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The Government's initiative to promote Gibraltar at the FIA World Touring Car Championships in Marrakech was 'a resounding success.'

The Gibraltar Tourist Board's "Gibraltar Stand" in the Paddock area of the Marrakech circuit became one of the main attractions of last weekend's event. The image of Miss World 2009, Kaiane Aldorino, had been featured on posters promoting the event throughout Morocco and Gibraltar's stand drew large crowds of people wanting to be photographed with her and to have her autograph. The final WTCC race was a particular highlight for the promotion of Gibraltar as Kaiane was the race starter.

Gibraltar Tourist Board (GTB) staff manning the Gibraltar stand spent many hours on both Saturday and Sunday providing members of the public with details of the new Visa Waiver scheme for Moroccan citizens who hold Schengen Multiple Entry Visas. They also distributed material on the tourist and shopping opportunities on offer in Gibraltar, just 14km across the Strait.

The Chief Minister, the Hon Fabian Picardo MP and the Minister for Tourism, the Hon Neil Costa MP hosted journalists from various media outlets at the Gibraltar stand. Both men gave interviews to Moroccan media highlighting the "Visa Waiver" regime introduced by Her Majesty's Government of Gibraltar earlier this year.

Mr Picardo said, "The promotion of Gibraltar at the WTCC event was an enormous success. The event has become a highlight of the Moroccan social and sporting calendar and it was fantastic to be able to secure a presence for Gibraltar in the Paddock area to launch the new Visa Waiver scheme. I believe we have reached a very wide audience indeed and that we will see real interest emerging from Morocco in Gibraltar's potential as a tourist, shopping and commercial destination.

'I particularly want to thank the team led by Hon Neil Costa MP, which included Miss World 2009, Miss Kaiane Aldorino and four other representatives of the GTB, for their very hard work throughout three days of setting up and exhibiting at the WTCC. They showed great dedication in promoting Gibraltar every minute of the event.'