

ABTA's Business Support Webinar Series

Accessible Travel and Tourism

1 December 2021

10:30 – 12:00

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| 10:30 | Welcome from the moderator Susan Deer , Director of Industry Relations, ABTA |
| 10:35 | Inclusivity for all: the accessible travel and tourism market <ul style="list-style-type: none">• How has COVID-19 changed accessible travellers' needs?• Providing clear information about the accessibility of your products – what are people looking for?• Creating an access statement• Online training available for travel businesses Raymond Veal , CEO, Tourism for All |
| 10:55 | Panel discussion: ensuring your product offering and customer service is inclusive <ul style="list-style-type: none">• Making your products more inclusive: what are people looking for?• Innovation and product development• Knowing and understanding your customer: accessibility guides and different means of contact• Staff training and information to ensure all staff are confident when dealing with PRM's and special requests• The importance of language and terminology Moderator: Susan Deer , Director of Industry Relations, ABTA Alison Smith , General Manager, Mobility at Sea Dr Vicky Richards , Senior Lecturer Tourism and Events Management, Cardiff Metropolitan University Jon Fletcher , CEO, The Wheelie Good Travel Company Ben Kirby , General Manager, Enable Holidays |
| 11:20 | Your legal responsibilities as a travel organisation <ul style="list-style-type: none">• What the law requires from you when serving customers with disabilities• Providing clear information relating to suitability of holidays for PRM's• Managing complaints and claims Matt Gatenby , Senior Partner, Travlaw |
| 11:35 | Reaching the accessible travel market <ul style="list-style-type: none">• Tips to improve the customer journey for the accessible travel market• Making changes to transport accommodation and other services Marina Snellenberg , PRM & Accessibility Manager, TUI |
| 11:50 | Guidance available for ABTA Members <ul style="list-style-type: none">• ABTA's accessible tourism training Hugh Felton , Senior Sustainable Tourism Executive, ABTA |
| 12:00 | Close |

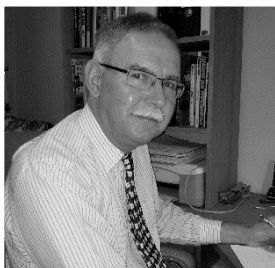


Speaker profiles



Susan Deer, Director of Industry Relations, ABTA

Susan joined ABTA in 2016 as Senior Solicitor, providing legal advice to ABTA Member businesses, as well as services to support ABTA's public affairs and trade relations activity. She has extensive experience in the travel industry, having worked in hotel reservations, tour operating and business travel before beginning her legal career. Since October 2019, as Director of Industry Relations, Susan is responsible for managing relationships with UK travel industry stakeholders, FCO and destination government liaison and overseeing sustainability, operations, crisis management and health & safety in destinations. Susan is a bookworm and food-lover, who has recently taking up running, but is questioning her commitment to sport as the weather turns to winter.



Raymond Veal, CEO, Tourism for All

Ray has been a Trustee of Tourism for All since 2003, and became the charity's Chief Executive in 2013. Ray's background is in ICT and he has delivered major projects in both the private and public sectors, across a wide range of industries, including defence, television, technology, financial services and tourism. At VisitBritain, he implemented the EnglandNet database and web search tool which was a forerunner of modern "price comparison" websites. Ray's focus with Tourism for All is on helping businesses and tourist boards to improve disability awareness and customer service, through the charity's online training courses, the promotion of accessible tourism businesses through the charity's consumer directory website www.tourismforall.co.uk and the development of a vibrant "community of interest" for both disabled tourists and travellers and for businesses.



Accessible Travel and Tourism



Ben Kirby, General Manager, Enable Holidays

Ben Kirby, General Manager of Enable Holidays Ltd, Ben joined Enable Holidays in May 2017, prior to that his journey within the Travel industry started as a young fresh faced YTS studying GNVQs in Business Administration at American Express's implant at Birmingham University some 23 years ago. Since then, Ben has worked in several roles from customer services to retail shop front sales in a high street travel agency, through to running a Travel Office of multi-million-pound corporate travel clients for a well-known TMC. These experiences helped build Ben's knowledge and understanding of varying sectors of the travel Industry, along the way gaining qualifications within the industry - GNVQ level 1-3 in Travel and Tourism, Air Fares & Ticketing level 1-3, BSP and IATA returns.



Jon Fletcher, CEO, The Wheelie Good Travel Company

Christopher is the Director of Sustainability at the World Travel & Tourism Council (WTTC), responsible for ensuring that WTTC and its Members work with destinations to promote sustainable and inclusive growth that contributes positively to the communities, natural ecosystems and cultural heritage. From 2012-2019, Chris was the Deputy Regional Director for Europe at the World Tourism Organization (UNWTO), handling relations with the organization's European Member States. Prior to joining UNWTO, Chris worked as a consultant for international, public and private sector clients on tourism master plans, strategies, marketing and business operations. Chris has extensive experience of engagement of government and industry leaders on tourism policy and strategy issues, as well as on-the-ground project management experience from initial planning, development and funding stages through implementation and monitoring.



Alison, General Manager, Mobility at Sea

After joining Renta Scoota/ Cavendish Health Care in 2010 during its infancy, Alison was instrumental in launching Mobility at Sea in 2012, providing mobility products and equipment to the less able passengers. Focusing on the client experience her team has ensured that many thousands of clients fully enjoy the benefits of cruising. Being a solution finder with a wealth of retail and management experience Alison is dedicated about making a difference within the industry, empowering those living with reduced mobility to live life to the fullest. Being a mum of 3 with a young dog Alison is used to juggling life's challenges and is just a regular gal on a mission!





Dr Vicky Richards, Senior Lecturer Tourism and Events Management, Cardiff Metropolitan University

Vicky is originally from Torquay in the English Riviera and after moving to South Wales to study she has now been there for most of her life, enjoying the culture, language, history and of course the Welsh cakes and rugby. Vicky has had a varied career including working in the tourism industry - in hotels, cafes, bars and visitor attractions, and later in the third sector as a volunteer, then in training development and social care. Her particular experience has been working with and for people with vision impairments in areas such as personal rehabilitation training, conference organisation, student mentoring and awareness raising training schemes and design. Following this period of about 15 years, she undertook a PhD which explored issues around social justice and inclusion of vision impaired people in tourism, focusing on their in-depth experiences and the meaning of tourism in their lives. Vicky has now been with Cardiff Met as a senior lecturer for the past seven years with teaching, supervision, research and pastoral responsibilities. A key achievement for Vicky was the introduction of a core first year module on diversity and social inclusion which has successfully enabled conversations and research projects in these areas. She also undertakes, with colleagues, research projects addressing accessibility and inclusivity for disabled people within tourism, hospitality and events contexts, for example accessible travel apps and booking systems; exploring the experiences of family holidays where a family member has a vision impairment and access to festivals for low income families.



Matt Gatenby, Senior Partner, Travlaw

Matt is a Senior Partner at Travlaw, with over 19 years of experience in the travel law industry. Friendly and approachable, Matt is proud to serve a vast array of tour operators, travel agents, trade associations, insurers and their underwriters. His skill-set encompasses all types of travel law work, with a specialism in high value litigation and cross border disputes. A popular trainer and speaker, Matt is often asked to deliver in-house seminars and appear on panel debates. In addition to the many events Travlaw puts on, Matt has also spoken many times in the UK and abroad at conferences including ABTA Legal, ABTOT, PEOPIL, ECC-NET, AGTO, AITO, UKInbound, BTA & Clarity Travel Management conference as well as more law centric events such as the International Bar Association (IBA) Global conference. Matt also contributes to various publications including Travel Law Quarterly and Solicitors Journal. He has blogged on various issues, featured in various newsletters and has commented on industry issues in the trade press. See www.travlaw.co.uk for more on the thought leadership Matt and the team at Travlaw bring to the industry as part of their trusted advisor status.





Marina Snellenberg, PRM & Accessibility Manager, TUI

Marina is the PRM (Persons with Reduced Mobility) and Accessibility Manager for TUI UK & Ireland, the UK’s largest tour operator with key brands including TUI, First Choice, Crystal Ski Holidays and Marella Cruises. Marina’s role is to provide specialist input into new and existing processes, helping integrate accessibility in to the overall business strategy and driving key initiatives that enhance the experience for all customers, whilst delivering capabilities that are essential for some. Marina works collaboratively with colleagues in the customer experience and accessibility networks across TUI Group, maximising the opportunities that arise from being part of the world’s number one tourism group. Marina studied Political Sciences in Barcelona, and has worked in the tourism industry since 2011. She decided to specialise in the area of accessible travel after exploring the world with her late husband Alex Latham.



Hugh Felton, Senior Sustainable Tourism Executive, ABTA

Hugh has been with ABTA since 2011 and works on a range of initiatives to help Members manage their sustainability impacts including accessibility. Hugh started working as a tour leader for a school’s tour operator whilst at university and has worked in the travel industry ever since. Prior to ABTA, Hugh worked for school travel tour operators and youth expedition volunteering organisations. Hugh has a Master’s degree in Tourism, Conservation and Sustainable Development with relevant overseas work experience in Costa Rica, Greece, Madagascar, Catalunya and Sri Lanka.



Contributors



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