

Delivering Sustainable Travel

2 March 2022 | Deloitte, 2 New St Square, London, EC4A 3BZ

Agenda

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

10:00 **Welcome from the moderator**

Susan Deer, Director of Industry Relations, **ABTA**

10:10 **Keynote panel: the big picture**

- A status update on sustainability in the UK and globally
- An update on travel and tourism's contribution to climate change, nature and diversity, impact on destination management and human rights
- COP26 – key outcomes and implications for travel
- What are the key business drivers for sustainability? What needs to happen next?

Moderator: Susan Deer, Director of Industry Relations, **ABTA**

Clare Jenkinson, Head of Sustainability, **ABTA**

Emily Cromwell, Director of Sustainability, **Deloitte**

Dirk Glaesser, Director, Sustainable Development of Tourism, **UNWTO**

Andy Jefferson, Programme Director, **Sustainable Aviation**

11:00 **Case study: cross industry collaboration and initiatives**

- Working together to manage effects of tourism on destinations
- How are destinations and communities adapting to climate change?

Sara King, General Manager, Purpose, **Intrepid Travel**

11:20 **Tea and coffee break**

11:55 **Putting sustainability at the heart of business resilience**

- Insight into how investors view travel businesses who can demonstrate sustainable values
- Step by step guidance on how to prioritise and action sustainability internally
- Getting buy in from shareholders, stakeholders and staff on the ground
- Considerations around skills, role and resources
- Importance of measurement and reporting

Alistair Pritchard, Lead Partner, Travel & Aviation, **Deloitte**

12:25 **Industry panel: where do travel businesses start?**

A series of speakers from travel businesses share their journeys and top tips for tackling your sustainability strategy across the business:

- Turning the how into the now – practical examples and tools
- Allocating resource and communicating to staff
- Empowering teams and assessing skills for the future
- Carbon measurement and setting reduction targets, plastics, destination management, supplier management

Moderator: Clare Jenkinson, Head of Sustainability, **ABTA**

Linden Coppell, Director of Sustainability, **MSC Cruises**

Kasia Morgan, Head of Sustainability and Community, **Exodus Travels**

Tim Johnson, Managing Director, **Club Europe Holidays**

13:00 **Lunch break**

14:00 **Case study: an example of cross industry collaboration**

- Insight into WAT'SAVEREUSE, a European project with the aim of raising awareness regarding water management in the tourism sector.

Dr Esteban Delgado, Chairman and Technical Director, **Preverisk**

Laia Cases, Technologist in Waste, Energy and Environmental Impact Unit Eurecat, **Technological Center of Catalonia**

14:20 **ABTA tools, guidance and support**

Hugh Felton, Senior Sustainable Tourism Executive, **ABTA**

14:35 **Current consumer sentiment towards sustainable travel**

- Drivers for consumers to purchase or engage with sustainability
- Expectations of travel businesses
- What does the future look like?

Sarah Wordsworth, Senior Commercial Insight Executive, **Global, The Media & Entertainment Group**

14:50 **Travel agents panel**

Hear a range of travel agents share their views on how to meet customer demands and work alongside tour operators to tackle sustainable travel goals.

Moderator: Susan Deer, Director of Industry Relations, **ABTA**

Carole Savage, Managing Director, **Not in the Guidebooks**

Karen Musgrave, Head of PR & Communications, **Barrhead Travel Group**

Clare Jenkinson, Head of Sustainability, **ABTA**

Lisa McAuley, Owner, **Silver Travel Advisor**

15:30 **Tea and coffee break**

15:50 **Delivering and communicating sustainable accommodation practices**

- Where does the accommodation sector have the most potential to reduce emissions around sustainability?
- Guidance on how to find an accommodation provider
- How to talk to customers about selecting accommodation based on balancing expectations and sustainability

Carolyn Wincer, Commercial Director, **Travelife**

16:10 **Case study: the future of customer communication**

- Where to start with your communication strategies around sustainability
- Pledges/labelling – what works for your brand?
- A joined up approach – marketing, communications, customer and product teams

Rachel O'Reilly, Director of Communications, **Kuoni**

16:30 **Close of conference and networking drinks**

Venue partner

Deloitte.

Headline sponsor



Sponsor



Event contributors



Delivering Sustainable Travel

26 January 2022 | Deloitte, 2 New St Square, London, EC4A 3BZ



The conference

ABTA's **Delivering Sustainable Travel** conference returns for 2022. This hybrid event is designed for travel and tourism providers based in the UK or overseas, who are committed to making travel more sustainable. Attend in person in central London or participate online via a custom built platform. **The conference will provide travel businesses of all sizes with actionable guidance and advice on how to deliver sustainable practices across your organisation. Travel agents, tour operators and wider industry are welcome to attend.**

While sustainability has been on the agenda for many travel businesses for quite some time, with Governments and customers demanding more sustainable practices, now is the time to take action. As we move beyond the COVID-19 pandemic, ensure that you are putting steps in place to ensure that your **recovery and growth is sustainable** and positively contributes to communities, natural ecosystems, and cultural heritage across the globe.

Following **COP26** in Glasgow and in line with **ABTA's continued Tourism for Good** initiative this major conference will take a very practical look at how we can use **tourism as a force for good** to deliver growth within environmental limits and what practical steps you can take internally, with your suppliers and with your customers.

Attend to receive **practical guidance** on how to engage and communicate effectively with your customers and staff on sustainability through your marketing, product and customer service strategies. Learn how tour operators and agents can **work together to set best practices** for training staff and meeting customer demands. Understand what you can be doing to **reduce carbon emissions** – learn how to measure your carbon footprint and set reduction targets. Explore how to **tackle sustainability internally** and get buy in from stakeholders and senior leadership. Gain insight into how **future investors view travel businesses** who can demonstrate sustainable values. Discuss how to **set roles and responsibilities internally** and what skills are needed to tackle responsible travel goals.

Get guidance from ABTA on the **tools available to Members and wider industry**. Hear from sustainability experts and industry representatives on how they are approaching sustainability across their businesses.

REGISTER NOW!

In-person attendee

ABTA Member/Partner rate*: **£235 + VAT**

Non Member rate: **£355 + VAT**

What's included in the ticket?

- Access to the conference sessions live at a venue 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*: **£175 + VAT**

Non Member rate: **£299 + VAT**

What's included in the ticket?

- Access to the custom built event platform where you will watch the live streamed conference sessions.
- 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 **industry case studies** from peers on how they are addressing sustainability issues across their businesses.
- Hear how to develop a **consistent sustainability policy** across your business operations, products and suppliers.
- Understand where to look for help and **practical guidance** as you develop and implement your strategy.
- Learn how to improve customer and stakeholder communications and **appeal to a broader consumer base** by promoting your organisation as an ethical business.
- Understand the **tools and support available** from ABTA to help you develop a sustainable business approach.
- Network with and **discuss common challenges** with industry peers and sustainability experts.

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

This conference is for travel agents, tour operators and the wider travel industry including:

- Directors and senior managers from travel companies of all sizes
- Sustainability and CSR teams
- Marketing and communications teams
- Product and sales teams

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