



PRESS RELEASE

No: 686/2016

Date: 5th December 2016

Gibraltar: A Great Success in Morocco

The Gibraltar Tourist Board (GTB) held a series of very successful high profile events in Morocco between 28th November and 1st December.

The GTB held three tourism road shows in Marrakech, Casablanca and Tangier welcoming 180 travel agents and members of the press along with dignitaries from the tourism industry.

Members of the tourist industry from Gibraltar and Morocco supported the GTB. Co-exhibiting with the GTB were the Bland Group, Travel Link (Morocco), the GFSB, the Rock Hotel, the Sunborn Hotel and the Caleta Hotel. Joining the road show in Tangier was the University of Gibraltar and Setitours of Tangier.

At the events the Minister for Tourism, the Hon Gilbert Licudi QC MP, delivered a welcome address highlighting the commitment of HM Government of Gibraltar to the tourism industry and the importance of looking to new markets such as Morocco in sourcing more visitors to the Rock.

Nicky Guerrero, Chief Executive of the GTB delivered a destination presentation concentrating on Gibraltar's unique attractions as a tourist destination.

Mr Licudi said: "I'm delighted at the success of these events in Morocco. The level of attendance at the road shows exceeded our expectations and the level of interest shown by those attending was remarkable. The events have given us a chance to promote much of what Gibraltar has to offer and even before leaving the country we were already receiving coverage in the Moroccan press. I must give particular mention to the Bland Group and to Travel Link of Morocco and their teams for helping with arrangements to make these events a success. Gibraltar has much to offer Moroccan visitors and we hope to be able to welcome many more in the future. Direct flights from Morocco makes access that much easier and we must encourage not only our friends in that country to visit us but Gibraltarians to discover all that there is to explore in Morocco."