



## PRESS RELEASE

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### **GTB to Lead Gibraltar Delegation at World Travel Market**

Gibraltar Tourist Board will be attending the 36th annual World Travel Market that will take place in London between the 2<sup>nd</sup> and 5<sup>th</sup> November 2015. WTM is the leading global conference for the international travel industry and a unique opportunity for tourist trade representatives from across the world to meet, network, negotiate and conduct business.

It is estimated that WTM generates more than £2.5 billion worth of travel industry contracts and attracts the participation of over 180 countries.

GTB Chief Executive Nicky Guerrero will be joined by five local companies that will be co-exhibiting at the event: MH Bland, the Bland Group, the Sunborn Hotel, Gibraltar Taxi Association and Parodytur. Also manning the Rock's stand at the event will be staff from Gibraltar House in London.

Over 50,000 senior travel industry professionals, government ministers, officials, tourist experts and international press are expected to converge at London's Excel Exhibition and Conventions Centre to network, negotiate and discover the latest industry trends at the conference. It is also a great opportunity for leading industry executives to address a diverse range of relevant issues affecting the development of the global industry in the years ahead, to discuss latest insight and research, and examine new challenges.

Gibraltar will be included among the list of top destinations in what is widely recognised as the world's premier international tourism showcase. This will provide an optimum platform to showcase Gibraltar's breathtaking tourism attractions together with a diverse range of accommodation options and key airline routes will be on display.

Minister for Tourism, the Hon Samantha Sacramento, said: "Our participation at this year's edition of the World Travel Market underlines the success story of tourism in Gibraltar, which has been taken to a new level over the last four years in terms of unprecedented Government investment in the product, and targeted international marketing and promotional activities.

“Our pro-active marketing strategy has been successful in selling the Rock as the ideal short term holiday destination on a global scale. I am pleased at the growth in the tourism industry, which reflects the political commitment of the GSLP-Liberal Government to prioritise this sector as one of the main economic drivers of Gibraltar. The improved tourist product has had an impact across the tourist industry and we have seen a steady expansion in the aviation sector, with total passenger numbers at the Gibraltar International Airport exceeding 400,000 for the first time ever in 2014.

“We have also reached record numbers of cruise ship arrivals and inaugurals at the port with 27 more vessels using Gibraltar this year compared to 2014. As regards cruise passengers, in 2013 the total number reached 284,870; in 2014 it rose to 298,512 and it is expected to exceed the 300,000 mark this year.”