

01 June 2026

Terms and conditions for becoming an ABTA Partner

ABTA qualifying requirements

A Partner shall have as its primary business - the provision of products, services or information supplied to ABTA members on a business-to-business basis. A Partner can be an association of businesses or an alliance, but in this instance, only the named ABTA Partner and its employees will have the benefit of being an ABTA Partner, including access to abta.com, discounted rates to ABTA Events and the use of the ABTA Partner logo. Such benefits will not extend to any members or associates of the ABTA Partner.

A business shall not be eligible as a Partner if it acts as a travel tour operator, organiser, or intermediary that would be able to apply for full ABTA membership (unless otherwise approved by ABTA's Board of Directors). This will generally preclude the majority of travel businesses. Airlines and hotel groups are the main exceptions.

A business wishing to apply to become a Partner must have been trading for a minimum of one year before its application can be considered unless otherwise approved by ABTA's Senior Leadership Team. A Partner shall be a business which, in the opinion of ABTA's Senior Leadership Team, operates to a standard which shows professionalism and quality that benefits ABTA's membership.

Partners must be able to demonstrate real experience and expertise in their field, working with the travel sector.

ABTA Education Partner qualifying requirements

In addition to the ABTA Partner qualifying requirements as set out above, an ABTA Education Partner applicant must be an educational institution such as a college or university.

Note: This class of Partnership is unable to join ABTA Partner+.

ABTA Partner+ qualifying requirements

In addition to the ABTA Partner qualifying requirements as set out above, an ABTA Partner+ applicant shall have a history of recent engagement with ABTA, positive connections with ABTA members, and the ability to contribute inspiring thought-leadership content that adds value to members.

A company wishing to apply to become a Partner + must:

- Have been an ABTA Partner for at least one year, unless otherwise approved by the ABTA's Senior Leadership Team.
- Have a recent history of deep engagement with ABTA and its members, for example via events, meetings, marketing opportunities or the delivery of ABTA services such as a helpline.

- Have a travel USP and demonstrate leadership in providing services and/or products to the travel sector. An ABTA Partner + will be able to provide a minimum of 3 clients who are current ABTA members, including one reference from a current ABTA member.
- Provide topics and speaker suggestions aligned to ABTA for thought leadership content that will inspire members to run their businesses more effectively.

Any change to these terms and conditions shall be at the sole discretion of ABTA's Senior Leadership Team and shall be advised to Partners in writing from time to time.

ABTA reserves the right to downgrade a Partner's status from Partner+ if the Partner is no longer aligned with ABTA's aims, no longer contributes relevant thought leadership to ABTA's event Programme, or ABTA can no longer find relevant opportunities to fulfil the additional benefits of ABTA Partner+ membership. In the instance that ABTA downgrades mid-subscription, a pro-rata refund will be due. ABTA's decision is final and it will not enter into further discussions.

Conduct

Partners align with the ABTA brand and are expected to support ABTA's work in the industry. As part of the partnership, we expect Partners to

- Enhance relations with ABTA members and increase the perception and professionalism of the travel industry.
- Not bring ABTA into disrepute,
- Not campaign against ABTA's views,
- Not take action that would denigrate members of ABTA.

ABTA recognises our members' right to choice, but we will not support a partnership where ABTA's IP, in any form, including ABTA's produced materials, is used for competitive gain.

Partnership status may be withdrawn at ABTA's absolute discretion if, for any reason, in ABTA's reasonable opinion, the Partner's conduct or trading methodology is inconsistent with the standards ABTA seeks to promote for its members and their consumers.

Generally, no refund of subscription shall be given. In any event, the maximum refund that shall be paid in any circumstances would be limited to the annual Partner, Partner+, Associate Partner or Education Partner subscription or pro-rata value thereof at the time of termination of the Partner status.

ABTA's decision shall be final.

Although Partners are not bound by ABTA's membership rules or Code of Conduct, Partners do need to adhere to the terms and conditions of the scheme and are expected to comply with the law and act in good faith towards members and consumers.

Intellectual property (including important limitations on use of the ABTA Partner logo)

The Partner grants ABTA, for the term of the Partnership, a non-exclusive, revocable, non-transferable license to use its logo and/or trademarks to fulfil ABTA's obligations to Partners.

ABTA shall provide the Partner with the ABTA Partner logo for use during the subscription period. At the end of the subscription period, the Partner shall immediately cease to display the ABTA Partner logo in any form whatsoever. The ABTA Partner logo should only be used as per the guidelines set out in the Partner Logo Guidelines sent out with the logo and detailed in the Member Zone. Should your business wish to use the logo in other material not specified in the document, requests may be sent to partner@abta.co.uk for permission to use.

Partners must not misrepresent their affiliation with ABTA or use any other ABTA logo or the initials ABTA other than the appropriate Partner logo. The Partner logo itself may not be used in any publication or publicity material that includes reference to any retail or principal activity that could satisfy normal ABTA membership requirements. The logo should only be used in a B2B context and not in any consumer context.

Renewal or termination

Your partnership will automatically renew each year and the full Partnership fee becomes payable on your annual renewal date, subject to any increases as determined by the ABTA Board of Directors.

In the event that any sums due to ABTA are not paid on the renewal date, ABTA reserves the right to charge interest on such sums at an annual rate of 4% above the base rate of Lloyds Bank PLC. Such interest will accrue daily from the date on which payment becomes overdue until ABTA receives the full outstanding amount together with accrued interest.

Resignation is required in writing giving not less than 30 days' notice prior to your renewal date. Your Partnership will remain active until the end of the subscription period, as any such resignation will take effect from the end of the relevant subscription period. In the event that the requisite notice is not provided, the Partnership will automatically renew for another year, and the annual Partnership fee will become payable as set out in the above 'Pricing' paragraph.

ABTA's Senior Leadership Team will have sole discretion in deciding to terminate the participation of any business in the scheme by giving 30 days written notice. In situations where the business is unable to pay its debts or enters into compulsory or voluntary liquidation; or where its actions could bring ABTA into disrepute or that would denigrate members of ABTA, then ABTA may terminate the Partnership with immediate effect. The decision of the Senior Leadership Team in this regard is final and no further correspondence will be entered into.

At the end of the subscription period or upon termination, all rights and licenses cease. The Partner shall immediately cease to display the logo in any form whatsoever and shall not make any further reference to ABTA. On the termination of participation in the scheme for any reason whatsoever, the former Partner shall not be entitled to recover any part of the subscription paid for the current year.

Status

Appointment as a Partner does not create any form of legal relationship between ABTA and the Partner other than the rights and obligations set out above. The status is particular to the entity and is not transferable.

Force majeure and liability

If, for any reason, the benefits of Partnership cannot be delivered because of force majeure, a refund will be available to the Partner on a pro-rata basis.

In no event will ABTA's maximum aggregate liability in contract, tort (including negligence) or otherwise, however arising, out of or in connection with the performance of ABTA's obligations under this Agreement, exceed a sum equal to the amount of the Fee received by ABTA.

Data protection

The personal data given to ABTA by each individual named in the application form will be used by ABTA to process the ABTA Partner application and to provide you with the services associated with the ABTA Partner scheme. For further information, refer to the ABTA Privacy Notice which can be found at www.abta.com/privacy-notice.

Governing law and jurisdictions

These terms and conditions between you and ABTA shall be governed by the laws of England and Wales and the parties agree to submit to the exclusive jurisdiction of the courts of England and Wales.