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AITO announces high-profile speakers for overseas conference in November



From left to right: Derek Moore, AITO Chairman; Kyomi Wade, AITO Marketing Executive; Sir Vince Cable; Lady Rachel Cable; Kate Kenward, AITO Executive Chairman; Jaime Rampling, AITO Events Assistant.

This year's AITO overseas conference will take place in Jordan (23 – 28 November 2016), offering AITO tour operators and AITO Specialist Travel Agents the opportunity to address the big issues currently affecting the travel sector.

Sponsored by the [Jordan Tourism Board](#) and [Royal Jordanian Airlines](#), the theme of the conference will be '**Reality versus Perception**'. It will see an engaging mix of big-name speakers from both inside and outside the travel industry and will offer delegates excellent networking and educational opportunities.

High-profile speakers at the conference will include the following, with more to be announced in the next few weeks:

Sir Vince Cable – Sir Vince is a long-established British politician – he was Secretary of State for Business, Innovation and Skills from 2010 to 2015 and the Member of Parliament for Twickenham from 1997 until the 2015 election. During the conference session, Sir Vince will talk about his views on the UK and world situation, including Brexit, and how that might impact upon the travel industry.

Tracy Edwards MBE – Tracy is a well-known British sailor; in 1989 she skippered the first all-female crew in the Whitbread Round the World Yacht Race. She was the first woman to receive the Yachtsman of the Year Trophy and was also appointed a Member of the Order of

the British Empire in recognition of her achievement. She is now a best-selling author. During the conference session, Tracy will be talking about the success of her race, how she carried the first all-female crew to sail around the world and how the King Hussein I of Jordan and the Jordanians she met along the way were so supportive.

Chairman of AITO, Derek Moore, says: “The conference has seen an unprecedented take up this year – in fact, it’s been a record with regards to seats being filled so quickly. This is undoubtedly due to the amazing itinerary arranged by the Jordan Tourist Board and we’re extremely grateful for all their hard work.

“We’re also delighted to have a selection of such high-profile speakers as guests and we all very much look forward to their talks in the business sessions.

“I’m confident that this will be one of the best conference destinations yet, to mark AITO’s 40th anniversary year.”

Chairman of AITO Agents, Gemma Antrobus, says: “I’m extremely excited that we’re all going to Jordan for our conference this year, especially following our recent recce to the country. I’d almost describe it as more of a ‘FAM-ference’, as there is such a lot of fantastic touring content that’s been arranged for us all; it will doubtless enable agents to sell Jordan as a destination with both confidence and fervour.

“Our time in the country will allow us not only to hold our Business Sessions on the shores of the Dead Sea but also to visit several of Jordan’s visitor highlights, including the Roman city of Jerash, the cultural magnificence of Petra and the scenic splendour that is Wadi Rum.”

The conference business sessions will be held at The Dead Sea, courtesy of the [Mövenpick Resort & Spa Dead Sea](#). In Petra, the [Mövenpick Resort Petra](#) will host delegates.

Ends / 10 October 2016

For more information about Jordan contact jordan@brightergroup.com or visit www.visitjordan.com.

For more information about AITO, visit www.aito.com and, for more information about AITO Specialist Travel Agents, visit www.aitoagents.com.

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