

Your Year at ABTA



Welcome to Your Year at ABTA

Thank you for continuing to choose to partner with ABTA.

ABTA Partners are an essential part of the ABTA community and over the last year have been hugely supportive of ABTA Members who have been stretched to their limits by the challenges of the pandemic.

I'd like to thank you for your contributions over the last year. You've shared your expertise and practical guidance via the events and webinars programme, you've provided thought leadership via blogs and articles, and free 1:1 support for Members via the ABTA helplines.

Your investment over the past year in supporting Members is recognised and valued. As the sector accustoms itself to new industry conditions, and confidence in travel rebuilds, new business and opportunities will develop.

I hope that you will make the most of those opportunities available through continued partnership.

Yours sincerely,



Mark Tanzer
Chief Executive



The ABTA community



ABTA Members

Approx. 4,300 consumer brands, 80,000 employees and a further 16,000 self employed independent travel agents



Marketing to the ABTA community

Website



21,227

Average monthly
Member Zone visitors



21.1%

Partner eShots sent to Members with
an average open rate of 21.1%



26,000

Database with over 26,000
travel industry contacts



40%

Database contains 40%
senior decision makers



4,450

Digital banners received an average of 4,450 impressions



Social Media

@ABTAmembers
@ABTAevents



2,863

Twitter followers
22.5% growth
on prior year

ABTA LinkedIn



16,897

LinkedIn followers
40.5% growth
on prior year

@abtalovetravel



1,983

Instagram followers
40% growth
on prior year

@abtalovetravel



668

New Facebook
Community Group

Partner benefits include:



**ABTA
PARTNER**

Use of the
Partner logo



Social
engagement



Free attendance at
twice-yearly ABTA Regional
Business Meetings



Listing in the Partner
Directory on abta.com
Member Zone



Reduced rates on attendance
at ABTA events and
sponsorship/speaking
opportunities



Opportunity to purchase
an ABTA marketing
package



Listing in ABTA's
annual Member
Services guide



Share thought
leadership articles

“

As a Partner, we have always found ABTA provides invaluable insights, trusted guidance, deep market knowledge and a vision for the future. Working with ABTA has provided us with a powerful channel to pass our messages across the UK travel trade industry.

**Claudia Miguel, Director
Visit Portugal**

”



Access to insights including
ABTA Member Zone and
ABTA Today weekly
enews bulletins

For full set of benefits go to: abta.com/partnerbenefits

ABTA | PARTNER+

On top of the standard Partner benefits, Partner+ scheme includes:



Use of the Partner+ logo and premium listing on Member Zone



Free marketing eshot to ABTA Members and banner advertising on Member Zone



Two complimentary event delegate places

“

As a law firm serving only the travel and leisure industry, we have long valued our many years of Partner+ status with ABTA. Our partnerships on seminars and training for ABTA Members have been a particular highlight, and the fantastic feedback from participants makes it evidently clear that we have been combining to deliver best-in-class service. Long may it continue!

Matt Gatenby,
Senior Partner
Travlaw



One VIP invitation to Travel Matters



Participation in an ABTA event

“

Preverisk has been collaborating with ABTA for several years and the partnership has yielded many mutual benefits. We have participated as speakers and sponsors in a wide range of events, as they provide a great opportunity for valuable discussions with ABTA Members and an excellent forum for networking.

Dr Esteban Delgado, Chairman & Technical Director
Preverisk Group

”

For full set of benefits go to: abta.com/partnerbenefits

ABTA Strategic Partnership

An opportunity to build a bespoke annual partnership with ABTA.

Strategic Partners have the opportunity to build advocacy within the travel industry by working with ABTA and will have a platform to share insights, demonstrate thought leadership and share latest innovations.

Potential benefits available:



Close collaboration on a research project or published paper



Joint ABTA/Partner breakfast briefing or dinner



Event partnership or speaking opportunities on ABTA conferences and seminars



Invitation to chief executives' roundtable dinners



Joint surveys to gain industry feedback from Members



Guest blog on abta.com/ ABTA Magazine feature



ABTA guest lecture/ lunch and learn

“

RSM is a long-term partner of ABTA and we actively engage with ABTA's wider membership to support them with regulatory and industry changes. We host and speak at ABTA events on a regular basis. We appreciate the effort that the ABTA team have gone to in tailoring our Strategic Partnership and we look forward to developing the relationship in coming years.

Ian Bell, Head of Travel and Tourism RSM UK

”

For full set of benefits go to: abta.com/partnerbenefits

Contact and share with us on social media:



 @ABTAmembers

 @ABTAevents

 ABTA

 ABTAlovetravel

 abtalovetravel



Sign up to Member Zone
abta.com/register

ABTA Ltd
30 Park Street, London SE1 9EQ
+44 (0)20 3117 0597
partner@abta.co.uk
abta.com



 **ABTA**
The Travel Association