PRESS RELEASE

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GTB hosts MICE workshop

The Gibraltar Tourist Board has hosted a workshop today targeting the UK conference buyer and planner market as part of renewed efforts to expand the Rock's importance as a MICE (Meetings, Incentives, Conferencing and Exhibitions) location.

The event aimed at all sectors of the local tourism and hospitality sector was held at the Wessex Lounge in the Gibraltar International Airport where the main speaker was Steve Lewis, editor of Meetings & Incentive Travel Magazine.

As Gibraltar aspires to become a prominent MICE destination, the workshop provided an opportunity for local businesses to interact with the experts and showcase the range of products, facilities and services that can make Gibraltar stand out from the competition.

Mr Lewis was joined in the discussion panel by two leading representatives from the industry, John Fisher and David Hackett.

Local business representatives including hotels, restaurants, transport, catering and travel firms were also in attendance.

Minister for Tourism, Commercial Affairs, Public Transport and the Port Neil Costa MP, welcomed the initiative as a positive one to develop this segment of the tourist industry.

He said: "This has been a unique opportunity for local businesses to gain first-hand information on what makes the UK conference market tick from experts closely involved in the sector. The workshop provided valuable advice for local businesses to fine tune their product to attract this market. The Government is happy to have initiated yet another activity that confirms its commitment to the development of this important niche market in the tourism industry and provide even more opportunities to attract business to Gibraltar. "

Meetings and Incentive Travel Magazine is the leading UK publication in this field with a database of over 20,000 buyers.