



# The benefits of being an ABTA Partner



# Core benefits of being an ABTA Partner

## MARKETING

Providing opportunities for you to promote your products and services to ABTA Members and ABTA Partners.

The ABTA Partner logo is synonymous with ABTA's iconic brand and is available in different formats for use in all company marketing.

There is a comprehensive ABTA Partner directory on [abta.com](http://abta.com) in our Member only area, displaying ABTA Partner's products, services and contact details. As an ABTA Partner, you will get a listing within the annual ABTA Handbook – this is distributed to all ABTA head office and branch Members and is available online. ABTA Partners can promote promotional offers or free services to ABTA Members.

You will have the opportunity to get involved with successful sales and marketing campaigns promoting limited special offers exclusively to ABTA Members and Partners. In addition, you can purchase direct mail eshots to ABTA Members and ABTA Partners as well as banner advertising on [abta.com](http://abta.com).



## NETWORKING

Providing opportunities for you to meet ABTA Members and network with the travel industry.

We have an extensive programme of events offering face-to-face networking opportunities for Members and ABTA Partners. Our current programme includes over 70 events ranging from large national conferences, practical seminars, regional workshops and Member-only regional meetings.

ABTA Partners regularly take advantage of sponsorship opportunities at events and regional meetings, as well as attending the regional meetings at no cost. In addition, ABTA Partners may attend all of our other ABTA events at reduced rates.



## INSIGHT

Keeping you informed of the latest trends and regulations within the industry.

Being aware of the latest industry developments is crucial to any business, ensuring that you can offer your customers the right product or service at the right time. We provide our ABTA Partners with a dedicated Partnerships Manager who will ensure you are updated on key issues facing the travel industry, along with any business opportunities.

ABTA Partners have access to our Member-only area on [abta.com](http://abta.com) – the Member zone – giving you the latest information on changes in policy and regulation, expert guidance notes, model documents, free helplines, insight on new joiners and leavers, and the latest news through our weekly e-newsletter (ABTA Today).

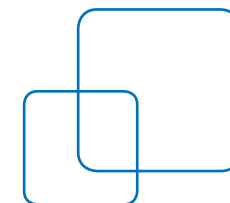


We also offer enhanced membership to the scheme as an ABTA Partner<sup>+</sup>. An ABTA Partner<sup>+</sup> is:

- **Recognised market leader** in their industry sector through their products and services
- **Recommended by Members** in their sector, providing preferred rates and services to ABTA Members

- **Successful**, promoting products which are already being used by Members, so we can ask for references and product endorsements.

ABTA Partner<sup>+</sup> members enjoy all of the benefits outlined above, as well as receive one free marketing e-shot distributed to Members and Partners and one free advertising banner on [abta.com](http://abta.com).



## ABTA Partner and ABTA Partner<sup>+</sup> requirements

To join the scheme, each ABTA Partner and ABTA Partner<sup>+</sup> must meet ABTA's risk assessment criteria, which includes Experian checks. They must also ensure their products and services provide added value to both ABTA and our Members.

For more information on the ABTA Partner and ABTA Partner<sup>+</sup> scheme, how to join and subscription fees, visit:

**[abta.com/partnerscheme](https://abta.com/partnerscheme)**

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@ABTApartners



@ABTAmembers

