

12.05.2025

PR 2515

PRESS RELEASE

Malta International Fireworks Festival live stream campaign reaches 33 million American viewers

As part of the Malta Tourism Authority's strategic marketing efforts to position Malta as a premier destination for quality tourism, VisitMalta partnered with TravelZoo to engage the American market through a series of high-impact live streams hosted by Senior Editor and TV Presenter Gabe Saglie. The campaign aimed to spotlight Malta's unique cultural and entertainment offerings, leveraging major US media platforms to expand visibility.

This initiative was strategically aligned with the 2025 Malta International Fireworks Festival, which concluded on April 30th with a dazzling finale at Valletta's Grand Harbour, marking the 21st anniversary of Malta's EU membership. This year's edition featured over 85 local and international pyrotechnic teams, showcasing a blend of tradition and innovation that captivated thousands of spectators across multiple venues.

The live streams, broadcast across the US on April 30th garnered a combined viewership of nearly 33 million viewers. The live stream was carried out across multiple TV stations in the US, including prominent networks such as NBC, CBS, ABC Networks and FOX News, effectively showcasing Malta's appeal to a diverse and extensive American audience.

The prestigious Pyrotechnical Musical competition crowned Għaqda Piroteknika 10 ta' Awwissu from Birgu, Malta, as the overall winner. Poland's Nakaja Art and Italy's Foti Fireworks secured second and third places, respectively, while teams from France, the UK, and Mexico rounded out the top six. The festival also included performances by last year's champions, Għaqda tan-Nar Kerċem, and introduced a surprise finale that combined fireworks with cutting-edge technology.

Other live streams during the Grand Finale of the Fireworks Festival, were prominently featured on key platforms, including LiveNOW, iHollywood, and The Weather Channel. This compelling visual representation of Malta's vibrant cultural scene further emphasized the destination's allure and reinforced its positioning as a premier destination for quality tourism.

Spanning from April 22 to 30, the festival's events were held at the Grand Harbour and in Nadur, Gozo, highlighting Malta's rich pyrotechnic heritage. For the first time, local band clubs participated, adding a new cultural dimension to the festivities.

Organised by the Malta Tourism Authority, the festival not only celebrated Malta's craftsmanship in fireworks but also reinforced its appeal as a year-round tourist destination.

This campaign is part of the broader TravelZoo initiative targeting the US, Canadian, and UK markets, positioning Malta as a destination of choice for discerning travelers. Additionally, the campaign was further amplified through promotional content shared by key media



personalities and the VisitMalta platform, reinforcing the strategic messaging aimed at attracting high-end tourism.