

"As the year draws to a close, I hope ABTOI has provided opportunities to help you tackle the numerous new legislation and directives that our industry has been overwhelmed with in 2018. From the hugely enjoyable and productive Summit to our Training with an Expert afternoons, there are more opportunities planned for 2019 and I sincerely hope to see you at any one of these". *Lisa Leggate of To Tuscany - ABTOI Chair*



World Travel Market 2018

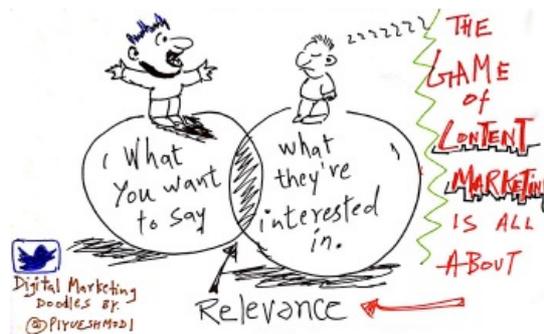
For those preparing to attend WTM, ABTOI will once again be present, located at the Information Desk at the back of the Italian Tourist Board stand. Naturally, we would like to see as many members as possible so if you would like a 'catch up and espresso', please let me know soonest.

DATE ALERT: On Tuesday 6th, ABTOI will be hosting a lunch on the stand for members, in collaboration with ENIT and region of Campania. Great opportunity to catch up with your colleagues, the lunch requires you to be seated at 12.00. To book your place (one per member), email carolyns@loveitaly.co.uk by Tues 30th Oct.

Farewell Loveitaly as new website gets underway

Designing a new website is always a 'work in progress' and the new ABTOI website is no exception. As more and more potential clients seek assurance from ABTOI on its members, a decision to build the ABTOI site as a strong corporate brand made more sense and will supersede the Loveitaly image, focusing primarily on the association's strengths as well as highlighting its members. We are hoping to roll out the new site by beginning of December so watch this space.

Training with an Expert:



Another successful training day for 12 ABTOI members took place last month with **Jill Starley Grainger**, former editor of Which? Travel Mag and commissioning editor of The Sunday Times Travel Mag. The topic of **content marketing** included tips on how to increase newsletter opening rates and customer loyalty. Jill's broad knowledge across SEO and marketing was honest and generously shared with delegates. Jill has also set up Inscribe Content, helping operators create interesting content that has proven to significantly increase customer engagement and loyalty. loyaltywww.inscribecontent.com

Look out for your next Training with an Expert with **Alessia Horwich**, commissioning editor of The Sunday Times travel, managing all their digital output too. Topic will be 'social media now-how' covering how the newspaper reaches its audience using its social media channels as well as how to improve your campaigns, who does it best and what's new. Monday 10 December.

New Members:

We Are Travel: Escorted, group and tailor-made tours, specialising in adventure and activity. A family-run business committed to 'responsible travel' and 'ethical and sustainable tourism' www.wearetravel.co.uk

The Italian Travel Network is a platform for travellers to find everything in one place from products to services. It works for B2B as well as a B2C experience www.italiantravelnetwork.com

Marche Holidays provide a range of holiday homes throughout central and southern Italy from Le Marche's Adriatic coast through to the heel of Italy, Puglia www.marcheholidayhomes.co.uk

Diary Dates:

WTM Dates:

Mon 5 – Wed 7 Nov 2018

Press Lunch:

Tues 20 Nov 2018 Slow Tourism - event now full

Training with an Expert:

Mon 10 Dec 2018 Alessia Horwich on Social Media Know-How

AGM:

Wed 20 Feb 2019 The AGM will take place at a central London location for all members including lunch

ABTOI Summit:

To be confirmed shortly

Elman Wall Summit makes history



The recent Elman Wall Summit made history as the first all-female UK travel industry speaker line-up. MD **Jonathan Wall** said it was designed to commemorate 100 years since women were granted the vote in the UK.

The Summit brought a warning as industry leaders discussed the challenges presented by the uncertainty surrounding the UK's impending departure from the EU. Rumours abound but leading industry figures recommended adding a Brexit clause in contracts so that if you can't provide a service you can provide cancellation/refund. **Victoria Bacon**, **ABTA** director of brand business development, stated it's all about making people on both sides [business and consumer] understand their rights.

A major concern was over free movement of workers. Lobby group **SBT** (Seasonal Businesses in Travel) with more than 200 members, represents operators employing UK staff in EU resorts. A report estimating the impact of a no-deal Brexit is available.

If you are an owner or Director and would like to attend the **Elman Wall Summit** next year, please contact carolyns@loveitaly.co.uk

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