



HM GOVERNMENT OF GIBRALTAR
Office of the Minister for Tourism, Commercial Affairs,
Public Transport and the Port
Suite 631, Europort
Gibraltar

PRESS RELEASE

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Costa off to London for series of meetings with tourism stakeholders

Minister for Tourism, Commercial Affairs, Public Transport and the Port, Neil Costa MP will be travelling to London to attend a series of meetings as part of the Government's continuing strategy to promote Gibraltar as a prime tourist destination.

The second quarter meeting of the United Kingdom Gibraltar Tourism Association (UKGTA) will be held on Thursday 5th June during the Minister's visit. The Association regularly brings together firms and stakeholders in the sector in numerous cooperation initiatives.

The Minister has also scheduled meetings with representatives of airlines and international cruise ship companies as part of the concerted drive to enhance Gibraltar's standing as a leading port of call in the Western Mediterranean region.

Whilst in London, Mr Costa will take the opportunity to meet with the organisers of the Gibraltar Literary Festival with a view to progressing arrangements ahead of the second edition of the cultural extravaganza, which will be held in November 2014.

The Minister stated that, as ever, he is keen to touch base with all those at the front line of the tourist industry in UK who were selling the local tourist product, whether it be the tour operators or the airlines, in order to reinforce Gibraltar's extraordinary appeal as a tourist destination of choice.

"We are always very interested in receiving feedback from our partners in the UK tourist industry with whom we examine how the market is behaving and with whom we continuously study how to make Gibraltar even more attractive so that we can draw more visitors to the Rock," said the Minister.

Mr Costa added that these meetings are part of the strategic policy initiative he introduced when elected in December 2011, regarding the convenience of having close and personal contact with stakeholders in the tourist industry, by means of

frequent one to one meetings and good channels of communication with decision makers who work closely in the promotion and marketing of the Rock.

The Minister will be accompanied by Gibraltar Tourist Board Chief Executive Officer Nicky Guerrero.