



Animal Welfare in Tourism

19 March 2019 • ABTA, 30 Park Street, London, SE1 9EQ

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

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

10:20 **ABTA's Global Welfare Guidance for Animals in Tourism**

- Introduction to the guidelines
- Benefits to your business
- Examples of companies implementing guidance
- Support available to your business from ABTA

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

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

10:50 **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 Global Welfare Guidance
- 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

Arantxa Garcia, Head of Sustainable Development – TUI Destination Experiences, **TUI Group**

11:20 **Questions and discussion**

11:25 **Tea and coffee break**

11:50 **Elephants: creating a credible alternative**

- Captive elephants in Asia – an overview of the issues
- First-hand insight into developing tourist experiences that respect both animal welfare and people's livelihoods
- Communicating with customers, staff and suppliers

Sarah Blaine, Co-Founder and CEO, **Mahouts Elephant Foundation**

12:10 **Questions and discussion**

12:15 **Industry case study: establishing animal welfare policies in a smaller travel business**

- Why animal welfare is an important issue for the business
- Aligning with brand identity and balancing commercial interests
- Assessing compliance with ABTA's Global Welfare Guidance across numerous products, destinations and suppliers
- Communicating with key stakeholders and sharing knowledge to educate customers and the wider public
- Overcoming issues faced and working with ABTA and others for support

Jennifer Parker, Head of Meaningful Innovation, **Rickshaw Travel**

Ross Byatt, Sales Team Leader, **Rickshaw Travel**

12:45 **Lunch break**

13:40 **Panel discussion: working with wider stakeholders and partners**

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

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

Dylan Walker, Chief Executive Officer, **World Cetacean Alliance**

To be joined by a representative from a DMC

14:20 **Tea and coffee break**

14:40 **Practical workshop: identifying, managing and minimising associated risk**

- Influencing internal company policy
- 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**

Attendees will take part in scenario based practical activities on these key areas

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

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

16:30 **Close of seminar**

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About the event

ABTA's annual seminar provides practical guidance on how to improve animal welfare standards across your organisation. Learn how you can improve your services and products to ensure that you meet your customer's expectations and protect your business' reputation.

Animal attractions and experiences are a common part of many holidays. However, while animal attractions are undoubtedly popular with customers, they want to be assured of good animal welfare standards. A 2017 ComRes survey found that **71% of respondents would be more likely to buy from a travel company that cares for animals***.

Your approach to animal welfare will help you to **attract new customers, reduce complaints and avoid costly reputational damage.**

This popular seminar delivers an introduction to **ABTA's Global Welfare Guidance for Animals in Tourism**, with practical advice from industry and ABTA experts on how and where to begin when addressing animal welfare concerns within your businesses.

Hear first-hand from **large and small travel businesses** on how they have adopted ABTA's Global Animal Welfare Guidance and understand how to embed an **organisation-wide approach, from communications through to marketing and product strategies.**

Learn through interactive sessions and practical workshops on how to audit, manage and work with suppliers effectively, minimise risk and find credible alternatives.

**ComRes poll, commissioned by Born Free Foundation, April 2017*

Benefits of attending

- Get an update on how large and small tour operators are **implementing animal welfare policies**
- Learn more about the **ABTA animal welfare guidelines** and how to **implement** them
- **Hear the business benefits** of developing an animal welfare approach
- **Understand** how to market and communicate products relating to animals
- **Practical workshops** on how to audit, manage suppliers effectively and improve standards

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*

Who should attend?

This seminar is designed for travel agents and tour operators looking to improve their animal welfare policies, specifically those working in:

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

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.

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

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.

Upcoming events

Luxury Travel Conference

21 March 2019, London

International Health and Safety Conference

27 March 2019, London

Delivering Sustainable Travel

18 June 2019, London