

UK Domestic Market Conference and Travel Brit Awards

19 March 2020

The Science and Industry Museum, Liverpool Road, Manchester, M3 4FP



Event partners



Co-sponsor



Media partner





UK Domestic Market Conference and Travel Brit Awards

19 March 2020

The Science and Industry Museum, Liverpool Road, Manchester, M3 4FP

Agenda

10:30 **Registration, tea and coffee, pastries**

11:00 **Welcome from the moderator**

Jane Atkins, Managing Director, **Shearings**

11:10 **Domestic tourism – the opportunity**

- Value and volume of domestic tourism
- Trends in the UK market
- Opportunities for the travel industry

Emma Wilkinson, Head of England Marketing, **VisitBritain**

11:30 **Government address – key priorities for UK tourism and domestic travel**

Stephen Darke, Head of Tourism, **Department for Digital, Culture, Media and Sport (DCMS)**

11:45 **The UK Travel Market – product trends, growth areas and emerging issues**

- Serving the UK customer better – how can tour operators, travel agents, transport, attraction and accommodation providers work together
- Key trends from the operators' perspective
- Types of breaks that are in demand
- Challenges and solutions for the industry

Moderated by **Victoria Bacon**, Director of Brand and Business Development, **ABTA**

Sally Henry, Sales Director, **Hoseasons, part of Awaze UK**

Jane Atkins, Managing Director, **Shearings**

Representative from Bourne Leisure

Representative from Airways Holidays, Condor Ferries and Visit Jersey

12:10 **Reaching the UK holiday market customer**

- The customer's path to purchase
- Developing an effective strategy to target the UK travel market
- Using traditional forms of marketing to reach the domestic customer e.g. print, TV and radio

Representative from a marketing agency

12:30 **Website speed and converting more visitors into customers**

- Test your digital knowledge during an interactive quiz to win an Amazon Alexa
- Website speed explained
- Domestic travel case study

Oliver Yeates, CEO and Founder, **Clicky Media**

12:50 **Sustainability in the UK travel and tourism market – panel discussion**

- Initiatives domestic tour operators can implement in their organisations
- Is responsible tourism a significant consideration when booking a holiday?
- What are UK attractions doing to promote sustainability?

Moderated by **Jane Atkins**, Managing Director, **Shearings**

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

Industry representative

Representative from a UK attraction

13:20 **Lunch**

14:10 **Welcome back**

14:15 **Afternoon roundtable sessions**

Take part in interactive discussions in small groups

- **Selling domestic holidays to millennials – Emma Wilkinson**, Head of England Marketing, **VisitBritain**
- **How to take the domestic product to the marketplace digitally – Neil Hardy**, Digital Director, **Shearings**
- **Selling the domestic travel product – Louise Tansey**, National Sales Manager, Trade Sales, **Bourne Leisure** and **Sarah Smith**, National Account Manager, **Hoseasons, part of Awaze UK**
- **Selling the British Isles**
- **Sustainability workshop**

The conference

ABTA's UK domestic market event returns in March 2020 with a one-day conference followed by an evening of entertainment at the Travel Brit Awards.

This year ABTA is teaming up with Shearings, Hoseasons, Bourne Leisure and Airways Holidays Condor Ferries and Visit Jersey to provide a day-long conference that will inform your domestic sales strategies. Listen to keynote sessions, panel debates and interactive workshops and group discussions. The conference will be followed by drinks, dinner, awards and entertainment at the long-established Travel Brit Awards.

This major event will bring together 120+ attendees including top selling UK travel agents, domestic tour operators, attraction and transport providers, Government representatives and other industry partners.

Attend informative conference sessions, hear from a panel of expert speakers who will cover the changing landscape of the UK holiday market, evolving trends, and effective marketing and sales strategies. Learn about key themes such as sustainability and the impact for sales of domestic tourism. Hear about Government priorities for tourism and travel. Take part in interactive roundtable discussions and workshops designed to improve your product knowledge and increase your domestic market sales.

In the evening, enjoy a British themed evening of entertainment including an awards ceremony to celebrate the British travel market, a buffet dinner, networking drinks, music and dancing.

Timings

10:00	Registration, tea and coffee
10:30	Welcome from the moderator
10:40	Conference
13:10	Lunch
14:50	Afternoon roundtable discussion sessions and workshops
16:40	Close of conference
17:00	Guests check in to accommodation (if staying) or take part in activity such as cocktail making class
19:00	Dinner, awards and entertainment
22:00	Close

Who should attend?

The event is primarily for **travel agents** and **UK tour operators** that sell domestic travel in the UK. We also expect attendance from:

- Transport providers including airports, airlines, coach and rail providers
- Hotel and accommodation providers
- Marketing and PR agencies
- UK tourist boards
- Attractions and ticketing providers.

A limited number of complimentary tickets will be available for top selling UK travel agents, as chosen by event partners Shearings, Hoseasons, Bourne Leisure and Visit Jersey, Airways Holidays and Condor Ferries. These VIP invitations will be sent out in due course. To request a place, please email events@abta.co.uk.

14:55 **Roundtables repeated**

15:35 **Tea and coffee**

15:55 **The role of travel agents in selling domestic products – panel discussion**

Beryl Towne, Regional Manager, **Althams Travel Services**

Geraldine Sproston, Personal Travel Consultant, **Hays Travel**

Richard Slater, Owner, **Henbury Travel**

Kelly Cookes, Leisure Director, **Advantage Travel Partnership**

16:20 **Afternoon keynote – Tourism Sector Deal**
Industry representative

16:50 **Summary and close of conference**

17:00 **Guests check in to accommodation or take part in activity such as cocktail making class or drinks**

19:00 **Dinner, awards and entertainment**

22:00 **Close**

UK Domestic Market Conference and Travel Brit Awards

19 March 2020 • 10:30 – 17:00 plus evening awards and entertainment
The Science and Industry Museum, Liverpool Road, Manchester, M3 4FP



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.com/abtaevents to book.

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

Prices

You may attend the one-day conference only or choose to attend the conference and the evening awards. The conference prices include all refreshments, materials, lunch and an attendance certificate.

Conference only

ABTA Member/Partner **£235 plus VAT**
Non-Member/Partner* **£355 plus VAT**

Conference and evening awards

ABTA Member/Partner **£335 plus VAT**
Non-Member/Partner* **£455 plus VAT**

This one-day conference price includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.

The awards include a drinks reception, dinner, and entertainment.

Benefits of attending

- Take away new ideas and **expand your knowledge** on UK holiday market products
- Hear from the experts on **how to reach and engage new customers**
- Understand the **new trends and growth areas** from a panel of expert speakers
- Listen to the **important trends for 2020**, learn about innovations and identify opportunities in the market
- Take part in **small group sessions** – choose the most relevant topics for your business and discuss common issues with your industry peers
- Enjoy the evening entertainment, **network with peers** and celebrate the British travel market

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

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

Email Marketing in Travel

26 February, London

Instagram for Travel

24 March, London

Travel Marketing Conference

5-6 May, London