

ABTA's Business Resilience Webinar Series

Consumer Sentiment Towards Travel

11 August 2021

14:00 – 15:45

14:00	Welcome from the moderator Graeme Buck , Director of Communications, ABTA
14:05	Consumer sentiment update <ul style="list-style-type: none">• Traveller planning and booking trends Stuart Baker , Business Director, Travel, Leisure, Hospitality & Services, GW
14:25	Customer confidence in travel <ul style="list-style-type: none">• Insight from ABTA's brand and consumer sentiment tracker• Campaign to boost consumer confidence in travel Emma Brennan , Head of Media and PR, ABTA
14:45	Marketing strategies to build brand confidence <ul style="list-style-type: none">• Tone of messaging• Updating your campaigns – steps to be taking now• Being agile in your communications• Brand messaging in relation to COVID-19 and customer health and safety Debbie Hindle , Chief Executive, Travel, Four Communications
15:05	Building customer confidence <ul style="list-style-type: none">• Hear how different companies are approaching customer confidence• Role of testing and safety protocols• Being agile in your communications Moderator: Debbie Hindle , Chief Executive, Travel, Four Communications Emma Brennan , Head of Media and PR, ABTA Stuart Baker , Business Director, Travel, Leisure, Hospitality & Services, GW Brian Young , Managing Director, G Adventures Elizabeth Fox , Regional Director for the UK/N Europe, Jamaica Tourist Board
15:45	Close



Speaker profiles



Graeme Buck, Director of Communications, ABTA

Graeme leads ABTA's external and internal communications, including PR and media relations, marketing communications and brand stewardship. Joining ABTA in 2020, he was previously Head of Communications for Waitrose & Partners. He brings to the role more than 25 years' experience of working with major organisations.



Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, GWI

Stuart has over 15 years' experience in Market Research and Communications having worked with companies such as Coles Group, Sainsbury's, dunnhumby, P&G, IRI, Shell, Ipsos and is currently leading the Professional Services business at GlobalWebIndex. He is passionate about helping companies make better decisions with data and prides himself on helping his clients link intuition and insight to create compelling data led propositions, campaigns and communications.



Emma Brennan, Head of Media and PR, ABTA

Emma is responsible for developing and delivering PR and communication strategies to support ABTA's work on behalf of its Members – from lobbying on policy matters to encouraging customers to book with an ABTA Member. Her role also oversees ABTA's busy press office, which is often the first port of call for journalists about a travel-related story or crisis. Prior to working at ABTA Emma has led the PR teams in national organisations including Citizens Advice and Keep Britain Tidy.





Debbie Hindle, Chief Executive, Travel, Four Communications

Debbie (@debbie_hindle) is the CEO, travel at Four Communications the leading integrated, independent communications agency with offices in the UK and the Middle East. Debbie has three decades of experience in tourism consultancy and has advised luxury organisations ranging from hotels, agents and operators as well as delivering luxury campaigns for tourism boards. She is a committed advocate of sustainable tourism; a Trustee of the Travel Foundation charity and a member of the UNWTO’s Sustainable Development Goals associate working group.



Brian Young, Managing Director, G Adventures

In March 2015, Brian joined G Adventures as Managing Director for the EMEA region. Having worked in the accommodation-only sector, Young was attracted to G Adventures’ purpose-driven travel, wide portfolio of tours and ambitious company growth. Centring around a Happiness Business Model, it was also G Adventures’ unique internal company culture and core values that caught Young’s eye. A believer in staff being granted the flexibility and opportunity to grow and develop, Brian oversees G Adventures’ two leading markets with offices in London (The Summit) and, most recently, Berlin (The Gate). Founded by Canadian entrepreneur Bruce Poon Tip, G Adventures is the world’s largest independently-owned small group adventure travel company. With innovation at the forefront of G Adventures, Young’s own entrepreneurial background as the founder of On Holiday Group and Holiday Taxis equips him to lead his team of over 80 office staff, continuing to challenge the industry, set trends and cement G Adventures as leaders in adventure travel. His travel experience spans operations, human resources (or Talent, as it is called at G Adventures), sales and marketing, and customer experience within the tour operating and online travel sectors.





Elizabeth Fox, Regional Director for the UK/N Europe, Jamaica Tourist Board

Elizabeth is the Jamaica Tourist Board’s Regional Director for UK/Europe, overseeing the promotion of Jamaica’s tourism industry in the UK, Irish and Nordic regions. She leads relations with advertising and PR partners to ensure optimum visitor arrivals and an increase in annual market share for the destination. She has been with the organisation since her appointment in 2005 and now has more than 16 years building knowledge and expertise on Jamaica. Elizabeth’s career in global tourism sales and marketing spans more than 30 years, having successfully developed and implemented communications strategies, advertising campaigns, direct marketing initiatives, consumer promotions, customer service programmes and PR campaigns for a number of tourism companies and destinations. Specialties include destination marketing, resort branding, integrated sales and corporate image building. Her diverse background in both the travel trade and B2B sectors is coupled with a strong cross section of sales and marketing experience within both large, established blue-chip companies, and small, privately held, growing companies, in addition to government entities and their partner agencies. Elizabeth has an extensive range of experience across the tourism sales/marketing sector with previous roles at Hello! Destination Management, Palm Beach County Convention and Visitors Bureau and Universal Studios Florida.



Contributor profiles

four

Four is one of the leading independent integrated communications agencies in the UK and the Middle East we deliver integrated campaigns and a range of marketing and communications services based on a blend of industry knowledge, cutting-edge insights and inimitable expertise. Our travel team of 15 experts solely dedicated to travel have more than 200 years' experience between them and a combined black book to die for. We are supported by a further 290 members of the agency offering different sector expertise and knowledge; in addition to travel Four has notable strengths in property, health, financial services, retail, culture, education, sport, consumer brands, b2b and public sector. Our luxury PR, creative, social, digital and media buying teams extensively target HNWI. Luxury clients include One & Only, Banyan Tree, Le Manoir Aux Quat' Saisons Cheval Residences, Andrew Brownsword Hotels, Blue Lagoon, Grosvenor Estate, Estee Lauder Companies, Southebys and One Blackfriars to name a few. Four has unrivalled experience from hotel and brand launches, promoting destinations to luxury clients, to selling in some of the world's most exciting real estate projects. We do this through targeted media relations, social and influencer marketing, working with celebrities, holding upscale events and creating exciting brand collaborations. <https://fourcommunications.com/>

GWI.

Founded in 2009, GlobalWebIndex's goal is to provide consumer insights at the deepest level, in the most accessible way. We are a market research firm, with technology at our core. The quality of our data can't be matched and our world-leading panel gives you the clearest possible understanding of consumer lifestyles, mindsets and habits. Our teams of analysts, researchers and industry experts keep up with worldwide and local trends and find out what it takes to make insight like ours work for your business. <https://www.gwi.com/>

