

UKINBOUND GROUP FRIENDLY CHARTER

What is the UKinbound Group Friendly Charter?

The UKinbound Group Friendly Charter was developed in response to the challenges faced by tour operators in securing the accommodation they need, whilst having the flexibility to respond to ever-changing global travel conditions. The central principle of the Charter is to allow accommodation providers to offer tour operators flexibility in good faith, and encourage collaboration to aid the industry's recovery.

How will the Charter benefit my business?

By signing up to the Charter, accommodation providers who want to welcome groups and offer competitive terms can be easily identified by tour operators as being group friendly. In a survey of tour operator members, 85% said they would be more likely to work with accommodation providers that are signed up to the Charter.

Who can sign up to the Charter?

If you are a registered accommodation provider in the UK of any size and type, then you can sign up! You will need to complete the online registration form, and once approved you will be sent digital assets and customer information to use in your promotional materials. You will also be listed on the UKinbound Group Friendly Charter webpage for tour operators to easily find your business.

Are there any additional benefits for UKinbound members?

UKinbound accommodation members can optionally sign up to the additional Enhanced Terms. These benefits are exclusively available to UKinbound tour operators to encourage mutual collaboration between members. Tour operators should quote their UKinbound membership in order to benefit from the Enhanced Standards.

What are my obligations as a Charter accommodation provider?

By signing up to the Charter, accommodation providers agree to:

- Operate and deliver, to the best of their ability and subject to availability, the terms listed under the Core Standards (and optionally the Enhanced Standards).
- Provide feedback to UKinbound when requested on the impact of the Charter on their business.

How do I sign up?

Simply complete the online form [here](#). If you are registering multiple properties, you will also need to use the [Multiple Property Registration form](#). A member of the team will be in touch shortly afterwards to confirm your status. Before registering your property, please ensure that your organisation and reservations teams are aware of the terms of the Charter and that you have the relevant authorisation to register on behalf of the property/properties.