



MARCH 2010



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

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:

3:00 – 4:00pm	ANTOR AGM
4:15 – 4:45pm	TELEGRAPH OVERVIEW
4:45 – 6:00pm	Networking – drinks and canapés

Full details of the AGM together with nomination forms to propose people to join the ANTOR Board have been distributed to all members. If you have not received your invitation and Board nomination forms can you please advise Esther ASAP at admin@antor.com.

Make a note of the date and times for your diaries. 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.

The concept will be to create a mini travel mart in conjunction with travel partners who can take bookings on the day. Each participating tourist board will be asked to encourage a relevant tour operator to partner them on the day.

Members will be asked to bring or sponsor things at the town hall such as caricatures, sample of specials goods from their destinations and if possible wear national costumes etc.

Each participant will be able to provide their own promotional materials, banners, pull up stands etc and any entertainment they wish to provide for the event.

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. There are only 25 places and members are asked to reserve spaces at their earliest convenience.

In the interim ANTOR is looking for sponsorship for the following:

Refreshments & Breaks

Lunch

Entertainment:

- Face painting
- Caricature drawings on the day
- Cultural events i.e. Dancers, performers or any other activities you may wish to suggest

If you are interested in sponsoring one or more of the events please contact Esther at esther@antor.com

ANTOR HOST THIRD TOURISM DIRECTORS PRESS LUNCHEON

Following on from the huge success of the Directors and Press Luncheon held during 2009, ANTOR held its third luncheon on 16th March 2010 at Gibraltar House on the Strand. The Association embarked on this new initiative during 2009 to give the Media a better understanding of its Destination members in an informal setting and has been such a huge success that further luncheons are planned later this year.

The Lunch was limited to a handful of Destination Directors and Journalists which afforded all who attended the opportunity to have one-to-one discussions about the destination whilst enjoying lunch in a relaxed and private setting.

Present at the lunch were: Croatia, Cyprus, Dominican Republic, Gibraltar, Jersey, Quebec, Switzerland, Taiwan and Tunisia.

Chairman Tracey Poggio said; "Between our members we carry a lot of valuable information and experience. Now is the right time for us collectively to inform our various audiences of the services and information we can provide."

Before the luncheon all attendees were treated to a rum tasting reception courtesy of 'Brugal Rum' from the Dominican Republic.



2010 CALENDAR OF EUROPEAN TRADE SHOWS

25 - 27 May	IMEX, Trade Exhibition	Frankfurt, Germany
24 – 26 June	UK Cruise Convention	Southampton, UK
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



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.



BRITISH GUILD OF TRAVEL WRITERS

Representing travel writers, photographers, editors and broadcasters

THE ULTIMATE UK TRAVEL INDUSTRY MEDIA CONTACTS DATABASE

What is the secret to ANTOR members winning media coverage in the British press?

The secret can be found inside the latest edition of the British travel trade's 'little black media book' – the British Guild of Travel Writers' Yearbook – which has just been published to commemorate its 50th anniversary.

This special gold-embossed collector's edition of the 2010 Yearbook was unveiled at a launch party at the Park Plaza Westminster Bridge at an event celebrated by 450 of the UK's top travel writers and photographers, travel PRs, tourist boards and tour operators.

The British Guild of Travel Writers (BGTW: www.bgtw.org), founded in 1960, is the premier professional association for bonafide journalists, editors, photographers, and radio and film broadcasters working in the travel field in the UK.

Exclusive discount for ANTOR

The BGTW is making a special discount offer of £10 off the standard price of £98.82 available to ANTOR members valid only until April 30th.

Its 2010 Yearbook is one of the most valuable tools for anyone looking to promote their international destination to the British press or working in the public relations worlds. So what does it offer?

It is designed to assist with all travel PR requirements – from media contact targeting to list building; from news release distribution to campaign planning.

Immediate access to the BGTW database

Purchase the 290-page Yearbook and get immediate access to the Guild's search-engine optimised online database, as well as event listings and breaking travel news feeds.

To get your copy of the book and access, visit the shop at www.bgtw.org and insert the special ANTOR code: ANT10 to receive the £10 discount.

For more information email pr@bgtw.org or secretariat@bgtw.org

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:

22 April	Board Meeting
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 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, Valencia Region and Visit Britain.