



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

PRESS RELEASE

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NEW WEBSITE FOR THE GIBRALTAR TOURIST BOARD

The Gibraltar Tourist Board (GTB) is to launch its new website pages with an interactive and dynamic design created to enhance the on-line offering for visitors to Gibraltar.

The look, content and functionality of www.visitgibraltar.gi are being changed to reflect the needs of visitors and operators alike.

The web pages will feature a new design and will be compatible with tablets; a specific smart phone version will be available soon. The site also enables pod casts by the GTB to be included. The site will also continue and expand the social networking interactivity, which is currently available.

The changes are aimed not only at improving the aesthetics of the site but to make the site work harder to attract visitors to Gibraltar. The site will evolve in content over the next few months, with improvements to photography and video content being one of the priorities. The recently launched film, "Gibraltar, More Than You Can Imagine" will also be embedded in the website.

The new website will bring with it commercial opportunities by offering advertising spaces to companies or organisations wishing to promote their products and services, on one of the most visited websites about Gibraltar. This will allow companies, particularly those in the hospitality industry, to have the choice of increasing their profiles on the website. The new site has been developed by Gibraltar-based company Piranha Designs.

Commenting on the re-launch of the website the Minister for Tourism, Public Transport and the Port, the Hon Neil Costa MP said, "The most effective way to advertise a tourism destination today lies in a competent web platform that is attractive and functional. Websites must also reflect the needs of current trends in the use of tablets and smart phones. The new site will evolve to achieve all of this and more and the Government is once again taking an innovative lead in this field. I said in my budget speech this year that the details of this project would be revealed in this calendar year and we have achieved this."

Note to Editors:

Details on the advertising opportunities available on the new site can be obtained from:

Piranha Designs
Unit 6 Portland House

www.pdg.gi

email: web@pdg.gi