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## PRESS RELEASE

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The Gibraltar Tourist Board will be exhibiting at the 28<sup>th</sup> edition of FITUR (Feria Internacional de Turismo) in Madrid from 30<sup>th</sup> January to 3<sup>rd</sup> February. The exhibition is targeted at tourism industry professionals for the first three days, and then to the general public for the final two days, at the weekend, and is always very well supported.

The 105m<sup>2</sup> Gibraltar stand will consist of a new design as featured at the World Travel Market in London last year. It will be manned by a team from the Gibraltar Tourist Board. The stand will provide dedicated counters and meeting areas with privacy screens, to enable representatives of Gibraltar's travel and tourism industry to meet their clients or prospective clients. The co-exhibitors will be contributing towards the cost of the stand in return for an enhanced selling platform.

Co-exhibiting with the Gibraltar Tourist Board this year are:

Gala Casino Gibraltar  
Ocean Village  
Bland Group of Companies  
The O'Callaghan Elliott Hotel  
MH Bland Group of Companies  
Parodytur  
Gibraltar Taxi Association  
Emile Youth Hostel

On the eve of FITUR, the Hon Joe Holliday, Minister with responsibility for Tourism, will host a reception in Madrid for a number of Spanish travel journalists at which he will brief the media on Gibraltar as a leading destination for the Spanish market and present the journalism travel award for 2007.

The recipient of this year's award is Julio Ruiz for his article entitled "Gibraltar Una Roca con Historia/Gibraltar A Rock with History". The article appeared in the June 2007 edition of Ronda Iberia, which is the in-flight magazine of Iberia Airlines. A record number of fourteen entries were received for the award. The award was open to all those journalists who published or broadcast a piece on Gibraltar during 2007 in

the travel and tourism press in Spain, on radio, television and on the Internet. The award carries a prize of € 1000.00 and a trophy.

“Our new prominent stand at FITUR this year is part of an ever increasing commitment by the Government towards promoting the tourism product in the expanding Spanish tourism market and at an international level. An exhibition the size of FITUR serves to promote Gibraltar as a tourism and business destination at the forefront of the industry. The enhanced support we are receiving from the industry in Gibraltar at FITUR this year is a reflection on their belief that tourism contributes in an unprecedented way to the economy, not only in the hospitality sector but in the leisure and retail sectors too.” said The Hon Joe Holliday, Minister with responsibility for Tourism.

**Note to editors:**

**The winning article for the journalism travel award is attached along with a photograph of the winner.**