

**PRESS RELEASE 3 August, 2020**

**[YOUR COUNTY] TRAVEL AGENT BACKS INDUSTRY PLEA TO #SAVETRAVEL**

A [your county/region] travel agent is backing a travel industry campaign seeking specific government support for a sector on the brink of collapse.   
  
[Your travel agency] in [your town] is one of thousands of travel companies – and their customers – who are backing the #SaveTravel campaign, by signing a letter to transport secretary Grant Shapps and chancellor Rishi Sunak demanding urgent financial support for travel businesses and their employees.

Without urgent help, hundreds of thousands of jobs could be lost, and hundreds of the nation’s favourite holiday companies could collapse.

The #SaveTravel campaign, launched by the UK’s oldest travel trade magazine, *Travel Trade Gazette*, has issued the following demands:

* A holiday on Air Passenger Duty until the end of August 2021, to help with pricing and encourage consumers to start booking holidays again;
* Direct sector-specific support for the travel industry and the many travel agencies, tour operators and other SMEs working within it – not just airlines;
* A commitment to giving more notice on changes in travel advice and quarantine status

[Your name, job title] of [agency name] said: “I’m supporting the #SaveTravel campaign because no other industry has faced the unique set of challenges that ours has.

“My team has been working tirelessly – and in effect, for free – since March to process refunds and rebookings for our clients, and with consumer confidence in booking future trips so dented by recent changes to travel advice and quarantine, we are now facing the most serious crisis our company has faced in our [XX] years in business.  
  
“Travel companies like mine help holidaymakers create some of their most precious memories – but if UK travellers want companies like us to survive, we need them too to lend their support to this campaign.”

Editor of TTG, Sophie Griffiths said: “The last few months have been catastrophic for the UK travel industry. Since March we have the seen the collapse of household names such as Flybe, Shearings and Cruise and Maritime Voyages, while numerous smaller firms have also failed – all as a direct result of the coronavirus crisis.

“While most other industries have been able to restart, outbound travel was thwarted by the decision to revoke Spain’s travel corridor, which significantly shook consumer confidence. Business for much of the sector is now at a standstill. Ensuring the safety of British citizens is paramount – but the sector needs urgent help from the government if we are to prevent the failure of hundreds more companies, and the loss of hundreds of thousands of jobs.”  
  
**Holidaymakers and other travellers can sign the letter and find more information at: www.savetravel.co.uk**

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**NOTES**  
The UK’s outbound travel industry, comprising both leisure and business travel, is worth an estimated £37.1 billion to the UK economy ([https://www.abta.com/industry-zone/reports-and-publications/driving-growth-the-economic-value-of-outbound-travel-2019](https://www.abta.com/industry-zone/reports-and-publications/driving-growth-the-economic-value-of-outbound-travel-2019" \t "_blank)) while the UK’s inbound travel sector is worth an estimated £28 billion (<https://www.visitbritain.org/2019-snapshot>)

TTG (Travel Trade Gazette) is the UK’s oldest travel trade publication, established in 1953.