



# Animal Welfare in Tourism

12 March 2020 • etc. venues, Prospero House, London, SE1 1GA

## Event partners



## Agenda

09:30 **Registration, tea and coffee**

10:00 **Welcome from the moderator and setting the scene**

- An introduction to animals in tourism
- Understanding risks and opportunities
- Changes in traveller attitudes

**Clare Jenkinson**, Senior Destinations & Sustainability Manager, **ABTA**

10:15 **The ABTA Animal Welfare Guidelines – understanding the revised guidance**

- Introduction to the guidelines
- Benefits to your business
- Update on revisions to the guidelines

**Clare Jenkinson**, Senior Destinations & Sustainability Manager, **ABTA**

10:45 **Implementation: how to use the guidelines across your business**

- Step-by-step guide for making changes across your business
- Support available to your business from ABTA
- Examples of companies implementing guidance

**Hugh Felton**, Senior Sustainable Tourism Executive, **ABTA**

11:00 **Question and discussions**

11:10 **Tea and coffee break**

11:40 **Industry case study: implementing an animal welfare policy in a large tour operator**

- Why animal welfare is an important issue for the business
- Implementing ABTA's Animal Welfare Guidelines
- Working with suppliers, auditors and other stakeholders
- Ensuring organisation-wide consistency in marketing, communications and branding
- Collaborating with the broader industry such as ABTA's Animal Welfare working group
- Identifying and engaging internal stakeholders to influence policy, gain support and educate staff

**Christian Byczek**, Manager Corporate Responsibility, **DER Touristik Group**

12:10 **Industry case study: establishing animal welfare policies in an adventure travel business**

- Why animal welfare is an important issue for the business
- Developing an animal welfare policy
- Aligning with brand identity and balancing commercial interests
- Assessing compliance with ABTA's Animal Welfare Guidelines across numerous products, destinations and suppliers
- Communicating with internal and external stakeholders
- Overcoming issues faced and working with ABTA and others for support
- Sharing knowledge to educate your customers

**Rachel McCaffery**, Senior Advisor – Responsible Travel, **G Adventures**

12:40 **Lunch**

13:40 **Working with auditors**

- Implementation of guidelines within accommodation portfolios and supply chains
- Identifying and managing risk
- Post-auditing follow up and supplier support

**Daniel Turner**, Animal Welfare Consultant, **Preverisk**

14:00 **Panel discussion: working with wider stakeholders and partners**

- Understanding perspectives of broader stakeholders
- How to engage with NGOs effectively and protect your reputation
- Engaging with DMCs to understand local customs to support policy change

**Moderator: Clare Jenkinson**, Senior Destinations & Sustainability Manager, **ABTA**

**Rachel Lewis**, Campaign and Partnership Manager, **South African Tourism**

**Nick Stewart**, Global Head of Campaign, **World Animal Protection**

**Zina Bencheikh**, Regional General Manager Europe, Middle East and North Africa, **Peak DMC**

14:30 **Tea and coffee break**

14:50 **Practical workshop: identifying, managing and minimising associated risk**

*Scenario based practical activities where delegates can share and discuss best practice solutions*

- Influencing internal company policy and support
- Public assumptions and expectations
- Supplier auditing, execution and engagement
- Cultural differences between inbound and outbound operators
- Maintaining excellence and managing failure

Led by **Clare Jenkinson**, Senior Destinations & Sustainability Manager, **ABTA**

16:20 **Summary and closing remarks from the moderator**

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## About the event

Viewing or interacting with animals is popular with holidaymakers, but they want to be assured of good animal welfare standards. In ABTA's latest Holiday Habits research **two-thirds (66%)** of people said that they have concerns about the **wider impacts of tourism** and how **animals are treated**.

Following the revision and relaunch of the **ABTA Animal Welfare Guidelines**, this annual seminar will provide **hands-on practical guidance** to assist travel and tourism organisations to **improve animal welfare standards**. Attend to understand the updates to ABTA's guidance and learn how you can implement these guidelines across your business.

Your approach to animal welfare will help you to **attract new customers, reduce complaints** and **avoid costly reputational damage**. Get the latest practical guidance on key issues including **animals in captive environments, wildlife viewing** and **working animals**. Get an update on **basic welfare requirements and unacceptable practices**.

Understand how you can improve your services and products to ensure that you safeguard the welfare of the animals themselves, meet customer expectations and protect your business' reputation.

Through **practical sessions and workshops**, learn how to **audit, manage** and **work with suppliers** effectively, minimise risk and find credible alternatives. Hear industry case studies on how different travel businesses have addressed animal welfare concerns.

## Benefits of attending

- Learn how to use ABTA's revised **Animal Welfare Guidelines**
- Hear **examples of good practice** from different sized travel businesses
- Understand the **emerging issues** in animal welfare and **common risks**
- Get practical insights and top tips from **industry speakers, ABTA experts** and **NGOs**
- Meet your peers and discuss common challenges

## Prices

ABTA Member/Partner **£235 plus VAT**  
Non-Member/Partner\* **£355 plus VAT**

The event is open to all ABTA Members and Partners. Non-members may attend subject to ABTA approval, please email [events@abta.co.uk](mailto:events@abta.co.uk) to enquire about non-Member attendance.

*\*To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit [abta.com/join](http://abta.com/join)*

## ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

## Who should attend?

This seminar is designed specifically for travel companies looking to improve their animal welfare policies, specifically those working in:

- Senior management
- Product development and operations teams
- PR and marketing teams
- Sustainability and responsible tourism
- Corporate Social Responsibility (CSR) teams

The event is open to all ABTA Members and Partners.

Non-members may attend subject to ABTA approval, please email [events@abta.co.uk](mailto:events@abta.co.uk) to enquire about non-Member attendance.

## Register now

You can book online and pay by credit card or request an invoice. Visit [abta.com/abtaevents](http://abta.com/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

## Group booking discounts

Book **three places** and get **50% off the third place**

*This discount will be automatically applied when you book online.*

**If you are looking to book for a larger group please contact [events@abta.co.uk](mailto:events@abta.co.uk) for a bespoke discount.**

## Upcoming events

**Crisis Management in Travel Conference**

25 March, London

**The Travel Marketing Conference**

5-6 May, London

**Sustainable Travel Conference**

17 June, London