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## **PRESS RELEASE**

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### **GTB to promote Rock at FITUR**

The Gibraltar Tourist Board will once again be taking part in the FITUR international trade fair which holds its 32nd edition in Madrid between 22nd - 26th January 2014.

This year, there will be a special appearance by local pop group Taxi who will be performing at the Gibraltar stand on Saturday 25th.

The exhibition is targeted at tourism industry professionals although the weekend is a doors open policy for the general public.

The Gibraltar Re-Enactment Society will also be on the stand providing photographic opportunities with a historical theme.

Additionally, participants will be able to sample some dishes of typical local cuisine such as Torta de Acelgas, Calabacines and Calentita, which will be available at the stand.

The Gibraltar delegation will be led by Minister for Tourism, Commercial Affairs, Public Transport and the Port Neil Costa MP and the Chief Executive Officer of the Gibraltar Tourist Board, Nicky Guerrero.

FITUR provides a platform for the representatives of the Rock's travel and tourism industry to meet their clients and promote their products and services.

In 2012 there were almost 120,000 industry participants and over 90,000 visits from the public, in what is regarded as one of the leading tourism trade fairs in the world.

There were 9,506 exhibiting companies from 167 countries or regions.

Co-exhibiting with the GTB this year are: MH Bland, Blands, Parodytur, Dive Charters, the Gibraltar Taxi Association and the Emile Youth Hostel.

Minister Costa, whose diary is packed with business meetings to progress commercial opportunities, said he was delighted that several innovations had been introduced into Gibraltar's participation this year.

He declared: "Having Taxi performing their songs will liven up the stand and attract many of their fans to the Gibraltar product. We will also have some local dishes to promote Gibraltar cuisine and the Re-Enactment Society will surely add colour, pageantry and a historical theme to our presence in Madrid.

"We continue to add value to these events in order to facilitate a trading platform for our tourism partners."