week in Greenland with Iceland ProCruises. It was bittersweet, as this is their last branded cruise. We had a great 10 years with them and will miss them! The good news is that the brand will continue, I'll have more news next month!

And, we are still selling Iceland, with **Iceland ProTravel**, their sister company, which is in its 30th year in business. I explored our GM's favorite hot spring last week, the Hvammsvik Hot Springs were fabulous. Perched on the edge of a fjord, salt water from the bay periodically splashes into the springs.

As you may know, we have expanded our portfolio to include more Europe and if you want help with Malta, **MiMalta** is proving to be a terrific boutique and very creative company. We are working on some really cool adventure itineraries such as running, hiking, biking, paddling and wellness trips in addition to more traditional historical visits. Let us know if Claudia and the team can assist you. We are happy to schedule appointments for you to chat with the team. And if you want to learn more, take a look at our webinars here.

With our sister company, Re•think Travel Marketing, we are planning a roadshow for three regions of Portugal this September, visiting San Francisco, Seattle, Victoria, Winnipeg and Montreal. If you live in these regions, let me know. We are also planning a fam to **Trentino, Italy** for late September, early October. If you want to receive an invite let me know!

I hope you enjoy the remainder of your summer! We are here to assist!

Jane, Jenna, Ana & Paula

News at a Glance

## [Iceland ProTravel](#)

- **Verslunarmannahelgi (August)**: Known as the Merchants' Weekend, this is the biggest travel and camping weekend in Iceland. It includes various festivals, concerts, and events throughout the country, with the Westman Islands hosting one of the largest and most famous celebrations called "Þjóðhátíð."
  - **Reykjavik Pride (August)**: A vibrant celebration of LGBTQ+ culture and rights, Reykjavik Pride includes a parade, concerts, parties, and cultural events, drawing large crowds and fostering a spirit of inclusivity and acceptance.
  - **Reykjavik Culture Night (August)**: This event marks the beginning of the city's cultural year, featuring a day and night of cultural activities, including art exhibitions, concerts, dance performances, and fireworks. It's a family-friendly event attracting both locals and tourists.

## [Porto and the North](#)

- Check out our webinar, "Active Tourism in Porto & the North of Portugal" [here](#).

## Upcoming Events and Openings

- [Porto will host ICCA World Congress in 2025](#)
- [Porto and North of Portugal launches Marketplace of tourist experiences](#)
- [Torel Quinta da Vacaria](#) (a 5-star hotel that will open in August)
- [Altis Porto Hotel](#) (5-star hotel that will open in August)
  
- [NEOPOP Festival](#) 8-10 August (Viana do Castelo)
- [Vodafone Paredes de Coura](#) 14-17 August (Paredes de Coura)
- [Festas d'Agonia](#) 14-22 August (Viana do Castelo)
- [CA Vilar de Mouros](#) 21-24 August (Caminha)
- [Festas de Nossa Senhora dos Remédios](#) August 22-September 9 (Lamego)
- [XXIII Bienal Internacional de Arte de Cerveira](#) July 20-December 30 (Vila Nova de Cerveira)

## [MI Malta](#)

- **Lights! Camera! Action!** With its deep blues seas, its lush, verdant countryside, and its ragged rocky terrain, it's hardly surprising that Malta has played host to so many blockbuster film shoots! Mдина, has been King's Landing in Game of Thrones, as well as being featured in the Count of Monte Cristo!

Having scenes from Game of Thrones, Gladiator, By the Sea, Troy, Captain Phillips, World War Z and many other all-time film greats, one can only wonder what the next blockbuster to hit the Maltese shores will be.

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## The Sound of (Icelandic) Music

If you think Bjork is all that Iceland has to offer in the way of music, then you really need to check out [Pearls of Icelandic Song](#) at Reykjavik's incredible Harpa Concert Hall during the summer and year-end holiday seasons.

Under the artistic direction of Bjarni Thor Kristinsson, the show presents a selection of classical Icelandic songs and folk music about elves, spirits, outlaws, nature, love and much more. The singers also explain the stories behind the songs and their composers.

[Read More](#)



## Offbeat Malta: Cool and Unusual Sights



According to the *Atlas Obscura* website, there are 32 “cool and unusual things” to do or see in Malta. Here are a few of their picks:

### **St. Paul’s Catacombs**

Paris and Rome have their famous catacombs, so why now the town of Rabat in Malta? Starting in the 3rd century AD, the Romans buried their dead in a warren of underground tunnels later used by the island's first Christians.

[Read More](#)

## Epic Dishes to Savor In Northern Portugal

In Porto and the North of Portugal, flavor awakens the palate and lingers in your memory long after your vacation has ended. Especially dishes that come from a particular region or have compelling origin stories like the four below.

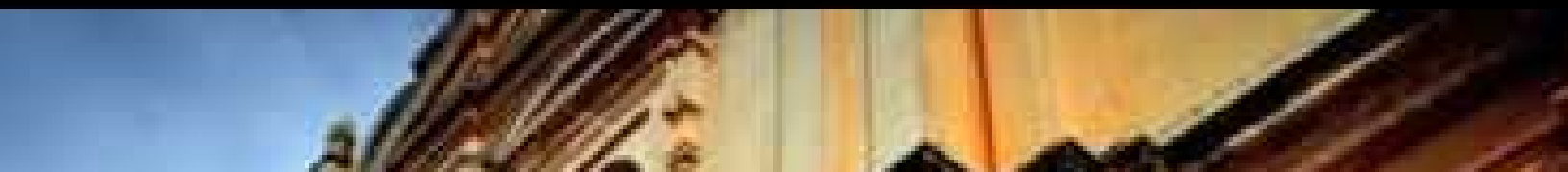
What flavor do you want to keep in your memories?

### **Posta à Mirandesa**

A super succulent veal steak dish that originated in the Trás-os-Montes and Alto Douro regions of northern Portugal. [Read More](#)



Beautiful Malta





A glimpse of what the beautiful Maltese Islands have to offer. The remarkable history and vibrant colors of Malta, the tranquil, laidback atmosphere of Gozo, and the crystal-clear sea surrounding the tiny island of Comino.



# emerging destinations

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