



Enrico Soresini (International Rail), Carolyn Spinks (ABTOI), Martin Garland (Italian Expressions), Dino Triantafillou (Italian Journeys)

The Future of Travel & Tourism was the theme for the 7th ABTOI annual Summit which took place in a spectacular location in Hampshire at the atmospheric **Elvetham Country House Hotel**. Its roaring log fires, cosy lounges and spectacular countryside views made the perfect backdrop for colleagues to informally catch up and discuss the challenges of not just the last few years, but also the future.

Trends expert and forecaster Tom Johnson of the **Trajectory Partnership** opened the conference demonstrating the latest research on how the new post pandemic society has developed after Brexit and Covid 19, addressing new economic realities, amounting to new consumer attitudes and implications for travel and tourism.



Ilenia Cocco (ENIT)

ABTOI were delighted to be joined by Ilenia Cocco Trade Manager of **the Italian Tourist Board UK/I** who shared ENIT's objectives and data projections for 2022 as well as highlighting the eclectic mix of marketing and pr projects completed during 2021.

With consumer confidence at an all time low, Tess Longfield of **Lotus PR**, discussed how the media landscape has changed, and after scrutinizing the latest media consumer research, what new strategies could be implemented to overcome poor consumer perception. Tess also provided an opportunity the following day for many members to gain insight on how Lotus PR worked with Italian regions and cities with the media with an interesting inter active session.



Claire Mulligan (Kennedys Law)

With so many new precedents set over the last few years for our industry, Claire Mulligan, head of travel at **Kennedys Law** explained how a major tour operator court case concluded and what the rulings meant for operators in the future.



Jonathan Keates (Venice in Peril)

Building up to an almost standing ovation, Jonathan Keates 'stole' the show and was the subject of conversation for the remainder of the Summit. Chair of the charity **Venice in Peril**, Jonathan Keates is an acclaimed author and journalist. We loved him because he required no AV equipment and spoke from the heart with an impassioned plea to look after Venice and how the charity Venice in Peril operates. On asked how the travel industry can collaborate with VIP, Mr Keates commented that such companies working with them on specific projects, can access a fantastic pool of resources, specialists and guides for any of their clients visiting Venice giving them a fantastic USP as an operator.

For more info, please email info@abtoi.com.



Ilenia Cocco (ENIT), Lisa Leggate (To Tuscany) Helen Forbes (Essential Italy) Milena Iyer (Kennedys Law)

The Prosecco party would not have been possible without the support of **Kennedys Law**, who also sponsored the wine to accompany a sumptuous dinner in the Oak Room. As is customary, networking continued into the early hours in the beautiful lounge with its large sofas, roaring log fires and amply stocked bar.

Further smaller, well attended sessions ensued the following day tackling new travel regulations with Julie Jones of **ABTOT** and a look at booking conditions and supplier contracts with Claire Mulligan of **Kennedys Law**.



Wayne Gould and Ashley Bullock (Trust Payments)

An excellent introduction by Wayne Gould of **Trust Payments**, our new preferred partners, provided ample opportunity for numerous **ABTOI** members to book a one-to-one with both Wayne and Ashley of Trust Payments, discussing managing cash flow and lowering op costs.



Rod McDonald (Ski Supreme) and Molly McKean (Friends of Tuscany)

A highly beneficial few days, welcoming new members and catching up with colleagues in a beautiful location. Thanks to all our members who took the time to provide fantastic feedback. We hope you all found it informative, inspirational and feel ready to take on the next challenges that the travel industry invariably throws at us.

ABTOI

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