



PRESS RELEASE

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Gibraltar Tourist Board at M&IF Benidorm

The Gibraltar Tourist Board (GTB) participated in Meeting and Incentives Forum Europe, an event which brought together Europe's leading MICE (meetings, incentives, conferences and exhibitions) buyers and suppliers to meet, network and build new connections. From some well-planned networking activities and personalised 1-2-1 meetings, the event provided a great opportunity for Gibraltar to showcase its MICE products.

The event is part of the GTB's sales strategy for the year, where the MICE market is being given renewed prominence. Gibraltar is an ideal venue for small to medium sized MICE market events with a set of unique products.

The event was attended in partnership with Sunborn Gibraltar, which is taking a leading role in the local industry to work with the GTB to drive sales in this market.

Minister for Tourism, Gilbert Licudi QC said, "The MICE market continues to gain relevance and prominence. There are huge opportunities for Gibraltar in this area. The Gibraltar Tourist Board will market this vigorously whilst at the same time continuing to drive our traditional leisure and business markets as well as event led tourism which has proved to be enormously successful."