



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 hosts successful road-shows in London and Birmingham

Minister for Tourism, Commercial Affairs, Public Transport and the Port Neil Costa MP, hosted two successful travel trade road-shows in Birmingham's Crowne Plaza and London's Waldorf Hilton last week as part of the continuing drive to promote the Rock's tourist market in UK.

During the events business opportunities between local travel trade operators and their UK counterparts were discussed and fostered, emphasising the close trading links that exist between Gibraltar tourist industry professionals and their colleagues in Britain.

Minister Costa declared it was vital that Gibraltar retained a vigorous presence as a unique tourist destination in the British market.

He said the positive development of the tourist industry, services and attractions was a vital component of the success of our economy and the Gibraltar Tourist Board's participation in events such as this, accompanied by a strong contingent of local companies, was crucial to ensure continued growth and success in the sector.

"We also have to make sure that the extraordinary improvements we have implemented across the breadth and depth of the tourist product since we came into office in 2011 is promptly and efficiently conveyed to the industry professionals in Britain, as they are the ones in direct contact with the public selling the holidays to the Rock."

The GTB also carried out several information workshops and presentations on the latest marketing activities in UK and Chief Executive Officer Nicky Guerrero was able to brief those present on the exciting tourist calendar highlights for 2014. There was much interest from participants for details of events such as the Tradewise Chess Festival, the forthcoming International Jazz Festival and the Gibunco Gibraltar International Literary Festival.

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.

Mr Costa also held a series of meetings with airline partners and other executives, travel trade operators and leading industry professionals.

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

Co-exhibiting with the GTB at the road-shows were: In London (February 4th), Bland Group/Rock Hotel, MH Bland, Classic Collection Holidays, Cresta Cities, Dive Charters, the Gibraltar Taxi Association, Parodytur, British Airways, Your Flight and Superbreak.

In Birmingham (February 5th), My Gibraltar, Classic Collection Holidays, Superbreak, MH Bland, Parodytur, Bland Group/Rock Hotel, Gibraltar Taxi Association, Your Flight, Dive Charters and Monarch Airlines.

Over one hundred travel agents attended the London road-show representing some 33 travel companies. A high percentage of business travel staff attended the event and all guests had the opportunity to speak to the stand sharers and explore business opportunities.

In Birmingham, forty-six travel agents attended, representing some 22 travel agencies.

Mr Costa said: "Our commitment to tourism in Gibraltar is steadfast. We will continue to support the sector with promotional tourist road-shows. Additionally, our strategy of one-to-one business relationships with our tourism partners in Gibraltar and UK is paying dividends as we continue to expand our presence in the British holiday market."

A detailed presentation on Gibraltar was given by Nicky Guerrero at both events.