

Industry insight by...



The Association of National Tourist Offices and Representatives



ANTOR's Tracey Poggio offers a round-up of member destination updates, from Grenada to Gibraltar.

AS DESTINATION marketing ramps up into first gear, our member destinations are busy announcing new and exciting initiatives, openings and events for 2022.

Gibraltar has announced Jubilita, a one-off food festival and a uniquely Gibraltarian celebration of Her Majesty's Platinum Jubilee. Jubilita will take place instead of the annual Calentita Food Festival, taking place in three locations starting at 6pm on June 2. The event will feature delicious food, a community celebration, and will be open to all with no entry fees.

With exciting resort offerings, tourism investments and new businesses opening their doors, the Bahamas are brimming with holiday opportunities that appeal to everyone, from large families and friends to newlyweds... and even royals! Just the other week, The Duke and Duchess of Cambridge spent time across several Bahamian islands and experienced a 'Taste of The Bahamas', with stops in three of the country's most

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beloved destinations: Nassau, Abaco and Grand Bahama Island.

Canada is proud to announce that its Canada Specialist Programme (CSP), is now live on mobile via an App and QR code. The new CSP programme was launched last Autumn. The new programme, developed from scratch, brings learning to new levels and the introduction of the app forms part of making training as mobile, flexible and accessible as possible. Agents are invited to register to become a Canada Specialist and undertake the training programme via <https://www.canadaspecialist.co.uk/>

To give travellers experiences that allow them to connect deeper to a

destination, and as part of their ongoing sustainability efforts, Grenada is proud to have launched its new Voluntourism Programme. The new initiative shines a light on visitors seeking to engage with the local community and culture, allowing them to make a tangible impact when they travel. As part of the programme, travellers can get involved in the Grand Anse Artificial Reef Project, amongst others. Visit www.puregrenada.com/voluntourism for a full list of activities.

This summer, Jersey welcomes routes operated by Jet2, Loganair and BA CityFlyer, with a wide range of departure airports and flight times to suit all travellers. Visitors to the island can also make the most of new accommodation

offerings, including the refurbished The Moorings Hotel & Restaurant, which has just become the island's first and only Mr & Mrs Smith Hotel, and the revamped luxury Tea Field Cottages accommodation. <https://www.jersey.com/>

In the Seychelles, Tribute Portfolio, part of Marriott International, signed with the Jumeau River Development Company to announce the highly anticipated opening of a new hotel in Q3 of 2022. Laïla is a 84-room boutique resort in the heart of Anse Royale. It joins a portfolio of 75 independent Tribute Portfolio Hotels around the world. Find out more at <https://lailaresort.com/>.

The majority of our members are widely reporting healthy forward bookings, due to the release of pent-up demand and the removal of covid restrictions. The industry is prepared and remains optimistic that bookings will now stabilise into recognisable patterns. If we've learnt one thing from the past two years, travel is viewed by many as a necessity of life.