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Final preparations for the Isle of MTV Malta Special tomorrow

Date for next year's concert announced

On the eve of the Isle of MTV Malta Special concert, the works going on at the granaries in Floriana are incessant. Now in its 12th year, the Isle of MTV franchise has seen massive past performers, such as Snoop Dog, Wiz Khalifa, One Republic, Enrique Iglesias and many more. This year's line-up is certainly one to impress with global superstars such as Jason Derulo, Hailee Steinfeld, Sigala, Ella Eyre, Paloma Faith as well as the duo of Like Mike and Dimitri Vegas.

The Minister for Tourism, Dr. Konrad Mizzi, toured the Isle of MTV stage and grounds at the Granaries in Floriana this morning.

Dr. Mizzi expressed his gratitude to all involved in the success of this event as well as the crew that have been working endlessly to ensure that everything is set up correctly and safely.

It was during this morning's visit that the date for Isle of MTV next year was announced; Wednesday 26th June 2019.

For the first time ever, the edition this year is going to be streamed across ten channels in the EMEA region, that is Europe, Middle East and Africa.

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.

These 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.

Viacom, the company organizing MTV, has a long-standing relationship with Malta, having worked together on the Isle of MTV for many years, in fact the Malta Tourism Authority has just signed an agreement with the Viacom to host a Nickelodeon Treasure Hunt next year. The event will attract children and families who will visit the island during the Easter period. This is a huge show of trust in Malta and goes to show the great efforts in diversifying the tourism market.

Russell Samuel, Vice President, Creative and Integrated Marketing at Viacom Velocity International, was delighted with how works have been progressing in relation to the 2018 Isle of MTV concert, saying that it had the potential to be one of the best concerts yet. Mr. Samuel also expressed his



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pleasure in relation to the Nickelodeon Treasure Hunt, which further strengthens the ties between Viacom and the MTA, as well as Malta on a whole.