

## PRESS RELEASE

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### **Minister Sacramento Hosts Successful Tourism Breakfast in London**

The Hon Samantha Sacramento, Minister for Tourism, hosted a well-attended breakfast for some of the most important members of the tourism industry from Gibraltar and the UK at the Royal Automobile Club in London on Tuesday the 13<sup>th</sup> October.

Representatives from the airline, cruise companies, tour operators, tourism industry companies and the tourism press attended alongside tourism industry partners from Gibraltar. Minister Sacramento reminded all of the dedication to the tourism industry demonstrated by Her Majesty's Government of Gibraltar.

Minister Sacramento highlighted the important investment that has taken place in Gibraltar by this administration to enhance it as a product and a destination to attract further tourism. The Minister underlined how these improvements have driven an increase in visitor numbers to the Upper Rock in particular.

News on the record number of passengers choosing to fly from Gibraltar International Airport this summer was well received along with the increase in cruise ships due to call at the Rock in 2015.

Also pointed out in the Minister's address was the importance of niche markets to the Gibraltar tourism product. Event led tourism, such as the Gibraltar Music Festival and the imminent Gibunco Gibraltar International Literary Festival, and promoting the destination as ideal for the conference market, also known as MICE (Meetings, Incentives, Conferences and Exhibitions) market, were central to the Minister's speech on the tourism industry.

Minister Sacramento said: "I am delighted to be taking part in the Gibraltar Day in London events within my responsibility for tourism. The Government understands the strength of this industry and its valuable contribution to our economy. The opportunity to meet with our tourism partners again and update them on progress, to meet new ones and to remind them of our proactive approach has been very encouraging. The event also provides important networking opportunities to both Gibraltar based and UK industry partners."

A new brochure aimed specifically at the UK travel trade was launched at the breakfast.