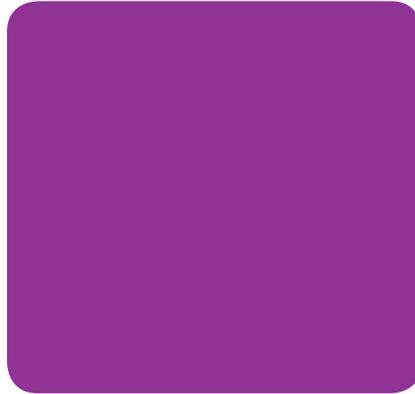


Group Travel and Escorted Tours Conference

26 September 2018 • Japan House London, 101-111 Kensington High Street,
London, W8 5SA



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Agenda

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

09:50 **Welcome from the moderator**

Giles Hawke, Chief Executive, **Cosmos** and Chairman, **The Association of Touring and Adventure Suppliers (ATAS)**

Understanding the market

10:00 **Group travel market overview**

- Opportunities, challenges and key trends in group travel
- Defining the many different types of group travel and tours
- Consumer and purchasing trends

Laurence Hicks, Managing Director, **Tour Hound**

10:25 **An update on the touring sector – key insights and trends**

- The size of the market and the growth
- Types of tours and destinations
- Changing the perception of tours and overcoming key challenges

Sean Webster, Head, **ATAS**

10:40 **Questions and discussion**

Product trends

10:50 **Adventure and experiential group travel**

- What is adventure travel and what's fuelling the growth?
- Understanding adventure travellers and the role of agents
- The power of purpose: ethics vs experience

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

11:10 **Product trends showcase and panel discussion**

- Themed holidays, adventure and experiential travel, escorted tours, sustainable travel, small group tours, female only tours, multi-generational travel, group cruising, the growth in domestic travel and inbound touring
- Understanding customer profiles in order to meet their travel needs and expectations
- Catching onto trends and designing special interest and niche tours

Andy Squirrell, Managing Director, **Titan Travel**
Brian Young, Managing Director EMEA, **G Adventures**

Jim Eite, Product and Commercial Director, **Exodus**

Mark Bloxham, Managing Director, **Wendy Wu Tours**

11:45 **Networking tea and coffee break**

12:10 **Self-guided touring**

- Why, where and how self-guided touring is growing
- How to sell and market self-guided tours

Andrew Appleyard, Head of International Sales & Business Development, **Exodus**

Marketing and selling group travel

12:35 **Effectively marketing and selling escorted touring**

- Redefining escorted touring and overcoming common misconceptions
- Successful marketing campaigns
- Sales initiatives, price promises and guaranteed departures
- Identifying potential group tour customers

Miles Morgan, Managing Director, **Miles Morgan Travel**

13:00 **Networking lunch**

14:00 **Engaging and working with Group Travel Organisers (GTOs)**

- Understanding the variety of groups GTOs represent
- Marketing and selling to GTOs – understanding their needs and decision making processes
- How to make the GTO's job easier, to build loyalty and get repeat business

Wendy Hartley-Scarff, CEO, **Association of Group Travel Organisers (AGTO)** and a GTO

14:25 **Marketing to the group travel market**

- Segmenting the group travel market
- Marketing group travel through social media
- Building connections before, during and after group tours

John Corellis, Senior Account Manager, **Accord Marketing**

14:55 **Networking tea and coffee break**

Managing group travel

15:20 Legislation update affecting group travel

- Changes and cancellations within groups – PTR responsibilities of the operator, organiser and individuals
- Coach access to cities and driving hours
- Regulation of tour guiding
- Implications of 2018 changes to data protection (GDPR) for group travel
- Health and safety liabilities and duty of care for groups

Luke Golding, Associate Solicitor, **Travlaw**

15:50 Health and safety considerations for groups

Angela Hills, Senior Destinations Manager – Health, Safety, Crisis & Operations, **ABTA**

16:05 Panel discussion: working in partnership to better accommodate group and touring clients

- How to work with your airline and accommodation partners
- Risks of working with young people/ vulnerable age groups
- Capacity planning

Andy Squirrel, Managing Director, **Titan Travel**

Helmut Kolb, MD, **Switzerland Travel Centre**

Keith Sharkey, Executive Director, **The School Travel Forum** and Managing Director, **The Halsbury Group**

16:30 The role of the tour guide

- Developing flexible itineraries and contingency plans
- Personalising and customising group travel and tours
- Meeting the needs of all group travellers and managing group dynamics

Wendy Wu, Founder, **Wendy Wu Tours**

16:55 Moderator's closing remarks and close of conference

17:00 Networking drinks reception

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

The conference

The group travel and escorted tours market is evolving quickly. Are you keeping pace with this growing and lucrative market?

ABTA's second annual Group Travel and Escorted Tours Conference will focus on how to market, sell and deliver holidays and tours of all sizes. This year the conference will highlight key product trends and the growing demand for experiential and adventure travel, themed tours, immersive cultural experiences and more.

Attend our practical one-day event to hear about **effective sales initiatives, marketing and social media** campaigns and engagement with trade and Group Travel Organisers (GTOs) to reach a wider audience. Look at ways to **embrace speciality markets, attract new traveller types and cater for this diverse market.**

Learn how to work with **airlines, hotels, tourist boards** and other partners to ensure a 'group friendly' experience. Attract a more independently-minded customer by designing tailor-made and customisable itineraries. Get an update on the **latest legislation** that will affect your group travel planning and operations, including regulation of tour guiding, coach access, data protection, accessibility and PTR responsibilities.

Benefits of attending

- A **networking forum** for travel agents, GTOs and tour operators to discuss the future of group travel
- Discover group travel **product trends** and **improve sales** by implementing effective sales techniques
- **Generate more business** by identifying potential group travellers and appealing to a wider customer base
- Gain **greater customer satisfaction** by personalising itineraries and ensuring you are working with 'group-friendly' partners
- **Put your questions** to travel representatives about how to work with airline and accommodation partners

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
- Group travel and tailor made teams
- Tour managers and GTOs
- Marketing, product and sales teams
- Operations, health and safety and legal teams.

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How to register

You can book online and pay by credit card or request an invoice. Visit abta.com/events to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Prices

ABTA Member/Partner **£249 plus VAT**

Non-Member/Partner* **£369 plus VAT**

**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 travel agents at this event. Please contact us for details events@abta.co.uk

Group booking discounts

Book **three places** and get **50% off the third place**

Book **five places** and get **100% off the fifth place**

This discount will be automatically applied when you book online.

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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. 76% of people feel more confident booking with an ABTA Member.

Upcoming events

Essential Guide to Travel Marketing

19 September 2018, London

Advanced Social Media in Travel

20 September 2018, London

Crisis Management Communications

31 October 2018, London

Delivering Customer Service Excellence

28 November 2018, Manchester