

Aito Conference 2018

November 22-25 • Hilton Garden Inn • Ras Al Khaimah



Morocco

James Chapple
THE NUMBER of UK agents in the Middle East is likely to decline in 2018, says the Vist. ADIA of production and speaking at Aito. He said all membership "stable" in regard to contribution reduction in "Franchising" and retail franchise methods.

Aito report

AITO 2018 begins under the theme 'A Tale of the Unexpected'
The 2018 edition of the AITO conference (The Association of Independent Tour Operators) took place in Ras Al Khaimah, UAE. This year's conference highlighted Ras Al Khaimah as a tourist destination that has a variety of offerings that go beyond its sandy beaches, taking holidaymakers on a journey of discovery, including a variety of cultural and outdoor adventures which delegates had the opportunity to experience for themselves.
The Ras Al Khaimah Tourism Development Authority (RAKTDA) aims to increase the number of UK visitors in 2018 by 70% and visitors this year.
As 70% of visitors to the region are families, the tourism authority is keen to continue to attract this demographic; the region has recently added a new zip line for children and will see the return of hotel packages that offer a 'kids go free' incentive.
Speaking to Travel Bulletin at the conference Hathem Matar, CEO of the tourism authority, said: "The key thing we can do is now. The current restrictions and

MARKETING ADVICE
Delegates urged to



Delegates had the opportunity to experience the world's longest zip line. The 'Red Line' flight in Ras Al Khaimah.

Travel trends across the generations

ELIZA FILBY, generation expert and historian of contemporary values, explained to delegates the distinction what is age specific behaviour highlighting the different generation stereotypes. Baby Boomers (born between 1946 and 1964), Generation X (born between 1965 and 1979), Millennials (born between 1980 and 1994) and Generation Z (born between 1995 and 2012) and Generation Alpha (born within the 21st century).

Overseas
Aito Conference 2018:
10 delegates
the best ways to
to clients and
generations
come
options
Middle East.
This reports
Ras Al Khaimah



Generations expert Eliza Filby



Rachel Jelley, Sunvil; Julie Croucher, Travel With Jules; and Suzanne Warren, Sunvil



New Aito members; Jamie Lottou, Amal Waters; David Sealy, Exsus Travel; Derek Moore, Aito chairman; Sarah Zimmerman, The Travel Department; and Alan Rooney, The Cultural Experience

...tells Aito delegates to the generation game

taking multigenerational family holidays."
...tant
democratic methods to run their businesses.
She warned: "Millennials will challenge you more than

Travel companies urged to comply with new tax rules

Firms have been warned to comply with new government requirements to file digital VAT records before time runs out.
From April 1 next year, as part of HMRC's Making Tax Digital scheme, all companies with a taxable turnover over £85,000 will have to keep records and submit

Aito Insights resurgence

Direct mail is becoming increasingly effective as a way for specialist operators and agents to keep in touch with customers, according to the latest Aito Insights Survey.
More than a quarter of respondents (26%) were by