



HM GOVERNMENT OF GIBRALTAR
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GTB attends IMEX 2014 in Frankfurt

Gibraltar Tourist Board will be participating in this year's edition of IMEX, the prestigious international gathering for global meetings, events and incentive travel market professionals that will be taking place in Frankfurt, Germany from May 20th-22nd.

Over three days, the packed programme of activities includes seminar sessions, an exhibition, and networking events.

The GTB stand will be on display among the 150 exhibiting countries from all over the world which will be using the IMEX platform to promote their products and services.

Over 3,500 companies and leading industry associations are registered to participate in this showcase for incentive travel, among them a host of tourist boards, convention bureaus, international hotel chains, airlines and destination management companies.

This year's edition will be the biggest in IMEX Frankfurt's 12 year history and is expected to be visited by 9,000 trade visitors and high-calibre buyers each day.

The programme is divided into several sections with specialized development content sessions provided free of charge in both English and German for the many thousands of visitors, buyers and suppliers set to attend the show.

Minister for Tourism, Commercial Affairs, Public Transport and the Port Neil Costa MP noted that the event is widely considered as an efficient, one-stop-shop for professional planners looking to book and organise worldwide programmes and would therefore provide interesting opportunities for the local market.

Mr Costa said: "IMEX is considered as the leading trade show for the international meetings, incentive travel, conference and events industry and our participation is consistent with the Gibraltar Government's policy of promoting the Rock in

international fora with the aim of attracting business opportunities and economic activity. Once again we are providing a showcase not only for the destination but in particular for the providers of services for these products in Gibraltar. The MICE market complements the Government's drive to attract visitors to Gibraltar through event-led activities and shows our commitment to helping this sector grow for our tourism partners."

Co-exhibiting on the Gibraltar Tourist Board stand are local companies Latin Vibes, Bland Group International, Caleta Hotel and MH Bland.