



HM GOVERNMENT OF GIBRALTAR
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PRESS RELEASE

No. 121/2013

Date: 26th February 2013

MINISTER COSTA MARKETS GIBRALTAR IN THE UK

The Hon Neil Costa MP, Minister for Tourism, Commercial Affairs, Public Transport and the Port has returned from the UK where he attended a travel trade road show organised by the Gibraltar Tourist Board (GTB) in Birmingham. The event was attended by 54 travel agents from 21 travel companies of which 14 were independent travel agencies. Representatives from Monarch Airlines and Birmingham Airport were also present. Co-exhibiting alongside the GTB were:

Bland Group
Calypso Tours/M H Bland
Classic Collection Holidays
Cresta Holidays
Dive Charters Gibraltar
Gibraltar Taxi Association
Monarch Airlines
Parodytur/Parody Holidays
Superbreak

Also at the Birmingham event was Mr Kevin George, Managing Director of Monarch Airlines. This event having been targeted to coincide with the start of the airline's Birmingham to Gibraltar flights.

The event concluded with a raffle of prizes very generously donated by the co-exhibitors.

Whilst in Birmingham, Minister Costa attended a meeting of the United Kingdom Gibraltar Tourism Association (UKGTA). Items on the agenda included an update on the improvement works being carried out by Her Majesty's Government of Gibraltar on the visitor attractions, reports on marketing activities in the UK, discussions on events and exhibitions and individual reports from the members. Participating at the meeting for the first time was the Air Terminal Director, Mr Terence Lopez, representing Gibraltar International Airport. Mr Lopez provided details to the members of the UKGTA of the facilities available to passengers and operators at the new air terminal.

Whilst in Birmingham, Minister Costa also held meetings with representatives from easyJet and Monarch Airlines and later with British Airways in their headquarters at Waterside near Heathrow. Minister Costa travelled to London for a meeting in London with the China Business Network and further meetings in conjunction with the first Gibraltar International Literary Festival, being held in October of this year.

Commenting on his visit to the UK, Minister Costa said, "The road show was a great success and demonstrates how travel agents are still an important part of the holiday selling programme. The event was well received and we were delighted to be able to showcase Gibraltar's tourism product along with our tourism partners from home and the UK. In particular being able to promote the new route to Gibraltar, secured by the Her Majesty's Government of Gibraltar, shows Gibraltar's commitment to ensuring that the necessary support is afforded to these achievements. My meetings with the current airline partners are part of this Government's belief in building one-to-one business relationships, improving the awareness of Gibraltar as a destination and promoting event led tourism to the magnificent Rock."

Note to Editors:

Please see the photographs and their captions attached.