



PRESS RELEASE

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Minister Sacramento attends Berlin ITB international travel trade fair

Gibraltar Tourist Board is exhibiting at this year's edition of the international travel trade fair ITB Berlin, which is being held in the German capital from 4th-8th March 2015.

The Rock has a promotional stand at the event, as part of a continued drive across leisure markets in Europe to develop new business opportunities.

The ITB Berlin (Internationale Tourismus-Börse Berlin) is the leading travel trade show in the world alongside the World Travel Market in London.

The Rock's promotional stand has been well attended and attracted numerous visitors and expressions of interest.

The Gibraltar Government was represented by Minister for Tourism, the Hon Samantha Sacramento MP, who highlighted the need to promote Gibraltar internationally as a unique and exciting short break destination.

Minister Sacramento said: "It is important that Gibraltar is present in the leading global tourism events. We have much to gain from this; Germany has great potential for us, and it is also interesting because ITB is considered as a key platform for Asian tourism. This has been a good opportunity to meet industry partners and to further develop commercial relations. We must meet the challenge of attracting new business and leisure opportunities from other markets."

The Gibraltar Tourist Board was accompanied by three local co-exhibitors, the five star Sunborn floating hotel, Caleta Hotel and MH Bland.

Over 180 countries took part in the global tourism extravaganza with a turnover of E6bn, which attracted 10,000 exhibitors and 110,000 trade visitors.

Berlin is widely considered in the international travel trade as a trend setter in terms of global tourism, providing cutting edge knowledge of the sector and huge networking opportunities for a worldwide market place.



It is also seen as the international travel industry's leading think tank providing conclusions regarding latest tourism developments, trends and research results from 200 keynote speeches, interviews and panel discussions.

Top decision makers and professionals from all branches of the tourism industry participated in the travel fair including 400 renowned speakers who lectured on key issues and challenges for the future affecting the travel trade in the 21st century.

Ends.