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GTB attend Berlin travel trade fair

Gibraltar Tourist Board will attend this year's edition of the international travel trade fair ITB Berlin which is held in the German capital from 5th- 9th March. The ITB Berlin (Internationale Tourismus-Börse Berlin) is the world's premier tourism trade fair alongside FITUR and the World Travel Market.

Berlin is widely considered in the international travel trade as a trend setter in terms of global tourism.

Although a small delegation attended the ITB Berlin in 2013 on a fact finding mission, this year's fair will be the GTB's first fully fledged involvement at this global event since 1992.

The exhibition will also provide co-exhibitors from Gibraltar with the opportunity to sell their products and services to this new market. Co-exhibiting with the GTB are:

Dive Charters

Gibraltar Taxi Association

Parodytur

The Bland Group

The Caleta Hotel

The initiative is part of a renewed drive by Minister for Tourism, Commercial Affairs, Public Transport and the Port, Neil Costa MP, to develop new opportunities across other leisure business markets in Europe.

"We are pursuing fresh openings in the travel trade. Germany in particular, is a country with great potential for growth in outbound tourism for Gibraltar. Attendance at the ITB Berlin will help the GTB gain a feel for this market and is an opportunity to

meet industry partners and to further commercial relations. We must diversify and seek out new challenges in attracting business and leisure opportunities from other markets,” said Mr Costa. In 2012, about 7,000 journalists attended the ITB Berlin, of whom about 1,500 came from abroad. In addition to the industry's leading trade magazines, business and travel journalists from 94 countries report on the latest travel trends and products. Over 11,000 exhibitors from 180 countries welcomed 170,000 visitors, among these 113,000 were trade visitors.