UKINBOUND

THE VOICE OF INBOUND TOURISM

UKinbound Group Friendly Charter



Why are we doing this?

- Prior to COVID-19 the UK had been experiencing a growth in smaller, more personalised tours. The pandemic has accelerated the demand for this type of tour.
- Demand for group travel however remains strong.
- Tour operators are challenged to contract group accommodation whilst accommodation providers consider how to respond to market needs



Mission

As part of its response to COVID-19, UKinbound is committed to helping its members and the wider industry recover through 2021 and into the future.

The UKinbound Group Friendly Charter recognises that there are challenges for tour operators to secure the availability they need, with the required flexible conditions, to sustain their businesses.

The purpose of the Charter is to facilitate collaboration between participating tour operators and accommodation providers to aid the industry's recovery.

The Charter will benefit:

- tour operators who can identify those accommodation providers that can welcome groups
- accommodation providers who can clearly self-identify as being group friendly

Principles

The central principle of the UKinbound Group Friendly Charter is to offer flexibility in good faith, in response to changing global travel conditions.

Any and all accommodation providers across the UK can sign up to the Charter. By signing up, accommodation providers agree to operate and deliver, to the best of their ability, a set of Core Standards when contracting with UK tour operators.

UKinbound accommodation members can optionally sign up to a set of Enhanced Standards. These benefits are exclusively available to UKinbound tour operators and will encourage mutual collaboration between UKinbound members.

Tour operators must quote their UKinbound membership in order to benefit from these Enhanced Standards.

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CORE STANDARDS

- Fair prices – no increase in rates year-on-year for like-for-like groups moved from 2020 to 2022 – subject to availability
- If group size increases, the rate will be honoured for up to an additional 10% of group size – subject to availability
- Participating accommodation providers must be able to demonstrate an existing COVID-safe policy (e.g. VisitEngland We're Good to Go or equivalent)
- 10% or 2 rooms (whichever is the greater) can cancel free of charge up to 48 hours prior to arrival – group terms are only available when the final number is a minimum of 8 rooms
- If Government restrictions, either domestically or internationally, result in the group not being able to travel (either as a whole or a part), the relevant numbers can be cancelled free of charge subject to receipt of confirmation from the relevant Government. This overrides any other pre-existing agreement on cancellation terms.
- Timely regular communication from tour operator to the accommodation provider to update on group sales, with agreed reduction of group rooms holding if required

These terms are valid for dates of travel up to and including 30 April 2022. The terms and validity period will be reviewed quarterly from September 2021.

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ENHANCED STANDARDS

For UKinbound accommodation provider & tour operator members only

- Valid for groups travelling with a minimum of 8 rooms and maximum 30 rooms
- Free cancellation up to 14 days prior to arrival for the whole group
- 1 free single room for the driver / tour guide if applicable, guaranteed when 8 rooms or more are booked, on the same board basis as the group
- If no driver / tour guide accompanies the group, a free single room is offered with 20 paying guests

These terms are valid for dates of travel up to and including 30 April 2022. The terms and validity period will be reviewed quarterly from September 2021.

Implementation



A dedicated section on the UKinbound website will provide details of the Charter, a list of approved accommodation providers (Core & Enhanced), and link to a webform for accommodation providers to register.



The UKinbound team will review applications to ensure the applicant has the necessary permission to represent the individual property and/or franchise



UKinbound tour operator members will also be able to use the Charter logo on their marketing materials as a mark of confidence for their international clients.

Next Steps

COMMUNICATIONS CAMPAIGN

- Accommodation providers
- UK tour operators
- International buyers
- National & regional tourist boards
- Travel & hospitality associations
- Trade media

DIGITAL ASSETS

- Accreditation logos
- Press release templates
- Social media templates
- Flyer for suppliers & clients

Any Questions?

