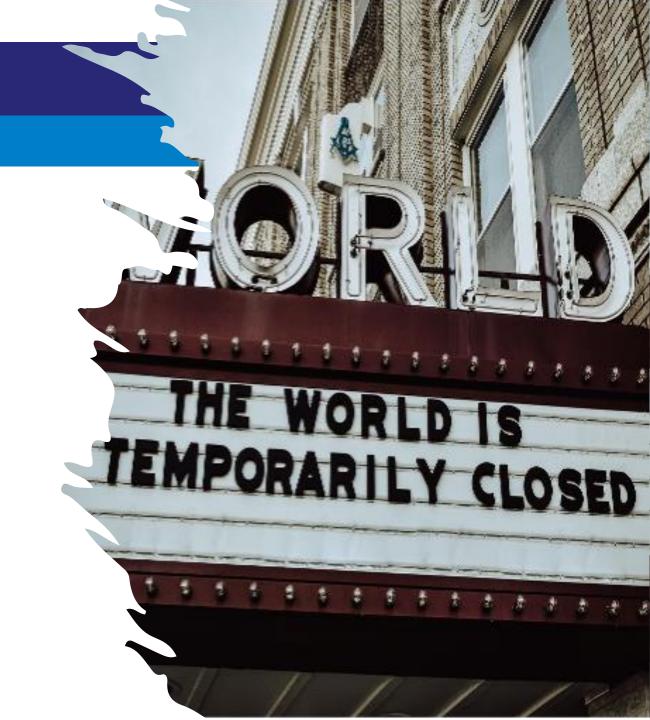
#### The New Normal

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



**Martyn Sumners** 

**Executive Director** 



# 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



