



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

PRESS RELEASE

No. 417/2012

Date: 2nd July 2012

Minister Costa Tourism Industry Meetings in the UK

The Minister for Tourism, Public Transport and the Port, the Hon Neil Costa has returned from the UK where he held meetings with representatives of the tourism industry.

In the first two days of his visit Minister Costa held meetings with two of the airlines currently operating to Gibraltar and discussed the on-going performance of existing services along with route development issues. Minister Costa also held a meeting related to event tourism and attended a meeting of the UKGTA (United Kingdom Gibraltar Tourism Association).

During the final three days of his visit, Minister Costa held meetings with 8 of the cruise ship companies that call at Gibraltar. These meetings are pursuant to the Government's strategy of marketing on a one-to-one basis. Personal contact and an exchange of ideas with the itinerary planning and shore excursion decision makers of cruise lines provides feedback that Gibraltar can use to its benefit in developing the services and facilities provided to cruise ships and their passengers.

Commenting on his visit Minister Costa said, "The Government firmly believes that personal meetings with representatives of the industry are the most effective way in which to increase awareness about the products and services Gibraltar has to offer, as well as encouraging visits to Gibraltar. The tourism industry is very changeable and it is vital that a continuous and structured approach is taken in attracting more tourists to visit The Rock. I am confident that our approach will stimulate growth in the tourism industry and that airlines and cruise lines in particular will be constantly updated on our initiatives."