

## The ABTA Plan – building confidence in travel

### Year three review: July 2012-June 2013

This report looks at the progress made in delivery of the Plan in its third year, and records our achievements made against the objectives it set out.

#### Our vision

**Our vision is to build confidence at the heart of travel – confidence for companies to trade and invest; confidence for customers to book; and confidence that the industry is building a sustainable future.**

To realise this, the travel industry needs to:

- Build from a foundation of successful businesses
- Deliver quality products, at every price level
- Have confident customers
- Share the benefits of tourism to ensure destinations thrive
- Manage the issues of finite resources and environmental impact
- Be able to create economically and socially rewarding jobs
- Make a fair tax contribution both at home and in destinations
- Ensure that it is recognised for what it does, and the way in which it does it.

ABTA's position is at the centre of this, supporting our Members as they build their businesses, and acting as an emblem of quality and assurance for their customers.

#### Successful businesses

We continued our engagement with the ongoing review of the Air Travel Organisers Licence (ATOL) scheme. We worked with the UK Government, partners and Members to influence the future direction of the scheme, and supported our Members in implementing the changes that directly affect their businesses.

Following last year's review of the Travel Industry Partner scheme, we introduced a new ABTA Partner offering, launching an additional Partner+ element to the scheme offering selected Partners and new Partners the ability to successfully engage with our Members and subsequently offering our Members businesses services at better competitive rates.



After 18 months of review and research, we launched a new website with better navigation, simplified user journey and an overall enhanced user experience.

### **Quality product**

Looking at the trends within the industry we defined our relevance for cruise companies and opened up our membership offer to this important sector.

Working with Members and other key stakeholders, we began the implementation of our UK tourism plan, working with government departments to emphasise the importance of inbound as well as outbound.

Working with destination governments is an important part of our programme of work, therefore working in partnership with strategic partners and other key stakeholders, we introduced a broad lobbying campaign to improve tourism accommodation safety in Europe.

### **Confident customers**

Our third year of our five year strategy focused significantly on the reforms of the consumer protections schemes and we led on the response to regulatory reform of consumer protection both in the UK and Europe. We also developed a number of new training materials aimed at our Members to ensure they fully understand the new ATOL scheme and their responsibilities.

We worked with a number of experts to develop new health and safety and crisis management guidance and launched this at Member seminars.

Working with Members and key stakeholders we rolled out a refreshed aviation policy and sought to gain support amongst political audiences.

### **Thriving destinations**

Following on from last year's programme of developing a sustainability case for Members, we supported tour operator, cruise company and travel agent Members to pilot the programmes as well as launching new training materials.

Our work on development of an animal welfare strategy in association with Born Free, was finalised and launched in Brussels.

Working with key experts, we have started to develop our destination child protection strategy. This work will continue into our fourth year of the plan.

### **Responsibility in a finite world**

We continued to progress the Travelife sustainability system, and as a result Travelife was recognised by The Global Sustainable Tourism Council. This recognition came in a significant year for Travelife as it attracted over 1,200 hotels into the scheme, as well as piloting a new set of indicators making it robust and of the highest quality.

As a result of our work across the sustainability agenda, ABTA Ltd is progressing toward being a sustainability exemplar.

### **Rewarding jobs**

We designed and implemented a strategy to build relationships with educators across the UK, as well as developing the policy argument for the importance of jobs in the industry and their recognition at government level.

## **Fair tax take**

We continued to campaign against tax increases including Air Passenger Duty through our Fair Tax on Flying campaign, and also the standalone Emission Trading Scheme.

We also developed the case for the tourism mix when domestic, inbound and outbound tourism business can succeed.

## **Recognition**

We carried out a number of media and PR campaigns to strengthen ABTA's brand position as the voice of the travel industry, and increased our profile as the 'go to' voice of the travel industry among consumers and Members. This included a consumer awareness campaign targeted at 18-34 year old travellers.

We refreshed our Member engagement programme, including producing our annual progress report for Members as part of 'Your Year at ABTA'. This also included building greater awareness, support and participation of our work and policies amongst Members, and other broad stakeholder audiences we interact with.