



PRESS RELEASE

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Gibraltar Announces Gibraltar 2020 Scheme

The Gibraltar Tourist Board is launching its biggest trade initiative in over a decade. Calling the scheme 'Gibraltar 2020' and working together in the UK with its tour operator and airline partners and in Gibraltar with hoteliers, ground agents and tourist attractions, the Tourist Board will be running monthly familiarisation trips with the aim to bring 200 agents from the UK to Gibraltar over the next 2 years.

Agents will qualify to join a trip by completing the Gibraltar online training programme www.gibraltarttraining.com. Departure points will alternate from each of Gibraltar's UK airport hubs.

The campaign will be supported by a trade and consumer generic creative campaign driving awareness of the destination and its key selling points to the UK market, particularly in a post-Brexit era.

Chief Executive Nicky Guerrero explains: "The British public have long held an affection with Gibraltar often through its historic legacy to the armed forces. Today the destination is appealing to a younger, more youthful generation driven by our great range of events. Vibrant new products are capturing the imagination of the Instagram generation and this is something we hope to further educate the trade about, in addition to Gibraltar's very important unique selling points to the UK markets, such as its sterling currency in times of currency volatility and its warm British welcome in the heart of the Mediterranean."

Minister for Tourism Gilbert Licudi QC said: "The tourism industry is facing many challenges in the short to medium term and this initiative will be vital in keeping the tour operators and travel agents in our main source market up-to-date on the product. This is one of a series of initiatives that we are taking to ensure that we keep the tourism leisure industry interested in Gibraltar. I know that our partners in the UK and in Gibraltar welcome this proactive approach and we look forward to working with them to continue to drive business to Gibraltar."