

Delivering Sustainable Travel Conference

15 May 2024

E1, Central London Location



Event partners



Media partner





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Agenda

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

10:00 **Welcome from the moderator**

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

The bigger picture

10:10 **Keynote with Prue Stone – Hotelplan**

Prue Stone, Director of Sustainability, **Hotelplan UK**

10:25 **Opening panel discussion: industry challenges and opportunities shaping sustainable travel today**

What are the factors emerging as top considerations in today's sustainable travel discussion? From water scarcity in destination to the latest innovation in the aviation sector, this panel will discuss the most topical issues in tourism today.

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

Daniel Pearson, CEO, **TTG Media**

Natalie Allard, Head of Communications, **Travalyst**

Rebecca Armstrong, Sustainable Tourism Specialist, **The Travel Foundation**

11:00 **In conversation: responsible tourism and human rights**

Human rights have moved to the forefront of the sustainable tourism conversation. How can travel companies address their human rights responsibility when working in oppressive destinations, what does best-in-class human rights due diligence look like today, and where do we want and need to head as the travel sector collectively? Join the experts for a fascinating discussion on tourism, human rights and the responsibility of the travel sector.

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

Dr. Anke Winchenbach, Senior Lecturer & Researcher, **University of Surrey**

Claire Ross, Director of Sustainability, **DER Touristik**

11:30 **Tea and coffee break**

11:50 **Panel discussion: too much of a good thing – the challenge of tackling overtourism**

One of the most pressing sustainability issues in travel today, overtourism poses a very

unique set of challenges for the industry. What can destinations, tour operators and suppliers do to address the issue?

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

Sandra Ishmael, Director UK, **Netherlands Board of Tourism & Conventions NBTC**

Nadine Pinto, Global Sustainability Manager, **The Travel Corporation TTC**

Additional panellists to be confirmed

12:25 **Implementing sustainability in hospitality**

- What are the different aspects to be considered under sustainability

- Setting the right goals

- Continuous measuring and verification

Jason Burnett, Technical Director, **Intertek Cristal**

12:45 **Lunch break**

13.45 **Discussion groups**

Attendees choose from the below interactive 25-minute discussions to take part in.

Groups are repeated after 25 minutes to allow attendees to take part in two sessions.

Discussion group A: the journey to certification

Sustainability certifications can form an integral part of travel companies' sustainability commitment; but where to start, which certification to go for, and what to expect from the accreditation process? Join this discussion to share experiences and challenges with others interested in or on the road to becoming certified. We will particularly focus on Travelife and B Corp.

Facilitator: Sophie Walker, Global Head of Sustainability, **Inside Travel Group**

Discussion Group B: communicating sustainability

Recent high-profile greenwashing cases and a general abundance of green claims far beyond the travel sector have led to consumers becoming increasingly sceptical about sustainability promises. Join this discussion group to debate how travel companies can communicate their sustainability credentials transparently and credibly, and how best to

The conference

ABTA's Delivering Sustainable Travel Conference returns for 2024. This event is designed for travel and tourism providers based in the UK or overseas, who are committed to making travel more sustainable.

The conference will take a very practical look at how we can use tourism in a sustainable way to deliver growth within environmental limits.

Travel and tourism can be a powerful force for good, not only supporting jobs and livelihoods at home and in destinations, but also often promoting the preservation of culture and nature. Attendees will examine how to ensure their continued business growth and recovery is sustainable and positively contributes to communities, natural ecosystems, and cultural heritage across the globe. You will learn what you can do to reduce carbon emissions, how to measure your carbon footprint and set reduction targets.

Attend this event to hear from destinations and tour operators alike who will share examples of taking a collective approach to ensure benefits of tourism are felt by all. Learn from sustainability experts and industry representatives on how they are approaching sustainability across their businesses.

The event will address how to tackle sustainability internally and get buy in from stakeholders and senior leadership, and discuss how to set roles and responsibilities internally, and what skillsets are needed to tackle responsible travel goals.

Attend this flagship conference to get up-to-date, practical advice on how to take action to deliver sustainable practices across your organisation.

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 sustainable policy** across your business operations, products and suppliers.
- Understand where to look for **help and practical guidance** as you develop and implement your strategy.
- Understand the **tools and support available from ABTA** to help you develop a sustainable business approach.
- **Network and discuss common challenges** with industry peers and sustainability experts.

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

prepare for and handle the difficult questions from media and public.

Facilitator: Helen Coop, Managing Director, Travel, **Four**

Discussion group C: supporting and engaging local communities

Our destination, their home. Local communities are impacted heavily by tourism and more and more travel companies are placing this challenge at the very core of their sustainability considerations. How can we use travel as a force for good without the often detrimental impacts on local destinations, what works and what doesn't? Exchange thoughts and share your experiences with peers across the industry.

14:45 **Tea and coffee break**

Industry case studies

15:05 **Biodiversity loss and how to make travel part of the solution**

Rochelle Turner, Head of Sustainability, **Exodus**

15:25 **On a mission to making flight-free travel mainstream**

Avoiding flying is one of the most obvious ways to travel more sustainably but the very fragmented railway system across Europe and beyond makes booking train journeys challenging for travellers, travel agents and tour operators alike. Hear how Byway is looking to bridge this gap and make flight-free sustainable travel mainstream:

- The challenge: the technological solution to a fragmented railway system
- The Byway offering today: achievements and lessons learnt so far
- The future: remaining core challenges and plans for the future

Paul Conroy, Head of Partnerships, **Byway**

15:45 **Industry case study**

Speaker to be confirmed

16:05 **Closing panel and Q&A with industry speakers**

Join us for a panel discussion to delve deeper into the previous three industry case studies and get your own questions answered.

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

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

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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*

A limited number of complimentary places are available for **ABTA Member travel agents** including senior managers, team leaders and business development teams. Please email events@abta.co.uk for more information.

Upcoming events

Carbon Literacy for Travel and Tourism

26 June 2024

Travel Marketing Conference

26-27 June 2024

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

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