



PRESS RELEASE

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Gibraltar Tourist Board Showcases at World Travel Market London 2025

The Gibraltar Tourist Board (GTB) is currently at the World Travel Market (WTM) London 2025 with a strong delegation of local tourism partners, marking another step forward in Gibraltar's global tourism promotion.

Held at London's ExCeL Centre from 4–6 November, WTM is one of the travel industry's most influential international events, bringing together ministers, leaders, and key decision-makers from across the globe. The exhibition serves as a global meeting point where destinations set the tone for the year ahead through debate, collaboration, and innovation.

Gibraltar's presence at WTM this year will be stronger than ever, featuring representatives from the Gibraltar Taxi Association, Sunborn Gibraltar, Dolphin Adventure/Dive Gib, The Tunnels, Gib Sun Club, and a daily sampling of Gibraltar's own Spirit of the Rock gin, giving visitors a true taste of the destination.

With the anticipated signing of a new post-Brexit Treaty between the United Kingdom and the European Union, Gibraltar stands at the threshold of a new era of opportunity which will enhance connectivity, investment and cross-border mobility creating a stronger platform for tourism growth and positioning Visit Gibraltar to capitalise on an expanded European and international market.

The Gibraltar Tourist Board's participation underscores its commitment to strengthening international partnerships, increasing visitor engagement and promoting the Visit Gibraltar brand showcasing the destination's rich blend of history, culture, nature and lifestyle.

Minister for Equality, Employment, Culture and Tourism, the Hon Christian Santos GMD MP, said: "World Travel Market is the ideal platform for Gibraltar to reaffirm its presence on the global stage. It is a great opportunity to showcase Gibraltar, a destination that surprises, inspires and offers authentic Mediterranean experiences with a uniquely British twist."

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