

Press release 26 July 2021

BONAILIE AND ANTOR ANNOUNCE ONLINE COMMUNITY PARTNERSHIP AND COLLABORATION TO FORGE NEW VISION FOR TOURISM, POST PANDEMIC

Bonailie has signed a partnership agreement with The Association of National Tourism Offices and Representatives (ANTOR), based in the UK, to collaborate and unite the tourism industry, forging a new pathway, post pandemic.

Bonailie Founder and CEO, Julie King said, "This is an exciting step for Bonailie to partner with ANTOR, an organisation that shares Bonailie's vision. We look forward to collaborating together to address wider industry issues and connecting ANTOR members with tourism and travel leaders globally".

Bonailie, the brainchild of King, is a collaborative Global Travel, Tourism and Hospitality Community Platform and a hub for positive change, designed to unite the tourism industry.

"We look forward to hearing from the 60 strong ANTOR members on their vision for tourism in a post pandemic era and how the industry can collaborate to create change. We need to shift the global tourism industry to a 21st century mindset to create a sustainable future," said King.

ANTOR Chairman, Tracy Poggio said, "Both organisations believe in the power of cities and countries working together for the sustainable development of global tourism. It's an exciting direction for our tourism leaders to be featured in an online global community such as Bonailie and to benefit from education and thought leadership that will help change the mindset of our global industry.

"The partnership will provide opportunities for further collaborations and connections, share insights and the opportunity to develop strategic partnerships. Julie and I both agree the industry is stronger when it works together".

Bonailie's aim is to bring one million purpose-led leaders and decision makers across all sectors of the global tourism industry together to collaborate and unite for common purpose, collectively share experiences, and address industry challenges, to create a positive impact on the world and the tourism industry.

Tourism is an essential pillar of the world's economy and livelihoods of many countries depend on it, especially the most vulnerable. In many parts of the world, the protection of biodiversity relies heavily on the tourism sector, from conservation to the revenue generated.

-Ends-

NOTES TO EDITOR:

ANTOR's UK membership comprises of national and regional tourist offices which are represented in Britain and is celebrating its 70th anniversary, there are several independent chapters that have since opened in other countries. ANTOR's objectives include providing a fraternal forum for its members to meet and exchange ideas, to forge close relationships with all other sectors of the travel industry; to be recognised as one of the foremost advocates of responsible tourism and to comment on a wide range of issues affecting worldwide travel and tourism.

The Bonailie City Platform, hosted on BoB Earth, offers a valuable resource for businesses and industry sectors to navigate these difficult times and to collaborate to co-create a different future for our industry and shape the future of tourism. To subscribe to the Bonailie Community please find link and enter 'bonailie' as the code. https://bobearth.com/register/bonailie-engage-monthly/?source_blog_id=13

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For more information on Bonailie go to Bonailie.world

About Bonailie

Bonailie is a collaborative community platform with one clear goal – to bring the tourism industry together to unite for common purpose. Bonailie, as a platform, will share insights, content, best practice, and innovation for a monthly subscription. Go to Bonailie.world.

About Julie King

Bonailie Founder and CEO Julie King is an entrepreneur and industry leader with more than 34 years of international success, working within and consulting to the hospitality and tourism sectors. She has experience working in luxury hotels in Scotland, managing tourism consultancies in Dubai and more than ten years' expertise as a global tourism advisory and representation business owner based in Australia. King has developed a holistic view of the most important areas of growth and change in international tourism. Her established award-winning consultancy, Julie King & Associates, has offices in Sydney, Perth and New Zealand. Julie has led more than 200 consultancy projects in 24 countries, including 12 representation projects across 36 countries. King is also a Global Scot (globalscot.com/home).



Bonailie City & BoB Earth

The Bonailie City Platform is hosted on BoB Earth. BoB Earth is a community of people and businesses connecting for trade and partnerships, from a local community to a virtual society – a connected Earth. It connects an expanding global trading community. It provides opportunities to learn from other entrepreneurs to grow and scale business, to impact industry and create genuine, positive change in the world.