



## 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:

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 will be distributed closer to the date of the AGM but this is an opportunity for you to make a note of the date and times for your diaries for this very important event.

# **ANTOR LATE DEALS SUMMER ROAD SHOW SATURDAY 29 MAY**

Mindful that the current UK consumer booking trend will lean towards late offers and value added packaging, ANTOR is pleased to announce that it is the process of organising a Consumer Day for Saturday 29th May from 10:00 - 18:00 at the Camden Centre, Market Square, Tunbridge Wells, Kent, TN1 2SW.

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 destination will be given a table and can bring pop-up stands or backdrops with table covers and consumer literature and give-aways.

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

Final costing details are still being worked on but the aim will be to keep participating costs to an absolute minimum.

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](mailto:esther@antor.com)

Registration:

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

Full details will be advised as soon as they are finalised



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.

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## South of the Border! Mexican Flavours with Angeles Ayala

Turn your dinner party into a fiesta with chef, cookbook writer and travelling gourmet Angeles Ayala as she demonstrates a delicious selection of authentic Mexican recipes with fresh healthy twists and presents the Mexican cook's ingredients and techniques in a clear and accessible style guaranteed to enlighten and inspire.

If you are interested the event takes place on Thursday March 4 at 11am. Further details including booking form can be found at <http://www.booksforcooks.com/book.html>

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## Tianguis Turistico 2010

Tianguis Turistico is just around the corner yet again. It is the most important business market place event in Latin America

This is going to be the 35th edition of Tianguis Turistico and will be held from 25<sup>th</sup> - 28<sup>th</sup> April in Acapulco Mexico

If you are interested please contact Manuel Diaz Cebrian, Regional Director for Europe, UK, Ireland, Sweden & the Netherlands, Mexico Tourism Board, [mdiazcebrian@visitmexico.com](mailto:mdiazcebrian@visitmexico.com)

[www.tianguisturistico.com.mx](http://www.tianguisturistico.com.mx)

## 2010 CALENDAR OF EUROPEAN TRADE SHOWS

05 – 07 March	The National Wedding Show, Consumer Exhibition	Birmingham, UK
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](http://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](http://www.unitepromotions.co.uk) or contact Debbie Flannagan at [Debbie.flannagan@unitepromotions.co.uk](mailto:Debbie.flannagan@unitepromotions.co.uk) | 07786 383 895



## MARKETING MASTERCLASS A New Decade

*Thursday 4<sup>th</sup> March 2010  
Cophorne Tara Hotel, Kensington*

The Tourism Society Marketing Masterclass is just two weeks away! Don't miss out! We have four experts to improve your email campaigns, maximise your marketing potential for regeneration projects and finally learn how to best exploit social media for your business, all for a very reasonable price!

### PROGRAMME:

16:00 - 16:30 Registration with teas and coffees

16:30 - 16:40 Chairman's welcome and introductions

**Chris Wikeley FTS**, Principal, Quality Counts Consultancy

16:40 - 17:00 **Peter Varlow MTS**, Senior Associate, TEAM Tourism Consulting (**Email Marketing**)

17:00 - 17:20 **Philip Cooke FTS**, Managing Director, Destination Marketing UK Ltd (**Regeneration Marketing**)

17:20 - 17:40 **Rosie Robbins**, Senior Account Manager, Ogilvy Public Relations Worldwide & **Rachael Rees**, Senior Account Manager, Ogilvy Public Relations Worldwide (**Social Media**)

17:40 - 18:00 Q&A

18:00 - 19:00 Networking

**Tickets** Members price £15, Non-members £30, Students retired £10

**Venue** Cophorne Tara Hotel, Scarsdale Place, Kensington, London, W8 5SR

**Contact:** Daniel Moriss-Jeffery MTS, Events & PR Executive, T:020 8661 4636, F:020 8661 4637, e-mail:[daniel@tourismsociety.org](mailto:daniel@tourismsociety.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:

16 March	Board Meeting and Press Luncheon
22 April	Board Meeting
20 May	Board Meeting and AGM/Telegraph
29 May	ANTOR "Late Deals" Consumer Road Shows - Tunbridge Wells
17 June	Board Meeting
June	ANTOR/TravMedia
15 July	Board Meeting
19 August	Board Meeting & Press Luncheon
11 September	ANTOR "Winter Deals" Consumer Road Shows
16 September	Board Meeting
05 October	AMTM (ANTOR MEET THE MEDIA)
18 - 20 October	ABTA – Travel Convention in Malta
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, 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.