



## IMPORTANT DATES FOR YOUR DIARIES

### ANTOR AGM – 20 MAY

This year's ANTOR Annual AGM event is scheduled to take place on:

Date: 20th May 2010

Time: 3:00pm - 6:00pm

Place: Telegraphmediagroup, 111 Buckingham Palace Road, London, SW1W 0DT [www.telegraph.co.uk](http://www.telegraph.co.uk)

The event is being hosted by the Telegraph newspaper enabling members to hear firsthand what the editors of the paper is looking for from destinations. It is also an opportunity for members to ask questions first hand.

The annual AGM is an event which all members are strongly recommended to attend. This is an opportunity for members to select the new ANTOR Board for the new financial year. In addition, it is also an opportunity for members to review the Annual Report and Accounts as well as hear from the Chairman and vote on any changes to the constitution.

A draft programme of events is as follows:

#### **1500 – 1600 - ANTOR AGM for Delegates**

Welcome - Esther Smith, Executive Secretary  
Annual Report and Accounts – Michael Michael, Korea  
Chairman's Report – Tracey Poggio, Gibraltar  
AOB

#### **1600 – 1700 – Telegraph Presentation for Delegates**

*An insight from Telegraph Media Group*

1600 – 1620 – Damian Reece, Group Head of Business

1620 – 1640 – Graham Boynton, Group Travel Editor

1640 – 1700 – Chris Debbinney Wright, Create Travel and Peter Green, Chief Production Officer

#### **1700 – 1800 - Drinks Reception**

Please join us for a drinks and canapé reception

If you have not yet indicated that you will attend, it is not too late. Please send an e-mail to Esther at [admin@antor.com](mailto:admin@antor.com). This is not an event to be missed.

# ANTOR LATE DEALS SUMMER ROAD SHOW SATURDAY 5 JUNE

Mindful that the current UK consumer booking trend will lean towards late offers and value added packaging, the ANTOR Board is pleased to announce that it has organised a Consumer Day for Saturday 5th June from 12:00 - 17:00 at the Camden Centre, Market Square, Tunbridge Wells, Kent, TN1 2SW. This event is open to ANTOR members and their travel partners i.e. airline, tour operators or travel agents.

## The Set-Up:

- Each 'exhibitor' will have one table (12ft x 3ft) and will be allocated 4 (four) badges for delegates to attend on the day. Your delegates on your table can be travel partners such as airline, tour operator and travel agent or staff from your office. If your travel partners would like separate tables these will be given on a first come first serve basis as space is limited.
- Tables must be decorated with at least a table cloth by each tourist board and there is space behind each table for pop-up stands.
- Set up starts from 10:00am and all tourist boards are asked to complete the set up by 11:30 am
- Parking is available at a multi-storey car park next door to the Camden Centre. (Please note that you can drive up to the door in Market Square to drop off then park your vehicles – there are no steps which makes life easy).
- All tourist boards participating are reminded to bring give-a-ways for consumers and get flyers made up with prices and contact details to book holidays to your destination.
- Bring a video of your destination to be shown on the TV in the Centre during the event.

## Entertainment

There is a stage for our use and Tourist Boards are encouraged to undertake some cultural entertainment from their destination e.g. musicians or performers.

## Refreshments

- There will be tea & coffee available.
- Tourist boards can bring local delicacies such as food and drink including alcoholic drinks as there are two kitchens in the centre.

The event will be advertised on local radio and newspapers. Baldwin Travel will also be partnering ANTOR at the event.

The cost of attending the event will be £250 (plus VAT) and invitations for the event including booking forms have been distributed to all members. If you have not received yours please advise Esther ASAP at [admin@antor.com](mailto:admin@antor.com). There are only 25 places and members are asked to reserve spaces at their earliest convenience.

The theme for the show is **AROUND THE WORLD TRAVEL FAIR**. It is therefore hoped that as many tourists boards as possible are able to participate on this day and help make it a resounding success for yourself, ANTOR and the visiting public.

# ANTOR ANNOUNCES DATE FOR 2010 MEDIA MARKETPLACE Tuesday 5th October 2010

The annual Media Market Place organised by ANTOR, will take place on 5<sup>TH</sup> October 2010, at South Africa House in Trafalgar Square, London.

This annual event, which affords members the opportunity to promote their destinations to a wide range of specialist travel journalists, will be hosted by the South Africa Tourist Board this year.

Tourist boards who have attended this event in the past will know the unparalleled opportunity this event offers members the chance to meet up to a hundred journalists from a wide spectrum of consumer, trade and broadcast media.

Details will be circulated to members later in the year regarding costs, set up details etc, but this is an opportunity to make an entry in your diary for an event not to be missed.



The ACE UK Cruise Convention will take place in Southampton from Thursday 24 to Saturday 26 June and will feature visits to four cruise ships - the newly launched Celebrity Eclipse, P&O Cruises' Azura and NCL's Norwegian Epic, along with Cunard's every popular QM2. A recent addition to the programme of events is a pre-Convention opportunity for agents to visit Princess Cruises' Crown Princess on Wednesday 23 June.

Flo Powell, Director of ACE said: *"Cruise lines and agents are reporting huge interest in cruise holidays. This year's UK Cruise Convention will provide travel agents with the very latest news and trends within the industry, ship visits and business sessions designed to help them turn the high consumer interest into increased cruise business."*

More than 600 delegates, including over 400 travel agents, are expected to attend the fourth ACE UK Cruise Convention with sessions taking place in the QEII Cruise Terminal. These will include business seminars, key note speakers and the main conference along with a cruise trade fair, networking events and the popular ship visits. Agents will be among the first to see NCL's Norwegian Epic which will be in Southampton prior to her christening in New York on 2 July. Visits will also take place onboard P&O Cruises' Azura and Celebrity Cruises' Celebrity Eclipse, both of which are being launched in April 2010.

Trade fair stands are £1,500 each, but ANTOR has been able to negotiate a discount. If more than 5 ANTOR members want to take a stand, then the cost would reduce by 20% to £1,200 each (+VAT). If you are interested in taking advantage of this special discount that only ANTOR can offer, please contact Esther at [admin@antor.com](mailto:admin@antor.com).



ANTOR is constantly being approached by various travel partners who seek to bring benefits and offers to members to help improve their marketing strategy and reach. Below is one such offer from BP Travel Marketing Services for members to consider.

*BP Travel Marketing Services has been connecting with the world of travel for over 35 years and are the market leaders in delivering your marketing communications to the UK Travel Industry and Consumers. We have a wide-range of products and services available to help you connect with the travel trade and consumers, these include:*

#### **Response and Fulfilment**

*Our specialist contact centre is open 364 days a year and handles in excess of 1 million calls. Our specialist operators act as an extension to your company, adopting your brand and work with you to develop a script that fits your exact marketing requirements. In addition to handling your responses to promotional campaigns our integrated solutions are designed to ensure fulfilment of your marketing literature or point of sale is seamless.*

*With a variety of services available we would be very happy to discuss your requirements and come up with a competitive solution.*

#### **Direct Mail**

*We offer a wide-range of Direct Mail solutions through our in-house mailing house and print facilities. We handle over 10 million Direct Mail pieces for our clients each year at some very competitive rates so next time you're considering a DM campaign don't forget to give us a call.*

#### **Brochurebank.co.uk**

*The leading online brochure request site, visited by over 200,000 consumers each year to order their FREE holiday and travel brochures to help them make that all-important purchase decision. We can feature your destinations' information packs/brochures or e-brochures from as little as £0.75 per request and have a wide-range of targeted advertising opportunities which start at just £100 per month.*

#### **E-brochure creation**

*We can create a page-turning e-version of your literature and host it under a unique URL ready for immediate use. Your e-brochure can also be featured on Trade-Gate making getting your message to Travel Agents even more cost-effective. Just provide us with the electronic brochure file you supply to your printer and leave the rest to us.*

**Trade-Gate.co.uk**

*Our website where Travel Agents and Home Workers can order brochures (both paper brochures and e-brochures), point of sale material and information packs at very competitive rates. With over 35,000 Travel Agent visits per month this is the ideal place to promote your destination.*

**Trade-Gate.co.uk for Home Workers**

*Trade-Gate has expanded to provide Home Workers with their own dedicated brochure, literature and point of sale (for events) service. Call us to feature your marketing materials on the UK's first dedicated Home Worker brochure ordering service.*

**Trade-Gate e-news**

*Broadcast weekly to 7000 Travel Agents and fortnightly to 1800 Home Workers, this service gives you the opportunity to reach agent in boxes immediately. Trade-Gate e-news now incorporates our popular e –mailbag service.*

**Mailbag**

*Our database is updated daily allowing you to target an accurate list of Travel Agents with your messages. Our weekly Mailbag service contains special offers, news and information which agents actively look out for and can contain information or offers from Tourist Boards from just £299 (single A4 sheet to all ABTA Agents). We have dedicated Mailbag for both Thomas Cook and Tui and also offer the opportunity to add on non – ABTA agent groups (The Global Travel Group & the Travel Trust Association).*

*Our Mailbag service also includes a special Home Worker edition, mailed every other Thursday.*

**Storage**

*Our custom built warehousing facilities provide a controlled environment to store your marketing and promotional materials at very competitive rates*

**Consumer e-Broadcasts**

*Our consumer e-Broadcasts are an ideal way to send your campaign messages to our database of 100,000 plus email address'. We can host graphics and logos and offer conversion services to ensure your e-Broadcasts are delivered correctly*

*Call Alison Jared on 01233 2112231/07974 208291 to discuss your specific Tourist Board requirements and for further information on our range of services. Alternatively please email [alison.jared@bptms.co.uk](mailto:alison.jared@bptms.co.uk)*

## 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:

20 May	Board Meeting and AGM/Telegraph
05 June	ANTOR "Late Deals" Consumer Road Show - Tunbridge Wells
17 June	Board Meeting
08 July	ANTOR/ABTA Event
15 July	Board Meeting
19 August	Board Meeting
11 September	ANTOR "Winter Deals" Consumer Road Show
23 September	Board Meeting & Press Luncheon
05 October	AMTM (ANTOR MEET THE MEDIA)
21 October	Board Meeting
08 -11 November	WTM
16 December	Board Meeting & Christmas 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](mailto: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, 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, 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, Valencia Region and Visit Britain.