

# New Markets in Cruise Conference

2 October 2019 • Deloitte LLP, 2 New Street Square, London, EC4A 3BZ



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## Agenda

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

10:00 **Welcome and moderator's opening remarks**

**Sophie Griffiths**, Editor, **TTG Media**

10:10 **Setting the scene – an update on the UK consumer**

- An overview of the economic landscape and consumer sentiment
- A view on how consumer expenditure on leisure and travel might develop in the coming months
- Insight into current travel trends, with a focus on those that impact the demand for cruises

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

10:30 **Where is the growth in cruise capacity and how can we grow it further?**

- Reaching new markets
- New ship launches coming up in 3-5 years
- Mainstreaming cruise in the holiday market
- Building consumer confidence in cruising and overcoming misconceptions

**Tony Roberts**, Chairman, CLIA, Vice-President UK and Europe, **Princess Cruises**

10:55 **New and emerging destinations – hot destinations for 2020 and 2021**

**Moderated by:** **Dan Pearce**, CEO, **TTG Media**

**Thomas Morgan**, National Sales Manager, UK & AUS, **Riviera Travel**

**Tony Roberts**, Chairman, CLIA, Vice-President UK and Europe, **Princess Cruises**

**Sally Cope**, Regional General Manager, UK/Northern Europe, **Tourism Australia**

11:25 **Networking tea and coffee break**

11:55 **Selling to non-cruisers or first-time cruisers**

- Making cruise a mainstream holiday choice – river and ocean
- Identifying your audience – where to find first-time cruisers, affinity selling
- Destinations and itineraries for first-time cruisers
- Overcoming common negative misconceptions

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

12:15 **Panel discussion – how cruise lines and trade can work better in partnership**

- Setting objectives, monitoring effectiveness and ensuring good communication
- How to sell cruise – what works when speaking to people and what doesn't
- Demystifying cruise jargon – a toolkit for agents
- Incentives and loyalty programs
- Collaboratively delivering customer service excellence and handling complaints

**Moderated by:** **Sophie Griffiths**, Editor, **TTG Media**

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

**Iain Powell**, Head of Trade Sales, **Saga**

**Charles Fachiri**, Senior Customer Support Manager, **ABTA**

**Carly Perkins**, Senior Marketing Manager, **Holland America Line**

12:50 **Attracting new audiences to cruise – a perspective on the groups market**

- What is the groups market and why is it potentially rewarding?
- How can agents break into the groups market?
- Working with the right cruise providers

**Martin Hay**, Agent, **GoCruise**

13:10 **Networking lunch**

14:10 **Marketing cruise across the generations**

- Understanding generational differences and motivations to travel
- Marketing to all age groups – from millennials to the mature traveller
- How do these generations research and book their cruises?

**Jasman Ahmad**, Strategy Director, **Accord**

14:30 **How email and web can support the full end to end cruise journey**

- Challenges of email and web personalisation
- How to overcome the challenges
- Cruise case studies

**Komal Helyer**, Marketing Director, **Pure360**

#### 14:50 Reaching a new market of cruisers

- Recent developments in the advertising market
- Optimising the marketing mix – traditional media, digital channels, social media
- Understanding the cruise advertising market and how to reach the right audiences
- Learning from effective campaigns – small, medium and large budgets

**Moderated by:** **Sophie Griffiths**, Editor, **TTG Media**  
**Lucy Walker**, Audience Director, **eight&four**  
**Guy Fowles**, Marketing Director, EMEA and the Americas, **Intrepid Group**  
**Suzanne Korff**, Director, UK Marketing Communications, **Princess Cruises**

#### 15:20 Networking tea and coffee break

#### 15:45 Cruise innovations and product trends

*Speakers will give a five minute presentation discussing a specific market trend, followed by a panel discussion about the challenges and opportunities in the cruise market.*

**Moderated by:** **April Hutchinson**, Editor, **TTG Media**  
**Rachel Healey**, National Sales Manager, **Uniworld**  
**Peter Shanks**, Managing Director UK & Ireland, **Silversea**  
**Lucia Rowe**, Managing Director, **A-ROSA River Cruises UK & Ireland**

#### 16:20 Looking to the future: cruise innovations

- Innovations to help sell more cruise
- How is technology transforming cruise ships?

**Jay Chauhan**, Head of Industry, UK Travel, **Google**

#### 16:40 Closing keynote address – safeguarding the future of cruise – sustainability

- The business case for sustainability
- How can cruise lines minimise the impact of cruise holidays on destinations and the environment?
- Is sustainability a selling point?
- Progress made

**Geir Kronbæck**, General Manager, Nordics, **Royal Caribbean International**

#### 16:55 Moderator's closing remarks

#### 17:00 Close of conference and 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

**ABTA's New Markets in Cruise Conference brings the travel industry together to explore ways to attract new cruisers and reach new markets, ensuring that cruise becomes a mainstream holiday choice.**

This practical one-day conference focuses on **how to sell and market the benefits of cruise holidays**, across both river and ocean cruise. The demand for cruise holidays has increased as cruise lines improve their offerings with exciting and unique products that appeal to a wider audience. If you would like to **sell more cruise** and **reach new markets**, this event is not to be missed.

Get up-to-date on the latest **product trends**, including themed cruises, ultra-luxury and expedition cruises. Understand how to **engage new and growing markets** including millennials, multi-generational families and baby boomers. Explore the potential of **first-time cruisers** and understand how developments in the on-board experience, technological, culinary and entertainment innovations can help attract holidaymakers to cruise.

Learn how to **use new marketing and sales tools**, promote and sell cruise on social networks and boost sales revenue by identifying new trade partners who don't currently sell much cruise.

### Benefits of attending

- **Learn how to sell the benefits of cruise**
- Take back practical **marketing, advertising and social media techniques** to improve engagement
- Understand the growth in river cruise as a holiday choice and how to sell cruise via **itineraries** and **destinations**
- Network with **agents**, including ABTA Members who currently sell little or no cruise
- Learn how to identify travellers who are beginning to show an interest in cruise
- Learn how to match the right cruise product with the right person to **improve conversion rates and customer satisfaction**

### Who should attend?

The event is ideal for cruise providers, tour operators and travel agents, including:

- Directors, CEOs and senior managers
- Product teams
- Sales and marketing teams
- Digital marketing and social media teams.



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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. 75% of people feel more confident booking with an ABTA Member

## How to register

You can book online and pay by credit card. ABTA Members can request an invoice.

Visit [abta.co.uk/abtaevents](http://abta.co.uk/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

## Prices

ABTA Member/Partner **£255 plus VAT**

Non-Member/Partner\* **£375 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](http://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](mailto:events@abta.co.uk) for a bespoke discount**

We are keen to attract agents who are new to cruise or who sell cruise as part of their portfolio - you are welcome to attend free of charge.

If you are not already selling cruise, or if it is only a small part of your portfolio, please apply for a complimentary place by emailing [events@abta.co.uk](mailto:events@abta.co.uk).

## Upcoming events

### The Over 50s Traveller

25 September, London

### Search Marketing for Travel

16 October, London

### Mental Health and Wellbeing in the Workplace

15 November, London

### Adventure Travel Conference

19 November, London