

# The ABTA Plan – building confidence in travel

## ABTA 2010-2015 progress

ABTA’s 2010-2015 Five Year Plan described the travel landscape and the challenges that Members and other stakeholders face as they look to grow their travel business. The framework has stood the test of time, and is still valid.

### ABTA Members need 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 they are **recognised** for what they do, and the way in which they do it.



### The ABTA offer to Members

The use of ABTA’s services varies depending on the size of the Member, the nature of the Member’s business and the level of awareness and engagement. The following services relevant to all Members include:

- The use of the **ABTA logo**, which conveys a sense of quality and reliability to the consumer.
- All Members are subject to the **ABTA Code of Conduct**, which regulates the conduct of Members in their own right, and in relation to other Members and consumers. The Code is one of the mechanisms for ensuring brand quality.
- **Financial protection solutions** – in respect of package travel regulations, voluntary protection requirements, and inter-Member trading.
- **Legal advice** – ABTA is the recognised authority on many issues relating to principals and agents, and provides current guidance notes on a wide range of issues.
- Consumer **complaint handling** and availability of a recognised arbitration scheme.
- **Information provision** and guidance about industry issues, regulations, and current events.

- **Political influence** – a strong voice for Members in Westminster and Brussels, and in overseas destinations.
- **Issues and Crisis management** – coordinating with the Foreign Office to manage destination advice levels; emergency bulletin and communications support; operational support for Members; media management.

Additional services which are particularly relevant to the larger Members include:

- **Destination management**
- **Health and Safety guidance**
- **Sustainability programmes**
- **Travelife** – supply chain accreditation system.

ABTA has had solid achievements over the past five years, and has continued to improve service levels through the modernisation of the organisation. Highlights include:

- Leading the move within the UK and Europe to extend the scope of financial protection;
- Initiating the A Fair Tax on Flying Campaign, resulting in reduction of overall APD tax take;
- Representing the leisure aviation sector in pushing for additional runway capacity;
- Developing Travelife as an industry-leading sustainability accreditation solution;
- Building a strong relationship with the FCO, placing ABTA at the heart of Government destination and crisis management strategy;
- Restructuring of customer support services to improve complaint handling capability;
- Restructuring of the captive insurance company to improve ABTA cover;
- Radically overhauling our communications capability, especially in respect of website and social media.