



HM GOVERNMENT OF GIBRALTAR
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PRESS RELEASE

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GTB to host February road-shows in London and Birmingham

The Gibraltar Tourist Board will host two travel trade road-shows this week in Birmingham and London as part of the continuing drive to promote the Rock in UK.

The events will serve as useful platforms for business opportunities and communication between local travel trade operators and their industry counterparts in Britain.

Minister for Tourism, Commercial Affairs, Public Transport, and the Port Neil Costa MP, declared that it was vital that those on the 'front line' selling holidays to the Rock were kept fully abreast of the positive developments of Gibraltar as a tourist destination.

There will be a series of information workshops and presentations where participants will be updated on marketing activities in UK, and informed of the great strides taken by the GTB in the improvement and development of Gibraltar's tourist sites, services and attractions.

There will also be discussions on exciting forthcoming events and highlights of the tourist calendar for 2014.

Birmingham has become an important focal point for the Gibraltar Tourist Board ever since the successful introduction of direct flights by Monarch Airlines to Britain's second largest city in March 2013. The move is part of the Gibraltar Government's efforts in securing greater regional air connectivity from the UK.

The Birmingham Chamber of Commerce and the general public have been invited to attend the GTB exhibition stand that will be set up in a city centre hotel.

Mr Costa who will be accompanied by GTB Chief Executive Nicky Guerrero, will hold a series of meetings with airline partners and other executives, travel trade operators and leading industry professionals.

A UK Gibraltar Tourism Association meeting will also be convened to coincide with Mr Costa's visit.

Co-exhibiting with the GTB at the road-shows in London will be: Thomas Cook, Bland Group, MH Bland-Calypso Tours, Classic Collection Holidays, Cresta Holidays, Dive Charters, the Gibraltar Taxi Association-Persian Rose, Parodytur, British Airways, Your Flight and Superbreak.

In Birmingham, the co-exhibitors will be: My Gibraltar, Classic Collection Holidays, Superbreak, MH Bland-Calypso Tours, Parodytur, Bland Group, Gibraltar Taxi Association-Persian Rose, Your Flight, Dive Charters and Monarch Airlines.

Mr Costa said: "The Gibraltar tourist product is a key element of our economy and prosperity. We will continue to support the sector with events such as these, which showcase everything of worth that Gibraltar has to offer and also facilitate one-to-one business relationships with our tourism partners both in Gibraltar and UK. We remain committed to this strategy to ensure that we remain a significant, expanding player in the British holiday market."