

FINAL: 25 July 2018

GTMC announces support of hospitality and MICE industry codes of practice

The GTMC, as part of its commitment to raising standards and supporting best practice throughout the corporate travel industry, today announces that it is endorsing the codes of practice of two of the leading hospitality sector bodies – the trade association for the hotel booking agency, apartment and venue community, HBAA (Hotel Booking Agents Association) and the voice of the serviced apartment industry, The Association of Serviced Apartment Providers (ASAP).

HBAA has developed its code of practice in agreement with both sides of the industry – agencies and hotels and venues – to protect the interests of the corporate client and ensure a professional standard of service is maintained. Both agency and venue members on joining HBAA are obliged to adhere to the code of practice and ensure all associated parties, including employees, are aware of and abide by it during their day to day operations.

Members of ASAP are also required to abide by its code of practice to ensure the serviced apartment industry maintains the very highest of standards. This includes participation in its Quality Accreditation process on joining ASAP and then on an annual basis. The Quality Accreditation was developed to offer reassurance to customers, travel bookers and TMC's (Travel Management Companies) that accredited providers will always deliver a consistently high standard of accommodation in terms of facilities, comfort and health and safety. The accreditation programme has seen strong growth globally since its launch in 2014.

Adrian Parkes, CEO, GTMC comments:

“One of the key objectives of the GTMC is to ensure that the business traveller's interests are protected and supported at an industry level. The hospitality sector is going through a period of rapid change which presents exciting opportunities for the buyer and the corporate traveller alike, however we are mindful that such evolution must be managed correctly. We are proud to support both the HBAA and ASAP in the implementation of their codes of practice and look forward to working with them to continue to maintain the highest standards of service across the industry.”

Juliet Price, executive director, HBAA adds:

“It is important that HBAA collaborates closely with other industry organisations that are working to lead change and drive progress. We have invested in ensuring that the code of practice provides a professional platform which fully supports best practice for agencies, hotels and venues working together and also protects the interests of their mutual corporate clients. We are delighted to have this endorsement and look forward to working more closely with the GTMC in the future to support and maintain high levels of service, not just for the hospitality and events sector, but also the wider corporate travel industry.”

James Foice, chief executive, ASAP also adds:

“The serviced apartment sector continues to go from strength to strength and we have seen a marked increase in demand from corporate travellers. To maintain this growth we have a strong commitment to upholding high standards of service for our member’s guests. The code of practice and our accreditation programme is integral to this and we welcome the GTMC’s support as we work to grow our profile and operations in the future.”

Representing a diverse range of travel management companies – from global companies to small independent specialists and top regional agencies – GTMC, originally founded in 1967, is the voice of business travel and acts to lobby those who have an impact on the business travel community, together with promoting the activities of its members as the best in quality and value to the business traveller.

For more information on GTMC please visit:

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