



LETTER FROM CHAIRMAN OF ANTOR

Dear ANTOR member

In advance of our new financial year and on behalf of the Board, I'd like to tell you about three new ANTOR initiatives that will be implemented over the next few months.



Consumer Days at Local Town Hall

Mindful that the current UK consumer booking trend will lean towards late offers and value added packaging, the ANTOR Board is currently working towards a series of consumer days that will take place on a Saturday or Sunday in busy shopping High Streets around London, at cost effective venues such as a local town hall.

The concept will be to create a mini travel mart in conjunction with local travel agents who can take bookings on the day. Using local media to promote the event we will market it as a 'late offers travel' show in the run up to summer. Each participating tourist board will be asked to encourage a relevant tour operator to partner them on the day.

Initially, we will focus on suitable venues around the London Home Counties. We will also plan to stage the event as a family day offering face painting, balloons and painting areas for children.

By hosting the event in a town hall, we will look to keep participating costs to an absolute minimum. We would hope to attract a minimum of 25 ANTOR members to participate at each event. The Board is currently looking at a trial event to take place in Tunbridge Wells, Kent, which has strong travel agency links and falls into the key south London catchment area for Gatwick and Heathrow.

As soon as dates and a venue are confirmed, Esther our Executive Secretary, will be contacting you all to seek participation. I must emphasise that the aim here is to keep participation costs to an absolute minimum. Each tourist board will be able to provide their own promotional materials, banners, pull up stands etc and any entertainment they wish to provide.

Consumer promotions will also allow ANTOR to push the message about lobbying against air passenger duty (APD) rises in 2010.

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ANTOR Website

In advance of the AGM we will be building enhancements to the ANTOR website. Within the next month, ANTOR will be uploading a survey poll, which will ask site visitors if APD charges will affect their holiday choices. We will use the results to further push ANTOR's views on this matter.

Later this year ANTOR will also be extending its online media facilities and improving data collection. This information will be available to ANTOR members as part of the ANTOR membership fee.

Looking toward current online marketing methods the ANTOR site will soon offer direct links to Facebook and Twitter pages for those Tourist Board's who operate on these sites.

Eagle Radio Promotion

2010 is the ANTOR year on Eagle Radio Station, which broadcasts in Hampshire and Surrey. Twelve Tourist Boards are participating. Each has an exclusive month of on air promotion commencing in March. If this initiative proves successful we will look to follow it up with similar activity across the country on air.

I will stress, that while not every ANTOR initiative is relevant to every member, the Board consistently aims to provide cost effective events and services to benefit you directly. I urge you to feel free to talk to us if you do not feel we are engaging in opportunities that benefit your work.

Our monthly Member's newsletter contains listings of offers and promotions that have been worked out specifically for members as well as updates and events that have taken place so please do read it.

ANTOR is committed to providing excellent service to our members and I am pleased to announce that we are freezing membership fees for the fourth consecutive year.

I believe that this is an exciting year for this organisation and our strength will rest in supporting events to push the ANTOR brand and the role Tourist Boards must play in this industry.

I hope to see you all soon.

My very best wishes for a fruitful 2010

Tracey Poggio
ANTOR Chairman



The Chairman and Board of Directors of ANTOR are deeply saddened by the tragic loss of life and extensive earthquake damage to the people of Haiti and as a result are pleased to support “Just a Drop” with their Just Help Haiti appeal.

The ANTOR Board has made a donation of £1,200.00 on behalf of the members.

“Revolution on paper: Mexican prints 1910–1960” Events at British Museum

The Mexico Tourism Board is hosting four events to showcase Mexico’s culture through lectures and films that will take place in February 2010. We will be delighted if you all can join us to celebrate the anniversary of 100 year of the Mexican Revolution and 200 years of Independence and hopefully will inspire you to visit Mexico and explore our culture further.

We look forward to seeing you there!

Manuel Diaz Cebrian, Regional Director for Europe, Mexico Tourism Board

Dates of the events:

Thursday 4 February - Art and revolution in Mexico 1910–1950

Alan Knight links the rich visual evidence from the Mexican Revolution to the historical experience.

Friday 19 February - Let’s Go with Pancho Villa

Six young men leave their rural homes to join Pancho Villa’s army.

Thursday 25 February - Mexican traditions and popular culture in Posada’s time

Luis Rebaza-Soraluz explores traditional and modern popular themes in Posada’s prints

Friday 26 February - Viva Zapata!

A fictionalised account of the life of Mexican revolutionary Emiliano Zapata.

Further information can be found at British Museum website:

http://www.britishmuseum.org/whats_on/events_calendar/full_events_calendar.aspx

2010 CALENDAR OF EUROPEAN TRADE SHOWS

04 - 07 February	Destinations, The Times Travel Show, Consumer Exhibition	London, UK
05 - 09 February	Salon de Vancances (BTF), Consumer Exhibition	Brussels, Belgium
10 -14 February	Workshop - REISEN Hamburg Fair	Hamburg, Germany
18 - 21 February	BIT, Trade & Consumer Exhibition	Milan, Italy
18 - 21 February	C.B.R. Fair, Consumer Exhibition	Munche, Germany
10 - 14 March	ITB Berlin, Trade & Consumer Exhibition	Berlin, Germany
25 - 28 March	TUR, Trade & Consumer Exhibition	Gothenburg, Sweden
27 - 28 March	International Dive Show, Consumer Exhibition	London, UK
27 - 28 March	Cruise Show, Consumer Exhibition	London, UK
25 - 27 May	IMEX, Trade Exhibition	Frankfurt, Germany
August	SalsaXtra, Trade Magazine/Reisrevue	Holland
September	Scottish Wedding Show, Consumer Exhibition	Glasgow, Scotland
October	The National Wedding Show, Consumer Exhibition	London, UK
October	Dive 2010, Consumer Exhibition	Birmingham UK
06 Nov	Caribbean Food, Rhythm & Rum Promotion	London, UK
08 - 11 November	World Travel Market	Docklands, London UK
December	ILTM, Trade Exhibition	Cannes, France

UNITE MARKETING AND PROMOTION EVENTS

Unite Marketing and Promotions Limited has announced details of its upcoming events:

- Unite Indian Ocean, Africa & Middle East will take place on Monday 8th March 2010
- Unite Caribbean will take place on Monday 15th March 2010
- Unite Pacific takes place on Tuesday 16th March 2010

The Venue

All events will take place at The Mermaid Conference & Events Centre, Puddle Dock, Blackfriars, London, EC4V 3DB. The venue is easily accessible by car, underground, train and bus. www.the-mermaid.co.uk

The Costs & Lunch Inclusive!

No charge to the 'Buyers' and just £235 + vat to the 'Exhibitors'. Refreshments and lunch are also included.

For further details visit www.unitepromotions.co.uk or contact Debbie Flannagan at Debbie.flannagan@unitepromotions.co.uk | 07786 383 895

ANTOR CALENDAR OF EVENTS - 2010

ANTOR is once again planning a wonderful list of events for its members during 2010 and it is hoped that as many of its members as possible will attend/participate. Listed below are events for your diaries:

18 February	Board Meeting
16 March	Board Meeting and Director's Press Luncheon
22 April	Board Meeting
20 May	Board Meeting and AGM
TBA May	ANTOR "Late Deals" Consumer Road Shows - Tunbridge Wells
24 June	Board Meeting
TBA June	ANTOR/Trav Media event
22 July	Board Meeting
19 August	Board Meeting
23 September	Board Meeting & Director's Press Luncheon
TBA Sept	ANTOR "Late Deals" Consumer Road Shows
TBA October	ANTOR Meet the Media
21 October	Board Meeting
16 December	Board Meeting & Christmas event
TBA	ANTOR/ABTA event

NOTE: The ANTOR Board is pleased for any ANTOR Member to come along and join in any Board meeting. You do not have to be a Board member to attend. If you would like to attend please advise Esther at esther@antor.com who will be pleased to advise you of date and time of the next available Board meeting.

MESSAGE FROM SECRETARIAT

Dear Member,

In the current climate, ANTOR provides a unique opportunity for destinations to work together, pool their resources through joint marketing initiatives and really leverage their marketing spend. Many of our activities would be impossible for most of our destinations to undertake individually but working together we can really raise the profile of your destination.

This is a reminder that it is important to keep your details up to date on the ANTOR website. If any member does not remember their password please contact me for them.

Lastly please don't forget to use the anti-clash calendar and if you have any news items send them to me.

Esther, Executive Secretary, ANTOR

ANTOR Members: Abu Dhabi, Andorra, Anguilla, Antigua & Barbuda, Austria, Bahamas, Barbados, Belgium-Brussels-Wallonia, Brazil, British Virgin Islands, Canada, Catalonia, Croatia, Cyprus, Czech Republic, Denmark (Greenland and the Faroe Islands), Destination Quebec, Dominican Republic, Dubai, Egypt, Fiji, Finland, France, Germany, Gibraltar, Greece, Grenada, Hong Kong, Hungary, India, Italy, Japan, Jersey, Jordan, Korea, Latvia, Lithuania, Macau, Malaysia, Malta, Mexico, Morocco, Netherlands, North Cyprus, Norway, Oman, Peru, Poland, Romania, South Africa, Spain, Switzerland, Taiwan, Trinidad & Tobago, Tunisia, Turkey and Visit Britain.