



HM GOVERNMENT OF GIBRALTAR
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Gibraltar to be represented at cruise meetings in Miami

The Minister for Tourism, Commercial Affairs, Public Transport and the Port, Neil Costa MP and senior officials from the Gibraltar Tourist Board will travel to Miami this week ahead of the world famous Seatrade Cruise Shipping Convention for a series of meetings with top cruise company executives.

The visit is in keeping with Mr Costa's strategy of holding one-to-one meetings with senior industry professionals in order to strengthen Gibraltar's presence in the international cruise industry. Mr Costa declared that personal contact and an exchange of ideas with itinerary planners and shore excursion decision makers is vital to maintaining and increasing the number of cruise calls at Gibraltar.

Mr Costa said: "Our policy of building up personal relationships with the industry is starting to show positive results, with an increase in the number of cruise calls lined up for 2014 and 2015. Our presence in Miami continues the policy of meetings with cruise executives designed to strengthen Gibraltar's position as an international hub of excellence for maritime services and a vibrant destination for cruise calls." He noted the recent announcement by Royal Caribbean International that its newest megaship, Anthem of the Seas, will call at Gibraltar seven times next year, with an estimated total of 35,000 passengers.

Mr Costa also said that he planned to invite senior executives from cruise companies to experience Gibraltar's "legendary business hospitality," including representatives from Pullmantur, Thomson and Island Cruises, Viking Ocean Cruises, Saga Cruises and Carnival Cruises.

He further stated that another area being actively monitored as part of the Gibraltar Government's commitment to the expansion of port services, is the provision of turnaround cruises in Gibraltar. The Minister explained this was another objective that he continues to pursue.