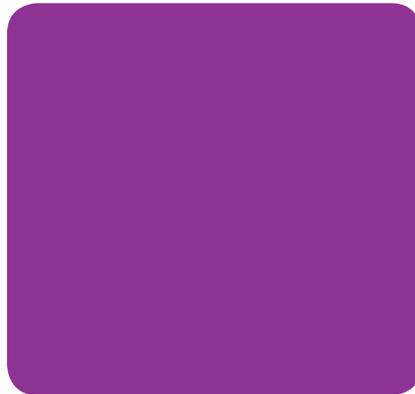


# New Opportunities in the Solo Travel Market

5 June 2019 • JCDcaux UK, 27 Sale Place, London, W2 1YR



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## Agenda

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

10:00 **Welcome from the conference moderator**

**Moderated by: Victoria Bacon**, Director of Brand and Business Development, **ABTA**

10:10 **Panel session: emerging trends in the solo travel market**

- Key insights on the size and growth of the market
- What's caused the rising popularity of solo travel?
- Customers' inspirations for travelling alone
- Opportunities, challenges and future trends in solo travel

**Moderated by: Victoria Bacon**, Director of Brand and Business Development, **ABTA**

**James Clarke**, General Manager, UK, **Travelzoo**

**Alastair Campbell**, Managing Director, **Just You and Travelsphere**

**Emily Jones**, Media and PR Manager, **ABTA**

10:55 **Reaching and engaging with solo travellers**

- The changing path to purchase: understanding the buyer's mind-set in considering a solo travel experience
- Digital disruption and how this might impact your business
- Examples of brands in the space leveraging the above opportunities
- Understanding programmatic advertising and how it can work for your travel business

**Jon Bezalel**, Digital Strategist, **Accord**

11:20 **Networking tea and coffee break**

11:45 **Delivering personalised email and web journeys for the solo traveller**

- The importance of understanding the customer travel booking journey
- Transform the customer experience and increase bookings with personalisation
- Growing your database in a post-GDPR world

**Clayton Cosgrove**, Account Manager, **Pure 360**

**Zoe Miles**, Account Executive, **Pure 360**

12:05 **Personalised and targeted advertising**

- Data intelligence - Out of Home's (OOH) use of big data sources to plan relevant campaigns targeting relevant customers
- How, when and where to target your audiences
- New innovations in OOH advertising

**Laura Tanner**, Strategy Marketing Director, **JCDcaux UK**

**Steve Cox**, Marketing Director Airport, **JCDcaux UK**

12:30 **Communicating with your solo customer**

- Starting the conversation – how to discuss the benefits of solo travel to the youth market
  - Key messaging and case study examples
- Continuing the conversation post trip – how to capitalise on the relationships that they have made
  - Creating a travel community, using their content and keeping in touch

**Natasha Lawrence**, Project Director, **Contiki**

12:55 **Networking lunch**

13:50 **Welcome back**

13:55 **Solo holidaymakers over 55**

- What are they looking for from a solo trip?
- How to reach and communicate with this group
- Top tips for selling solo holidays to them

**Jennie Carr**, Creative and Communications Director, **Silver Travel Advisor**

14:15 **Connecting like-minded individuals**

- How to bring like-minded people together
- The importance of getting it right and how this can benefit your business
- Expanding your offering to appeal to more solo travellers

**Josie Tucci**, Vice President Sales and Marketing, **The Moorings and Sunail**

#### 14:35 **Panel session: non-solo, solo adventures**

- What is group travel to the solo traveller and why is it so popular?
- Facilitating group solo travel and managing group dynamics

**Radha Vyas**, Co-Founder, **Flash Pack**

**Natasha Lawrence**, Project Director, **Contiki**

**Brendan Fox**, Director of Sales and Customer Engagement, **Sports Tours International**

#### 15:00 **Networking tea and coffee break**

#### 15:25 **Ensuring the safety of your solo customers**

- Providing your customer with the correct information to keep them at ease
- What happens when it goes wrong

**Nick Hillier**, Health and Safety Co-ordinator, **Riviera Travel**

#### 15:45 **Solo product trends panel session**

- How the product for escorted tours has changed
- Why river cruise is popular for solo travellers

**Liesa Bissett**, Product and Operations Director, **Just You and Travelsphere**

**Will Sarson**, Specialist Product, **Riviera Travel**

#### 16:15 **What the future holds for the solo traveller**

- Ensuring you futureproof your business for changes in the market

**Alastair Campbell**, Managing Director, **Just You and Travelsphere**

#### 16:40 **Close of conference and networking drinks**

## The conference

The trend for solo holidays has been growing in recent years. According to ABTA research\*, more than one in six people (15%) chose to go on holiday by themselves in the past 12 months – up from the one in nine (12%) who took a solo holiday in 2017 and almost three times as many as those in 2011 (6%).

**Has your holiday company responded to this growing demand? Do your products appeal to solo travellers of all ages? Is your messaging and tone right?**

As an industry we have an increasing understanding of the solo travel market. The conference will go one step further to **explore new opportunities to engage** with this **expanding group of travellers**. There is **huge earning potential**, ensure you don't miss any chances to understand how you can **reach this lucrative market**.

ABTA's second annual solo travel conference will explore a broad range of topics specifically focusing on the solo travel market. You will hear **insights from expert speakers** and learn ways of **developing your product portfolio to attract new and existing customers**.

You will get an understanding on **what inspires a solo traveller** and gain top tips on how to ensure they make a return trip with you. There will be a focus on which **marketing channels solo travellers engage with** as well as case studies on the most effective ways to reach them.

### Benefits of attending

- Discover **why solo travel is a growing trend** in 2019 and use this knowledge to adapt your marketing and solo travel products
- Listen to expert speakers **discuss a broad range of topics** specifically related to the solo traveller
- Hear ways to **break the mould of the traditional view of the solo traveller** and appeal to a wider audience
- Understand the **opportunities, challenges and future trends** in solo travel
- **Discuss this market** with your industry colleagues and find out how they work with the solo traveller

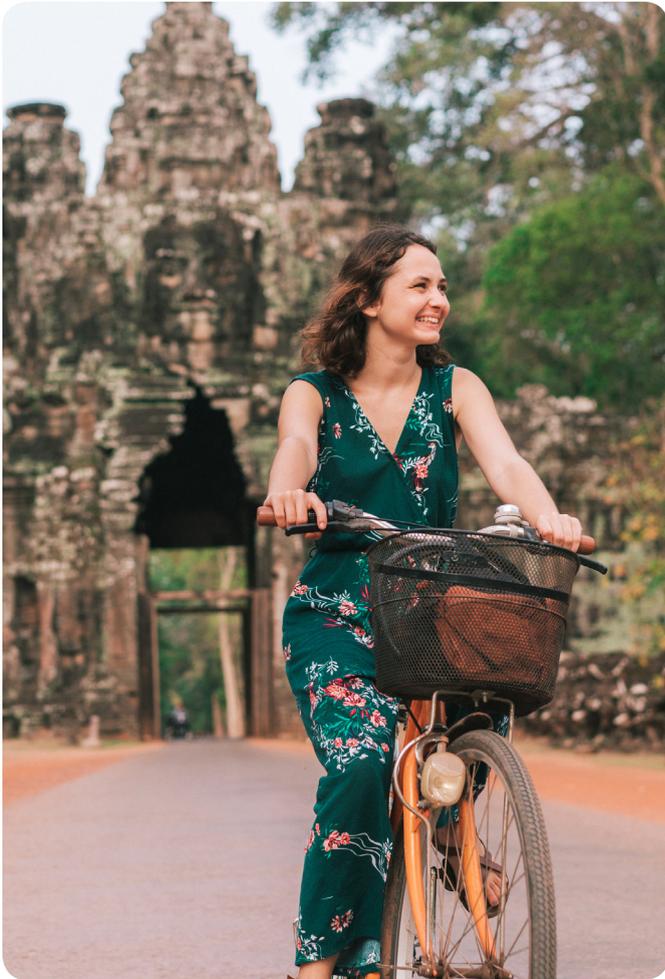
### Who should attend?

This conference is perfect for tour operators and travel suppliers offering solo tours and travel and those considering diversifying into solo travel, including:

- Managing directors and senior managers
- Marketing and sales teams, product managers
- Operations teams, customer service and customer experience teams.

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## How to register

You can book online and pay by credit card or 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 **£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](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**

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email [mturton@abta.co.uk](mailto:mturton@abta.co.uk)

## 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

### PR in Travel

6 June 2019, London

### Future Skills in Travel and Tourism

19 June 2019, London

### Instagram for Travel

27 June 2019, London

### New to Travel Marketing

11 July 2019, London