



# WORKING TOGETHER

the TTI newsletter

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## TTI shareholders



# A word from the Chairman

## Well, it has certainly been a challenging year for the Travel Business



*Tim Wright, Chairman*

Who would have thought that back in January that we would have had the disruption and changes that Covid has brought to travel. I have been in the industry for many years but this year has definitely been the most difficult. We have had the closures of STA and Thomas Cook which are a big blow to the industry. I am delighted, though, that some elements of Thomas Cook have reformed and then they have also re-joined TTI as a member. This really highlights the importance of TTICodes and the benefits it can bring.

TUI has told us that next summer's bookings are positive, this shows demand is still high to travel.

We have refreshed and updated the great benefits of being a member of TTI to ensure all members are fully aware of all the advantages. One of these benefits has been entrance to our full day conferences with lunch

etc and this has not been possible to deliver with the virus but we have been delivering by webinar. We hope and plan to return to face to face conferences next year but will revert again to online if conditions continue to prohibit it.

Due to Covid we have decided to do a webinar at the time of World Travel market as it looks almost certain we will not be able to have a physical presence at Excel this year. We will advise details of the Webinar as soon as possible. We are now looking at an online winter forum on 12 November. This will be called The Fight Back (see next page for details).

We are also planning another member seminar on Wednesday 9 December. This is being delivered by d-flo who are a TTI member and the title of the webinar is Immersing Customers Beyond Initial Inspiration! Other members are welcome to do

similar webinars next year.

One innovation we would like to bring is an update of technology initiatives. We therefore ask members to advise us of any new initiatives you are involved with so we can then help each other stay one step ahead.

I am delighted to say we have three other new members already for next year apart from Thomas Cook. That is PH travel, Impala and You Travel. This is a time when we all need to keep together and fight our corner. So I am hopeful that more new members will join us for 2021 and Innovations such as TTICodes can really bring improvement to your bottom line.

Very Warm Wishes,  
Tim Wright  
**Chairman TTI**

### Benefits of being a TTI member

- Totally unbiased organisation to keep members up to date and one step ahead of the competition when it comes to travel technology.
- Cost effective and value for money membership structure
- Minimum GBP400 per year reduction on TTICodes for TTI Members
- Two annual full day conferences with lunch and networking breaks
- Summer and winter forums focused on keeping members up to date with latest online and technology developments
- At least two TTIhub networking evenings per year with free drinks and nibbles
- At least six online webinars on various important topics
- Opportunity for members to deliver their own webinars under the TTI structure and with assistance of the TTI team
- Quarterly newsletter
- Quarterly technology highlights update
- Adhoc events based on market needs and important highlights
- Entry in TTI Member Showcase with a link to the member's website
- Discounts & privileges made available by conference organisers & others
- Access to TTI's conference presentation archive dating back to 2009
- TTI will lobby Government on behalf of travel technology organisations about issues of concern

# Events

## Winter Forum webinar

# The Fight Back

Thursday 12 November - 10:00 to 13:00 (inc. coffee break)

All players within the Travel Industry have suffered significantly from the drastic reduction in business brought on by the restrictions introduced by Governments across the globe. The rules that have been imposed are like shifting sands, changing all the time. This has led to considerable consumer uncertainty. Given that travel is a product that is usually bought well in advance of its consumption, this has led to consumers simply not wishing to book for fear of their trips being cancelled.

Those travel businesses with particularly high fixed costs such as

cruise lines and airlines are losing tens of millions of pounds. Businesses with higher variable costs – mostly staff costs – have been able to take advantage of furlough schemes; but with these coming to an end, there are mass redundancies being made across the industry. At the other end of the scale, hospitality businesses such as restaurants have very small margins and struggle at the best of times.

The situation is dire but travel is not taking this lying down. Everything that can be done is being done to fight back, keep our businesses operating and looking forward to a

return to normality.

In this, TTI's Winter Forum, we will examine how the travel industry will fight its way back to normality. This may be as a result of better use of technology, it may be through industry players collaborating – working together for mutual benefit, improved customer acquisition and communication strategies or by operational efficiencies.

Attend this webinar to hear from experts in their fields who will explain what they are doing and what the travel industry can do to fight back.

## Speakers

Kelly Cookes, Leisure Director  
**Advantage Travel Partnership**

Eddy Swindell, CRO & Co-Founder  
**Fresh Relevance**

John Strickland, Director  
**JLS Consulting**

Michael Madison, CEO  
**menumodo**

Anthony Beresford, Commercial Director  
**Beyond Analysis**

[Click this link to register on Eventbrite](#)

### webinar

## The Communications Challenge: Effective Management of your Customers' Concerns

Wednesday 9 December - 11:00 to 12:00

There is a growing enthusiasm amongst many who wish to travel again, but there is equally as much anxiety. Managing your customer concerns effectively is key to a successful return to more normal business; but with many organisations running with reduced human resources, efficiency is imperative. Immersive communication journeys hold out the prospect of keeping customers informed, building their confidence and also capturing valuable information to share with your next guests. Travel companies that get this right have a greater chance of ensuring their rapid returners have a safe and enjoyable experience and provide positive feedback. In this webinar, you will hear from a communications expert on how to meet this communications challenge.

**Speaker: Colin Brimson, Co-Founder & Chief Executive Officer, d-flo**

[Click this link to register on Eventbrite](#)



# Let's Get Emotional

## 2020 Winter Conference Report



by Justyn Barnes

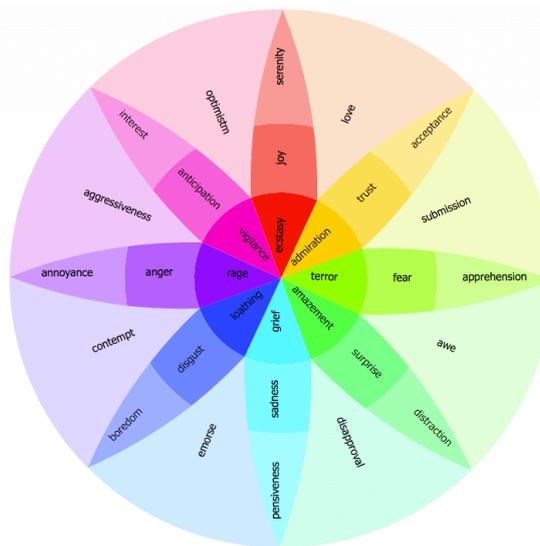
Introducing the Autumn Conference webinar on 24 September, TTI chairman Tim Wright talked about the need for 'rolling up our sleeves and getting on with the hard work' in the midst of a pandemic that is testing travel companies to the limit. To have any chance of surviving and thriving, it is more important than ever to understand your potential customers and deliver a product that fits their desires. Five expert speakers at the conference, co-sponsored by Inspiretec, Immediate Future and Sinch, opened up a toolbox of techniques you can use to make those vital emotional connections with online customers and raise the likelihood of them making a purchase.

### The wheel with all the feels

'Emotions are diverse and incredibly complicated', admitted Richard Baker, Inspiretec's Chief Commercial Officer. He referred to eminent psychologist Robert Plutchik's colourful Wheel of Emotions which breaks them down to eight categories – joy, trust, fear, surprise, sadness, disgust, anger and anticipation. These can be combined: for example, joy + anticipation = optimism.

In Plutchik's wheel, the darker the colour, the more intense the emotion. So, the pale yellow of 'serenity' progresses through 'joy' to the sunspot of 'ecstasy'. 'It's unlikely

that we're going to help a customer find ecstasy but we can do the groundwork to give them serenity and peace to start them on the way,' said Baker. To do that he suggested taking a single customer view



comprising data about their past bookings, previous quotes, likes, dislikes, web search history etc. to personalise touchpoints. Make what they like easier to find (if they have to think when they use your website, you've failed), make processes as frictionless as possible (by minimising clicks to book, for example) and embrace an omni-channel approach so people can engage with you as they wish, via web, app, email, phone, call centre or whatever.

Then there is the matter of trust. According to the 2019 Edelman 'In Brands We Trust' global consumer

survey, 75% of global respondents say they will continue to buy a brand they trust, even if another brand suddenly becomes hot and trendy. Baker advised that you can build trust by giving live pricing rather than 'from x pounds' pricing – 'There's no excuse for not having live pricing and availability these days,' he said.

Particular relevant in the COVID-19 era, is the need to make the small print more visible, by offering upfront clarity on deposit, cancellation and refund policies. And don't lose sight of the value of human interaction – 'Look at building tech into your human selling touchpoints, but it should augment, not replace'.

According to Plutchnik's wheel, it is short step from fear to terror, and it has never been more important to put travel customers' minds at ease. To this end, again, clarity on deposits, charges and refund policies is essential, and it may be sensible to diversify your product. Would people be more comfortable booking a self-catering villa than a hotel at the moment? Would they prefer domestic options to travelling overseas?

Next on Baker's emotional journey was 'surprise'. Two-thirds of respondent to a consumer survey by CrowdTwist said surprise gifts are very important to their brand

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### event sponsors



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experience. 'Go the extra ten miles; the extra mile is not enough, really', he urged citing the example of a couple unable to get home from Italy during the 2010 ash cloud who were collected and driven back to the UK by the husband of the travel counsellor who arranged the trip. That is extreme, of course, but the key to any 'delight marketing' is the element of surprise.

On Plutchnik's wheel, annoyance can easily escalate to anger and then rage, and now it is easier than ever for customers to share their complaints with others online, so it is vital to address issues quickly and efficiently. This requires using your single customer view so you don't ask them for repeat information, identifying the cause of repeated failures (is it one particular supplier who is at fault?) and giving customer self-service channels.

The other emotion Baker highlighted was 'anticipation'. 'The anticipation should never stop,' he said. 'This isn't just pre-departure calls – it's building an ecosystem of contact from the first touchpoint with your brand and planning for the full life cycle from enquiry through to next booking.' He advised using all channels, but sensitively and wisely, being careful to personalise all of touch points ('Never be generic – it's obvious when you are being'). Also offer tools so the customer can build their own anticipation – seat selection, seat upgrades, extras, ancillary services, etc. all of which can drive increased revenue.'

To have any chance of tapping into the emotions of potential customers, you need robust and capable underlying platforms, but you also need a capable website to deliver online experiences. 'For a new customer, the web will likely be their first touchpoint and they'll make their mind up pretty quickly whether they'll take the conversation any further,' he said.

In the Q&A following his

presentation, Baker was asked whether he felt a customer complaint should be seen as an opportunity to get them to do more business with you. 'Absolutely,' he replied. 'The key thing is to act quickly. You've got to empower people at the coalface to deal with the complaint quickly and well. It's a chance to increase your emotional connection with a customer.'

### Connecting with the emotional on social

Analysing the 314,000 mentions of holidays on UK social media profiles in the previous month, Katy Howell, CEO at Immediate Future, saw a 'coronacoaster of emotions' with both angry and joyful conversations. 'We are dealing with big, messy emotions, but the good news is that joy is still the biggest connection to travel,' she said.

Interestingly, 71% of posts are a comment or share, and she noted that this can amplify negativity, like the viral tweet showing wealthy people including Sir Alan Sugar and Andrew Neill on Zoom calls to TV shows from their holiday homes telling British people there's nothing to worry about and to get back to work.

The vacation conversation on social in 2020 is more likely to be negative in tone than it was last year, driven in part by conversations shaming people for going away despite the crisis. 'So, it's essential to hit the right tone with all your communications and marketing,' said Howell. 'You do not want to be seen as tone-deaf.'

Silence is not an option, though. This is an opportunity that must not be missed and you can't wait for things to get back to normal.

Immediate Future's research indicates that customers want you to speak up, with over 80% indicating that they want advertising from travel companies showing how they are

responding to coronavirus or helping customers and providing practical tips and information.

'Understand that what you do now matters for 2021 and 2022,' she said.

Globally, Google search interest in a 'staycation' is at a five-year high, and although UK consumers are among those most likely to want to go abroad, their first priority is a staycation, indicating that confidence in flying is still low. Different countries show different preferences – for example, Germans are more inclined to choose beach and city breaks, while a beach holiday is top of the list for people in Italy – so content must be tailored accordingly.



Katy Howell, Immediate Future

The COVID era, brand trust, evidence of safety and government restrictions are big emotional triggers. With 70% of consumers say trusting a brand is more important today than in the past, clarity is key to earning trust. 'There are huge number of brands that are not clear on the issues that people care about,' said Howell. 'Will the hotel receptionist wear a mask? What is the cleaning schedule? Just putting out pretty pictures is not going to do it for you.'

She commended Trafalgar Travel for their article (promoted via social media) on what it's like to fly during coronavirus, and Exodus Travels who posted about keeping group sizes small in order to maintain a low-risk 'bubble' on their holidays. 'Consumers fear the unexpected, so make the unexpected known.'

It's crucial to remember that humans are at the heart of your business, so be quiet and listen to customers in forums and social media groups. And use this time of uncertainty to look at your business culture and work out how to be better. Howell noted that people are increasingly choosing brands that have strong ethical

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values, including treating their employees well, working to improve sustainability, increasing diversity and helping the most vulnerable in society. Being transparent and personal helps. Witness how Airbnb CEO Brian Chesky spoke directly to hosts when the pandemic hit and offered generous relief packages to help them through while also giving free or subsidised housing to over 100,000 healthcare providers. Such actions do not go unnoticed by potential customers either.

Agility is also key, so look out for bubbling trends, and tilt your content to meet them. For instance, 'meditation', 'mindfulness' and 'yoga' mentions are thriving on social media, and Hyatt hotels added 'curated meditation and sleep exercises' to their members app tap into this interest.

'Oh, and have fun,' concluded Howell with a nod to the booking.com campaign inviting people to submit photos of their #staycations and #closetohome adventures this summer.

### Mobile messaging and emotionally intelligent communications

After a coffee break, Cyril Puget, Sales and Marketing Director for myElefant (a Sinch Company) gave insights on the power of mobile messaging. He argued that relevance is most important to consumers nowadays rather than loyalty programmes which don't actually make them loyal.

'Mobile is the new "first screen" [that people look at], and it has infinite capabilities, so the question is not when but where to start,' he said.

The first step for myElefant with any client is understanding what they are trying to achieve, whether it's business (increase sales, reduce churn, etc.), customer relations (increased engagement) or service (customer care, notifications).

Depending on the challenges you face, the solution may involve engaging your customers with different formats, from a simple SMS message that takes three seconds for them to view to conversational messaging (chatbot) which captures their attention for a couple of minutes. Images or short videos that are personalized based on data you hold are also effective.

Sinch offer a single platform to create, send, track

and optimize your messaging across whichever of the multitude of messaging apps (SMS, MMS, Messenger, RCS, Business Chat, etc.) you choose to use to meet your audience.

Puget shared some case studies. One client wished to increase sales by encouraging people to travel. Sinch created a rich MMS where the mobile user could swipe right or left to discover new destinations and scroll to get more information about them. This made it possible to integrate large, beautiful images, and it generated very good engagement and click-through rates.

Another challenge they were set was to collect customer data on Instagram subscribers. After clicking on a story prompting people to participate in a competition, the consumer was redirected to a rich sms where they could share their information in a seamless way and eventually be rewarded.

To improve customer relationships for another client, Sinch designed a rich form to retrieve customer reviews after a trip. This data allowed other marketing actions, such as pushing offers if they were satisfied with the previous trip.

Puget was followed by Moshe Demri, Optimove's VP Revenue, who talked about how to measure the success of your retention marketing. According to Optimove's research, 75% of customers will never book again with

the same brand. This matters because acquiring a new customer is 4.4 times more expensive than retaining an existing one.

'If we offer a discount and a week later 295 customers have booked, the problem is we don't know what would have happened if we'd done nothing,' he said. Part of the solution is introducing a control group – 'This

will allow me to see what is the natural behaviour of these customers and I

can then calculate the additional value.'

It is also important to select the right KPI to measure success. For example, what is the campaign objective? What do you want your customers to do, to meet the objective? What would represent good or bad outcomes?

Demri then went on to talk about how to scale this approach.

'Pretty complex area, isn't it?' commented conference moderator Paul Richer afterwards. This reporter would not disagree.

How exactly Optimove do it may be beyond the layman, but the results have been impressive for their client lastminute.com who report an 18% increase in order value, 35% increase in email open rates and 10% increase in email click rates. They have identified 160 unique target groups targeting 10 million-plus customers every month, and amazingly 68% of these groups contain fewer than 500 customers, incredibly small segments. 'When you get the segmentation right, it's much easier to create personalised experiences for the customers,' said Demri.

### Social proof

In the final presentation of the day, Eddy Swindell, co-founder and CRO of Fresh Relevance, looked at how to build a personalised, 'social-proof'

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## Mobile is the new "first screen"

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packed customer journey.

But what is social proof? 'Social proof – also known as social influence - is the psychological and social phenomenon where we mimic others or are influenced by the actions of others in order to behave in a certain way,' he explained. The term was coined in the mid-Eighties by Dr. Robert Cialdini in his book, *Influence: The Psychology of Persuasion*. Cialdini reckoned that people are guided by six principles of influence when making a decision: consistency (with what we have already done or said); reciprocity (the desire to give back to someone who gave you something); authority (the desire to follow the expert); consensus (the desire to follow the lead of others); scarcity (FOMO – fear of missing out); and similarity (the tendency to want to do what other do or have what they have).

Swindell offered up various examples of the value of social proof, such as when Kendall Jenner showed off her vintage Contax T2 camera on Jimmy Fallon's *Tonight Show*. The 35mm film camera had been marketed to professionals when it was launched in 1990 at a pricey \$500, but its value plummeted to under £100 when digital cameras took over. Jenner's appearance with the camera sent its resale values on eBay soaring north of £1,000. 'Her attempt to borrow some old-school, hipster cool from the T2 made it so expensive hipsters aren't getting a look in anymore,' noted Swindell wryly.

There are various tactics that marketers can use to leverage social proof, including celebrity or influencer endorsements, ratings and reviews, user generated content, product recommendations and popularity messaging. Fresh Relevance client



Eddy Swindell, Fresh Relevance

Cottages.com have seen a 957% return on investment from implementing social proof on their website. They look to immediately build trust with new shoppers on their homepage with a '98% would book again' header banner, plus a Reevo rating and the number of customers who booked with them last year clearly displayed. That 'book again' header banner also appears on the checkout page.

'Providing visitors with insights on what's popular with other customers is a great way to inspire them for their next trip,' said Swindell. The 'Destinations' tab on the cottages.com

homepage leads to search options for 'Popular cottage breaks' and 'Popular holidays in England'. Customer ratings for each individual product are also highlighted and urgency is encouraged by a widget providing up-to-the-minute data of how many people have viewed the property that day.

Sunwing also capitalise on the 'FOMO' instinct with a pop-up showing how many people are looking at the resort the user is viewing. Their homepage also recommends top-trending resorts and shows popular destinations in the footer. And if a search is abandoned, sunwing's 'Still looking for the perfect vacation?' follow-up email includes the star rating of suggested resorts and other social proof elements like a 'Top-rated family resort' badge.

'Our clients often ask: "Where do I start with personalisation?,"' said Swindell. 'There are so many options so we have created the personalisation strategy framework to help.'

This framework tracks the customer journey through the stages of awareness, consideration, decision and transaction to loyalty and advocacy. The social proof approach you take will vary depending on whether you are targeting potential

new customers or loyal customers. So, for instance, in the awareness stage social proof referring to an influencer may be more appropriate for a potential customer, whereas best-sellers/trending/top-rated products in their favourite category and exclusive preview events will be more effective for a loyal customer.

In the decision phase, leveraging user-generated content (UGC), reviews and using popularity messaging can drive conversions for newbies, whereas scarcity and urgency messaging ('when not used fraudulently') can be really effective for returning customers.

'The impact of social proof can be quite profound, said Swindell, citing Fresh Relevance research results. Adding rating stars to cart and browse abandonment emails increases conversion rates by up to 39%, UGC drives a 73% increase in email click-through rates and on-site consumer reviews can increase conversions by 74%.

'Social proof is a win-win marketing tool for you and your Gen Z customers,' he concluded. 'Used correctly, the tactic boosts conversions, avoids abandoned carts and builds trust in your brand. Shoppers can easily make an informed decision based on the wisdom of the crowd, peers and experts. And crucially, you can deliver the authentic customer experience your Gen Z shoppers crave.'

In the Q&A, Swindell was asked whether influencer marketing is still as effective especially as a blogger/vlogger often expects a free holiday for their troubles. 'Generally, it is becoming more potent, he replied. 'People are looking for inspiration on social media which is the domain of influencers.'

To wrap up an emotional morning, TTI chairman Tim Wright reiterated Katy Howell's message to have fun: 'it's great for social media and, in my experience, working hard and playing hard always leads to success.'

# Projects Update



by Pete Hazel

## TTIcodes

TTIcodes portfolio now consists of over 1.4million properties with over 66 million active mappings covering 346 OTA, Bed Bank, Wholesaler, GDS & 3rd party sites.

Recent new users include:

- Impala Tours
- Perfect Holidays

Currently, we have 42 active users

## TTIplaces

PCCW has been added as a new users with Traveltek looking to implement Q1 /2 2021 depending upon pandemic.

Added over 500 places for Stay Global.

A future task is to provide functionality to mapping resort codes to places for users who do not support property list functionality continuing.

The product is now stable following a major effort to Automate what we term leftover processes - sets of words or individual words that did not match.

# Travel Forward Virtual

We understand the challenges the travel industry has faced throughout the year. We are bringing the industry together at a time when innovation of new travel technology is at an all-time high. Now it is the moment to be a part of the industry's innovations and discussions.

We are bringing Travel Forward Virtual to you, the leading travel tech event co-hosted with WTM Virtual, taking place on 9-11 November. Across the three days, the virtual event will feature live conference sessions tackling some of the issues the industry is still facing. You will

also have the opportunity to pre-book one-to-one meetings and learn about the latest innovative tech products the travel industry has to offer.

To secure your place at Travel Forward Virtual, make sure you [register online now](#). Registration will give you access to 1-2-1 meetings and every conference session taking place at the event.

This is a time to invest in our futures. To support the travel industry comeback and to be a part of something revolutionary.



# News from members

If you have any member news you wish included in this here, please send to [phippa.barrett@tti.org](mailto:phippa.barrett@tti.org)



As part of theICEway, our IT experts from ICE, CRIBB Cyber Security and eTestware have worked with cruise and travel clients for over 20 years. This year has been a particularly difficult one for the travel industry as a whole, and as such we have worked extremely hard to add to our wide range of services whilst developing new products designed to help get travel companies back into service.

#### Who are theICEway, and how can we help?

theICEway is an ecosystem of companies which consists of three specialist IT brands that combine to provide an end-to-end digital solution for our clients.

We embrace a collaborative spirit and a security by design ethos, and our primary objective is always to understand exactly what it is that our clients are trying to achieve. In order to do that, we spend time working through their business processes, infrastructure, methodology and values, and we work closely with their people to gain a true appreciation of the organisation.

We always strive to use our learnings to continuously progress and grow, and we know full well that the secret to any successful endeavour lies in people, which is reflected strongly in the first of our three core values: People | Integrity | Innovation.

#### Three Specialist IT Brands – ICE, CRIBB & eTestware

**ICE Cloud Managed Service:** Cloud (Includes public, private & hybrid) | Security by Design | Enterprise Architecture | Implementation | Document & Data Management | Monitoring (Includes Application Performance Monitoring,

Infrastructure monitoring & UX) | 24/7 Service Desk (Tech Support)

**ICE Consultancy:** Business Decision Support & Analysis | Business Intelligence Reporting & Data Management | Client-side Project & Programme Management | Complex System Implementations | System Integration | Testing | Training

**ICE Innovation:** Future tech (Includes Artificial Intelligence & Virtual Reality)

**ICE Rapid Development:** Deployment services | Data science (including big data) | UX | The Cloud | Product development

#### CRIBB Cyber Security

An official, UK government-backed certification body that provides end-to-end cyber resilience, adopting a security by design approach for clients in travel.

We have spent years honing our many IT solutions for travel, and this summer we are delighted to have added to the list with these exciting health apps that are predominantly designed to get cruise lines back into service.

#### eTestware's

Experienced software testing experts work tirelessly with your own teams to deliver results. They can help you with a variety of different testing services, including functional, performance, security, usability, automation and compatibility.

Ultimately, our primary objective is to help enable a safe and healthy return to service for those in the travel industry, whilst providing a robust solution for Covid-19 and future diseases.

Contact [alm@theiceway](mailto:alm@theiceway) for more information.



**OTT launches new directory.**

We have launched a new trade directory, where Travel Professionals can look up their favourite suppliers to find their contact details, social media feeds, summary information and can follow them to receive notifications of new prize launches, course launches or news. Here's a link to the directory <https://www.onlinetraveltraining.com/uk/directory/>

**OTT is calling on..**

Experts with practical knowledge about travel subjects, Trainers, Lecturers to create training videos for the travel trade. Our new peer2peer learning network will launch in the new year as content is created this autumn. It is intended to capture all the wonderful knowledge people have that might have been displaced by the pandemic. We hope these people have the time to record their 'pearls of wisdom' for others to learn and enjoy as well as learn from others to help them out. If you know anyone, who would be interested in creating training video content or a guest lecture on a specialist topic, let me know. OTT have created a film studio at our office in London to record training videos and we can edit remote training videos too.

**OTT launches new PR Agencies in USA, Australia and Germany**

With over 68% of the trade working remotely, OTT has been in demand for helping suppliers to connect with the Travel Professionals that sell them. Knowledge creates confidence and knowledge is the key to getting travel moving again. Our most popular requests for training courses have been the USA, Australia and Germany and so we have appointed PR Agencies to help us expand our popularity to grow further in these markets. The Agencies we have appointed are Get it Across in Germany, Break the Ice Media in the USA and GTI in Australia. In 2021, we plan to expand our presence in Europe too by appointing Agencies in the Netherlands, France and the Nordics.

**It's all go in a pandemic!**

## Welcome to new member Thomas Cook



Following the acquisition of the brand by Fosun Tourism Group in November 2019, a small group of travel insiders and digital experts has built a new Thomas Cook – designed for the modern holidaymaker.

Our aim is to make families' lives happier by allowing customers to design and choose their holidays as quickly and simply as possible. We also want to help people get away with confidence, which is why our travel advisers are available throughout the day for tips, advice and support.

We have big plans for our business. We want to take our beloved brand overseas by building an app that doubles as a tour guide and add hundreds of new destinations; all while encouraging holidaymakers to try something new, knowing that they have help on hand should they need it.

# News from our associations

## TTI is associated with a number of trade organisations. Here is a round-up of their news



### **Advantage part of #SaveFutureTravel**

As part of the #SaveFutureTravel coalition group that Advantage is a part of along with other travel associations and leaders, the consortium has pledged its support to this new campaign and is asking everyone to support it. The letters are available to download from [www.abta.com/savefuturetravel](http://www.abta.com/savefuturetravel), along with a search tool to help you find the right contact details for your MP. The Parliamentary authorities have now approved the Save Future Travel Petition. Please help to save jobs and businesses in the travel industry by sharing and signing this Petition: HM Government to outline a plan to Save Future Travel. (More info here - [www.abta.com/savefuturetravel](http://www.abta.com/savefuturetravel))

### **Advantage launches new duty of care partnerships to support TMC members**

Advantage launched an expanded duty of care product portfolio, taking into account the challenges of travel in a Covid world. The enhanced duty

of care offering includes partnerships with Securewest International, Crisis 24, and Global Secure Accreditation (GSA) hotel accreditation scheme and enables TMC members globally to offer clients the highest level of health and safety best practice, in all travel situations. In addition, existing diverse travel and training partner Maiden Voyage has launched a new COVID-19 business travel safety eLearning module. Leigh Cowlshaw, Global Supplier Partnership Director, The Advantage Travel Partnership said: "We wanted to ensure our TMC members were fully prepared for the additional measures their clients will require in duty of care provision for business travel now and post-Covid. Be it including a robust duty of care policy to support in RFPs, or supporting existing travel policy reviews, our new duty of care partnerships ensure members have the very best tools to offer their clients to protect their employees and to help build up traveller confidence." (More info here - <https://www.advantagemembers.com/news-listing/advantage-expand-duty-of-care-new-partnerships.html>)

### **Advantage confirms record number of agent sign ups to its AMS model**

In September, Advantage reported

that it had onboarded a record number of agents to its AMS model in the last quarter. Since 1 July 2020, seven new branches have signed up for the model, which is double the usual number of signups. Advantage has also seen an increase in recruitment enquiries since the outbreak of the COVID-19 pandemic and the travel agent consortium is currently liaising with over 40 separate branches, ranging from start-ups to existing businesses. (More info here - <https://www.advantagemembers.com/news-listing/advantage-record-number-of-sign-ups-ams-model.html>)

### **Advantage partners with HBAA**

In September, Advantage announced a partnership with HBAA - the trade association for the hotel booking agency, apartment and venue community. Among the mutual benefits of the partnership, HBAA agency members will have access to the Global Accommodation Programme leveraging its preferential rates and Advantage TMCs will be able to utilise HBAA's highly rated Code of Practice for Meetings and Events. (More info here - <https://www.advantagemembers.com/news-listing/advantage-travel-partnership-partners-with-hbaa.html>)



Technology was key to the very successful inaugural **Youth Travel Workshop Online** which took place in September.

The theme was **Revitalise, Revive, Recover** and brought together almost 100 buyers and suppliers from the UK and overseas, each creating a personalised schedule of B2B appointments, that took place at 15 minute intervals.

With almost 1500 appointments taking place during the course of the day, 100% of delegates said the event was excellent and 99% reported making new contacts.

The aim of the day was to reconnect businesses, helping them to forward plan and to create products, programmes and itineraries for young people choosing to come to the UK for work, study or travel.



As the UK enters the final quarter of this turbulent year, and the next uncertain phase of COVID-19, the likelihood of getting back to any form of 'normal existence' soon seems near impossible – particularly for the travel industry.

The travel sector makes up around 10% of the UK economy, with business travel contributing over £220 billion to UK GDP. With business travel down around 90% year on year, the economic impact is huge.

It's vital that we get the UK economy back on its feet by enabling British business to travel freely without the

constraints of quarantine restrictions, and more importantly, safely. For this to become a reality, the Government must act now. The Global Travel Taskforce it has just announced is months overdue. It must move from talk to action very quickly by introducing testing on departure at airports to save jobs and open the economy.

As our sector faces further uncertainty, it is more vital than ever for us to work together to get our sector moving once more and support each other while we do that.

With the launch of the All Party Parliamentary Group (APPG) in early September, the BTA has amplified the vital voice of the business travel sector within Parliament. The APPG is made up of a range of business and MPs from across the political spectrum, all of whom have an interest and knowledge of business travel, and is chaired by Stephen Hammond, MP for Wimbledon.

As part of our BTA Cares initiative, we have launched new online courses in partnership with Travilearn and AVIS car rental, designed to give a helping hand to those made redundant or facing redundancy due to COVID-19. The courses are offered at the affordable price of £19.99 per person, ensuring considerable ease and accessibility to those of all financial circumstances.

The BTA has worked tirelessly to raise the voice of stakeholders across the entire business travel sector. We were hugely honoured that our efforts were recognised as I, with the help of my superb team, won the "Individual Excellence in Approach and Actions During COVID-19" award at this year's "Business Travel People Awards".

While we have a long way to go, with determination and collaboration, we as a sector can drive real and necessary change.



International Federation  
for IT and Travel & Tourism

is included in the price. The program of the conference is coming soon. But you can already benefit from the Super Early Bird registration fees!

**ENTER21@yourplace Conference:  
“Change – Future – Matters”**

We are delighted to share the preparation of the ENTER21 eTourism conference is on its way. It aims to build [an open dialogue](#) among all travel, tourism & technology movers and shakers, including academics, practitioners, and students! We cordially invite you to join and contribute:

**Attend [ENTER21 @yourplace](#)**

The ticket shop is now open! We promised lots of innovations. Only this time a full year IFITT Membership

**Join Our [Industry Sponsorship and Mentoring Program](#)**

The IFITT Innovation Challenge aims to generate innovative ideas and conceptual solutions with the theme ICT for Sustainability and eQuality. Tourism industry partners, destinations and organisations can become part of a sponsoring and mentoring program. As mentors, these partners will help stimulate and coach the idea generation process, based on their experience and knowledge in their respective tourism subdomain.

**[EIFMeT2020 First Success](#)**

IFITT is delighted to share that this year European IFITT Masterclass on e-Tourism attracted more than 90 registrations from more than 20 countries. In EIFMeT 2020, a series of cool workshops have been designed for the travel industry practitioners and Master students of Tourism programs. This year the workshop focused on innovations, marketing, and sustainability in Tourism and Hospitality. IFITT is delighted to announce that European IFITT MasterClass on eTourism will take place in August/September 2021 in Finland!



We have had to cancel our November 5th Conference, in London, but we are planning to provide some webinars instead, similar to the ones we provided in May.

For most of August we were optimistic that we would be in a position to run the November Conference, but towards the end of that month, and as levels of COVID-19 infections rose again in September, it became clear that we would not be able to hold a physical conference.

We will be taking a decision on the February conference, and whether this can take place, before the end of the year.

The pandemic has had a devastating effect of many of our member organisations, and whilst we pull together an agenda for the webinars, we are aiming to address subjects and issues both directly relevant to the pandemic, as well to Revenue Management and Pricing within a ‘normal’ or ‘new normal’ environment.

We have seen during the pandemic there has been a focus on organisational flexibility, a need for more data, and from an even wider range of sources, and those in Revenue Management being asked to provide wider cross organisation

advice.

Whilst we have some agenda items for the webinars being firmed up, if you would be interested in presenting, to describe your organisation’s experience and response to the pandemic, and how you believe that might impact RM and Pricing going forwards please do get in contact with us.

The target dates for the Webinars are:-

- Thursday 5<sup>th</sup> November
- Wednesday 11<sup>th</sup> November
- Wednesday 18<sup>th</sup> November.

We are planning to hold these at 1 pm UK time, for 60 – 90 mins.

# Project management committee discussions



by Phippa Barrett

Our last project meeting took place via Zoom on 17 September

## Membership

Sadly, we are saying goodbye to one of our Shareholders, Stena Line and would like to extend our thanks to the team for all their support over the years .

We are delighted to welcome Thomas Cook back to TTI and we look forward to working with them as we move forward .

The new TTI Membership Subscription Notices for 2020/21 have gone out. This year we have extended the TTI Membership benefits to include on-line communications such as a Webinars, why not have a look at our benefits list on <https://www.tti.org/membership/>

## Membership Categories

We have had a number of enquiries

from potential new members so thought now would be a good time to remind you of the TTI Membership Categories:

Full Members  
Independent Consultants  
Trade Bodies  
Academics  
Non-UK

If you would like more information on becoming a TTI Member, please contact Janet Butler, [janet.butler@tti.org](mailto:janet.butler@tti.org)

## Events

Our Winter Forum Webinar is coming up on 12 November (see page 4).

Don't forget, our TTI members have privileged access to an archive of all the presentations from past events so

if you wish to access the archive, again, please contact me, [phippa.barrett@tti.org](mailto:phippa.barrett@tti.org)

## Membership News

We have introduced a new section in our newsletter, Member News. This is an opportunity for you to share any news about your company or organisation with other members of TTI. This could be new products launched, new business won, new management appointments – whatever you would like to inform your fellow TTI members about. Please send your news and a logo to me, [phippa.barrett@tti.org](mailto:phippa.barrett@tti.org) and I will send these onto the newsletter's editor.

## Next Meeting

Our next project meeting will take place on the 10 December 2020 via

## TTI events 2020

### **Project Management Meetings**

Thursday 10 December 10:00 via Zoom

### **Conferences & Forums**

Thursday 12 November - Winter Forum webinar  
Wednesday 9 December - special webinar

