

The ABTA Plan – building confidence in travel

Year four review: July 2013-June 2014

This report looks at the progress made in delivery of the Plan in its fourth 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

Working with and on behalf of the industry, we pushed forward the aviation policy debate and the Airport Commission's work, engaging with Members on the Airport Commission's recommendations. We also encouraged Members to get more involved in trade relations issues through refreshed ABTA representation on airport consultative committees and involvement with IATA.

Quality product

Following our lobbying campaign last year, we maintained our pressure on the EU Commission for a European Tourism Accommodation Safety framework and legislation which resulted in a significant mention in their Green Paper.



The UK's aviation policy is under constant review, and we were delighted to receive an acknowledgement of the need for adding additional capacity in the south east in the Airport Commission's interim review. Our lobbying in this area will continue going forward whilst the full review takes place.

Working with Members we rolled out a number of financial protection statements for Members to use in all of their marketing materials making it clearer for consumers to understand what parts of their holiday is financial protected should something go wrong. We also implemented a monitoring system to ensure all Members display the messaging appropriately.

Following last year's work with the cruise sector, we formalised the cruise and ferry companies' membership proposition and established a ferry passenger complaints process for consumers.

Working with industry and disability experts, we launched our accessibility guidance to Members and promoted the additional consumer guidance we had produced.

Confident customers

We took the opportunity in our fourth year of implementing our five year plan, to review our consumer information and key messaging, updating our messages on crucial consumer-facing areas such as financial protection, ABTA complaints process, how ABTA supports consumers and how we govern our Members through our Code of Conduct.

Working on behalf of UK consumers, we continued to work in Brussels on the reform of the Package Travel Directive and Air passenger Rights, ensuring consumer views were considered but also lobbying on behalf of our Members to make sure any revisions translate to the UK market.

We continued the roll out of the new health and safety Member guide and supporting technical information, supporting the ongoing delivery of the health and safety Member engagement strategy.

Thriving destinations

We developed a plan to work with the UK top ten destinations on their health and safety, sustainability and crisis requirements, supporting their needs to develop strategies across the relevant areas.

We also started to implement our Better Places sustainability programme, a programme which will be rolled out over the next few years.

Responsibility in a finite world

Our work this year consisted of engaging Members with our sustainability products, including our animal welfare guidance, first drafts of child protection guidance for destinations and the ongoing development of Travelife sustainability system.

Rewarding jobs

After last year's development of our education partner strategy we launched a brand new ABTA education Scheme and recruited five Members from across UK education establishments.

We launched our internal staff training and development programme ABTA Uni.

Fair tax take

We continued to support the Fair Tax on Flying campaign by contributing to media interviews and the roll out of the communication plans around the campaign. We also attracted new lobbying partners to the campaign.

Recognition

It was mainly business as usual this year with us protecting the reputation of the industry and of ABTA through effective crisis management with the UK press on behalf of our Members.

We continued to develop our communications channels making sure they are the right routes for us to promote our messaging. We introduced new digital channels in line with the continual development of abta.com.

With a general election looming, we prepared our policy positions and launched our 2015 Manifesto alongside a campaign to engage parliamentary candidates, ensuring we are representing the needs of the industry across all Parties.