MALTA TOURISM AUTHORITY

media release

Date: 14/08/2017

Ref: 55-2017

FTEHIM BEJN L-MTA U L-BBC

Għall-ewwel darba fl-istorja, l-istazzjon nazzjonali Ingliż BBC iffirma ftehim mal-Awtorità Maltija għat-Turiżmu (MTA), biex ikun preżenti fil-palk prinċipali ta' festival ewlieni fid-dinja tal-mużika li se jsir f'pajjiżna llum.

Dan grazzi għal ħidma li qed twettaq l-MTA biex tkompli tippromwovi lil Malta fost niċċa ta' turiżmu żagħżugħ u jkompli joħroġ ċar id-diversità li jgawdi minnha l-prodott turistiku Malti.

Preżenti għal dan il-festival hawn Malta se jkun hawn Danny Howard, DJ mill-istazzjon BBC Radio 1. Dan minbarra ċelebritajiet bħal m'huma Steve Aoki, Klingande, Tinie Tempah, Mambo Brothers, Luc Adams u t-talent lokali Ziggy.

Li enitità ta' reputazzjoni għolja bħal m'hija BBC tkun preżenti fuq il-palk ewlieni tfisser suċċess għall-industrija tal-festivals hawn Malta. Il-festival se jkun ukoll irrekordjat u mxandar aktar tard fuq BBC Radio 1.

Il-Ministru ghat-Turizmu Konrad Mizzi awgura kull suċċess għal dan il-festival bil-preżenza tal-BBC Radio 1. Huwa rringrazzja l-ħidma tal-MTA biex dan seta' ikun success u jħares 'il quddiem ghal aktar kollaborazzjoni mal-BBC.

MTA AND BBC SIGN A SIGINIFICANT AGREEMENT

For the first time in history, the British Broadcasting Corporation (BBC) has signed an agreement with the Malta Tourism Authority, in order to take ownership of the main stage at a major music festival that is going to take place in Malta today.

The BBC's presence is the result of incessant work by the MTA in order to promote Malta's festival industry and the islands as a destination that eloquently caters for a young audience. In this way, Malta is put forth as a destination that boasts of a product that is able to embrace all sorts of tastes.

Danny Howard, a leading DJ for BBC's Radio 1, will be entertaining the crowd, together with names that are famous the world-over, such as Steve Aoki**,** Klingande**,** Tinie Tempah, Mambo Brothers, Luc Adams and local talent Ziggy. The festival will also be recorded and aired at a later date on BBC's Radio 1.

In reaction, the Minister for Tourism Konrad Mizzi, wished every success on the occasion of this festival. He thanked the MTA for it's continuous efforts in order to make such agreements possible and expressed enthusiam towards further collaboration with the BBC.