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## PRESS RELEASE

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### **THE GIBRALTAR TOURIST BOARD IN MANCHESTER**

The Gibraltar Tourist Board is taking its road show series to Manchester on Thursday 12<sup>th</sup> June, where it will be joined by representatives of Gibraltar's tourism industry to meet leading travel agents at the Renaissance Hotel.

Minister for the Environment and Tourism, The Hon Ernest Britto will play host to the event alongside members of the Gibraltar Tourist Board's teams in Gibraltar and London.

With the resumption of flights from Manchester by Monarch Airlines, as from September this year, the North of England once again becomes a stronger and more accessible catchment area, which the Gibraltar Tourist Board and the local industry will target to attract more visitors to Gibraltar.

Gibraltar will be represented by Blands (also representing Rock Hotel), Parodytur, MH Bland, The Gibraltar Taxi Association, The O'Callaghan Elliott Hotel, The Caleta Hotel alongside Classic Collection Holidays, Cadogan Holidays, My Vacations and Monarch Airlines of the UK.

'The Gibraltar Tourist Board's road shows are becoming one of the most effective selling tools for Gibraltar's tourism industry and the Government is happy to provide a platform through which more visitors can be attracted to The Rock. The availability of flights from Manchester as from September is a very important development in helping to attract more overnight visitors to Gibraltar. The Gibraltar Tourist Board will be promoting this route vigorously in partnership with Monarch Airlines,' said The Hon Ernest Britto, Minister for the Environment and Tourism.

In response to current tourism trends, another event will be held in Manchester in September specifically aimed at the consumer.