

# The benefits of ABTA membership

## Contact ABTA

If you're interested in joining ABTA, please go to [abta.com/join](http://abta.com/join), email [joining@abta.co.uk](mailto:joining@abta.co.uk) or call **020 3117 0567**.

If you're already an ABTA Member and would like to discuss the benefits available to you, please contact the Member and Partner Information line on **020 3117 0597** or email [membersinfo@abta.co.uk](mailto:membersinfo@abta.co.uk).

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# The top ten benefits of being an ABTA Member

## What's in it for you?

ABTA has been a trusted travel brand for more than 65 years. ABTA's purpose is to support and promote a thriving and sustainable travel and tourism industry, within which we help our Members to build successful businesses.

As the UK's leading travel association, we help our Members grow strong businesses through better regulation, fairer taxation and financial protection. We have a strong influence

with stakeholders, with the media and with consumers – through our offer of support, protection, and expertise.

Consumers have confidence in ABTA; and a strong trust in ABTA Members. We help our Members use their membership to strengthen relationships with their customers and boost their marketing and sales opportunities.

01  
ONE

## WE ARE A BUSINESS SUPERBRAND

voted for the tenth year consecutively. At 71%, ABTA has the highest level of brand awareness and trust amongst the travelling public of any UK travel association.

02  
TWO

## USE OUR FINANCIAL PROTECTION EXPERTISE

as we protect some £2.5 billion of non-ATOL packages representing 83% of the total £3 billion (estimated by BIS) protected by BIS Approved Bodies. ABTA is a Department for Business, Innovation, and Skills (BIS) Approved Body in relation to the 1992 Package Travel Regulations.

06  
SIX

## OUR DESTINATIONS AND SUSTAINABILITY TEAM PROVIDE 24/7 OPERATIONAL SUPPORT

365 days a year. They work closely with the FCO and publish business critical advice advising Members on what's happening on the ground in destinations, in real time via SMS and e-bulletins.

05  
FIVE

## OUR DISPUTE RESOLUTION SERVICE AND ARBITRATION SCHEME

are approved by the Chartered Trading Standards Institute, helping Members and their customers resolve holiday complaints without the costs of going to court. Consumers consistently rate this as a key benefit of booking with an ABTA Member.

04  
FOUR

## WE OFFER THE ABTA-ATOL JOINT ADMINISTRATION SCHEME

to Members with estimated licensable turnover of £1.5m or less. The scheme is a time and cost saving solution to prospective and existing ATOL holders.

03  
THREE

## ACCESS TO FREE LEGAL TRADING ADVICE AND BUSINESS SUPPORT

provided by our legal and business support teams. A wealth of information and free helplines are provided exclusively on a range of subjects from VAT, HR training and recruitment, employment law and sales and marketing.

07  
SEVEN

## WE HELP YOU PREPARE, MANAGE AND IMPROVE YOUR BUSINESS IN THE EVENT OF A CRISIS

or emergency. Our guidance covers the expertise you need to support your customers affected and how to manage reputational issues with the media.

08  
EIGHT

## WE WORK WITH THE INDUSTRY IMPROVING HEALTH AND SAFETY

standards for customers, tourism accommodation staff and local people. We provide guidance for accommodation providers, transport providers and other tourist services overseas as well as supporting our Members on how to manage health and safety within their own business.

09  
NINE

## WE LOBBY ON YOUR BEHALF

to ensure that your voice is heard by the key decision makers in the UK government and in Brussels. In recent months this has included Package Travel Directive, ATOL Reform, Air Passenger Duty, Airport Capacity and other red tape affecting the industry.

10  
TEN

## WE KEEP YOU UPDATED

via a dedicated Member-only area of abta.com and ABTA Today, our weekly e-newsletter. We also run high quality events so that you can find out more about latest issues and trends affecting your business. Our press office is available 24/7 speaking on behalf of the industry to the media.