



PRESS RELEASE

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AITO Members Experience Gibraltar's Unique Attractions

The Gibraltar Tourist Board has hosted 37 members of AITO – The Specialist Travel Association, a group of unique and specialist travel companies including operators and agents, for its 4th famference, a part destination familiarisation visit and part conference.

Across four days the delegates, who were predominantly new to the destination, visited our unique tourist attractions, embracing activities from a traditional Rock tour, bowling in the Kings Bastion to e-biking and the more challenging depths of caving in lower St. Michaels Cave as well as sampling Gibraltar's cuisine. The purpose of the visit was to consider how a holiday to Gibraltar could be packaged for new clientele. During the weekend it was confirmed that one agent would be sending two groups to the destination in the coming weeks.

The event concluded with a 1940s themed dinner in the WWII tunnels which was opened by The Hon. Christian Santos GMD MP with special performances by the Gibraltar Sea Scouts Pipe Band and Tears of Joy Choir.

On behalf of AITO Martyn Sumners, Executive Director said: "Having just returned from Gibraltar, the Specialist Tour Operators and Travel Agents, have come away knowing that perception is not reality and that Gibraltar has so much more to offer than you would ever know at first glance. New friendships have been built and others rekindled."

Sales Manager Hisham Mahmoud, Kirker Holidays, commenting on the destination and activities said: "This trip has changed everyone's perception of Gibraltar, I have certainly returned eager to send more of our clients to Gibraltar with enthusiasm. Your warm hospitality and generosity was heartening."

Minister for Tourism, The Hon. Christian Santos GMD MP said: "It was a pleasure to welcome the AITO delegation to Gibraltar and to showcase the rich diversity our destination has to offer. From our vibrant culture and cuisine to our natural and historical sites, Gibraltar continues to surprise and inspire. We are proud to see travel professionals leave with a new and genuine appreciation of what makes Gibraltar truly unique, and we look forward to welcoming their clients in the near future."

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