



GTBOARD E-NEWSLETTER

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Direct from the DG's Desk



A major milestone achieved



GTBoard Tap's into the Portuguese Market.



GTBoard Shines on the Global Stage



GTBoard's Successful Participation at BIT Milano and Vakantiebeurs



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Direct from the DG's Desk

It's with immense pleasure and pride that I welcome you to the fourth edition of our GTBoard e-newsletter. As we dig into the exciting contents of this edition, I am delighted to share some extraordinary highlights that showcase the strides and accomplishments of the Gambia Tourism Board.

In this edition, we are elated to highlight some significant developments; a major milestone achieved as the GTBoard settles into its new state-of-the-art office complex, our strategic approach to tapping into the Portuguese market, our successful presence on the global stage at renowned travel expos such as ITB Berlin and FITUR 2024, and our fruitful participation at BIT Milano and Vakantiebeurs. Join me as we discover these exciting endeavors and their impact on our ongoing efforts to promote Destination Gambia and drive tourism growth.

A Milestone Achieved!! GTBoard Settles into New State-of-the-Art Office Complex



In a historic leap forward, the Gambia Tourism Board-GTBoard has accomplished a remarkable milestone by acquiring its first-ever dedicated office complex. This transformative move signifies a pivotal moment in the history of the institute, as it bids

farewell to scattered offices and embraces a centralized hub of innovation and collaboration.

The brand-new, state-of-the-art office complex, strategically situated along the Bertil Harding Highway, is more than just a building; it's evidence of the journey of Gambian tourism. It's not merely a coincidence that the complex stands along the Bertil Harding Highway. It's a deliberate choice, a homage to the individual whose passion and dedication initiated our nation's journey into the world of tourism. Bertil Harding, a distinguished Swede, holds a significant place in the annals of the Gambia's tourism history. The highway bearing his name is a nod to the pioneering spirit that marked the beginning of our precious tourism legacy.



The relocation to the new complex not only unites GTBoard's diverse teams under one roof but also symbolizes a deep connection to the roots of Gambian tourism. The corridors of this architectural prodigy now echo the shared vision of promoting the Gambia as a world-class tourist destination.

Beyond the symbolic quality, the move to our new headquarters carries practical benefits. With all staff members now housed in one centralized location, communication flows seamlessly, fostering greater synergy and efficiency. The streamlined operations are expected to catalyze innovation and collaboration, steering GTBoard toward new heights of success.

A noteworthy aspect is the economic carefulness that the new complex brings. The GTBoard bids farewell to rental expenditures, channeling resources more efficiently towards initiatives that further enhance the tourism scene of the Gambia.

As we settle into our new home, we invite you to be a part of this transformative journey. The GTBoard team is now more accessible than ever, and the doors of our new complex are open to visitors, stakeholders, and all those who share our passion for the vibrancy and potential of Gambian tourism.

This historic move is a shred of evidence of the resilience and forward-looking approach of the GTBoard, setting the stage for continued excellence in promoting The Gambia as the smiling coast of Africa.

GTBoard's Strategic Approach of Tapping into the Portuguese Market.



We are thrilled to share with you the latest developments in our efforts to expand the reach of Destination Gambia. At the Gambia Tourism Board-GTBoard, we are committed to exploring new markets and opportunities to promote our beautiful country as a leading tourist destination.

In line with this vision, we have recently focused our attention on the Portuguese market, recognizing its potential to bridge the gap during our "green season" when tourism tends to be at a low period.

Our journey into the Portuguese market began with a strategic outreach mission to Portugal, where we had the privilege of engaging with key decision-makers in the travel and tourism industry. From airlines to tour operators, travel agencies, journalists, and influencers, we seized the opportunity to showcase the unique offerings of Destination Gambia and establish valuable partnerships.



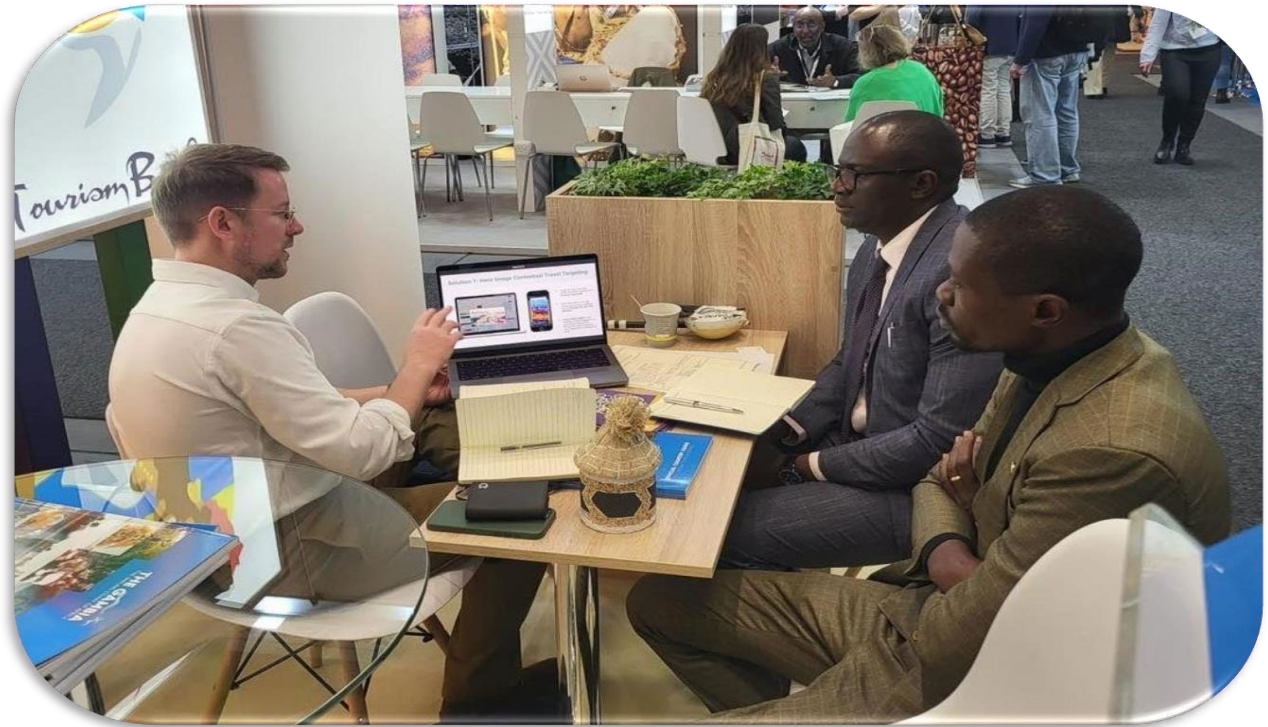
We are proud to announce that our efforts have already yielded significant results. Pinto Travels, one of Portugal's most respected individual travel agency operators specializing in group tour packages focused on Culture and Nature, recently visited the Gambia to explore partnership opportunities. Additionally, Portugal's largest tour operator, Abreu, demonstrated keen interest by sending a delegation comprising their commercial director, operational director, product development manager, and head of sales. Furthermore, Solférias, another prominent player in Portugal's outbound tourist operator scene, has signed contractual agreements with some of our partner hotels following their inspection of the destination.

Our engagement with the Portuguese market culminated in our participation at the BTL Portugal Travel Expo and the Solférias Roadshow, where we showcased the diverse attractions and experiences that await Portuguese travelers in the Gambia. These events have served as crucial platforms for networking, brand exposure, and building awareness about our destination.

These missions and achievements represent just the beginning of our aggressive marketing strategies aimed at tapping into the Portuguese market. Tourism plays a vital role in the growth and development of the Gambia, contributing to economic gains, employment creation, livelihood improvement, education, agriculture, fishing, and more. As we continue to forge ahead on this exciting journey, we invite you to join us in promoting Destination Gambia and welcoming visitors from Portugal with open

arms. Together, we can unlock the full potential of our tourism industry and create lasting positive impacts for our beloved country.

GTBoard Shines on the Global Stage at ITB Berlin and FITUR 2024



In a strategic move to elevate The Gambia's profile as an exceptional tourist destination, the Gambia Tourism Board (GTBoard) left an indelible mark at two of the travel globe's prestigious events in 2024, Fitur Travel expo-Spain and ITB Berlin, Germany. These international platforms provided a perfect stage for showcasing the country's unique attractions, cultural richness, and diverse experiences to the global travel community.

The connections forged, insights gained, and enthusiasm ignited are set to propel The Gambia's tourism landscape to new heights. The GTBoard returns home armed with experiences, ideas, and inspirations that promise to shape the future of tourism in The Gambia.



The Fitur travel expo alone brought together over 130 countries, featured 8,360 Exhibiting Companies and drew more than 82,000 Trade Participants.

Themed around "Sustainability, Specialization, Innovation, and Cutting-Edge Trends," FITUR 2024 was a dynamic convergence of travel industry professionals, innovators, and enthusiasts.

The GTBoard actively engaged in both Business-to-Business (B2B) and Business to Consumer (B2C) interactions, seizing the opportunity to promote destination Gambia through individual engagements, groups, families, and businesses.

In conclusion, ITB Berlin and FITUR 2024 have solidified The Gambia's position on the global tourism map and set the stage for a future brimming with possibilities. The GTBoard's active participation in these international events reflects its commitment to propelling The Gambia's tourism sector into new realms of success and recognition.

GTBoard's Successful Participation at BIT Milano and Vakantiebeurs



The Gambia Tourism Board (GTBoard) recently participated in two prestigious travel expos, namely BIT Milano in Italy and Vakantiebeurs in Holland, with the aim of showcasing the unique offerings of our beloved country to a global audience.

At BIT Milano, one of Italy's leading travel expos, we had the opportunity to engage with Italian travel enthusiasts, industry professionals, and decision-makers. Our presence at the expo allowed us to highlight the diverse attractions, rich cultural heritage, and warm hospitality that characterize the Gambian experience. Through interactive displays, presentations, and networking sessions, we succeeded in capturing the imagination of Italian travelers and inspiring them to consider the Gambia as their next holiday destination.

Similarly, our participation at Vakantiebeurs, the largest travel expo in Holland, provided us with a platform to connect with Dutch travelers and tourism industry stakeholders. With vibrant displays, informative brochures, and engaging presentations, we showcased the beauty and allure of Destination Gambia to the Dutch audience. Our efforts were met with enthusiasm and interest, as attendees expressed a keen desire to explore the Gambia's pristine beaches, vibrant culture, and abundant wildlife.



We are pleased to report that our participation at both expos was met with resounding success, as we succeeded in raising awareness about the Gambia as a tourist destination and fostering valuable partnerships with tour operators, travel agencies, and media outlets. The positive feedback and interest generated from attendees reaffirm our belief in the tremendous potential of Destination Gambia to attract visitors from Italy and Holland.

As we continue to pursue our mission of promoting tourism in the Gambia, we are grateful for the unwavering support of our stakeholders and partners. Together, we will continue to showcase the beauty and hospitality of our country to the world and ensure that the Gambia remains a top choice for travelers seeking unforgettable experiences.



Gambia Tourism Board

The Smiling Coast of Africa

Stay tuned for more updates on the exciting events and initiatives shaping The Gambia's tourism scene in the upcoming editions of our e-newsletter!

Ala-baraka,

Jarama,

Jerejenjeff!!

GTBoard-Marketing Department

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