



PRESS RELEASE

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Skywalk Opening Receives Significant International Media Coverage

The inauguration of the Skywalk by Mark Hamill, who played Luke Skywalker in Star Wars, has received significant international media interest. Television footage of the event has been aired on 117 channels worldwide, reports have been published in a number of international newspapers and magazines, and photographs have been viewed tens of thousands of times on social media. The promotional value of the event for Gibraltar's tourism product is immense. The advertising value will be in the many millions of pounds.

As of Sunday evening, 117 channels had broadcast video footage of the Skywalk opening, amounting to 1 hour 29 minutes and 4 seconds of global TV airtime. These channels include ITV2, Een (Belgium), Channel 9 (Sydney, Australia), and i24News, which broadcasts in English, French and Arabic languages in France, Belgium, Luxembourg, Switzerland, Italy, Spain, Portugal, Poland and across the African continent.

In addition, 101 USA regional channels have carried the story, the majority of which are regional affiliates of Fox, CBS and ABC.

The print media have also taken significant interest in Gibraltar's Skywalk opening story. It has been carried by tourism industry outlets including Attractions Management, The Guardian Travel, Breaking Travel News, Northern Ireland Travel News and Irish Travel Trade News, and architecture and building trade newspaper CLAD news. Household name papers including the Daily Mail, El Mundo and El Pais each printed the story of the Skywalk opening, painting Gibraltar a positive light.

The global media organisation TIME ran the story online, using video footage that has been viewed more than half a million times (543,000 times) on Facebook alone, whilst a story ran by NowThis Entertainment has been viewed over a quarter of a million times (254,000 times) on their Facebook page.

There have been countless other engagements on social media.

Additionally, many in Gibraltar also enjoyed the public events organised around the launch in a way that ensured that the community made the most of the Hamill visit.

The Government of Gibraltar made every effort to maximise the reach of the Skywalk opening, using a variety of social media marketing strategies including high-quality photograph posts and



live streams to make the celebration event at the Piazza and the inauguration event at the Skywalk as accessible as possible. The Government's own Facebook livestreams of the Piazza event and Skywalk opening were viewed by 15,000 individual users, more than 20% of who are based in England. The Government's Facebook post, which includes high-quality images of the Skywalk together with tourist information, has reached more than 67,000 users and been clicked on over 20,000 times. Three tweets from the official @GibraltarGov account generated 21,700 impressions. Similarly, Facebook posts and Tweets by Mark Hamill on his official accounts, which have millions of followers, have generated thousands of 'likes', 'retweets', and 'shares' from audiences that Gibraltar would otherwise not have reached.

The Chief Minister, Fabian Picardo, said: 'I was delighted that Mark Hamill agreed to come to Gibraltar to open our amazing Skywalk. We have been planning this for some time, and the week was chosen when Mark was going to be in the UK making it easier for him to come to Gibraltar. Ironically, it was also the week in which we have announced massive investments in our Health Services, with a new Primary Care Centre and a new Paediatric Care Unit announced. The dramatic images broadcast worldwide speak for themselves and as Mr Hamill rightly told the world, there is nothing like the 360° panoramic view from the Skywalk at the top of the Rock of Gibraltar. The inauguration of this fantastic new tourist product has been months in the planning, and the global viewing figures speak for themselves in terms of the return on the investment we have made to promote the Skywalk as a global tourist attraction. Finally, I would like to thank the Leader of the Opposition, Hon Elliott Phillips MP and independent Members of Parliament Hon Marlene Hassan Nahon MP and Hon Lawrence Llamas MP for their support of this seminal event for the promotion of a Gibraltar tourist site. This has been the most effective promotion of a new Gibraltar site in our history and this reaches out to a new generation of traveller as we diversify the interest that Gibraltar generates to draw people to our shores and our many attractions. This launch event has been an unprecedented success and one of which we can be absolutely justly proud.'