

Large agency group member case study: Capita Travel and Events

Capita Travel and Events is a lead agency on many strategic meetings and events programmes for UK and international organisations. Leveraging specialist expertise and an extensive partner network, Capita delivers creative and value based events and lasting experiencing for their customers.

We asked them on their thoughts on the value of being a HBAA member and what this means to their business.

Membership origins

Capita's initial aim was to promote and enhance professionalism in the hotel booking agency industry as it existed in 1997, when there were very little in the way of resources and guidance to enhance working opportunities between agencies and venues that truly benefited the customer.

Key benefits

Because the HBAA is so widely recognised as a long standing and valuable association, Capita is frequently asked by meeting planners and buyers within bids about its active membership status and how the Code of Practice is utilised. By proactively confirming their credentials as founder members it has provided the opportunity to further leverage its specialised expertise and company history, having supported the association by leading it as Chair in 2016, holding positions on the Executive Committee, while also remaining on the main board today.

Capita has found that the networking opportunities afforded by HBAA membership have helped it to develop and maintain enjoyable, mutually beneficial and sustainable partnerships.

Hosted association events have also provided unique opportunities to share knowledge with fellow industry professionals and create solutions to industry wide challenges, such as changes made to the Tour Operators Margins Scheme (TOMS) and meetings benchmarking.

A proud supporter

Leigh Cowlshaw, Director of Supplier Partnerships at Capita Travel and Events, says:

“The HBAA leads in setting the standard in the hospitality and events sector. Regardless of agency size, it provides a united voice and business guidelines for all its members.

“Capita believes in what the HBAA stands for and showcases this by supporting an industry wide, three-way partnership. I am proud to have been involved in shaping it and taking the association ‘Back to Basics’ in 2016, as well as our continuation to support the association on its journey for mutual benefit.”



We'd love to hear your thoughts on this or any of our events, so please share via any of the below channels:

