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**ABODE On The Rock – the latest Festival to be hitting our shores, this time in Gozo**

Abode on the Rock will be gracing the Gozitan shores, together with around 1,500 visitors, mainly from the United Kingdom, on the weekend of Friday 8<sup>th</sup> till Sunday 10<sup>th</sup>, with a fantastic DJ line up on each of the three days.

Abode on the Rock is the latest festival to be added to the islands' event calendar, and is another boost to the festival tourism niche, which the Malta Tourism Authority has a great interest in growing.

The MTA believes tremendously in Festival Tourism for a variety of reasons, with perhaps some of the more compelling ones being that many of these festivals take place outside of the busy summer months and that these festivals create a purpose for the younger demographic of tourists to visit the Maltese Islands for the first time.

Festivals also greatly help the local economy, as the vast majority of those that visit the islands for these festivals, besides residing at various accommodation options, will also be consuming all their meals and drinks from restaurants, cafes and bars.

In 2018, which is the first year of the festival, ABODE is expected to have a direct economic value-added impact of around €330,000, whilst directly effecting over 630 jobs. Overall, meaning directly and indirectly, ABODE is expected to have an economic impact of around €630,000 in its first year, whilst effecting around 1,100 jobs.

The MTA Executive Chairman, Dr. Gavin Gulia, was thrilled with the addition of ABODE to the Maltese Islands' Festival list, stating that Abode is a staple name in the party scene, with Abode having a residency in Ibiza at one of the most well-known clubs there, namely Amnesia. Dr. Gulia continued by saying that the Maltese Islands being able to attract such a great name in the industry is a testament to the MTA's hard work as well as the appeal of the Maltese Islands, both to the organisers as well as to their fans! Dr. Gulia concluded by saying that the figures expected for the first year are tremendous and he truly wanted to thank all those involved for their hard work and effort in making sure this event, as well as all the others, are a great success.

**Abode on the Rock huwa l-iktar festival riċenti li tħabbar li se jiġi lejn il gzejjer Maltin, din id-darba f'Għawdex.**

Abode on the Rock se jiġi Għawdex u jgħib miegħu 1,500 viżitatur, fil-maggoranza tagħhom mir-Renju Unit. Il-festival se jsir bejn il-Ġimgħa, 8 ta' Ġunju sal-Ħadd, 10 ta' Ġunju, b'lista eċċellenti ta' DJs f'kull serata.

Dan huwa l-aħħar minn sensiela ta' suċċessi fis-suq tal-festivals hawn Malta; niċċa li kull ma tmur qed tikber.

L-MTA temmen bi sħiħ fit-turiżmu relatat mal-festivals, speċjalment meta tqis li qed isiru ħafna f'xhur li mhumiex sajjin. Dawn il-festivals joħolqu raġuni għal-żgħażaġħ biex jiġu Malta għall-ewwel darba.

Festivals jgħinu wkoll lill ekonomija, billi jimlew il-postijiet tal-akkomodazzjoni, ristoranti u bars.

Fl-2018, li hija l-ewwel sena meta se jsir ABODE, huwa mistenni li jkun hemm kontribut dirett ta' €330,000 fl-ekonomija Maltija, u jiġu effetwati 630 impjieg. B'mod dirett u indirett, ABODE huwa mistenni li jhalli impatt totali ta' madwar €630,000 fl-ewwel sena, filwaqt li jkuni effetwati 1,100 impjieg.

Iċ-Ċhairman Eżekuttiv tal-Awtorità Maltija tat-Turiżmu, Dr. Gavin Gulia, esprima sodisfazzjon għall-fatt li ABODE ġej lejn Malta. Fakkar li dan huwa isem rinomat fix-xena tal-parties, u ABODE għandu post fiss f'pajjiżi bħal Ibiza, fi clubs kbar bħal Amnesia. Dr. Gulia qal li dan huwa xhieda oħra ta' ħidmet l-MTA u dak li kapaci joffru l gzejjer Maltin. Ikkonkluda billi qal li l-ammont ta' turisti u r-riżultati li se jikseb pajjiżna huma pożittivi mmens u irringrazzja lil dawk kollha li kkontribwixxew lejn dan is success.