

The Association of British Travel Organisers to France is a Trade Association founded in 1992 to promote the interests of tour operators, travel organisers and group operators specialising in France as a destination.

Objectives

- To give an official status to travel organisers selling products in France
- To work together to maximise business opportunities
- To maintain regular contact with UK and French authorities at all levels.
- To provide a point of contact on legal and other professional services.
- To liaise with carriers about matters of general industry interest.
- To develop communications with other related trade associations.
- To work closely with the media to ensure members' interests are promoted.

What is ABTOF?

ABTOF has some 150 tour operators and travel organisers as its members, ranging from the very largest to the smallest. Alongside these are a range UK and French Affiliate members, through who is offered an ever increasing range of products and services.

The administrative base is in Kent, where we have our own dedicated team of trained staff allowing you to contact us directly whenever you need to. The ABTOF office is open from 08:30 to 17:00 Monday-Friday. Outside of these times you may leave a message on the answer phone or, alternatively, send us a fax or an e-mail.

Why join ABTOF?

Apart from the obvious advantages of belonging to an association which most of your competitors belong to, ABTOF organises a variety of genuinely useful training seminars, educational visits and conferences that are directly relevant to your business. Needless to say these all provide an extremely valuable source of business contacts which you might otherwise have difficulty building up.

Who is eligible?

Any company or organisation with a specialist interest in the promotion of travel and tourism to France can join as a Full Member, provided any legally required financial protection for clients is in place. For those organisations wishing to provide goods or services to ABTOF Full Members, an Affiliate Membership scheme is available. A separate affiliate membership pack can be requested.

How to join?

To join, you simply need to complete the attached Membership form and return it along with your membership fee to the administrative team. On receipt of the completed form and payment, you will be sent a Welcome Pack and your company details will be added to the website www.franceyesyoucan.com

1 ABTOF - an independent association with a wide knowledge base

ABTOF is a non profit independent association whose goal is to serve its members. It works closely with Atout France and other relevant organisations but has its own elected committee of ten members, plus a full time secretariat.

Professional Advice

- 1) Members have access to legal telephone advice from MB Law solicitors who provide expert advice on travel related law. You may make up to five calls a year free of charge. This facility also exists with PWC in Paris. Trading Standards advice is also available, which has proved invaluable with the evolving EU Directive
- 2) Elman Wall, Chartered Accountants who specialise in all aspects of tour operations and travel related business, provide telephone advice for ABTOF members on UK accounting and Taxation.

Statistics At certain times during the year surveys are carried out to give members a view on the market conditions.

Monthly Newsletter This helps members keep up to date with events and what's happening in the association.

Training During the year a series of low cost training days are held. Experts in various fields share new initiatives and guidance with members. Subjects include: Digital photography, customer service, legislation, marketing etc...

Trading One of the rules of membership is that member's trade legally. To this end, the secretariat will check that each member conforms to the requirements of the EU Directive on Package Holidays. A major benefit of this rule is that French suppliers are likely to view ABTOF members as a better credit risk than other companies.

General Advice and Information The ABTOF office is always pleased to follow up general enquiries and questions from members. We may not always know the answers, but we usually know someone who will.

2 Public Relations and working with the press

Requests from journalists A service designed to keep members informed of the increasing number of information requests ABTOF receives from journalists. Details of each request are e-mailed to all relevant members (and their PR companies where applicable). The member then liaises directly with the journalist responsible.

Press Lunches In conjunction with Atout France, we invite members and journalists to attend a wide programme of themed Press lunches. Members have an opportunity to introduce their new products and meet the media. France's Big Lunch is in November and attracts in the region of 100 journalists. The Ski Lunch is in September.

Review of the weekend's press – Each Monday afternoon we provide a free summary of what has been written about France in the Travel sections of all National Press. An easy way to monitor who is writing about what.

3 Networking Events

Annual Conference The Association holds its conference in France. It is the perfect opportunity to keep up to date with new ideas and technology. The format is a 4-day event and sponsorship ensures that the cost is kept to a minimum for participating members. All members receive an invitation well in advance.

AGM In the Autumn, we organise a seminar in London to coincide with the AGM. The day includes presentations from industry experts. This is an ideal opportunity to meet up to discuss progress and problems.

Educationals ABTOF sponsor educationals to various destinations, in conjunction with the regional tourist offices and transport providers. A small administrative fee is charged. A great way of experiencing regions and making contacts.

Networking Days A number of events are held for members during the year varying from Golf to day trips to France.

4 Tools to help you on your way

ABTOF Members Handbook The handbook is produced each year in September and lists all members giving a brief description of their activities and principal contacts. The Directory is intended principally for use by the Media (mailed to 500 travel writers/journalists), it is also distributed free of charge to all members each year.

Joint Press Advertising In conjunction with Atout France and other organisations, ABTOF runs campaigns each year for operators. We negotiate special rates in all forms of the media and all full members may take part.

Affiliate Members The Association actively encourages suppliers, both UK and French, to join as affiliate members. In this way members are able benefit from special ABTOF rates negotiated with such suppliers.

ABTOF Web-site The site is designed as a 'hub' from which members of the public can link on to full members' web-sites. A listing on the site is free of charge to all full members, with the option of being included in the search facility for a small fee. The URL is www.holidayfrance.org.uk

FULL MEMBERSHIP APPLICATION 2011

Please complete and return all three pages of this form, with your annual subscription fee, to the ABTOF offices.
A ONE-OFF REGISTRATION FEE OF £75 + VAT SHOULD BE ADDED TO YOUR FIRST YEAR SUBSCRIPTION

The subscription fee is based on French related turnover per annum, as follows:

FRENCH RELATED TURNOVER UP TO:	FEE	VAT	REGISTRATION FEE	VAT	INVOICE TOTAL	TICK HERE
£500,000	£299.00	£59.80	£75.00	£15.00	£448.80	<input type="checkbox"/>
£1 MILLION	£309.00	£61.80	£75.00	£15.00	£460.80	<input type="checkbox"/>
£3 MILLION	£415.00	£83.00	£75.00	£15.00	£588.00	<input type="checkbox"/>
£5 MILLION	£509.00	£101.80	£75.00	£15.00	£700.80	<input type="checkbox"/>
£8 MILLION	£579.00	£115.80	£75.00	£15.00	£784.80	<input type="checkbox"/>
£10 MILLION	£655.00	£131.00	£75.00	£15.00	£876.00	<input type="checkbox"/>
£15 MILLION	£799.00	£159.80	£75.00	£15.00	£1048.80	<input type="checkbox"/>
OVER £20 MILLION	£939.00	£187.80	£75.00	£15.00	£1216.80	<input type="checkbox"/>

Company Name
(as to appear in Handbook)

Trading Names

Full Address

Telephone Fax No.....

E-mail

Website

ABTOF Representative

Job title

Direct Telephone No.

Second ABTOF Contact

Job title

Direct Telephone No.

Press Contact

Job title

Direct Telephone No.

"In terms of focussed networking opportunities, straightforward advice and information, a really valuable conference and the sheer enjoyment of socialising with like minded professionals, ABTOF has no equal. And all for a bargain subscription! We are in this organisation because we want to be, not because we have to be." **Robin Wilkins, MD, Seafrance.**

"ABTOF's highly perceptive administration team keeps the membership in touch with the latest developments in the French market and has perfected the 'knack' of bringing together its members so that they actually want to attend meetings and discussion forums. This has provided a strong and resolute marketing force to push forward the promotion of France. Belonging to and taking an active part in ABTOF is essential to our business." **Iris Matthews, Matthews Holidays**

"ABTOF has been an excellent way to focus our attentions on the wonderful holiday opportunities in France. Kirker Holidays has benefited from the networking, particularly the journalist contacts. Membership also demonstrates to potential business partners and clients how seriously we take this beautiful country." **John MacNeill, Managing Director, Kirker Holidays**

"As a small holiday accommodation specialist in France, it has been a good investment for us. It is excellent at providing a generic view of French tourism and lifting our heads to look at the bigger picture. The contacts and knowledge that we've gained through events has really helped; legal advice, help with forming relationships with Tourist Offices in the regions, accounting and generally help with maintaining sanity by realising that you are not the only one facing the issues! If you are serious about your business and France, I would strongly recommend joining." **Colin Bowles, Joie de Vivre**

"ABTOF is a professional, well run body with clear objectives. As a small, specialist operator to France, ABTOF provides us with a louder voice than we could achieve on our own. It also provides an invaluable forum for industry issues and market conditions and a friendly atmosphere for all members". **Russell Wheldon, Marketing Director, Mark Hammerton Group**

"If I were to compare ABTOF to a famous celebrity, I'd go for Jamie Oliver: passionate about what it believes in; professional but with the courage to challenge tradition; understands the importance of humour; doesn't cave in when the going gets tough, and values people above all else. It enjoys great relations with the press, the legal and professional bodies and selected training organisations. We've been members since the early days of 1993 - here's to the next 13 years!" **Catherine Crone, MD, Headwater Holidays**

"ABTOF's role as a clearing house for journalists' enquiries is particularly useful, as is featuring our website on the ABTOF website." **Stuart Mee, Drive Alive Holidays**

"A really pro-active organisation which is both friendly and knowledgeable. It is 'the' organisation to belong to for a French Tour Operator." **Susi Madron, Cycling for Softies**

"ABTOF's product knowledge/familiarisation trips run throughout the year which gives us a great opportunity for staff to improve their knowledge of the areas and products they sell. Also ideal for exploring new business opportunities with local suppliers who are often at hand to assist." **Richard Grimsdale, The Camping and Caravanning Club**

"ABTOF have provided us with guidance on health and safety issues and assisted in producing inspection form for our properties, and have provided us with many excellent PR leads." **David Williams, Great Escapes**