



Your member benefits include:

- CTC Handbook each year, helping you locate business partners
 - FREE legal hotline
 - FREE TOMS and tax advice
 - FREE advice on handling complaints
 - FREE PR advice
 - FREE listing on websites
 - FREE listing in CTC Handbook
 - FREE ferry crossings
 - FREE theatre tickets
 - Discounted hotel rates
- A great community to swap ideas
 "Every new member makes a massive difference to the CTC. We are not a trade association but a marketing organisation, and one driven by a passion for coach tourism. But to promote this great industry, we need its support. Please join the CTC and see what you've been missing," said Mr Wales.

Your place in the CTC Handbook

WHAT IT MAY lack in stature it makes up for in content – the CTC Handbook has become one of the most useful guides – to operators AND to suppliers. Aside from featuring every CTC member, with full contact details, the CTC Handbook includes key facts and figures about the industry which can be used in your promotion, samples of the great press coach tourism is achieving, and more besides. But it comes into its own as a directory for YOUR business – no bus operators, no train operators, just coach operators involved in tourism, plus details of suppliers from every corner of the industry. An annual publication which is distributed to membership and the press in March, the CTC Handbook is a window on the world of coach tourism.

We've come a long way...

...but there's much more we can do for you, says CTC's chief executive

FROM ITS BEGINNINGS in 1988, the Coach Tourism Council has made great strides in promoting holidays by coach. The CTC began life at a time when the cheap flights boom was in its infancy and flight-based package deals had a complete stranglehold on the holiday market, leaving tourism by coach a 'Cinderella' industry with a dull image.



Since then, the cheap flights boom has foundered as holidaymakers discover its shortcomings, and the package deal stranglehold has been broken by do-it-yourself holiday websites which allow you to build a break from scratch. And coach tourism has stepped up to the plate.

With the help of the CTC and its members, coach tourism now appears almost every week in newspapers as a valid holiday choice. Journalists write about coach holidays, local and national government now considers the role of the coach in new developments, and tourist offices are much better at promoting groups.

But there's still a long way to go, says CTC Chief Executive, Chris Wales: "I am proud of the CTC's achievements so far. The sheer quantity of press coverage we have obtained through our initiatives has put coach tourism much more firmly on the tourism map.

"Our success has been driven by effort and determination but the contribution our members have made is massive. In turn, we have made great strides in ensuring that members get value for money in very practical ways."



Above: CTC familiarisation visits are structured with buyers in mind

Left: Smart vehicles will always be among our best marketing tools



The Coach Holiday Conference CTC workshop has become a permanent and popular fixture of this two-day event

CTC brings operators and suppliers together

KEEPING THE COACH TOURISM COUNCIL in the public eye is vital if it is to achieve its aim of growing the market for coach travel.

But the CTC also brings trade suppliers and operators together, providing support in the form of business and networking events, fam trips and also a presence at trade shows.

The annual Coach Holiday Conference is jointly organised by CTC and the Confederation of Passenger Transport, whose Bonded Coach Holiday scheme is the route many of our members take to meet the Package Travel Regulation.

It's a two-day event which blends conference sessions with a supplier workshop and familiarisation visits around the venue – which changes every year.

Best of Britain and Ireland is the premier travel trade event, where CTC

has a stand, not just so members can meet us but as a liaison point for tourist authorities who'd like to grow their coach tour market.

Every year the CTC combines its AGM with a networking event, fam trip and industry related seminar - in 2010 it will be held at the Leicester Marriott Hotel (6/7 June).

In addition to providing opportunities for members to swap ideas, the CTC also teams up with tourist organisations to provide FAM trips in the UK, Ireland and abroad while also working with theatre ticket agencies to bring operators a preview of West End shows.

The CTC believes taking the opportunity to talk to fellow operators and suppliers is vital if the coach tourism industry is to provide modern, well-honed products to a market which regularly changes.

Press here...

THE CTC'S BURGEONING relationship with the travel press has produced cost-effective marketing and improved the image of coach tourism. Journalist and author Kate Dunn climbed aboard a coach with an open mind when the Coach Tourism Council invited her and her mum, Pru, for a weekend away in Kent.

Part of a group of journalists being shown the best of coach tourism by the CTC, Kate was among those who'd last travelled by coach as a child: "It's a strange feeling, letting go of ingrained prejudices, but that's what I found myself doing on all kinds of levels," she wrote afterwards. "The unexpected pleasure for me was discovering how convivial coach travel can be."

"...overwhelmingly, there's the company of civilised, funny, erudite and well-mannered people," wrote Daily Telegraph journalist Anthony Pergrine after a trip arranged by the CTC. "This has been the Best of Britain on tour. Heaven knows why I waited so long."

The public relations of the CTC is handled by Paul Ovington of Direct PR in London. The location ensures he can have ready access to national newspaper contacts but, increasingly, Paul has extended his remit to provide bespoke PR for CTC members.

"Clearly there are limits on my time, but I can broker a deal with the local operator's media to get a journalist aboard a tour or excursion in exchange for some coverage," said Paul. "There are no guarantees, of course, but I have had some successes."

The central – and most successful – focus of current CTC PR is getting journalists aboard coach tours, some for the first time in decades. The result? "...the Coach Tourism Council certainly opened my eyes to the benefits of coach holidays," wrote one journalist in a regional newspaper. "I wasn't thinking about if I'd remembered my show tickets or whether I'd be able to navigate the area surrounding the theatre and get there on time. All of this was sorted for me..." wrote another.

Paul Ovington is under no illusions that he can take his foot of the throttle: "Sometimes it's like the proverbial Chinese water torture, dripping information on to the media until they finally crack!" he joked. "But seriously, we have a great story to tell in coach tourism, and little by little, we are getting through to newspapers, radio and TV that a coach holiday is comfortable to the point of laziness, 'greener' than anything else and the best value in tourism."

Voice for coach tourism gets louder



CTC chairman Sean Taggart has been leading the way in initiatives to give coach tourism a bigger say in the travel and holiday industries. As a result the CTC is now actively involved in the policy-making, marketing and PR agendas of VisitEngland and we now have representation on a number of travel industry bodies to ensure that for the first time coach tourism really does have a national voice.

Indeed coach tourism now has a key role in the annual Best of Britain & Ireland show with a hosted buyer programme for CTC operators being a key part of the trade event. The CTC also

has a place on steering groups for British Tourism Week, the Diploma in Travel & Tourism and the CPT's Coach Commission.

"I believe passionately that CTC membership represents outstanding value for money," said Mr Taggart. "We have become a very proactive organisation which has led to us gaining a much higher public and trade profile which together with our on-going initiatives and events, ensure that both operators and suppliers really do benefit from membership."



A group of regional and national journalists enjoy a CTC press trip



Members on a Stena Line familiarisation trip to Holland

2010 CTC MEMBERSHIP APPLICATION FORM

Name of Business

Membership categories and annual subscription rates for 2010 (please tick whichever is appropriate)

- Small Coach Operator (up to 5 coaches) - £225 + VAT of £39.38
- Coach Operator (6 coaches and more) - £325 + VAT of £56.88
- Industry Supplier - £425 + VAT of £74.38
- Associate (discretionary) - £225 + VAT of £39.38
- Individual membership - £75 + VAT of £13.13

Please note VAT rates shown above are at the new rate of 17.5 per cent applicable from 1 January 2010

Contact Name Position.....

Address

..... Postcode

Direct Tel Office Tel Fax

Personal Email

Customer E mail

Website

Please give up to 100 words to describe your company's activities - this will form your entry on the Coach Tourism Council website and in the next CTC Handbook.

.....

I/we apply for membership of the Coach Tourism Council. We understand the Constitution of the CTC and agree to abide by the Rules (a copy of the Constitution can be sent on request).

Signed Position Dated

Please return this form via e mail to admin@coachtourismcouncil.co.uk and include your logo or post to:
Coach Tourism Council, 10 Bermondsey Exchange, 179-181 Bermondsey Street, London SE1 3UW

- An invoice will be forwarded on receipt.
- Membership commences on payment of your subscription.