



HM GOVERNMENT OF GIBRALTAR
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Costa highlights UKGTA reports of 'growth on growth' for Gibraltar tourism in UK

Minister for Tourism, Commercial Affairs, Public Transport and the Port, Neil Costa MP is back on the Rock after attending a productive series of meetings in London to promote Gibraltar as a tourist destination in UK.

Whilst in London for the second quarter meeting of the United Kingdom Gibraltar Tourism Association (UKGTA), Minister Costa held talks with airlines and cruise companies.

At the meeting of the UKGTA, Gibraltar hotels, UK based tour operators and airlines have all reported growth on growth in terms of visitor numbers to the Rock over the past year.

One of the reported successes has been in the segment of overnight stays by leisure visitors, which has been achieved as a result of the Gibraltar Tourist Board's (GTB) effective marketing campaign and fruitful engagement with its partners in the tourist industry locally and in the UK.

The value of GTB sponsored training programmes for travel agents in UK was also highlighted by participants.

Additionally, the figures for air arrivals to Gibraltar from UK in the first quarter of 2014 have been described by the UKGTA as "very encouraging" at approximately 20% up in respect of the same period last year.

Minister Costa noted the Gibraltar Tourist Board's untiring efforts and joint marketing strategies with stakeholders, together with a consistent policy of one-to-one personal relationships with decision makers and business executives across the tourist industry in Britain.

Mr Costa said: "I am delighted to say that the meetings have been extremely positive and that our tourism partners have reported growth on last year's growth in terms of numbers across all sectors in respect of the previous 12 months. Tourism is a vital

area for Gibraltar's continued economic development and this is magnificent news for our community and further testament of the efficient policies that our administration has spearheaded since elected into office in December 2011. ”

The UKGTA gathering also agreed that UK-based cruise companies working closely with Gibraltar should be invited to attend future meetings.