

Sent by email: Sport@thomascooksport.com
Date: 26 July 2016



Re: Tottenham Hotspur Premier League UK Travel

Dear Sirs,

We're writing to you as the official travel partner of Tottenham Hotspur Football Club.

You'll be aware that, for the last three seasons, THFC has subsidised Thomas Cook Sport coaches running to all Spurs away Premier League matches outside of London to a retail price of £10 for most fixtures.

That subsidy came out of the Away Supporters' Initiative (ASI): a Premier League agreement whereby each top flight club ring fenced £200,000 of their own money each season to enhance the match-going experience for away fans.

The ASI has now ended, replaced by another Premier League agreement: the £30 away ticket price cap.

Both of these initiatives were designed to acknowledge the important contribution away fans make to the footballing spectacle and to recognise the financial burden placed on travelling supporters at a time when billions of pounds are flooding into the game.

While not formally obliged to continue offering discounted travel, several Clubs have opted to carry on providing regular coaches and trains at a subsidised rate to give their fans a viable, affordable option when travelling to away fixtures.

Spurs has chosen to withdraw this service, barring exceptional circumstances where no other public transport option is available, and all coach tickets will now be sold at the Thomas Cook Sport recommended retail price for the coming season.

This has seen coaches for our opening fixture at Goodison Park offered at £35 per person: a £25 increase on the corresponding fixture last season. Considering the saving on a capped adult match ticket at Everton is £14, this means that our fans are now harder pressed financially than ever before. And that's not something we, as a Supporters' Trust, can ignore or accept.

Which is why we need your help.

Thomas Cook Sport has been synonymous with Tottenham Hotspur for over a decade. Many of us have flown with you to European fixtures, taken your match break packages and many more of us will choose to book our Summer Holidays with Thomas Cook through brand loyalty.

Thomas Cook Sport has done well from this association over the years. And this is why we are asking for your help in a way that will practically assist fans and provide you with more positive brand publicity.

We are asking Thomas Cook Sport to plug the gap Spurs has left by subsidising the coaches running to Tottenham Hotspur's Premier League away matches this coming season.

There is a very real need for this service to continue at an affordable price for the fans who have repeatedly used your coaches over the past 3 seasons. These are regular customers who make few demands and keep coming back. The holy grail for any business.

The positive publicity and the chance to position yourselves firmly as a brand who fully understands the significance of the away fan both in terms of their unique contribution to the game and in terms of the financial burden they are under would far outweigh the costs here.

We don't need to over emphasise the enormous good will this would generate from the Spurs and wider football community.

We'd be very keen to discuss this in more detail with you, conscious that the season will soon be in full swing and coaches for the trip to Stoke will be on sale very shortly.

We look forward to hearing from you.

Best wishes,

A handwritten signature in cursive script that reads "Katrina".

Katrina Law, Co-Chair, Tottenham Hotspur Supporters' Trust

And on behalf of:

Martin Cloake, Co-Chair, Tottenham Hotspur Supporters' Trust

Tottenham Hotspur Supporters' Trust

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