

**Wednesday 13 November ~ NEC Birmingham  
(Masterclass Theatre - Euro Bus Expo 2024 - Halls 17-19)**

**12:15-13:00 Coach Tourism - Access all areas**

From days out to historic centres and attractions, to grand tours across Europe, coach tourism provides access to a vast range of experiences loved by customers. How can we ensure that coaches are consistently welcomed and can access all areas, and overcome barriers to entry? Alongside highlighting a range of initiatives designed to offer practical support and solutions for operators, and seeking thoughts, ideas and feedback on those efforts, this session will also feature valuable insight and updates on changes to the European Travel Information and Authorisation System and EU Entry/Exit System, as well as Package Travel Regulations.



**PHIL SMITH, COACHING MANAGER, CPT**

Phil has over 40 years of experience working in the coach and bus industry holding positions at all levels of operational, commercial and general management.

Since 2021, Phil has been CPT's UK Coach Manager and has led for the organization on key issues that affect its coach members such as mounting a nationwide coach marketing campaign to help the sector bounce back following covid, highlighting the impact of EU Border reform on international coach operations and developing the Coach Friendly product that encourages key destinations served by the sector and its passengers to ensure that facilities like coach parking, passenger toilets and coach driver benefits are available.

**SAMATHA BRADBURY, MEMBERSHIP DIRECTOR, BONDED COACH HOLIDAYS/ABTOT**

Samantha studied law and languages and initially worked in the Magistrates Courts before moving into insurance claims with Norwich Union Insurance and then RPC Solicitors.

In 2004 she joined the Travel & General Group as Personal Assistant to the Managing Director and CEO. After 12 years of compliance, procedural and regulatory support across the Group, her knowledge of all things PTRs and insurance bonding provided a perfect fit to take on the Membership Secretary role for ABTOT in 2016, moving to the role of Membership Director in 2018.

As Membership Director, Samantha is the primary point of contact for ABTOT and the ABTOT ATOL Franchise. In 2024 ABTOT has over 350 Members, including a dedicated coach package holiday operator scheme (BCH), an ATOL Franchise and 3 merchant acquiring schemes. Samantha is responsible for overseeing the annual Membership renewals, dealing with day to day Membership enquiries, monitoring and declaration and reporting submissions.

Samantha works closely with other Industry Associations and the ABTOT Associates, presenting at internal and external events and conferences.





**MARK SMITH, TRADE & GROUP SALES MANAGER, CONTINUUM ATTRACTIONS**

Mark has more than 40 years' experience in the travel industry, having started at Thomas Cook immediately after leaving school. He moved into the groups and travel trade industry with Swallow Hotels, Cedar Court Hotels and as Director of Travel Trade for Best Western, before starting his current role at Continuum Attractions as Groups and Trades Manager in March 2022. He oversees UK and overseas group and trade bookings for its eight-strong portfolio throughout the UK, including the Coronation Street Experience, Emmerdale Village Tour, The Loch Ness Centre and Spinnaker Tower.