



Accessible Travel and Tourism Seminar

8 May 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Agenda

- 09:30 **Registration, tea and coffee**
- 09:50 **Welcome and introduction from the moderator**
Clare Jenkinson, Senior Destinations & Sustainability Manager, **ABTA**
- 10:00 **The accessible travel market**
- The scope and value of the accessible tourism and travel market
 - The business case for inclusive travel
 - Meeting the changing needs and wishes of customers
 - Shifting the mindset to 'inclusivity' for all and recognising non-visible disabilities
- Raymond Veal**, CEO, **Tourism for All**
Chris Veitch, UK Government's Disability Champion for the Tourism Sector
- 10:30 **Panel discussion: travel and tourism experiences for different disabilities**
- Top tips for businesses from initial contact and bookings, to transport, flights, accommodation, holiday activities and post-trip reviews
- Moderator: Clare Jenkinson**, Senior Destinations & Sustainability Manager, **ABTA**
Angus Drummond, CEO, **Limitless Travel**
Geoff Adams-Spink, Disability Equality Consultant
Keith Oliver, Dementia Service User Envoy, **Kent & Medway Partnership Trust**
- 11:00 **Providing clear information about the accessibility of your products**
- Creating an access statement
 - What information and details to provide
 - Information available to agents, to enable tailored customer service
 - Appropriate use of wording, terminology and images (including the use of videos)
- Marina Snellenberg**, PRM & Accessibility Manager, **TUI Group**
- 11:30 **Tea and coffee break**
- 12:00 **Defining your responsibilities and understanding regulation**
- Legislative changes and what the law requires from you when serving disabled customers
 - Requirements of package organisers and agents under the new Package Travel Regulations
 - Providing clear information relating to suitability of holidays for PRMs
 - Managing complaints and claims
- Ami Naru**, Senior Associate, Head of Employment, **Travlaw**
- 12:30 **Giving great inclusive customer service**
- Staff training and creating a customer service culture
 - Providing a high-quality service to customers with different types and levels of impairment
 - The importance of language and terminology
 - Things to remember when welcoming or assisting disabled customers
- Magnus Berglund**, Accessibility Director, **Skandic Hotels Group**
- 13:00 **Lunch**
- 14:00 **Examples of good practice in aviation and airports, key challenges**
Tom Bartlett, Commercial Operations Manager, **Gatwick Airport**
Nick Galle, Strategic Account Director, Gatwick Airport, **Wilson James**
- 14:20 **Examples of good practice in aviation and airports, key challenges**
Alison Dalton, Accessibility Manager, **British Airways**
- 14:40 **Tea and coffee break**
- 15:00 **Marketing accessible travel**
- What information are people looking for? Alleviating common fears of travelling with a disability
 - Using appropriate and inspiring images and language
 - Creating strong links with suppliers to ensure you know the accessibility of their products
- Ross Calladine**, Head of Business Support, **Visit England**
- 15:30 **Choose to take part in two of the following round table discussions:**
- 1. Accessible accommodation**
 - Understanding accessibility requirements, content gathering and presenting information

Raymond Veal, CEO, **Tourism for All**
Chris Veitch, UK Government's Disability Champion for the Tourism Sector
 - 2. Accommodating access needs on tours**
Angus Drummond, CEO, **Limitless Travel**
 - 3. Redefining disability with style and inclusive design**
 - What good inclusive design looks like and how it can be applied to hotels, airports and travel retail shops
 - The Blue Badge Style rating system

Fiona Jarvis, CEO, **Blue Badge Style**
 - 4. Dementia and travel**
 - What is dementia and how does it affect your customers
 - A world without dementia: how to break down barriers and stereotypes through dementia-friendly travel

Emily Travis, Senior New Partnerships Executive, **Alzheimer's Society**
 - 5. Accessible websites and mobile**
 - Top tips for web and mobile accessibility
 - Adaptations for existing websites to help people with disabilities

Adi Latif, Accessibility Consultant, **AbilityNet**
- 16:30 **Moderator's closing remarks**
- 16:40 **Close of seminar**
- Media partner**

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About the event

The challenge for the travel and tourism industry is to start **mainstreaming inclusivity** into your business, so that you can broaden your target markets. It is not just disabled people who benefit from accessibility, it is all of us at some point in our lives, from those with **young children, temporary illness, the elderly and those with partial sight loss or hearing difficulties**.

The **Package Travel Regulations 2018** require that travel and cruise companies, selling more than one component of a holiday, provide full information on the accessibility of their products for many different types of impairments. Progress is also being made towards an **Aviation Passenger Charter** to enhance the customer experience for PRMs in airlines and airports.

This one-day seminar offers practical support on a range of accessibility issues in connection to travel. Get expert guidance from people with access needs, disabled holidays specialists and forward-thinking mainstream travel agencies about how to integrate inclusivity into your holiday provision.

Benefits of attending

- Understand the main barriers to tourism by hearing real-life travel experiences from people with access needs
- Understand the breadth of customers who benefit from accessible tourism
- Learn how to demonstrate the business case and mainstream accessibility within your organisation
- Ensure the products and services you offer are accessible to all, from the first contact to the post-trip review
- Learn from case studies from other companies offering accessible travel

Register now

You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.

You can view our terms and conditions on the event webpage at 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 email events@abta.co.uk for a bespoke discount.

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?

The event is ideal for anyone working in the travel industry including large, medium and small firms in travel and tourism:

- Managing Directors, senior managers
- Operational and access teams
- Customer support teams
- Marketing and sales teams
- Communications teams
- Digital marketing teams
- Legal teams.

Prices

ABTA Member/Partner	£229 plus VAT
Non-Member/Partner*	£349 plus VAT

**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*

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

Upcoming events

Selling Holidays under the 2018 Package Travel Regulations

25 April, Manchester

Delivering Customer Service Excellence

15 May, London

Improving Health and Safety in Tourism Accommodation

21 May 2019, London

PR in Travel

6 June, London

Advanced Complaints Management Seminar

25 June, London