



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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Gibraltar included in new Kirker Holidays brochure

Leading UK tour operator Kirker Holidays has confirmed that Gibraltar will be featured in its new brochure for November 2014-October 2015. The travel firm specialises in the luxury short-breaks market with tailor made vacations for discerning travellers.

There is also great emphasis on cultural tours and musical holidays and many of the destinations include popular museums such as the Uffizi in Florence and the Prado in Madrid.

Kirker Holidays has a long history in the travel trade and is well ranked as an independent travel agent in UK having won numerous industry awards for quality and service. It operates on a global basis and deals with a wide range of attractive international cities across the world.

Some of the most popular European destinations currently include Barcelona, Florence, Venice and Paris. Kirker prides itself in its depth of knowledge of destinations in terms of restaurants, tourist attractions and the cultural life of cities, which is used to enhance the customer's holiday experience.

The new partnership between Kirker Holidays and the Gibraltar Tourist Board will mean that the UK company will be joining the UK-Gibraltar Tourist Association (UKGTA) and attending its meetings.

Minister for Tourism, Commercial Affairs, Public Transport and the Port Neil Costa MP, welcomed this new addition to the roll of UK partners promoting the Rock as a holiday centre.

Mr Costa added: "We are very pleased that Kirker Holiday, a prestigious name in the UK tourist industry, should have decided to include Gibraltar as a short break and leisure destination in their new brochure. It is encouraging that the Gibraltar tourist product is seen in Britain as an attractive proposition as this is good for the local travel trade and for Gibraltar generally. We very much look forward to establishing a productive relationship with Kirker and providing its clients with a holiday of a lifetime.