



# Why book with an ABTA Member?

A photograph of a young man and woman hiking in a desert landscape. The man, wearing a green t-shirt and a backpack, is taking a selfie with a smartphone. The woman, wearing a red jacket and a backpack, is smiling and looking towards the camera. The background shows a clear blue sky and distant mountains.

**ABTA – Your travel partner:  
choice, protection, expertise**



**Booking a holiday is fun, exciting and inspirational. But it can also be stressful. Will I get the holiday I expect? Is my money safe? What happens if something goes wrong?**

Whether you are going on safari in Kenya or relaxing in the Canaries, at ABTA we work hard to make sure you can book your holiday with confidence.

ABTA is the UK's largest travel association, representing travel agents and tour operators responsible for the sale of over £25 billion of holidays and other travel arrangements in the UK each year.

There are many benefits of booking with an ABTA Member and we've set out some of the main ones here.

## HIGH SERVICE STANDARDS

ABTA's Code of Conduct is there to ensure that you benefit from high standards of service, fair terms of trading, accurate information and a simple and straightforward complaint handling service if something goes wrong. All ABTA Members must follow the Code, which governs areas such as: accurate advertising; changes to bookings and managing customer complaints.

The Code also requires all ABTA Members to provide you with information on things like insurance, visas, passports, health requirements and any alterations to your travel arrangements.

You can come to ABTA for help if you have questions about the Code of Conduct. Members that don't follow the Code may face a penalty.



## PROTECTION

All package and 'Flight-Plus' holidays sold by ABTA Members are covered by a scheme that provides for your financial protection in the event of a company failure. This protection means you'll be able to continue your holiday as planned or get your money back if your travel company collapses. Well-known financial protection schemes include ABTA's own scheme as well as ATOL (which covers about half of UK holidays). ABTA itself protects around 3.7 million holidaymakers every year. In the last five years alone we have paid out more than £19 million to protect holidaymakers.

Many ABTA Members also offer additional protection for services such as hotels or flights on their own, which may not automatically be protected under a scheme. If you are purchasing this type of service, it's important to check with the travel company what protection is in place.

## EXPERTISE

ABTA provides expert help and advice for holidaymakers. Look on our website: [abta.com](http://abta.com).

And if you're unlucky enough to have something go wrong with your holiday, ABTA will be there to help: providing travel updates and expert advice in a crisis and helping you understand your rights.

## COMPLAINTS RESOLUTION

Booking with an ABTA Member means that if you have a complaint and haven't been able to resolve it with your travel agent or tour operator, we'll help you. If needed, you'll have access to our fast, cost effective and independent complaints handling service. This could save you hundreds of pounds in legal fees as well as time and hassle.

## RESPONSIBLE TRAVEL

ABTA is leading the industry in supporting responsible tourism, improving health and safety and promoting sustainable practices among travel businesses at home and abroad, helping to make sure you have a good time on holiday, for many years to come.

## CHOICE AND FLEXIBILITY

There are more than 1,200 ABTA Members giving you plenty of choice and flexibility, whether you're looking for a tailor-made itinerary, luxury cruise, weekend break or an all-inclusive resort.

So when you're booking your holiday, always remember to look for the logo.

# ABTA benefits

- High service standards ✓
- Protection ✓
- Expertise ✓
- Complaints resolution ✓
- Responsible travel ✓
- Choice and flexibility ✓

## CONTACT DETAILS

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