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## PRESS RELEASE

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### **THE TOAST OF BRIGHTON**

The Gibraltar Tourist Board played host at a trade road show held at the Grand Hotel, Brighton, on Wednesday 20<sup>th</sup> February 2008.

Over 70 travel agents attended the event, which was supported by members of Gibraltar's travel trade both from Gibraltar and the UK. They included, MH Bland, Bland Travel, The O'Callaghan Elliott Hotel, The Rock Hotel, Cadogan Holidays, Classic Collection, Monarch Scheduled Services and My Vacations.

The Tourist Board annual road show series is viewed as a valuable part of its UK marketing strategy and is highly valued by Gibraltar's supporting operators and trade.

The Rock Hotel's General Manager, Stephen Davenport, who attended for the first time this year, said: "...how impressed I was with the Brighton road show. The organisation and concept, as well as the pleasantly surprising number of attendees, certainly made the trip worthwhile."

Barbara Fulton, Sales Manager of The O'Callaghan Elliott Hotel in Gibraltar said, "A great way to promote the hotel and showcase Gibraltar – we were received with great enthusiasm and interest from all the agents who attended."

While Jon Gardner, Sales Manager for Cadogan Holidays expressed his view "I found the Gibraltar road show, as usual, well organized, with a high turn out of good keen agents. I enjoyed the evening and felt we certainly benefited from being there."

And newcomer tour operator, Classic Collection, represented by Andrew Farr, added his thoughts to the event. "A lovely evening and a great venue. It was particularly useful to be able to meet so many independent travel agents, as well as the multiples, who were there in force. A pitch-perfect presentation on Gibraltar too – not too long, not too short, but informative and entertaining."

"Road shows are critical to targeting the UK travel agent. The Brighton area is a valuable catchment area for Gatwick departures, and support for Gibraltar from this vicinity is increasingly important, in particular this year, as the summer schedules from British Airways and easyJet collectively offer, on certain days, up to three flights daily from London Gatwick to Gibraltar." said The Hon Joe Holliday, Minister with responsibility for Tourism.