



A hugely successful **ABTOI Summit 2019** took place in Italy staying at the idyllic **Tenuta dei Ciclamini** close to Todi, Umbria. Guest speakers, journalists and members arrived into Rome Airport and were swept off to meet the Mayor of Todi and enjoy a delicious wine tasting with an extensive traditional Umbrian buffet.



"That was a fantastic conference trip in Umbria - very many thanks for including me in your line-up and such a lovely group. It was a wonderful few days from start to finish".

Gill Haynes - Silver Travel Advisor

The Summit opening tackled industry issues most prevalent in our travel industry and included a talk from **ABTA** on post Brexit impact and practicalities which lead to a host of discussions over ensuing few days. **Kennedys Law** presented on the new trend of holiday claims where bed bugs and slips affect not only tour operators but villa suppliers too. Top industry influencer **John McEwan** (formerly MD Thomas Cook) gave an overview of his industry career and advice on how to survive a difficult trading year. Gill Haynes of the **Silver Travel Advisor** revealed some surprising facts from the latest findings in recent surveys on the 'mature' market. Just before a lavish buffet lunch accompanied by fine wine, the **Borghesi Italia Tour Network (BITN)** provided an excellent overview of Umbria, where to locate the borghi (most beautiful villages in Italy) and how our operators can work with them on tailor-made itineraries for clients looking to fully immerse in a beautiful Italian village lifestyle.

"I wanted to extend my thanks and gratitude in making me feel so welcome at the summit. It was a fantastic event; from the venue, people to the speeches and sector conversations had during each day and evening"

Hannah Garcia HF Holidays



An inspirational afternoon of micro sessions included top tips on how to increase newsletter opening rates (**Jill Starley Grainger**) and building film into your marketing campaign whilst attracting google spiders to help propagate growth and promote your business (**Crows Nest Films**).

A great few days filled with informative chat, inspiration and excellent networking, it goes without saying the food and wine were outstanding. We offer sincere thanks to the **Italian Tourist Board**, the **Region of Umbria** and **BITN** (exclusive operator of I Borghi) for enabling the most successful, enjoyable and smooth-running Summit yet.



Training with an Expert

We were delighted to welcome Alessia Horwich, Commissioning Editor of **The Sunday Times** travel who also manages all their digital output too for an afternoon on social media know-how. A well presented and informative afternoon understanding how The Sunday Times reaches its audience using its social media channels and included top tips on how to improve our own campaigns.

New Venue: Latest press lunch

Fine Italian food and wine paved the way for a hugely successful press lunch when ten ABTOI operators and ten journalists dined at the beautiful Chelsea restaurant Daphnes. The theme of summer adventure holidays in



Italy's lakes and mountains brought a new angle to an old theme and was attended by **Eddi Fiegel** (Editor and freelance for the Times, Guardian and Telegraph), **Anna Hyman** (Editor of The Foody Traveller) and a host of influential freelancers.

The AGM & Lunch

The Italian boutique **Hotel Baglioni** overlooking Hyde Park was the recent venue for the latest AGM in February with more than 50% of ABTOI members attending and enjoying a great lunch to follow.

Other News:

Excellent news from ABTOI member **Sardatur Holidays** who were acquired by the **Uvet Group** earlier this year. The Uvet Group is an Italian leader in tourism and covers an extensive range of services in the industry.

Dates to Watch:

11 July 2019:

ABTOI Yacht at the Regatta (limited places)

26 September 2019:

Training with an Expert - Crows Nest Films

October 2019:

Press lunch - theme to be confirmed

4 November 2019:

World Travel Market

Archgate
823-825 High Road
North Finchley
London N12 8UB
info@loveitaly.co.uk



This email was sent to {EMAIL}
You received this email because you are registered with ABTOI

[Unsubscribe here](#)

Sent by

 sendinblue

