



HM Government of Gibraltar

Ministry of Tourism, Equality,
Social Services and Housing

PRESS RELEASE

No: 322/2016

Date: 27th June 2016

Gibraltar Tourist Board at 48th MedCruise General Assembly

Gibraltar participated in the 48th MedCruise General Assembly held in Odessa, Ukraine.

MedCruise is the Association of Mediterranean Cruise Ports and the General Assembly is held twice a year to discuss issues affecting the industry in the Mediterranean.

The Gibraltar Tourist Board took part in several B2B meetings and workshops in order to speak directly with cruise companies. Meetings were also held with representatives of various cruise industry publications.

The event also marked the 20th anniversary of the Association of which Gibraltar is a founding member.

During the event Nicky Guerrero, Chief Executive of the Gibraltar Tourist Board was asked to moderate a special session entitled, 'Taking Stock and planning the future: Associate members perspective.'

Gibraltar will host the 50th MedCruise General assembly in 2017. The 28th General Assembly was held on the Rock in 2006.

Minister for Tourism, the Hon Samantha Sacramento, said: 'Gibraltar has a strong presence in the MedCruise Association. As a founding member we have ensured a high profile in this important forum over the last twenty years. The Association provides direct opportunities for us to discuss the latest issues affecting the cruise industry, speak to the cruise line executives and discuss marketing opportunities with the cruise industry media. I am particularly delighted that as a consequence of our founding member status and our standing in the Association that Nicky was asked to moderate one of the special sessions. This year 226 cruise ships are scheduled to call at Gibraltar bringing just over 348,000 passengers to the Rock, that is 22 ships more than last year, of which 18 will be inaugural calls. The Government will continue its strong commitment to this industry thereby supporting our tourism, hospitality, leisure and retail industry. It is particularly important now that we work with organisations such as MedCruise to encourage growth in visitor arrivals by sea and that we build also on the spectacular growth seen this summer in air arrivals.'

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