



MEDIA RELEASE

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ITM Beefs Up Lobbying Effort in UK and Europe

Industry Affairs Group Comes Under Control of Chris Reynolds

The Institute of Travel Management UK & Ireland (ITM) has announced that it is introducing a reinforced lobbying effort during 2009 in light of a number of key issues which are to impact the buyer membership. The industry affairs activity is to be driven by Chris Reynolds, an Industry Practitioner board director of ITM and Senior Partner of 3SixtySourcing. As part of a current structural review ITM asked Reynolds to take the chair of the Industry Affairs Group (IAG) in January 2009 and already plans are underway to engage stakeholders on key issues including IATA's PaxIS, Anti-Trust Immunity for airline alliances, airline & GDS negotiations, the Lufthansa Preferred Fares Programme, LOCOG accommodation caps in 2012 and high speed rail investment.

The association has also contracted Insight PA, a leading public affairs agency, to assist with engaging key political figures in the UK on these issues and has plans to work alongside Paragon, the network of international travel associations, and the Business Travel Coalition on issues in Europe and beyond. Insight PA was instrumental in raising the profile of ITM's Project ICARUS in parliament and has ensured the activity of the association has featured in Conservative speeches on travel and the environment in the last year.

Commenting on the role Reynolds said *"This is a really exciting move by ITM and one which will bring real value to the membership. We have tinkered with lobbying before but there are so many issues ahead of us in the next few years which will seriously impact travel and meetings programmes that now is the time to take things more seriously. Personally I am very excited to take on the role."*

Reynolds will start his term as IAG Chair at the deep end by joining the Business Travel Coalition and VDR, the German equivalent to ITM, at a customer hearing in Germany in April to consider the impact of Lufthansa's Preferred Fare Programme and what it might mean to the wider airline market.

Up and coming issues and output from the group will be brought to the attention of ITM members, and supporting opinion to ITM's position sought through ITM Research.

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About ITM

The Institute of Travel Management UK & Ireland (ITM) was established over 50 years ago to promote knowledge, networks and opportunities within the business travel and meetings sector. The association presently represents over 1,000 professional buyers and suppliers with a travel & meetings spend in excess of £34 billion per annum and over 50% of the FTSE 100. www.itm.org.uk

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