



**HM GOVERNMENT OF GIBRALTAR**  
**Ministry of Tourism, Public Transport and the Port**  
**Suite 631**  
**Europort**  
**Gibraltar**

## **PRESS RELEASE**

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### **Government's On-going Cruise Drive heads to the UK**

The Government's marketing drive to attract new cruise business to Gibraltar and to establish closer working relationships with senior cruise line management, moves up a gear next week. The Minister for Tourism, Public Transport and the Port, the Hon Neil Costa, is holding a series of meetings with senior executives of seven major UK-based cruise lines, between Wednesday 27 and Friday 29 June. These companies, which all cater to the British market and are together responsible for bringing over half the total number of passengers scheduled to arrive this year, are as follows:

P&O	82,837	27.44%
Royal Caribbean	50,050	16.58%
Fred Olsen	14,061	4.66%
Thomson	12,987	4.3%
Cunard	10,184	3.37%
Saga	3,930	1.3%
Swan Hellenic	-	-
<b>Total:</b>	<b>174,049</b>	<b>57.65%</b>

Minister Costa, who will be accompanied by the Chief Minister's Principal Private Secretary, Tony Davis, said "The process of meeting each and every cruise line which operates in our region is on-going. We need to keep Gibraltar's image fresh in the minds of all relevant itinerary planners. Establishing initial contacts is one thing, but what is more important, is the follow-up communication, as we have to keep the momentum going. The cruise industry is fast-moving and Gibraltar has many competitors, all vying for the same trade. Although the British market is our major source of cruise business, we cannot simply assume these companies will continue to serve Gibraltar as they currently do. We must keep them informed of developments, as well as get their feedback."