

Travel Trends Conference

24 November 2021



Agenda

09:30 Registration and networking

10:00 Welcome from the moderator

Graeme Buck, Director of Communications, **ABTA**

10:10 Customer sentiment towards travel

- Consumer spending and impact of pandemic
- Current sentiment towards travel
- Future travel plans and booking considerations

Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, **GW**

10:30 Panel discussion: changes in customer behaviour

- Consumer intentions and buying habits
- Capitalising on customers making up for lost time
- Overcoming barriers to travel
- Rebuilding customer confidence in travel

Moderator: Jules Ugo, CEO, **LOTUS**

Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, **GW**

Mark Duguid, Managing Director, **Carrier**

Nicki Tempest-Mitchell, Sales and Marketing Director, **Barrhead Travel**

11:05 Out of industry case study: how Starling Bank adapted during the pandemic to better serve their customers

- Banking during lockdown – what were the problems?
- Innovating at pace in a regulated industry – from ideation to implementation
- Post-pandemic improvements – what changes are here to stay?

Sam Everington, Director of Products, **Starling Bank**

11:25 Tea and coffee break

Virtual networking

11:50 Exclusive launch of ABTA's latest trends insight

Delegates will get a first look at some of the trends set to affect travel in 2022 as ABTA launches its new trends insight

Emma Brennan, Head of Media and PR, **ABTA**

12:05 Key product trends

Short presentations followed by a panel discussion with industry leaders. Hear sector specific updates on areas including:

- Luxury
- Cruise
- Youth
- Over 50s

Moderator: Pippa Jacks, Group Editor, **TTG Media**

Tom Marchant, Co-founder, **Black Tomato**

Brian Young, Managing Director, **G Adventures**

Cat Jordan, Communications Director, **Travelzoo**

Karen Sequeira, Marketing Director, UKI, Israel, Middle East & Africa, **Norwegian Cruise Line**

12:55 Industry case study: launching a new business during a pandemic

- Developing a unique product for a post-pandemic world
- Building awareness and communicating with potential customers
- Capitalising on changing consumer behaviours

Cat Jones, Founder and CEO, **Byway**

13:10 Lunch break

Virtual drop-ins

Expert advice, networking, and discussion forums for virtual attendees to join during the lunch break.

14:10 Exclusive launch of Google's latest travel data

Paul Guerrieria, Strategic Insights Lead, **Google**

Meg Elzea, Industry Manager, Global Travel, **Google**

14:30 Five communications strategies to capitalise on travel trends

- Remaining true to purpose and understanding your audience
- Deploying an omnichannel, joined-up approach
- Case studies and inspiration

Heather Bull, Director, **Hill+Knowlton Strategies**

14:50 Panel discussion: maximising marketing opportunities and embracing digital trends

- Digital trends, online behaviours and technology developments
- Importance of agility in your marketing strategies as consumer sentiment shifts
- Advice for maintaining consumer confidence in travel

Moderator: Trudi Beggs, Director, **8020 Communications**

Dean Harvey, Marketing Director, **Kuoni**

Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, **GW**

Simon Llanos, CMO, **Contiki**

15:20 Tea and coffee break

Virtual networking

15:35 How Intrepid relaunched its global brand

- Strategy and implementation
 - Renewing our vision, mission and purpose
 - Our new ethical marketing policy and guidelines
- Mikey Sadowski**, General Manager, Global PR & Communications, **Intrepid Group**

15:55 One-to-One with Israel

- Current destination COVID measures: what is the experience like for UK travellers?
- How is Israel recovering?
- Working with the trade to keep travellers informed
- Advice for agents and operators who want to start selling Israel

Graeme Buck, Director of Communications, **ABTA**
Sharon E. Bershadsky, Director, **Israel Tourist Office**

16:20 End of live conference sessions

16:30 Networking drinks for in-person delegates

Virtual drop-ins

Expert advice, networking, and discussion forums for virtual attendees to join.

Venue partner

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Travel Trends Conference

24 November 2021



The conference

ABTA's new Travel Trends conference will provide insight on the latest industry trends, popular destinations, customer sentiment and marketing strategies to support the continued resurgence of your travel business. Attend this hybrid conference with industry peers in-person at Google's offices in central London, or join virtually where the live content will be streamed through a custom platform. Both audiences will be able to submit questions live to our expert speakers.

This unique conference will provide you with up-to-date information on various travel segments, including **luxury**, **over-50s**, **youth**, and **cruise**. Get the latest insights from senior industry representatives on what sentiment, requests and bookings they are seeing from their customers and how they are adapting. Hear how the pandemic has changed consumer behaviour, including **changes to holiday habits**, **buying behaviours**, and **online interaction** with brands. Understand the importance of agility in your communications to ensure you **react to changing consumer sentiment** and hear how other sectors have adapted their businesses to better serve their customers.

As travel returns and consumers change, it is vital that you adapt your marketing strategies. This conference will provide both expert advice and industry examples to show how your business can **adapt to capitalise on the new opportunities** and continue to **build consumer trust** to keep your clients booking and travelling.

Submit your questions online or in person with both audiences able to get answers from expert speakers live.

REGISTER NOW!

In-person attendee

ABTA Member/Partner rate*: £175 + VAT

Non Member rate: £225 + VAT

What's included in the ticket?

- Access to the conference sessions live at Google's offices in central London.
- Lunch and refreshments throughout the day, including a drinks reception.
- Access to an electronic copy of presentation slides and event materials.
- Ability to submit questions in advance, or live during the conference.
- Access to the on-demand conference sessions, event slides and materials.
- Certificate of attendance.



Virtual attendee

ABTA Member/Partner rate*: £125 + VAT

Non Member rate: £175 + VAT

What's included in the ticket?

- Access to the custom built event platform where you will watch the live streamed conference sessions.
- Option to attend a choice of interactive drop-in sessions with industry experts who will be able to answer your questions and discuss the trends in greater depth.
- Ability to submit questions in advance, or live during the conference.
- Access to an electronic copy of presentation slides and event materials.
- Networking opportunities via the virtual event platform.
- Access to the on-demand conference sessions, event slides and materials.
- Certificate of attendance.



Benefits of attending

- Hear insights into the **key travel trends**, **market outlook** and **industry prospects for 2022**.
- Inform your **product planning** with **actionable insights** on the future of travel.
- Learn how to adapt your **marketing strategies** to capitalise on changing consumer behaviours.
- Understand the importance of **embracing digital trends** and **technology developments**.
- Hear how **colleagues** and other **sectors** have adapted during the pandemic and learn how they plan to thrive beyond COVID-19.
- **Network** and **share knowledge** with industry colleagues including press, agents, and operators.

Group bookings

If you are interested in sending a group to this event, please contact events@abta.co.uk for a group booking rate.

**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.*

Who should attend

- Directors, CEOs and senior managers.
- Marketing, PR, sales and product teams.
- Communications and customer support teams.

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **07766 517 611** or email mturton@abta.co.uk