



Association of National Tourist Offices and Representatives

ANTOR News Letter June, 2010

ANTOR ROADSHOW – TUNBRIDGE WELLS – 5 JUNE

ANTOR held its inaugural Travel Roadshow at Tunbridge Wells on Saturday 5 June





SOCIAL MEDIA DISCUSSION

Following on from our recently successful AGM, there were a number of issues/discussions which the Board felt we did not have time to fully explore e.g. the future evolvement of ANTOR as an industry voice and opportunities to maximise our presence through social media.

In order to continue these discussions the ANTOR Board has organised a couple of afternoon sessions to discuss these issues further and this will be followed by an opportunity to meet with a PR agency, Ogilvy, who are specialist in social media and continue the debate of modern day online strategies.

The planned sessions are as follows:

- Thursday 8th July from 2:30pm – 4:30pm at Gibraltar House, 150 Strand, London, WC2R 1JA
- Wednesday 11th August from 2:30pm – 4:30pm at Ogilvy PR Offices, 10 Cabot Square, Canary Wharf, London E14 4BA

There will be a small administration charge of £20 per delegate attending.

Could you please email Esther at admin@antor.com advising ASAP which of the 2 sessions you will be attending, together with the names and title of those attending.

PRESS LUNCHEON



Following the huge successes of previous Directors and Press Luncheon, ANTOR is once again planning another. Details are as follows:

Date: 23rd September 2010

Time: 12 noon – 14:30pm.

Place: Canada House, 1Grosvenor Square, London

In order to get maximum benefit from the luncheon, the event is limited to 9 Destination Directors and 9 Journalists on a first come first serve basis. Each destination will be asked to supply the names of 5 journalists they would like to invite and invitations will be sent to those nominated.

Details will be circulated to members soon regarding costs, registration details etc, but this is an opportunity to make an entry in your diary for a very important event.

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





The annual Media Market Place organised by ANTOR, will take place on 5TH 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.

ANTOR TO SOON START SOCIAL MEDIA PAGES

At the ANTOR AGM, Augusta Jaudegyte, Lithuania gave details about the drive by ANTOR to establish links to major social media sites Facebook and Twitter.

Augusta identified that ANTOR's social media tools will be useful for the following:

- Increasing the awareness of ANTOR
- Engaging with audience and understanding it
- Promoting ANTOR and its members' events; and
- Spreading positive messages and managing crisis (travel advises, offers, discussions).

The ANTOR website can now facilitate your social media links. If you have them on your website and would like them added to your ANTOR page, please send the links to Esther at esther@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 such offers for members to consider.

PROFESSIONAL POSTGRADUATE QUALIFICATIONS IN DESTINATION MANAGEMENT

Calling all destination managers! Have you ever wished there was a professional qualification in destination management which you or your colleagues could study for online at work or at home, to fit in with existing commitments? A part-time course of study which combines current academic thinking in the field with the latest in up to date developments as case study material, and which allows you to test out and apply those concepts to your own destination or organisation?

The Tourism Management Institute (TMI), now the destination management section of the Tourism Society, has been working with Leeds Metropolitan, Bournemouth and Lancaster University to develop Professional Postgraduate Qualifications in Destination Management, at Certificate, Diploma and MSc level precisely to meet those needs.

The Professional Postgraduate Certificate in Destination Management covers:

- Destination Management Contexts, Issues and Approaches
- Destination Marketing
- Tourism and Tourism Places

The Postgraduate Diploma consists of:

- Leadership and Management for Tourism (Mandatory)
- Research Methods and Management for Destinations (Mandatory)
- One optional module:
 - Managing Heritage
 - Managing the Visitor Experience
 - ICT for Destination Management
 - Tourism, Festivals and Cultural Events

To achieve the full MSc, students will carry out a dissertation/research project on an aspect of destination management.

The qualifications are developed and delivered through a partnership between TMI, Leeds Metropolitan University, Bournemouth University and Lancaster University. They are validated and awarded by Leeds Metropolitan University.

Applications welcome for September. To find out more, visit the TMI web site,

www.tmi.org.uk/tmiqualifications.php or contact:

Dr. P.E.Long, Course Leader at Leeds Metropolitan University on +44 (0)113 812 8545 or

p.e.long@leedsmet.ac.uk

or

Cathy Guthrie FTMI FTS, CPD Co-ordinator, Tourism Society & TMI on +44 (0)1467 620769 or

cpd@tmi.org.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:

22 July Board Meeting

11 August Social Media Discussion, Ogilvy PR Office, Canary Wharf

19 August	Board Meeting
15 September	Board Meeting
23 September	Press Luncheon – Canada House
05 October	AMTM (ANTOR MEET THE MEDIA) – South Africa House
21 October	Board Meeting
08 -11 November	WTM
18 November	Board Meeting
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, 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, Finland, Fiji, France, Gambia, Germany, Gibraltar, Greece, Grenada, Hong Kong, Hungary, India, Italy, Japan, Jersey, Jordan, Korea, Latvia, Lithuania, Macau, Malaysia, Malta, Mexico, Morocco, Netherlands, New Zealand, North Cyprus, Norway, Oman, Peru, Poland, Romania, Rwanda, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Tanzania, Trinidad & Tobago, Tunisia, Turkey and Visit Britain.

Esther Smith, Executive Secretary

T: 0870 241 9084

F: 01962 711239

E:esther@antor.com

www.antor.com