



HM GOVERNMENT OF GIBRALTAR
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PRESS RELEASE

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GIBRALTAR IN TRAVEL TRADE ROAD SHOW IN BIRMINGHAM

The Gibraltar Tourist Board is holding a travel trade road show in Birmingham, UK on 20th February. The event is specifically targeted at the start of flights from Birmingham to Gibraltar as from 23rd March, operated by Monarch Airlines.

The event will bring together travel agents from the Birmingham area and tourism industry partners from the UK and Gibraltar. The evening will begin with a workshop where the guests and industry partners can exchange information on their products and services. A destination presentation will follow during a meal hosted by the Hon Neil Costa MP, Minister for Tourism, Commercial Affairs, Public Transport and the Port. The event will conclude with a raffle with prizes consisting of accommodation, flights, tours and travel vouchers donated by the industry partners.

Commenting on the event Minister Costa said, "This is a very effective way of promoting all of Gibraltar attractions to those selling holidays directly to the consumer, in the important travel agent sector. This event is of particular significance following the announcement that Monarch Airlines start services to Gibraltar from Birmingham this year, this is the new route secured by HM Government of Gibraltar. We have no doubt that this route will prove successful and this follows the Government's drive to increase regional connections from the UK."

Whilst in the UK Minister Costa will also attend a meeting of the United Kingdom Gibraltar Tourism Association (UKGTA), being held to coincide with the event in Birmingham, and has other meetings lined up in London with the current airline partners and on matters relating to the first Gibraltar International Literary Festival being held in October of this year.