

## **ABTA's Business Resilience Webinar Series**

# **Reducing the Impact of COVID-19 on Sustainable Travel Accommodation**

21 October 2020

10:30 – 11:45

---

- 
- 10:30 **Welcome from the moderator**  
**Claire Biddle**, Partnerships Manager, **ABTA**
- 
- 10:35 **How COVID-19 is shaping sustainable tourism for consumers, destinations and the industry**  
**Clare Jenkinson**, Head of Sustainability, **ABTA**
- 
- 10:40 **Impact of COVID-19 on sustainable accommodation and tourism**
- Results from the Travelife COVID-19 accommodation member survey
  - Areas of concern identified from the survey – environment, staff welfare and community
- Carolyn Wincer**, Commercial Director, **Travelife for Accommodation**
- 
- 10:50 **Addressing areas of concern in a world with COVID-19**
- What governments, hotels and holidaymakers can do to help
  - What Travelife are doing to mitigate concern in these areas
- Carolyn Wincer**, Commercial Director, **Travelife for Accommodation**
- 
- 11:10 **Addressing responsible tourism beyond accommodation**
- A roadmap for rebuilding travel and tourism
  - Support for ABTA Members on sustainability: The Better Places Programme
  - Engaging holidaymakers on rebuilding and the benefits of tourism
- Clare Jenkinson**, Head of Sustainability, **ABTA**
- 
- 11:25 **Panel discussion: balancing health and safety and sustainability in the current climate**  
**Moderated by: Claire Biddle**, Partnerships Manager, **ABTA**  
**Clare Jenkinson**, Head of Sustainability, **ABTA**  
**Carolyn Wincer**, Commercial Director, **Travelife**  
**Dr Esteban Delgado**, Chairman and Technical Director, **Preverisk**
- 
- 11:45 **Close**
- 



## Speaker profiles



### **Clare Jenkinson, Head of Sustainability, ABTA**

Clare is Head of Sustainability at ABTA - The Travel Association. Her team supports travel companies and destinations on issues spanning the environment, human rights, community impact and animal welfare. She is working to drive change across the industry and championing that change. Clare is a board member of the Roundtable for Human Rights in Tourism. Clare has worked in sustainability with the public, private and not-for-profit sectors globally, including in Kenya, Ghana, Nepal, Thailand, Laos, Cambodia and Vietnam. She has gained an MA in Physics from Oxford University and Distinction from Imperial College Business School's Foundations of Leadership.



### **Carolyn Wincer, Commercial Director, Travelife for Accommodation**

Carolyn is Commercial Director at Travelife. She has worked in the travel & tourism industry for 25-years in a variety of roles and sectors covering inbound tourism, luxury hotels, education, tourism development and commercial spaceflight. Sustainability has been a thread throughout Carolyn's career and she has worked on initiatives in South Africa, Morocco and New Mexico, USA. She has brought all of this experience to ensure Travelife continues to be a trustworthy, practical and inclusive sustainability certification programme for the accommodation sector.



## Reducing the Impact of COVID-19 on Sustainable Travel Accommodation



### **Dr Esteban Delgado, Chairman and Technical Director, Preverisk**

Esteban holds a Degree and PhD in Biological Sciences from the University of Balearic Islands (Spain). He is a practicing member of The Academy of Experts of London, a Fellow of the Royal Society of Public Health (UK), an International Member of the Royal Society of Medicine and an International Member of the Worshipful Company of Plumbers, City of London. Since April 2008 he has been giving advice in Public Health to the FTO/ABTA. He also carries out health data analysis obtained through the CSQs for the main British tour operators and ABTA/FTO. He has participated at several conferences / consultations with the WTO and the WHO. Currently, he is mainly involved in Public Health and Tourism, assisting senior managers and board members to plan and implement their own environmental safety programmes, risk management systems and crisis management programmes. Previous experience: Researcher at Rothamsted Experimental Station in the UK, CSIC in Spain, and Lecturer at the University of Balearic Islands. Over 50 papers published.



## Contributor profiles



Travelife for Accommodation is an internationally recognised sustainability certification programme that helps its accommodation members improve their social, environmental and economic impacts. Hotel members that meet the Travelife sustainability criteria achieve Travelife Gold certification. Travelife Certified hotels can then use the certification mark to promote their sustainability achievements to consumers, via their marketing materials and [www.travelifecollection.com](http://www.travelifecollection.com), an online website where people can search for Travelife Certified properties. Travelife was developed in partnership with tour operators like TUI, Thomas Cook, Virgin Holidays and many others, to provide an affordable, step-by-step system that helps accommodation providers achieve international sustainability standards so that holidaymakers have more responsible travel options. Travelife is an internationally recognised accommodation sustainability programme. In over 50 countries we have around 1,500 members who use our practical tools and resources to improve their business's environmental, financial and social impact.

[www.travelifestaybetter.com](http://www.travelifestaybetter.com)



With 15 years' experience and over 600 clients, Preverisk is a leading provider of Health & Safety solutions to the travel and tourism sector. We provide expert health and safety services to tour operators, OTAs, bed banks and DMCs, and carry out 20,000 Health and Safety Questionnaires (HSQs) each year worldwide. We have offices in 4 continents, audit in 9 different languages, and are adept with the assessment of all supplier types (accommodations, transfers and excursions). Our innovative audit and analytics technology, App4Check, supports us and is one of the leading tools of its type in the world. Our strong background in public health and tourism has allowed us to further specialise in safety management systems, physical audits and training programmes. In addition to health and safety questionnaire programmes, we conduct 9,000 physical audits (across 25 countries) and train over 30,000 industry professionals each year. Alongside our health & safety work, Preverisk also provides industry-leading services in sustainability, customer experience and quality improvement, claims management, animal welfare, food allergen control and other specialist areas. Since the emergence of the current COVID-19 pandemic, preverisk has been leading the development of innovative preventative programmes to support the travel and tourism sector. We have collaborated in many reference projects like, the development of the ABTA guidance 'Post Pandemic Recovery', the accommodation protocols for RIU hotels and many other hotel groups, the entire tourism circuit and sub-sectors in Cape Verde for the Ministry of Tourism, auditing tools for the Egyptian Hotel Association, and many other challenging projects.

[www.preverisk.com](http://www.preverisk.com)



## Webinar partner profile



Traditional enterprise software is clunky, expensive and not focused on how you can wow your customers with the ultimate service and experience. At Freshworks, we believe that you deserve better- providing customer-for-life software that's modern, mobile and affordable- enabling you to deliver wow moments to customers all over the world. We work with industry leaders to streamline customer conversations, automate repetitive work and save time- ensuring that teams can collaborate to deliver world class customer engagement.

**[www.freshworks.com](http://www.freshworks.com)**

