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PRESS RELEASE

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GIBRALTAR TO EXHIBIT AT THE COLLINS STEWART LONDON BOAT SHOW

The Gibraltar Tourist Board is exhibiting at the London International Boat Show from 11th-20th January 2008.

The exhibition now in its 54th year, is London's largest annual event. The show continues to grow in size, since its move 4 years ago, to the state-of-the-art exhibition centre, EXCEL, in London's Docklands.

The London Boat Show accommodates over 500 exhibitors ranging from yacht and powerboat sales to chandlery and marina related services. It is anticipated, that this year, an estimated 140,000 visitors will attend. HRH Princess Royal is due to visit the show in its opening week.

The London Boat Show is one of the most visited events in the sailing calendar for yacht and powerboat sales, as well as information on berthing and chandlery. The show has evolved to include an extended dedicated area of destination representation, in an increasingly competitive arena of overseas marinas and port facilities.

The Gibraltar Tourist Board's presence at the show will promote Gibraltar's enhanced marinas and supporting services. Private sector companies will further promote yacht registry, specialist sailing holidays, water sports and training courses. Gibraltar Tourist Board personnel from the office in London will man the Gibraltar stand.

"The London Boat Show has consistently proven to be a successful exhibition for Gibraltar, not only in promoting our marinas and accompanying services, but also as a platform to attract a direct holiday booking audience. A potential audience of 140,000 is a wonderful opportunity for us to sell all our visitor facilities. Although our marinas are full during most of the year, Gibraltar must maintain the promotion of its product in this market to support the current expansion and improvement of marina services and future developments." said the Hon Joe Holliday, Minister with responsibility for Tourism.

Minister Holliday will visit the Gibraltar stand at the London International Boat Show on Monday 14th January 2008.