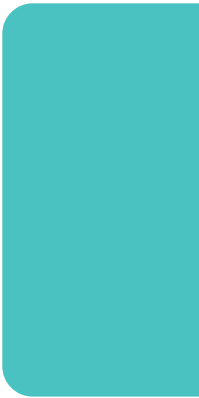


Adventure Travel Conference

18 April 2024

The Brewery, 52 Chiswell Street, London, EC1Y 4SD



Event partner

Peregrine
Risk Management



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Agenda

09:30 **Registration, tea and coffee**

10:00 **Moderator's opening remarks**
Brian Young, Managing Director – EMEA,
G Adventures

Understanding the adventurer

10:10 **Keynote Address: decode the global adventure traveller and adventure travel market**

- What defines adventure travel and who are adventure travellers?
- Uncover the driving trends and key indicators of quality, safety and sustainability
- Geopolitical update

Zina Bencheikh, Managing Director,
Intrepid Travel

10:40 **Insights into the UK adventure travel landscape**

- Grasp the nuances of the UK adventure traveller and market trends
- Explore top destinations, itineraries, and activities captivating adventure enthusiasts

Chris Roche, CEO, **The Adventure People**

11:00 **Networking tea and coffee break**

Sustainability in focus

11:20 **Sustainable adventures**

- Develop a global, sustainable, and authentic adventure travel offering
- Practical methods to meet United Nations Sustainability Goals by 2030
- Tackling over-tourism to safeguard and develop destinations

Julia Bianco, Product and Operations Manager, **Exodus Adventure Travels**

11:40 **Industry case study: a responsible journey**

Discover Macs Adventures' sustainability evolution, emphasising their commitment to responsible tourism. This session explores their journey in achieving carbon neutrality, engaging with local communities, supporting conservation, and reducing waste

Claire Ouditt, Product Manager and Sustainability Lead, **Macs Adventure**

12:10 **Panel discussion: responsible adventure travel**

- Advocating the business case for sustainability
- Promoting sustainability initiatives and raising customer awareness
- Ensuring a sustainable and ethical supply chain
- Addressing over-tourism and other destination concerns

Moderator: Carol Rose, Head of Sustainability, **ABTA**

Claire Ouditt, Product Manager and Sustainability Lead, **Macs Adventure**

Julia Bianco, Product and Operations Manager, **Exodus Adventure Travels**

Thomas Power, Co-founder & CEO, **Pura Aventura**

12:40 **Networking lunch**

Adventure travel trends

13:40 **Short presentations followed by a panel discussion with industry leaders**

Hear specific updates on:

- Solo adventurers
- Expedition cruising
- Family adventure travel

Richard Adams, Head of Marketing, **Voyage Jules Verne**

Martin Johnson, Co-founder and ECN Chair, **Expedition Cruise Network**

14:30 **The future of adventure**

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

Patricia Carmona Redondo, Department Officer, **Market Intelligence, Policy and Competitiveness Department**

Managing risks

14:50 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

James Lawrence, Co-founder and Director,
Peregrine Risk Management

15:15 Networking tea and coffee break

Connecting with the traveller

15:35 Selling the adventure dream: agent's insight

- The pivotal role travel agents play in selling adventure travel
- Enhancing partnerships with adventure tour operators and cultivating adventure travel-specific knowledge
- Top strategies for selling, acquiring new business, and seizing opportunities in this dynamic market

Joanna Reeve, Head of Partnerships,
Intrepid Travel

16:00 Adventure travel product innovation

- The rapid surge in adventure tourism
- The pandemic's impact on a shift to a "mainstream" adventure mindset
- How tour operators are adapting strategies to meet mass market demands
- Making adventure accessible to the general consumer

Brian Young, Managing Director – EMEA,
G Adventures

16:25 Moderator's closing remarks and close of conference

16:30 Networking drinks

The conference

ABTA's 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. Learn 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 growth in experiential and adventure travel is not slowing down. 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 the 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 the growing demand for experiential travel.

Benefits of attending

- Gain a comprehensive understanding of **who the adventure traveller is**.
- Learn effective strategies to reach and **connect with this unique demographic**.
- Understand **sustainable** practices and what the customer expects.
- Stay informed about the fastest-growing destinations and **product trends**.
- Acquire valuable knowledge to tailor your offerings to **meet evolving traveller preferences**.
- Equip yourself with strategies to **safeguard** your business against **potential risks** and **challenges** specific to the adventure travel industry.
- **Connect** with a diverse community of professionals, including travel agents and tour operators.

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

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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.

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* **£289 plus VAT**

Non-member / partner **£459 plus VAT**

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

**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*

Upcoming events

Travel Marketing Conference

26-27 June 2024, Central London

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

For information on sponsorship and exhibition opportunities please contact **Sara Dolan** on **07766 517 611** or email sdolan@abta.co.uk