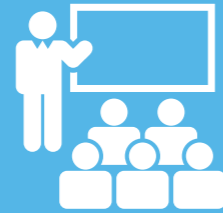


Get the most out of your Membership

Regional events programme

Training seminars and workshops

Stay informed – Sign up for the Member Zone and Operational Bulletins



We run in-depth training seminars and workshops on a range of important travel issues, including travel law, crisis management, destination health and safety, and complaints handling.

Find out more by visiting:
abta.com/events



By registering on abta.com for the Member Zone you'll be able to access regularly updated travel guidance and information as well as details of new services and offers from ABTA Partners. Your colleagues are welcome to register too – there are no restrictions on numbers.

You are also able to sign up to ABTA's Operational Bulletins via the Member Zone. This service keeps you informed of the latest worldwide incidents that may impact your business, including out-of-hours crisis support.

Regional meetings are happening across the UK over the next twelve months.

At each meeting, experts from ABTA will discuss a range of issues that will affect your business including important travel topics; legislation and regulations; and travel trends and insight.

Register your free place today by visiting:
abta.com/regionalmeetings

Key contacts

Membership Administration

Tel: +44 (0)20 3117 0595

Questions and changes relating to your Membership.

Financial Protection

Tel: +44 (0)20 3117 0594

Information on financial protection and accounting procedures.

Contact us

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Your Year at ABTA 2016-17



The year in review

The past year has been an eventful time both for our industry and for the Association.

The ongoing global terrorist threat and the momentous political changes at home and abroad have undoubtedly presented challenges for ABTA and for the industry as a whole. However, I'm pleased to report that ABTA has made strong progress during the second year of our current Five Year Plan, and more broadly consumer confidence has held up well with the result that Members' customers are continuing to travel, whether for work or leisure.

Your feedback, through our annual Member Survey, is essential to help ensure our strategy remains on track and we are prioritising our resources in the right way. Operational and media support in response to a crisis remain two of the priorities identified by Members, and this year ABTA has supported our Members and the industry as a whole in managing the response to a number of high profile issues and incidents.

I'm also pleased to report that we strengthened our "Travel with confidence" advertising campaign this year, with the result that we have further improved recognition and understanding of the ABTA brand among Members' customers. When we conducted our annual Consumer Survey in August 2016 brand recognition increased to 73%, while 75% of consumers stated that they expect their travel company to be an ABTA Member. Increases in traffic to our Find a Member page on abta.com show that a great number of people are actively checking the company they are booking with is an ABTA Member. For the first time this year, we conducted research among business travel buyers to better understand what influences their buying decisions.

We found that 82% of decision-makers viewed ABTA membership as important when choosing a Travel Management Company to work with, demonstrating that when it comes to booking travel arrangements, ABTA membership is as important for business travel as it is for leisure.

It would be impossible to talk about the past 12 months without mentioning Brexit. This time last year, I updated you on a report that we had prepared and issued in the run up to the EU Referendum that set out potential risks and opportunities for travel of a vote to leave the EU. Much of the substance of that report remains relevant today and forms the priorities that we have identified for our industry as the UK Government enters into Brexit negotiations. We published these priorities to political and media stakeholders, along with Members, in a new report in March 2017: "Making a success of Brexit for travel and tourism". This provides us with a clear and constructive framework that will help to ensure travel's voice is heard not only in Westminster, but also among European decision-makers, in the months of negotiations ahead.

ABTA provides a range of important services and support to our Members that are outlined in more detail throughout this report.



Mark Tanzer
CHIEF EXECUTIVE

Travel with Confidence

In ABTA's strategic plan we set out our goal to build the "Travel with confidence" brand as a way of differentiating ABTA Members from other travel companies and also to provide a framework for services provided by ABTA that build confidence in the travel industry, and there has been strong progress in this area.

In early 2017 we ran a national consumer advertising campaign encouraging people to "Be Smart" and "Always book with an ABTA Travel Company". The campaign was a response to a growing issue of fraudulent websites, online scams and non-compliant travel companies that have no financial protection in place.

The January and February phase of the campaign targeted families and older travellers encouraging them to book with an ABTA Member during the busiest holiday sales period of the year. There will be further activity targeting younger holidaymakers in the summer.

In the first phase of the campaign, we ran advertising online (Facebook, Twitter, YouTube), and through an insert in The Sunday Times Travel Supplement and a series of radio ads.

The campaign surpassed our 2015-16 campaign in engaging our target audience. We had almost 1m impressions for our video on YouTube, with almost 20% of the audience watching the full video. Twitter and Facebook produced further 2.7m and 2.4m impressions respectively – the biggest engagement we have had so far with any of our campaigns. We were delighted that we saw a 50% increase in traffic to abta.com and a 15% increase in visits to the Find a Member page (figures are measured year-on-year).

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ABTA's reach and impact across social media channels continues to grow, and we have been using social media as an important part of our crisis and issues management response, as well as in support of campaigns. When Lowcost Holidays went bust in July 2016, we ran a responsive advertising campaign which included our 30 second video, "Why book with an ABTA Member?" to help maintain

confidence in travel among customers. We achieved almost 250,000 views of the video and saw a significant increase in traffic to abta.com and the Find a Member page. And we were delighted that our 2016 Earlybird campaign, which had great Member engagement, was recognised at the 2017 Travel Marketing Awards for the "Best Use of Social Media".

We measure the impact of our customer campaigns through the annual ABTA Consumer Survey, and I can report that this year we increased recognition of the logo to 73% of people, while people had overwhelmingly positive associations with the ABTA brand.

In early 2017 ABTA was voted a "Business Superbrand" for the eleventh consecutive year and, for the first time, a "Consumer Superbrand". These are the clearest possible endorsements for the enduring strength of the ABTA brand.

In March, we extended our Personal Injury ADR scheme for Members and their customers, coming at a critical time following the significant increase in activity among claims management companies encouraging gastric illness compensation claims among UK holidaymakers. ABTA's ADR scheme provides a real advantage to ABTA Members because it shows a commitment to the highest standards of customer care.

Industry support

ABTA plays a crucial role in leading the industry's response to the challenges presented by a volatile world, and in supporting our Members to respond effectively and swiftly to these challenges.

The ABTA Member Survey tells us that the operational support ABTA provides in the event of a crisis, including clear, effective communication to both Members and their customers, is one of the things they value most from their ABTA membership.

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The worldwide terrorism threat continues to be very real, and we have been witness to a number of appalling attacks during 2016-17, some of which were in popular tourist destinations. Following these incidents, ABTA was called on to provide facts, perspective and advice by the national media, and we have conducted hundreds of interviews and given



responses on behalf of the industry during the course of the past 12 months. We also provided support to Members who had customers in areas affected by these terrorism incidents.

This year we launched new counter terrorism awareness training developed in association with the National Counter Terrorism Security Office (NaCTSO) specifically tailored to the travel industry. The aim of this free training is to highlight some of the key elements that ABTA Members should consider as part of their business continuity plans, together with measures they could introduce within their own businesses for staff in the UK and suppliers and staff overseas.

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ABTA's round-the-clock Operational Bulletins keep Members informed about a range of issues including changes to FCO advice, new visa requirements, severe weather warnings, strike actions, political upheaval and terrorist activity. During the year we placed regular consumer updates on the homepage of abta.com and across our social media channels to help provide important information and guidance to customers in relation to a range of travel related events. These included three significant travel company failures where ABTA played an important role in refunding customers or in providing accurate advice about what to do if their holiday was affected.

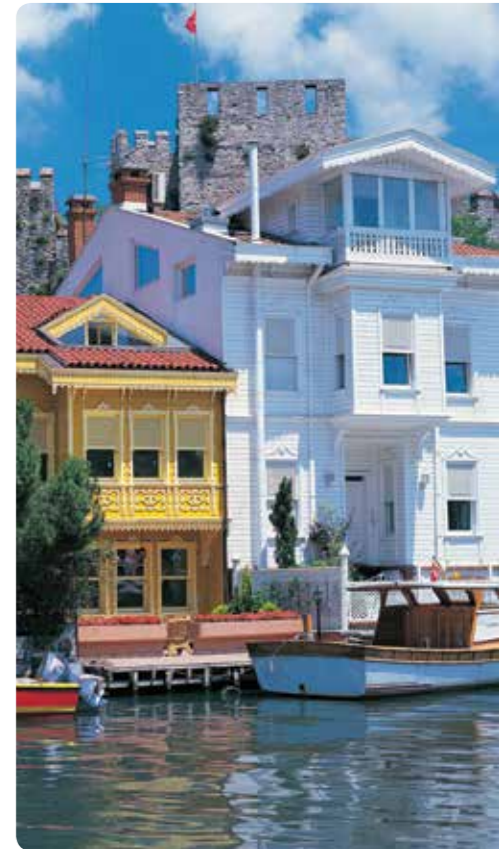
ABTA's programme of free-to-attend regional meetings attracted good attendance from a wide range of Members, with positive engagement and feedback from those Members who attended. During 2016-17, we welcomed more than 460 attendees at 21 meetings across the UK.

We are committed to ensuring these meetings provide the very latest relevant updates on hot topics impacting Members.

We also expanded our programme of pay-to-attend conferences and events, following feedback from Members that they wanted more targeted training and learning opportunities around relevant topics.

During the year, we ran 22 events including Travel Law, Managing Customer Complaints, Crisis Management, Travel Finance and Handling Illness Claims. We will be doing more in the coming year in this area.

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Voice of the industry

ABTA's role as the voice of travel among key political and media stakeholders is a very important part of our work on behalf of Members.

After the referendum vote on our membership of the European Union, ABTA has worked with Members to define the priorities for travel and tourism as the Government negotiates the UK's exit from the EU. The following principles have guided our thinking: to maintain our ability to travel freely within Europe and beyond; keep visa-free travel between the UK and EU; protect valuable consumer rights; give UK businesses operational stability; seize opportunities for growth. As the Government embarks on this unprecedented reshaping of the UK's relations with the EU and the world, we published our report "Making a success of Brexit for travel and tourism", highlighting the value of travel and tourism to the UK economy and setting out our priorities for how we can secure a prosperous future for the industry and the travelling public.

As part of our membership of the *A Fair Tax on Flying* campaign, we have continued our work to seek a reduction in Air Passenger Duty. We used the announcement by the Scottish Government that it intends to cut APD by 50% between April 2018 and 2021 to call for a similar reduction throughout the rest of the UK. We stressed that failure to do so would create the kind of economic distortions seen

in Ireland when the Republic charged lower rates than Northern Ireland. Reform of APD could also play an important part in helping to make the UK more competitive, post-Brexit.

Following years of indecision by successive Governments on growing airport capacity, we welcomed the Government's draft "Airports National Policy Statement" which sets out the need for additional capacity in the southeast of England and the solution of a new third runway at Heathrow. The National Policy Statement is expected to be debated and voted on by Parliament in winter 2017-18 and we will continue to call for additional capacity over the coming months.

...we have continued our work to seek a reduction in Air Passenger Duty

ABTA has been supporting Members in tackling the alarming trend in the growth of gastric illness compensation claims by consumers, through claims management companies (CMCs). Data from ABTA Members have shown a dramatic rise in the number of gastric illness claims made since 2013, while sickness levels reported in resort have remained stable. Gastric illness claims now represent 9 in 10 personal injury complaints received by ABTA Members – a figure that stood at around 60% in 2013.

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The UK's fixed costs regime is currently under review, and we have met with the Ministry of Justice (MoJ) and called for overseas holiday claims up to £25,000 to be treated in the same way as all other personal injury claims of that value. We are working with Members to provide compelling evidence to the MoJ as to the scale of this growing problem. We are also working closely with national, international and broadcast media to raise public awareness about the realities behind the misleading claims made by some CMCs.

The year ahead

Given the scale of change and disruption on the UK political stage in the past 12 months, it is almost impossible to predict with any accuracy what may lay ahead for the coming year, and what that might mean for our industry.

What is clear is that our Members have to be more agile than ever while the need for ABTA to take a lead in securing a voice for travel and tourism with political influencers and decision-makers has rarely been so pressing.

Maintaining confidence in travel is a very important priority for ABTA and during the summer of 2017 we will be conducting the second phase of our "Travel with confidence" advertising campaign encouraging customers to look for the ABTA logo when booking their holidays, and we will partner with the Foreign Office on ongoing health and safety campaigns.

We will also continue our work with Members to support them to direct their customers to Foreign Office advice when booking their holidays. We will look to build on our programme of engagement with Members through regional meetings and events, and we will ensure that we provide the latest guidance and updates on hot topics such as the changes to Package Travel Regulations whatever may be happening at home or abroad.

We know that the next 12 months promises more uncertainty and change that will impact the travel industry. We can guarantee that whatever the next 12 months bring, we shall be on hand to provide you, our Members, with support, advice and guidance to help you to run your businesses successfully.

