

PRESS RELEASE

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Gibraltar Exhibiting at Tangier Tourism Expo 2015

The Gibraltar Tourist Board will be taking part in the international Tangier Tourism Expo that takes place from October 21-24, 2015.

The GTB's involvement seeks to continue marketing activities in Morocco to promote inbound business and tourism to Gibraltar.

The event will serve as an ideal platform to further promote Royal Air Maroc's Casablanca-Tangier-Gibraltar air route, following the successful establishment of the service earlier this year, and to tout fresh business opportunities.

The Rock will also be represented by several local companies including the Caleta and Sunborn Hotels, MH Bland-Blands Travel and the Emile Youth Hostel.

The GTB and local companies have several meetings lined up with Moroccan travel industry representatives, to consolidate existing relationships and explore new contacts.

Minister for Tourism, The Hon Samantha Sacramento, welcomed the presence of the GTB at the Tangier Tourism Expo.

Minister Sacramento said: "It is an excellent occasion to sell Gibraltar as an attractive business and leisure destination, in a new market with a great deal of tourism potential for us. Certainly the close geographical proximity and the existence of the new air link with Tangier and Casablanca, the two main economic drivers of Morocco, are positive factors that can assist in this.

"It is also good to see local enterprises expanding their business links in new markets, opening up economic and trading avenues for the future with the many participants at the expo. It works better when promoting Gibraltar as a destination that the industry and the Government work together."

Gibraltar Cultural Services and the Minister for Culture, The Hon Steven Linares, are also attending the event. They will be exploring possible cultural links as well as the feasibility of event-led tourism from Morocco.

The exhibition will be attended by 90 countries and 500 exhibitors from all over the world, including airline companies, tourism boards, Government agencies and tour operators.

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