

The UK Domestic Market Conference

19 March 2020

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



Event partners



Co-sponsor



Media partner





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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**
- 11:35 **Government address – key priorities for UK tourism and domestic travel**
Stephen Darke, Head of Tourism, **Department for Digital, Culture, Media and Sport (DCMS)**
- 11:50 **The Tourism Sector Deal**
John Guthrie, Employment Policy Advisor, **UKHospitality**
- 12:10 **Tea and coffee**
- 12:25 **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**
Erman Housein, Head of Trade Sales and Marketing, **Bourne Leisure**
- 12:55 **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
- John Corellis**, Business Strategist, **Accord Marketing**
- 13:15 **Website speed and converting more visitors into customers**
- Test your digital knowledge during an interactive quiz
 - Website speed explained
 - Domestic travel case study
- Oliver Yeates**, CEO and Founder, **Clicky Media**
- 13:40 **Lunch**
- 14:45 **Welcome back**
- 14:50 **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** – **Gill McCarthy**, Sales Director – Airways Holidays, **C.I. Travel Group**, **Sarah Barton**, Head of Trade, **Visit Jersey** and **Jonathan Godson**, Head of Trade Sales, **Condor Ferries**
 - **Sustainability roundtable** – **Clare Jenkinson**, Senior Sustainability Manager, **ABTA**
- 15:10 **Roundtables repeated**
- 15:30 **Roundtables repeated**
- 15:50 **Tea and coffee**

- 16:05 **The role of travel agents in selling domestic holidays**
Moderated by **Jane Atkins**, Managing Director, **Shearings**
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**
- 16:30 **Sustainability in the UK travel 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 **Victoria Bacon**, Director of Brand and Business Development, **ABTA**
Georgina Holmes-Skelton, Head of Government Affairs, **National Trust**
Clare Jenkinson, Senior Sustainability Manager, **ABTA**
Carolyn Wincer, Commercial Director, **Travelife**
- 16:55 **Summary**
- 17:00 **Close of conference and networking drinks at Cloud 23 rooftop bar above the Hilton**

The conference

ABTA's UK domestic market event returns in March 2020.

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.

This major event will bring together 80+ 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.

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.

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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.com/abtaevents to book.

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

Prices

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

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

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

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

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

Instagram for Travel

24 March, London

Travel Marketing Conference

5-6 May, London

Sustainable Travel Conference

17 June, London