



HM GOVERNMENT OF GIBRALTAR
Ministry of Tourism, Public Transport and the Port
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NEW CHAIR AND VICE CHAIR FOR THE UKGTA

At the meeting of the United Kingdom Gibraltar Tourism Association (UKGTA) held recently in Gibraltar, a new Chairperson and Vice Chairperson were elected. Mr Bob Pugh of Parodytur/Parody Holidays was unanimously elected as the new Chairperson. Mr Pugh has had a long career in the tourism industry and brings much experience and knowledge to the Association. Ali Gayward, UK Commercial Manager for easyJet was also unanimously elected as Vice Chairperson. Ali has much experience in the airline industry and has been working with the Gibraltar routes for the airline for a few years now.

Among the issues discussed at the meeting was the marketing of Gibraltar in the UK, following a presentation on the Gibraltar Tourist Board's (GTB) advertising schedules for the UK. Members were encouraged to enter into joint marketing initiatives with the GTB. An outline of the proposed short term investment in the tourist attractions was also delivered and was very strongly welcomed by the Association.

Details of the exhibitions and road shows that the Association members participate in were discussed, including ways in which these events can be made to work harder for the members. Members were encouraged to give as much feedback before and after these events, so that their effectiveness can be enhanced and their results measured.

An innovation this year was the scheduling of meetings with the UK members and the Minister for Tourism, Public Transport and the Port, the Hon Neil Costa MP, before the meeting. In addition, non-members of the Association working in niche markets also held meetings with the Minister for Tourism to discuss joint-marketing plans. On this occasion the weddings market was the focus of attention. The GTB plans to develop other niche markets and is also committed to developing event-led tourism. Also discussed at the meeting was the start of a new drive to promote the conference, meetings and incentive market.

The issue of the taxi service was also discussed and, as stated by Minister Costa in the media, the Government is in discussions with the Gibraltar Taxi Association on improving the city service taxi arrangements. The discussion came about primarily in relation to the taxi service at the new air terminal.

Commenting on the meeting the Hon Neil Costa MP said, "At this very well attended meeting of the UKGTA, we were able to discuss many of the issues facing the tourism industry today, in particular the ways in which we can attract more visitors from our core markets in the UK. I am particularly encouraged by the enthusiasm shown by the members to support the efforts of the GTB and the Government in placing tourism at the forefront of our priorities in attracting investment from this sector and in driving visitor numbers to increase. I bid a warm welcome to Bob Pugh as the new Chairperson and the wealth of experience he brings from the local tourism industry. Ali Gayward will be a great asset as Vice Chairperson coming from an airline that has shown a major commitment to Gibraltar which will undoubtedly continue."