



HM GOVERNMENT OF GIBRALTAR
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GIBRALTAR TOURIST BOARD LAUNCHES NEW LOOK BROCHURE 'VISIT GIBRALTAR'

The Hon. Neil Costa MP, Minister for Tourism, this week unveils a new tourism brochure entitled 'Visit Gibraltar'.

The comprehensive 18 page brochure is designed to appeal to visitors of all ages. It offers a flavour of daily life on the Rock, themed through vibrant illustration and narrative on its key attractions, activities, hotels, servicing airlines and UK Tour Operators.

Each page highlights the Tourist Board Facebook and Twitter contact details, addressing the increasing role that social media plays in the marketing of the destination and its appeal to a new generation of traveller.

Following its launch, 'Visit Gibraltar' will be distributed directly to requests from the public, and to the UK travel industry, travel journalists and at all exhibitions and trade fairs attended by the Tourist Board. The brochure will also be available from information points in Gibraltar.

Commenting on the brochure, Minister Costa commented; “There is much more in the fabric of Gibraltar than many potential visitors realise. ‘Visit Gibraltar’ offers an insight into Gibraltarian culture and traditions, as well as stimulating interest in our historic tourist sites, I look forward to it being received well by a wide audience.”