

# ATPI Mission, Beliefs and Values

## ATPI MISSION STATEMENT:

'To be the No. 1 travel and events provider of choice for international businesses that require sector expertise, high touch service and smart, innovative technology to add value to their primary business processes.'

Our divisions represent the specialist areas of our Group. For our divisions, we have set the following **Goals:**

**ATPI Corporate Travel** 'Our Goal is to be the leading TMC in the world for industries where travel is critical to the business'



**ATPI Griffinstone** 'Our Goal is to be the leading TMC for the global Shipping, Energy and Resources industries'



**ATPI Corporate Events** 'Our Goal is to be the obvious partner in our respective markets for companies that require the combined expertise of travel and corporate event management'



**ATPI Sports Events** 'Our Goal is to be the leading travel and events specialist for the international corporate sports domain'



'We will achieve our Mission and Goals by continuing to invest in our clients, our business, our people and service delivery.'





Following our Mission, we profess these underlying **Beliefs:**

**For our clients, this means:**

- Security – knowing at all times, where their people are or will be
- Expertise – knowing that ATPI stands for the best capability in their sector
- Relationships – knowing that we value and understand their business
- Value – knowing that we are competitively priced and we always reduce their travel and event costs
- Innovation – knowing that we develop and employ the latest technology and creative solutions
- Compliance – knowing that we fully support them in ensuring their people comply with the company's policy
- Experience – knowing our people have the relevant experience, expertise and training to make the difference

**For our people, this means:**

- Stimulating and developing a responsibility culture
- Empowering individuals to take decisions
- Recognising and rewarding commitment
- Valuing knowledge and experience
- Investing in your welfare
- Creating career-paths
- Encouraging initiative



**For our business, this means:**

- Recognising the commitment of our people and empowering them to grow with us
- Demonstrating long-term commitment to our clients and to service excellence
- Providing market-leading travel and event solutions
- Continually innovating our services and investing in the latest technology to energise the company
- Constantly striving to develop our international business platform
- Focusing on delivering added value to clients, to support them in their business objectives

Underpinning everything are our **Values**. These serve to define us and differentiate us from our peers. Our Values drive our behaviour, tone, personality, style as well as our communications.

**Innovation:** we will constantly search for better ways of working, appreciating that innovation is vital to a healthy, growing and ambitious business.

**Commitment:** we are committed to making a real difference to our clients. It is this commitment that helps us build long-term relationships, generate business momentum and assures stunning and reliable delivery.

**Empowerment:** we believe that by empowering our people we will encourage initiative, promote responsibility and deliver outstanding results.

And as for our **Personality** – we are confident, creative, approachable and above all reliable.