

The ABTA Plan – building confidence in travel

Year two review: July 2011-June 2012

Issued: July 2012

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

Our long term review of financial protection continued in year two, with development significantly impacted by reforms announced by the UK Government around reforms to the Air Travel Organisers Licence (ATOL). We undertook a large amount of work to support our Members affected by the changes to comply with the new regulations. A Joint Administration Scheme was agreed with the CAA enabling our Members to apply for their ATOL licence through ABTA.

A review of our Travel Industry Partner scheme took place, and recommendations for its development produced. These would be form the basis for a new strategy to be developed in year three.

We reviewed our online presence during the year and prepared a communications plan that mobilised key



channels including the website and social media. Improvements were made to ABTA Today and @ABTAtravel, and abta.com was 'refreshed' ahead of major redevelopment work due in year three.

Quality product

In continuing to ensure that ABTA practices remain relevant in our dynamic industry, research was carried out to gauge the needs and concerns of the trade and consumers. The findings from which led to some revisions of our Code of Conduct. These were launched in March.

Confident customers

Our consumer service offering was enhanced with the implementation of the CEDR scheme of arbitration and we also enhanced our online resources for consumers with updated pages, pre and post departure videos and flowchart presentations.

Further scoping work related to health and safety took place leading to the development of guidance which is due for launch in year three.

We continued to take the lead in the reform of consumer protection and aviation policies, and achievements included: updating our position on the Package Travel Directive, the launch of the Tourism Accommodation Safety Committee and provision of evidence to the UK Government Transport Select Committee.

Thriving destinations

We developed the sustainability case for tour operators through developing the findings from further survey work, supported by a number of visits to Members.

Our work on development of an animal welfare strategy progressed in association with Born Free, this included the review and revision of an animal welfare handbook and a self-assessment based auditing programme.

Responsibility in a finite world

We continued to progress the Travelife sustainability system, and put in place operational standards as well as producing Travelife's first business plan.

To monitor the uptake of sustainable practices across the industry, a suite of indicators were prepared together with a mechanism for collecting monitoring information. The indicators are scheduled for launch in year three.

We continued to work towards our aim of becoming a sustainability exemplar and produced a 12 month activity plan for engaging staff internally with the Better Places initiative, as well as rolling out our volunteering programme.

Rewarding jobs

Our status according to Best Companies improved to 'One Star', and internal working groups were established to address areas for improvement.

Internally, we enhanced our training and development programme for staff, introducing coaching and mentoring where required.

Fair tax take

Our Fair Tax on Flying campaign established in year one continued to expand with some significant additions to the working group. A campaign encouraging people to contact their MP was launched and had achieved 9,000 responses by the end of the year.

We also delivered the findings of our research into the value of tourism to the UK economy, which set the figure at £31bn spent in Britain for people travelling overseas.

Recognition

Work got underway on strengthening our brand, especially amongst 18-34 year olds, and we also produced a new corporate brochure.

Opportunities to raise our profile were proactively explored such as providing media commentary, and support for key campaigns such as 'Getaway' and 'Fit for Ski'.

Our Fair Tax on Flying campaign won 'Private Sector – Campaign of the Year' at the 2011 Public Affairs News Awards.