

## PRESS RELEASE

No. 289/2016

Date: 8th June 2016

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### **Minister Sacramento addresses Institute of Travel and Tourism Conference**

Minister for Tourism, the Hon Samantha Sacramento MP, has this morning addressed the Institute of Travel and Tourism (ITT) Conference in Tel Aviv on behalf of the Chief Minister, who was invited to address the conference on how Gibraltar has transformed its tourist product.

Over 300 delegates, mainly CEOs and leading representatives from the travel industry, attended this event which also celebrates the ITT's 60th anniversary. The audience was principally made up of UK operators and tourism industry players. Speakers at the conference included the Israeli Minister for Tourism, the Managing Director of TUI Group for UK & Ireland and the Managing Director of Thomas Cook UK & Ireland: Both are major players in the tourism market operating out of the UK. Other speakers included the Rt. Hon Ed Balls, MPs from the UK and leading industry representatives.

This important forum provided the perfect platform to showcase Gibraltar. Minister Sacramento's address was well received, stirring great interest in the Rock's increasing potential as a tourism and business centre, and some important contacts have been established at the conference.

Minister Sacramento said: "I was delighted to be able to address such an influential audience and to see their interest in Gibraltar. The event has allowed us to reach out to a new contact base and to reaffirm the Government's commitment to the growth of Gibraltar's tourism product. Tourism is a key tier in our economic prosperity and we intend to continue to support this."

Minister Sacramento was accompanied on her visit to Israel by Nicky Guerrero, Chief Executive of the Gibraltar Tourist Board.