

**ANTOR reveals positive start to 2024 in Q1 media news update**

- China and Falklands re-join Antor post-Covid
- Sri Lanka welcomes Foreign Office revision of travel advice
- Antor visitor numbers up
- Annual Meets the Travel Trade dates and locations announced
- Nominations open for the 3<sup>rd</sup> Antor Media Award

**China and the Falklands re-join Antor**

As ANTOR celebrates its 73<sup>rd</sup> anniversary the member organisation is delighted to welcome back China and the Falkland Islands who have re-joined following the pandemic. ANTOR's mission is to unite all destinations present in the UK and Irish markets in support of responsible tourism, guided by a code of conduct that promotes sustainable business practices. Members benefit from being part of an active and supportive community where they can exchange ideas and cultivate close relationships with all sectors of the travel industry.

**Sri Lanka welcomes Foreign Office revision of travel advice**

ANTOR member, Sri Lanka is delighted that the Foreign Office (FCDO) revised its travel advice for the destination on 5 April 2024, removing some of the warnings around food, fuel and medicine shortages that date to the economic downturn in Sri Lanka. This comes after a travel industry campaign supporting the High Commission's warnings of the damage the FCDO advice was doing to tourism, and research that showed that 74% of Brits would be put off even from a free holiday if risks are overplayed<sup>i</sup>.

The Sri Lankan High Commission in London has consistently advocated to British authorities for the removal of negative information from previous advisories. They have also confirmed nearly 54,000 tourists from the UK visited Sri Lanka in the three months to 27 March, making the UK its third largest source market of the 600,000 total arrivals.

**Annual Meets the Travel Trade**

The Antor Meets the Travel Trade (AMTT) London event will take place on 20 May, and the Roadshows will be in Cork on 21 May, Chester on 23 May and Cambridge on 22 May. This is an opportunity for tour operator sales staff, travel agents and homeworkers to meet with several Antor member hosts all in one place.

**Antor visitor numbers up**

ANTOR shows a positive outlook for the outbound travel industry in their latest quarterly 'Antor Holiday Trends Report' with almost every world region set to experience an uplift in UK visitors in the next year. The report showed that overall, the picture is of increased optimism with overseas trip-taking increasing in 2023 and nearing pre-pandemic levels. Trip intentions are higher for each quarter in 2024 than the equivalent periods in 2023 and 2022. The quarterly report is produced by BVA BDRC and access to it is one of the many benefits of being a member of Antor.

## **Nominations open for the 3<sup>rd</sup> Antor Media Award**

In 2022, Antor celebrated its 70th Anniversary by honouring the media outlets that have steadfastly supported its members throughout the years. Building upon the success of this initiative, the Board has expanded the awards this year to include 2 categories: 1: The publication or media outlet that has consistently provided support to Antor members since 2022 through positive media coverage; 2: An individual travel writer or broadcaster who has demonstrated exemplary support to Antor members since 2022 through national media coverage. Over the next few months, our members will be putting forward their nominations, which will be given out at Antor's annual Awards Dinner on 23 September. We encourage all media who have collaborated with our members to reach out and request nominations! Past winners were National Geographic Traveller and Wanderlust. Nominations close on 31 August 2024.

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For more information please contact:

Alison Cryer,

Head of Executive Secretariat,

Mobile: 07831 555 106

Email: [secretariat@antor.com](mailto:secretariat@antor.com)

Website: [www.antor.com](http://www.antor.com)

About ANTOR:

ANTOR is a voluntary, nonpolitical organisation which was established in the UK in 1951, run by an elected board of members and secretariat. ANTOR's UK members comprise national, regional and city tourist offices which are represented in the United Kingdom.

ANTOR is the Global Voice for destinations with the purpose of collaboration, leading best practice in destination promotion, and sharing of knowledge.

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<sup>i</sup> <https://www.ttgmedia.com/news/majority-would-forgo-free-holiday-to-country-deemed-unsafe-by-fcdo-44949>