



GOVERNMENT OF GIBRALTAR
Ministry of Enterprise, Development, Technology and Transport
Suite 771
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Gibraltar

PRESS RELEASE

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SPANISH JOURNALISTS

The Gibraltar Tourist Board is hosting a group of Spanish travel and tourism journalists on a two-day visit to the Rock. The visit is aimed primarily at promoting Gibraltar as one of the most attractive destinations in the Mediterranean and will concentrate on the advantages of air services between Gibraltar and Madrid operated by Ándalus Lineas Aéreas.

During the visit the journalists will enjoy a varied schedule designed to showcase Gibraltar's tourism, hospitality and leisure products. The visit is part of the Government's commitment to an ongoing joint marketing drive with Ándalus Lineas Aéreas in Spain.

"Through the Gibraltar Tourist Board the Government is committed to promoting air services from Spain, as it is to connections by air from other destinations. This visit is part of a very active campaign, which the Gibraltar Tourist Board will manage over the next few months, to promote Gibraltar in the Spanish market as a leading tourism destination. The autumn and winter are traditionally the most important seasons in marketing terms for the tourism industry and I am pleased that this Government is as active as it has always been in selling Gibraltar overseas." said The Hon Joe Holliday, Minister for Enterprise, Development, Technology & Transport.

Minister Holliday held a meeting with the journalists during their visit.

The visit has also been made possible through the generous contributions of companies in Gibraltar and in particular by M H Bland, the general sales agents for Ándalus Lineas Aéreas in Gibraltar.

Note to Editors: A list of those contributing to the visit is attached.

LIST OF SPONSORS FOR THE PRESS VISIT:

- M H Bland / Calypso Tours
- Ocean Village
- Rock and Fortress
- Dolphin World
- Cable Car
- King's Bastion Leisure Centre
- Gibraltar Museum
- Waterfront Restaurant
- Café Solo Restaurant
- O'Reilly's (Irish Pub)
- The Caleta Hotel
- Gala Casino Gibraltar
- Alameda Botanic Gardens
- Ándalus Lineas Aéreas
- The Gibraltar Tourist Board