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MINISTER COSTA AND THE GIBRALTAR TOURIST BOARD IN MADRID

The Hon Neil Costa MP, Minister for Tourism, Commercial Affairs, Public Transport and the Port has returned from his visit to Madrid for the FITUR travel and tourism exhibition. The Minister attended nine meetings at the Gibraltar Tourist Board's (GTB) stand.

On Thursday 31st January, Minister Costa hosted a reception on the stand for members of the tourism press and tourist industry partners. Minister Costa also received media coverage at the event, having been interviewed by representatives from Europa Press and Hosteltur.

As part of the GTB's team this year, Miss World 2009, Kaiane Aldorino, as well as two members of Gibraltar's History Alive re-enactment group were also present, helping to market Gibraltar to the many visitors at the event. The addition of tourist-related entertainment and events at the stand follows a meeting with the GTB's co-exhibitors.

Commenting on his visit the Hon Neil Costa MP, Minister for Tourism, Commercial Affairs Public Transport and the Port said: "This was my second visit to FITUR. Last year I found the event to be useful, amongst other things, in making contacts that resulted in the return, this year, of the Pullmantur cruise product to Gibraltar and an increase in cruise calls of that same product in 2014. Our new policy of live entertainment at the stand, in addition to adding interactivity, is intended to showcase the many magnificent tourist offerings that Gibraltar has to offer. The GTB and I will now work hard to follow up this year's meetings held at FITUR to bring more business opportunities to Gibraltar.