

Adventure Travel Conference

19 November 2019 • Japan House, 101-111 Kensington High Street, London, W8 5SA



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Agenda

09:20 **Registration, tea and coffee**

09:50 **Welcome and opening remarks from the moderator**

Giles Hawke, Chief Executive, **Cosmos**, and former Chair, **The Association of Touring and Adventure Suppliers (ATAS)**

10:00 **Keynote: understanding the global adventure traveller and adventure travel market**

- What is adventure travel and who is the adventure traveller?
- Trends driving expansion
- Quality indicators: safety and sustainability

Chris Doyle, Executive Director, Europe & Central Asia, **Adventure Travel Trade Association (ATTA)**

10:30 **The UK adventure travel market**

- Understanding the UK adventure traveller and adventure travel market
- Hot destinations, itineraries and activities

John Corellis, Business Strategist, **Accord**

Addressing sustainability in adventure travel

10:40 **Sustainability considerations for adventure travel**

- Creating a global, sustainable and authentic adventure travel offering
- Practical methods to meet the United Nations Sustainability Goals by 2030
- Tackling over tourism – safeguarding and developing destinations

Rachel McCaffery, Senior Advisor – Global Responsible Travel, **G Adventures**

11:00 **Panel discussion: responsible adventure travel**

- Selling the business case for sustainability
- Promoting the sustainability work you are doing and raising customer awareness
- Ensuring a sustainable and ethical supply chain
- Tackling over-tourism and other concerns for destinations
- Key sustainability concerns/focus for 2020

Moderated by: **Giles Hawke**, Chief Executive, **Cosmos**, and former Chair, **ATAS**

Rachel McCaffery, Senior Advisor – Global Responsible Travel, **G Adventures**

Clare Jenkinson, Senior Destinations and Sustainability Manager, **ABTA**

Owen Denton, Head of Operations, **Tucan Travel**

Mladen Ljubišić, Head of Tourism UK and Ireland, **Slovenian Tourist Board**

11:30 **Networking tea and coffee break**

New and growing product trends and travel experiences

Short presentations followed by a panel discussion on wider adventure trends within the industry.

12:00 **Solo travel**

- Who are solo travellers and why is the trend growing?
- Exploring the benefits and myth busting safety concerns

Liesa Bissett, Product and Operations Director, **Just You and Travelsphere**

12:10 **Expedition cruising**

- The growing appeal of experiential and immersive exploration of the world via cruise
- Understanding and selling the growing expedition travel market

Anthony Daniels, General Manager, UK & Ireland, **Hurtigruten**

12:20 **Adventure travel for persons with reduced mobility (PRMs)**

- Inclusive adventure travel products
- Responding to the changing desires of older clients and assessing abilities, safety and suitability

Elsbeth Knight, Director, **EnCompass**

12:30 **The future of adventure**

- Predictions for the trends and consumer demands likely to shape the future of adventure travel

Jenny Southan, Founder, **Globetrender**

12:40 **Panel discussion: wider trends within adventure travel**

Moderated by: **Giles Hawke**, Chief Executive, **Cosmos**, and former Chair, **ATAS**

Sarah Wheatman, Head of Sales, **Just You and Travelsphere**

Anthony Daniels, General Manager, UK & Ireland, **Hurtigruten**

Elsbeth Knight, Director, **EnCompass**

Jenny Southan, Founder, **Globetrender**

13:10 **Networking lunch**

Connecting with the adventure traveller

14:10 **Developing your brand to include adventure experiences**

- Repositioning your brand to include adventure experiences and products
- Crafting your brand story, values and unique identity to align with the adventure and experiential industry
- Examples of successful branding and why they work

Ant Stone, Director of Marketing UK & Ireland, **G Adventures**

The conference

ABTA's new Adventure Travel Conference will look at the trends and challenges associated with one of the fastest growing sectors in the travel industry.

Attend to hear the latest destination, traveller and product trends and stay one step ahead of your competitors. Explore how the travel industry can work together to sustainably safeguard and develop destinations and local communities. Discuss how to mitigate your business against specific risks facing the adventure travel sector including over-tourism, global political and economic risks and safety during adventure experiences.

The rise of experiential and adventure travel doesn't appear to be slowing. Customers continue to request more experience-led and immersive travel experiences, and an increase in consumer awareness around sustainability and responsible tourism has led to a demand for more meaningful travel experiences. They are seeking experiences that resonate with them on a personal level and to connect with local cultures in destination.

Travel companies must ensure that they are continuously innovating their product offering and marketing strategies to meet this demand alongside other key emerging adventure trends including health and wellbeing activities, solo travel and cruise expeditions.

Learn how to effectively tailor your branding, marketing and sales to understand, inspire and connect with adventure travellers and explore the growing demand for experiential travel.

Benefits of attending

- Understand who the adventure traveller is and how to reach them
- Learn about the fastest growing destination and product trends for adventure travellers
- Safeguard your business against potential risks and challenges facing the industry
- Network with travel agents and tour operators who sell holidays to the adventure travel market

Who should attend?

The event is ideal for tour operators, travel agents and key industry partners such as airlines, train operators, hotels and tourist boards including:

- Managing directors, executive directors and senior managers
- Adventure travel specialist teams
- Tour managers and group tour organisers
- Marketing, product and sales teams
- Customer services, operations and legal teams.

14:40 **Content marketing: understanding what your customers want**

- The adventure travel 'content funnel' and customer journey
- Consumer habits on the path to purchase
- Strengthening storytelling as marketing content to captivate customers, partners and media
- Using social media – influencers/celebrities and user generated content

Jon Bezalel, Digital Strategist, **Accord**

15:00 **Selling adventure travel: an agent's perspective**

- The role travel agents play in selling adventure travel
- Improving partnerships with adventure tour operators and developing adventure travel-specific knowledge and training
- Top tips for selling, securing new business and opportunities for agents in this market

Lisa McAuley, Managing Director, Tour Operations B2B, **Dnata Travel Europe, Gold Medal & Travel 2**

15:20 **Networking tea and coffee break**

15:40 **Delivering personalised, relevant and timely messages across email, web and mobile**

- Intelligent personalisation of website experiences and email campaigns based on consumer behaviour

Komal Helyer, Marketing Director, **Pure360**

Industry risks and challenges

16:00 **Adventure travel risk management**

- Global and specific risks for the adventure travel industry
- Developing proactive risk mitigation systems, robust emergency response and incident management plans

16:30 **Moderator's closing remarks and close of conference**

16:40 **Networking drinks**

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email **mturton@abta.co.uk**

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How to register

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also request an invoice.

Visit abta.co.uk/abtaevents to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Prices

ABTA Member/Partner **£255 plus VAT**

Non-Member/Partner* **£375 plus VAT**

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group, please contact events@abta.co.uk for a bespoke discount

A limited number of complimentary places are available for **ABTA Member travel agents** including senior managers, team leaders and business development teams. Please email events@abta.co.uk for more information.

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 75% of people feel more confident booking with an ABTA Member.

Upcoming events

Advanced Social Media in Travel

21 November, London

Travel Trends 2020

25 November, London

Crisis Communications

5 December, London