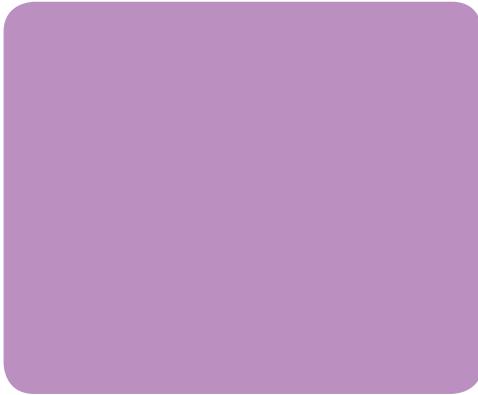


The Luxury Travel Conference

21 March 2019 • London



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Agenda

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

09:50 **Welcome from the moderator**

April Hutchinson, Editor, **ttgluxury**

Understanding luxury travellers and trends

10:00 **The luxury traveller**

- Defining the luxury traveller: going beyond HNWI's
- What are luxury travellers looking for?
- Special focus on the cruise market

Marloes De Vries, Travel Analyst, **Mintel**

10:20 **Panel discussion: luxury travel trends**

Moderator: April Hutchinson, Editor, **ttgluxury**

Marloes De Vries, Travel Analyst, **Mintel**

Beth Taubner, Founder and Transformational Brand Strategist and Creative Director, **MercuryLab NY and London**

Kerry Golds, Managing Director, **Abercrombie and Kent**

Philippe Brown, Founder, **Brown and Hudson**

Sales and marketing techniques

11:00 **Building a luxury brand**

- Discover how to define your peak emotional brand attributes for greater success
- Learn to communicate your brand to your existing aspirational luxury audiences
- Brand case studies

Beth Taubner, Founder and Transformational Brand Strategist and Creative Director, **MercuryLab NY and London**

11:25 **Questions and discussion**

11:30 **Tea and coffee break**

12:00 **Marketing luxury and luxury travel**

- What do we mean by "luxury" – a closer look at the luxury travel market
- Reaching the luxury traveller across their path to purchase
- Using social media to engage luxury consumers

Jasman Ahmad, Planning Director, **Accord**

12:25 **Questions and discussion**

12:30 **Engaging with luxury bloggers and influencers**

- The value of social influencers in marketing luxury
- How to verify social influencers
- Successful influencer marketing case studies
- Social media law when running influencer campaigns

Rohan Midha, Co-Founder, **PMYB**

12:50 **Networking lunch**

13:50 **Selling luxury**

- Challenges and opportunities for agents in the luxury sector
- The Trusted Advisor in 2019 – elevate your role and satisfaction
- Earn more money – by playing a different game and considering alternative luxury remuneration models
- Give rather than sell – how looking at the bigger picture can help you grow your business
- Long-term travel planning: taking relationships to the next level
- Growing clients through strategic partnerships

Philippe Brown, Founder, **Brown and Hudson**

14:20 **Reinventing the in-shop experience for holiday research and luxury bookings**

- Defining a luxury retail experience
- Reflecting on the whole customer journey to change the travel agency experience

Rick Milne, Head of Sales, **Carrier**

Caroline Hutchinson, Retail Manager, **Carrier**

14:45 **Questions and discussion**

14:55 **Tea and coffee break**

Targeting specific markets and selling specific luxury travel products

15:25 Tailoring your product offering for a luxury market

- What is a luxury customer looking for and how this led Saga to make inclusions a key part of their offering
- Luxury boutique cruising: outlining the design of Saga's two new build ships

Iain Powell, Head of Trade Sales, **Saga Holidays & Cruise**

15:50 Questions and discussion

16:00 Panel discussion: making the journey better than the destination

- Premium airline cabins and the types of clients who trade up
- The growth in private jet holidays
- Luxury train travel
- Luxury car hire
- The growth in luxury cruising and understanding the luxury cruiser

Moderator: April Hutchinson, Editor, **ttgluxury**
Antonio Paradiso, Managing Director UK and Ireland, **MSC Cruises**
Lindsey Spagnol, Business Development Director EMEA, **TCS World Travel**
Additional speakers to be announced

16:40 Meeting the growing need for responsible luxury travel

- Why sustainable travel matters to luxury travellers
- When and how to effectively communicate sustainability

17:00 Close of conference and networking drinks

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

The conference

ABTA's Luxury Travel Conference allows you to keep up-to-date with the changes in this fast-moving sector so that you can improve your product offering and marketing and selling techniques.

The definition of luxury is evolving as consumer behaviour and expectations change. New destinations, exclusive experiences, products and services are constantly being introduced to the market. Are you aware of the latest products and trends?

The conference will give you the tools you need to communicate with the luxury traveller, from online and in-store interactions through to purchase. Learn how to develop your luxury brand, and market and sell to luxury consumers. Master the art of social media and the use of social influencers, and get to grips with how to meet the growing demand for luxury journeys and sustainable travel experiences.

With speakers from across the hospitality, cruise, travel and tourism sectors, learn how to identify, reach and retain the luxury consumer.

Benefits of attending

- **Increase your knowledge** of the luxury travel market and evolving trends
- Hear how the **expectations of luxury travellers** are changing
- Learn how to engage with **influential bloggers** and understand their value in marketing luxury
- Insights on how to build a brand that **maintains relevance and drives loyalty**
- Consider ways to **exceed your customers' expectations** and provide exceptional customer service

Who should attend?

The event is ideal for experienced professionals and those new to the luxury market from tour operators, travel agents, cruise providers, hoteliers, including:

- Directors and senior management teams
- Product teams
- Sales and marketing teams
- Communications and PR teams
- Customer insight and strategy teams
- Customer service professionals.

This conference is open to ABTA Members, non-Members and the wider travel community.

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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*

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

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

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

Social Media in Travel

5 March, Bristol

Social Media in Travel

30 April, London

The Travel Marketing Conference

1 May, London

Delivering Customer Service Excellence

15 May, London

Delivering Sustainable Travel

18 June, London