



PRESS RELEASE

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GTB at World Travel Market in London

The Gibraltar Tourist Board exhibited at the 37th annual World Travel Market in London from 7-9 November. WTM is the leading global event for the international travel industry and a unique opportunity for tourist trade representatives from across the world to meet, network, negotiate and conduct business.

GTB CEO Nicky Guerrero led the Gibraltar delegation alongside five local companies co-exhibiting at the event: The Sunborn Hotel, Gibraltar Taxi Association, Parody Tours, The Bland Group and MH Bland.

Also on the stand were Tracey Poggio and Ian Leyde from Gibraltar House in London and, on one of the days, Gillian Casciaro of the Ministry of Tourism, Employment, Commercial Aviation and the Port.

It is estimated that WTM generates more than £2.5 billion of travel industry contracts and attracts the participation of over 180 countries and regions.

Over 50,000 senior travel industry professionals, government ministers, officials, tourist experts and international press, converged at London's Excel Exhibition and Conventions Centre to network, negotiate and discover the latest industry trends.

It is also a great opportunity for leading industry executives to address a diverse range of relevant issues affecting the development of the global industry in the years ahead, to discuss latest insight and research, and examine new challenges.

Minister for Tourism Gilbert Licudi QC MP declared: "Our participation at the World Travel Market, once again highlights the importance of tourism in Gibraltar which has been given renewed impetus by the current administration in terms of unprecedented public investment in the product, and targeted international marketing and promotional activities.

"The improved tourist product has had an impact across the tourist industry and we have seen a steady expansion across key sectors, including aviation, with total passenger numbers at the Gibraltar International Airport exceeding record levels in recent years.



“Our successful and pro-active marketing strategy has placed the Rock in a strong position as the ideal short term holiday destination. The growth in the tourism industry reflects the political commitment of the Government which sees tourism as one of the main economic drivers of Gibraltar.

“London is a massive international showcase for tourism across the world. It is a magnificent opportunity for Gibraltar to continue to make its presence felt and to generate new business and more visitors to our unique destination.”