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
  • Implementing your policies through internal and external auditing
  • 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
  Joanne Johnston, Product and Purchasing Executive for Balkan, Northern & Central Europe Tours, Saga Holidays
  Arantxa Garcia, Head of Sustainable Development – TUI Destination Experiences, TUI Group

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

16:20 Summary and closing remarks from the moderator
  Clare Jenkinson, Senior Destinations & Sustainability Manager, ABTA

16:30 Close of seminar
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

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<tr>
<td>ABTA Member/Partner</td>
<td>£229 plus VAT</td>
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<td>Non-Member/Partner*</td>
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*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