

The New Normal

**What is
'Normal' and
will we ever
get there?**



The Specialist Travel Association

- Born in 1976
- 200+ Strong Family of Specialist Tour Operators, Travel Agents, Business Partners and Tourist Boards
- Primarily Small and Independent
- All Operators Fully Financially Protected



COVID Carnage

- Let's face it, it's been awful
- Members have been so resilient
- How many setbacks can one take?
- Stick at it or throw in the towel?



Light at the end of the tunnel?

- **Global Travel Task Force**
- **Government wanted clarity**



Would a traffic light system work?

- A great new idea?
- Good in principle
- Poor in reality



The current system is broken

- Who's making the decisions
- Green should mean Green
- Vaccination benefit
- Can the system be saved?



Short Term Outlook

- Levels of Demand
- Summer 2021
- Lates Market
- Supplier Challenge
- Need Sector Specific Support Now



Longer Term Outlook

- Are businesses under threat now?
- How long can businesses survive?
- Prospect of pre-pandemic levels?
- Will we be allowed to travel?



Will there be a New Normal?

- Pricing
- Flexibility
- Customer communication key
- Term & Conditions
- ATOL Reform



Thank You and Any Questions?

- Thank you for your time
- Please feel free to ask any questions or email me later at [martynsumners @aito.com](mailto:martynsumners@aito.com)

