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Annie Mac crowned as Festival Ambassador of Malta

Annie MacManus, more commonly known and referred to as Annie Mac, has just been awarded the title of Festival Ambassador of Malta. Annie Mac, who is an extremely popular Irish DJ, part in thanks to her BBC Radio 1 show – Radio 1’s Dance Party with Annie Mac, connected with the Maltese Islands thanks to the ‘Annie Mac Presents’ party promotion. Now in its 5th year of organisation, ‘AMP presents Lost & Found’ brings over thousands of party-goers on an annual basis and injects millions of euros into the local economy, particularly in the previously quieter months.

Taking place from day to night, the Lost and Found festival offers breathtaking boat party backdrops of the Maltese coastline, ancient locations, pool-side parties overlooking the sunset and an intimate open-air night time arena. The event, founded in 2015, heavily promotes Malta as an island adventure, advertising our 300 days of sunshine and the most stunning views in Europe. Its dedicated travel team helps visitors travel to the Maltese islands with increase ease. In fact, more than 9,000 tourists visited Malta for this purpose last year.

Annie Mac, who is now the first Festival Ambassador to the Islands, was presented with a certificate and a locally produced token to mark this achievement. This was presented to Annie Mac by the Minister responsible for Tourism, Dr Konrad Mizzi, in the presence of the Head of Events Lionel Gerada.

Mr Gerada said that this award is a representation of how festival tourism has grown over the past few years. Dr Mizzi commended Ms. Mac for her continuous promotion of the Maltese islands, which in turn has generated great interest amongst her young followers. Such commitment is a clear testimony to the way in which Malta lends itself nicely towards different types of occasions and opportunities that increase inbound tourists.