



HM GOVERNMENT OF GIBRALTAR
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SALE OF HOLIDAYS TO GIBRALTAR INCREASES

The Government welcomes the announcement by Superbreak, one of the tour operator members of the United Kingdom Gibraltar Tourism Association (UKGTA), that for the month of January they were 263% up in bookings (revenue) for Gibraltar against January 2012 – with an additional 300 clients booked in the month.

Superbreak attributes this to a direct correlation between the launch of its new brochure and flight inclusive programme in which Gibraltar now features as a standalone short break destination. This new feature in the brochure has been made possible through the marketing support received from Gibraltar Tourist Board (GTB). The GTB encourages UKGTA members to take advantage of joint marketing initiatives, with funds made available by the GTB, so that any advertising and marketing activity will benefit from a higher spend. In the case of Superbreak, the initiative has shown results with the announcement of the increase in sales of holidays to Gibraltar. This increase in the number of short stay visitors can only be of benefit to Gibraltar's tourism and hospitality industry.

"This is fantastic news for Gibraltar's tourism, hospitality and retail industries," said the Hon Neil Costa MP, Minister for Tourism, Commercial Affairs, Public Transport and the Port. "These results follow an entire year of the Government's new marketing drive and initiatives, in particular, repositioning Gibraltar as a short break destination and insisting on building personal contacts and relationships. In this context, the UKGTA has proved to be a useful platform for discussing marketing initiatives with our industry partners that will drive an increase in the sale of holidays to Gibraltar. Among other topics, the Association's quarterly meetings analyse the trends in bookings to Gibraltar and address the areas where it is felt a new marketing strategy is required to assist the drive in increasing holiday bookings."

Commenting on this important increase in sales, Chris Hagan, Superbreak's Head of Overseas, Transport and Ancillary Product & Contracting, said, "We have been delighted with January forward bookings for short breaks to Gibraltar which is now within our top 20 overseas locations for the first time ever, which is significant when you think that we sell breaks to every major European and many worldwide cities. It has been, and continues to be a pleasure to work with the GTB to increase knowledge of the destination, particularly through the UK Travel Trade and we look forward to reporting further increases throughout 2013."