

ABTA's Business Resilience Webinar Series

Selling Luxury Travel

30 June 2021

10:30 – 12:30

10:30	Welcome from the moderator Debbie Hindle , Chief Executive, Travel, Four Communications
10:35	Customer sentiment update <ul style="list-style-type: none">• Impact of pandemic and latest luxury travel customer sentiment• How does luxury compare to the wider industry?• Changes to research and booking behaviour Stuart Baker , Business Director, Travel, Leisure, Hospitality & Services, GWI
10:50	Managing customer expectations <ul style="list-style-type: none">• The changing needs of the luxury traveller• Managing and delivering to your client's expectations• Communicating testing, quarantine and vaccinations requirements Lisa Smith , Chief Operating Officer, ITC Travel Group
11:05	Legal update and surgery <ul style="list-style-type: none">• Recap of your customer obligations• Clients wishing to travel against FCDO advice Joanna Kolatsis , Director, Themis Advisory
11:20	Using software to maximise customer engagement <ul style="list-style-type: none">• Seamless experiences and managing changes• Delivering exceptional service Chris North , Managing Director, Vertical Systems
11:35	COVID-19 testing for luxury clients <ul style="list-style-type: none">• Providing a testing experience your luxury customers expect• Common testing misconceptions Conor McCann , Business Development Manager, Randox
11:50	Luxury travel trends post COVID-19 <ul style="list-style-type: none">• Emerging luxury destinations, products and experiences Debbie Hindle , Chief Executive, Travel, Four Communications
12:00	Panel discussion: marketing and selling luxury <ul style="list-style-type: none">• Adapting to changing your client's needs• Selling in-store, online and remotely Moderator: Debbie Hindle , Chief Executive, Travel, Four Communications Peter Shanks , Managing Director – UK, Ireland, Middle East and Africa, Silversea Cruises Helen Roberts , Sales Director, Kuoni Lisa Smith , Chief Operating Officer, ITC Travel Group
12:30	Summary and close of webinar



Speaker profiles



Debbie Hindle, Chief Executive, Travel, **Four Communications**

Debbie (@debbie_hindle) is the CEO, travel at Four Communications the leading integrated, independent communications agency with offices in the UK and the Middle East. Debbie has three decades of experience in tourism consultancy and has advised luxury organisations ranging from hotels, agents and operators as well as delivering luxury campaigns for tourism boards. She is a committed advocate of sustainable tourism; a Trustee of the Travel Foundation charity and a member of the UNWTO's Sustainable Development Goals associate working group.



Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, **GWJ**

Stuart has over 15 years' experience in Market Research and Communications having worked with companies such as Coles Group, Sainsbury's, dunnhumby, P&G, IRi, Shell, Ipsos and is currently leading the Professional Services business at GlobalWebIndex. He is passionate about helping companies make better decisions with data and prides himself on helping his clients link intuition and insight to create compelling data led propositions, campaigns and communications.



Lisa Smith, Chief Operating Officer, **ITC Travel Group**

Lisa joined ITC in March 2020, two days before going into lockdown. Prior to that Lisa spent a small amount of time as the Managing Director of Key Travel, and previous to that spent a number of years in dnata travel as B2B Operations Director for Gold Medal and Travel 2, before becoming Global Customer Experience Director for dnata. Lisa is change orientated and customer focused, having gained previous experience within various organisation contexts including a rapidly growing entrepreneurial business, corporate parents in times of turnaround, company sale and business mergers and acquisitions. Lisa is passionate about seeking opportunities for ongoing improvements, seeking out customer feedback and turning it into actionable business improvement plans, delivering results through genuine & quality employee engagement.



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Chris North, Managing Director, Vertical Systems

Chris is the Managing Director of Vertical Systems, one of the longest-serving travel technology suppliers in the UK. Chris joined Vertical in 2018, after 22 years of working in the travel industry in various senior roles. Chris has applied his travel experience to the development of the Vertical product suite, which is now seen as the perfect choice for a travel professional.



Conor McCann, Business Development Manager, Randox

Conor is Business Development Manager within Randox. He has been working for Randox since 2018 in the Food Diagnostics and Toxicology Divisions. Since the start of the pandemic Conor has been fortunate enough to play his part in helping the fight against Covid-19 through assisting in Randox's state of the art laboratories within their testing program and progressing to helping clients across various industries, including the travel industry, benefit from their services at an affordable price. His aim has been to help support others on the journey back to a sense of normal life.



Peter Shanks, Managing Director – UK, Ireland, Middle East and Africa, Silversea Cruises

Peter joined Silversea in January 2018 after spending 2 years at Imagine Cruising supporting their rapid growth and development in the Cruise and Stay sector. Prior to that Peter spent 14 years with the Carnival Corporation in a number of senior roles across Carnival UK, Princess Cruises and Ocean Village – most notably as President and Managing Director of Cunard Line at an exciting time of their growth and led the introduction of Queen Mary 2, Queen Victoria and Queen Elizabeth. Peter also has extensive retail experience gained as Managing Director of Going Places and Commercial Director of Thomas Cook. Peter started his career at Cosmos learning all aspects of tour operating.



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**Helen Roberts, Sales Director, Kuoni**

With a 17-year career at Kuoni, Helen began as a travel expert in the company's Manchester store before moving into trade relations working with travel agents in the North and absolutely loved building relationships, growing sales, solving problems and being a champion of the Kuoni brand everywhere from Cliteroe to Cleethorpes. Having also project managed the development of Kuoni's own retail network and created the market-leading "Kuoni Way" service, she now looks after all distribution through Kuoni's own stores, virtual call centre and travel agents. She's passionate about working with agents who share Kuoni's passion for travel and delivering amazing unforgettable experiences. She said: "There is nothing better than working with innovative, customer-focused travel professionals who share the same values as us." Never one to stand still, Helen has spent two decades exploring the world backpacking and in luxury. Favourite places include South East Asia, South and Central America, Asia, India most recently with her four-year old son in tow!



Contributor profiles

four

Four is one of the leading independent integrated communications agencies in the UK and the Middle East we deliver integrated campaigns and a range of marketing and communications services based on a blend of industry knowledge, cutting-edge insights and inimitable expertise. Our travel team of 15 experts solely dedicated to travel have more than 200 years' experience between them and a combined black book to die for. We are supported by a further 290 members of the agency offering different sector expertise and knowledge; in addition to travel Four has notable strengths in property, health, financial services, retail, culture, education, sport, consumer brands, b2b and public sector.

Our luxury PR, creative, social, digital and media buying teams extensively target HNWI. Luxury clients include One & Only, Banyan Tree, Le Manoir Aux Quat' Saisons Cheval Residences, Andrew Brownsword Hotels, Blue Lagoon, Grosvenor Estate, Estee Lauder Companies, Southebys and One Blackfriars to name a few. Four has unrivalled experience from hotel and brand launches, promoting destinations to luxury clients, to selling in some of the world's most exciting real estate projects. We do this through targeted media relations, social and influencer marketing, working with celebrities, holding upscale events and creating exciting brand collaborations.

GW.

Founded in 2009, GlobalWebIndex's goal is to provide consumer insights at the deepest level, in the most accessible way. We are a market research firm, with technology at our core. The quality of our data can't be matched and our world-leading panel gives you the clearest possible understanding of consumer lifestyles, mindsets and habits. Our teams of analysts, researchers and industry experts keep up with worldwide and local trends and find out what it takes to make insight like ours work for your business.

RANDOX

Randex is one of the UK & Ireland's largest COVID-19 testing providers delivering next day results via our convenient home sample collection kits and network of testing centres, with some offering express PCR testing with results turnaround of 1-3 hours. In a bid to make travel safer and testing more affordable Randex can offer ABTA members discounted PCR tests from just £43 using code ABTA43. Whether you need a pre-departure test before travelling or a day 2 or day 8 test on arrival in the UK, Randex has you covered. Travel with confidence this summer.



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Themis Advisory was founded by Joanna Kolatsis, a former partner in City law firm, following over 20 years providing legal services to the travel and aviation industries. Following her decision to leave private practice, she founded Themis Advisory which was born out of a desire to provide current, pragmatic legal and business solutions for the modern business world.



Vertical Systems is best known for its award winning and industry leading TARSC software. For over 35 years TARSC has set the benchmark for a comprehensive front and back office travel management system. Managing travel administration, accounting, payroll, fees and licenses. With TARSC at our core we also provide a number of integrated products including vHub, vCrm, vSearch, vCruise and vPay. All products and services are supported by our UK based helpdesk. We are travel people providing travel technology for your travel business!

