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2018 line-up for Isle of MTV confirmed

The artist line-up for this year's Isle of MTV Malta Special has been confirmed. This edition will bring massive names to our shores, by the likes of Jason Deluro, Haliie Steinfeld and Sigala, featuring live vocals from Paloma Faith and Ella Eyre.

As already announced, Dimitri Vegas & Like Mike will headline at this year's Isle of MTV Malta, which is the biggest free live music show of the European summer and is now in its 12th year. Every year, Isle of MTV Malta attracts thousands of visitors and is watched by many more when it is aired on MTV's main channels.

Commenting on this year's exciting talent line-up, the MTA's Chairman, Dr Gavin Gulia, said that festivals such as Isle of MTV Malta create a reason for visiting Malta and specifically attract younger people, therefore diversifying the demographic mix. Furthermore, they help in mitigating seasonality and promote peaks in seasons that are already popular. Dr Gulia referred to festival tourism as one of the fastest growing segments in tourism around the world.

The Minister responsible for Tourism, Dr Konrad Mizzi, held that festival tourism provides a substantial contribution to the development of Malta's tourism product. It therefore contributes towards the Maltese Islands' economic activity. The Minister held that festival tourism helps to attract tourism to specific areas of the island.

Commenting on the way in which this year's festival differs from previous editions, the MTA's Chairman, Dr Gulia, reminded fans that this year, they are required to register in order to attend the free festival. Although data will be handled by MTV, the MTA will be in a much better position to market the festival successfully in future editions.