

Book and travel with confidence tips brief for ABTA Members

<p>Purpose</p>	<p>As part of our ongoing activities to promote consumer confidence and encourage people to book and travel with ABTA Members, we will be running social advertising for the next four weeks.</p> <p>As part of our wider #ReadySteadyTravel campaign activity we are focusing on destinations and exciting consumers to travel overseas.</p> <p>We want to hear from Members on their top three tips or hidden gems in a destination of their choice that we will turn into social media adverts. We would also need a photo to use, preferably an image of the Member rather than a destination.</p> <p>Please also submit a full name, job title and company name.</p> <p>The idea is for Members to submit their top three tips that are short and as succinct as possible. We will be emphasising the rules/restrictions of travelling to that particular country as part of the adverts.</p> <p>Members will be very welcome to use the social adverts when they are finished.</p> <p>We will be advertising on ABTA Love Travel facebook page, @ABTAtravel twitter and our Instagram.</p> <p><i>Please note, ABTA reserves the right to choose the most appropriate tips submitted by Members, for example, if we received 50 submissions focusing on Spain, we might not be able to use them all. We want to show consumers that they can travel and the variety of destinations available to travel to.</i></p> <p><i>If your tips submission doesn't make the final cut, we would still look to use your tips and photo on our social channels as part of our ongoing consumer confidence campaigns in the future.</i></p>
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<p>Format</p>	<p>Please use the following format:</p> <p>Country, region/area/resort Three tips Name Job title Company</p> <p>We will need a photo.</p>
<p>Example/s</p>	<p>Tips inspiration:</p> <ul style="list-style-type: none"> • The prettiest place to visit in your favourite country. • A restaurant you always recommend. • A hotel where the staff are super friendly. • Your top three experiences to try in a destination. • Language tip. • The best time of year to visit for certain activities. • The best beaches / Islands / mountains. • Foods to try. <p>The list could go on!</p> <p>ABTA's Media Manager, Sean Tipton chooses Malaga, Spain as his destination of choice and here's why:</p> <p>For most people Malaga is just an airport from where they head off to other towns and resorts on the Costa del Sol but this city has so much more to offer.</p> <ol style="list-style-type: none"> 1. The long, sandy and uncrowded beach extends from the buzzy port area for miles and is dotted with beach bars, called chiringuitos. 2. Malaga has a really well-preserved Roman Amphitheatre in the centre of town plus the lovely Moorish Alcazar, which sits just above it.

	<p>3. Visit El Pimpi a Malaga institution and try the amazing oxtail stew, rabo del toro.</p>
Photo requirements	<p>Please try and use a close up shot in a portrait format. A relaxed smiling headshot is preferable. If you have branding available, have it in the background.</p> <p>Lighting</p> <ul style="list-style-type: none">- Check the lighting when you are to ensure you can see your face clearly.- If you wear glasses, try to avoid any glare reflecting from them. <p>Positioning</p> <ul style="list-style-type: none">- Position yourself so both your head and shoulders are in the shot if possible.
Contacts	<p>Submit information to:</p> <p>Den Ashby: dashby@abta.co.uk</p> <p>Any questions, please get in touch!</p>