



The ABTO Club

Club Vision

To become 'the place' for tour operators to come together and discuss shared concerns and to learn from each other's experiences and insights.

Club Objectives

The aim of the ABTO Club is to create an environment to interact on a regular basis between ABTO members, Board of Directors, Secretarial staff and the stakeholders. Enabling ABTO to effectively represent and provide services of value to its members.

The Club will:

- Enhance ABTO's transparency and create an opportunity to regularly update members about ABTO activities as well as allow members to communicate issues and concerns to ABTO.
- Bring together ABTO members and create new channels of communication by establishing a convenient and comfortable space for members to meet informally to discuss issues of common concern or interest.
- Encourage through dialogue professionalism and improvement of standards within the sector and build understanding with other tourism stakeholders.
- Provide a platform for thematic discussions and guest lecture (Local/ Foreigner) to give talk and share their experiences on tourism topics as well as other useful national and global issues/updates or any other awareness/knowledge promotion talks and presentations.

The proposed themes of forthcoming ABTO Club meets will be made available online at <http://www.abto.org.bt/>.

Tone and Style of the Club

The club activities will be relatively informal. Although club evenings will follow a general format and seek to address particular thematic issues the emphasis and style of the club should be largely social and relaxed in nature so as to encourage frank but friendly discussion.

To reinforce this intention, club meetings will take place on Friday evenings, and will be held in a venue where drinks and snacks will be served throughout the evening.

The dress code of the club will be business casual.

Location and Venue

The majority of club meets will take place in Thimphu and the venues will be suitably equipped hotels or other facilities that have a dedicated meeting space. The venue will be either decided during the preceding meet or will be fixed (if changes are required) and accordingly intimated during the week ahead of the meet.

Schedule

Meetings will take place on the last Friday of every month after 5 pm, except where the date coincides with a public holiday.

Club Attendance

The Club will be open to any tour operator who is a paid-up Member of ABTO. To promote a sense of community and consistency, it is suggested that the tour operator choose one or two individuals (e.g. the owner, partner or manager) to regularly attend ABTO Club meetings.

Speakers and special guests from the tourism sector or covering other themes will be invited on an ad-hoc basis.

Format of Club Meets

It is recognised that to be successful the format of the ABTO Club will need to be flexible and informal, and to evolve over time in response to the needs of ABTO Members. However, a tentative agenda for ABTO Club evening might be as follows:

Approximate Timings	Agenda Item
5.00 – 5.30 PM	<ul style="list-style-type: none">• Club opens• Members start to arrive, share drinks and chat
5.30 – 5.45 PM	<ul style="list-style-type: none">• Welcome by ABTO Representative• ABTO Representative provides brief overview of ABTO's activities/achievements over the past month when required• ABTO Representative introduces Guest speaker (if available and scheduled)
5.45 – 6.15 PM	<ul style="list-style-type: none">• Based on the theme for the evening, Secretariat to start off with teaser points• Guest speaker talks or share experiences (if available and scheduled)• Invited guest interaction if scheduled and available
6.15 – 7.00 PM	<ul style="list-style-type: none">• Open discussion among ABTO Members, facilitated by ABTO
7.00 – 7.30 PM	<ul style="list-style-type: none">• Casual discussion continues for those who would like additional time

During the evening ABTO representatives will make themselves readily available to respond to any questions or concerns members may have.

Financing ABTO Club Meets

To ensure the long-term sustainability of the ABTO Club, ABTO will prospect various funding options. Options for consideration include:

- Revenue generation mechanisms
- Sponsorships and grants by Organisations that have stake in the tourism industry
- Negotiation and promise of business opportunity for establishments providing the venue space

OR

- ABTO Club expenses to be part of ABTO's annual recurrent budget.
- Institute 'loyalty card' system in the future.