

ABTA's Business Resilience Webinar Series

Consumer Attitudes Towards Sustainability Post Covid-19

15 July 2020

14:30 – 16:00

14:30	Welcome from the moderator and housekeeping Alice Catterall , Head of Events and Partnerships, ABTA
14:35	Context setting on sustainability in travel and tourism <ul style="list-style-type: none">• Trends in consumer attitudes towards sustainability before Covid-19• Understanding the work that the industry has done to date• How Covid-19 is shaping sustainability in travel and tourism Clare Jenkinson , Head of Sustainability, ABTA
14:50	Snapshot of current consumer attitudes towards responsible travel Stuart Baker , Business Director, Travel, Leisure, Hospitality & Services, GlobalWebIndex
15:00	Q&A Clare Jenkinson , Head of Sustainability, ABTA Stuart Baker , Business Director, Travel, Leisure, Hospitality & Services, GlobalWebIndex
15:10	A destination's view <ul style="list-style-type: none">• What is being done to adapt to consumer expectations for responsible travel?• Working with local businesses to benefit both travellers and communities Borbala Jandrasics , Regional Head of Business Development, UK, Hungarian Tourism Agency
15:25	Meeting changing customer expectations in your communications and marketing <ul style="list-style-type: none">• Using this time to plan for the future and address consumer priorities within your communication strategies Sarah Long , Partner, The Brighter Group , A Finn Partners Company
15:45	ABTA tools to use to respond to the demand for responsible travel <ul style="list-style-type: none">• Make Holidays Greener 2020• ABTA's Better Places Programme Hugh Felton , Senior Sustainable Tourism Executive, ABTA
16:00	Close



Speaker profiles



Clare Jenkinson, Head of Sustainability, ABTA

Clare is Head of Sustainability at ABTA - The Travel Association. Her team supports travel companies and destinations on issues spanning the environment, human rights, community impact, animal welfare and accessibility. She is working to drive change across the industry and championing that change. Clare is a board member of the Roundtable for Human Rights in Tourism. Clare has worked in sustainability with the public, private and not-for-profit sectors globally, including in Kenya, Ghana, Nepal, Thailand, Laos, Cambodia and Vietnam. She has gained an MA in Physics from Oxford University and Distinction from Imperial College Business School's Foundations of Leadership.



Stuart Baker, Business Director, Travel, Leisure, Hospitality & Services, GlobalWebIndex

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.



Borbala Jandrasics, Regional Head of Business Development, UK, Hungarian Tourism Agency

Borbála lives in Budapest, Hungary, and has been involved in the hospitality sector since 2010, when she started to work at her father's Winery and B&B in Villány, Hungary. Since then she has started her own consulting company with her colleagues to promote Hungarian Wine Tourism. After that she has joined the Hungarian Tourism Agency in 2019 to promote Hungary as a tourism destination for both leisure and business to audiences from the United Kingdom. She's been defining and developing the UK strategy while supervising the utilization of EU funds for tourism development.



Consumer Attitudes Towards Sustainability Post Covid-19



Sarah Long, Partner, The Brighter Group, A Finn Partners Company

Sarah is a dedicated PR professional with over 20 years' experience in the travel and tourism industry. She has worked agency-side and in-house, has expertise in corporate communications and consumer PR for some of the most popular destinations and travel brands in the world, and has experience in managing multiple PR agencies around the world. She has extensive crisis management experience covering a wide range of high voltage issues from hurricanes in the Caribbean, to riots in England. Sarah spent over nine years working for VisitEngland and VisitBritain in the UK and in the VisitBritain New York office and joined Brighter Group in January 2017. She is passionate about working with brands which have a commitment to creating travel experiences which are not only sustainable but have a direct positive impact on destinations and communities.



Hugh Felton, Senior Sustainable Tourism Executive, ABTA

Hugh has been with ABTA since 2011 and works on a range of initiatives to help Members manage their sustainability impacts. Hugh started working as a tour leader for a school's tour operator whilst at university and has worked in the travel industry ever since. Prior to ABTA, Hugh worked for school travel tour operators and youth expedition volunteering organisations. Hugh has a Master's degree in Tourism, Conservation and Sustainable Development with relevant overseas work experience in Costa Rica, Greece, Madagascar, Catalunya and Sri Lanka.



Contributor profiles

THE BRIGHTER GROUP



Brighter Group, a FINN Partners company works across every segment of the travel and tourism sector. From inbound to outbound tourism, aviation to hospitality, car rental and trade associations, to ferry and cruise lines and from travel technology to travel insurance there is no area that Brighter hasn't undertaken a successful PR, digital and marketing campaign for a client. Made up of a team of dynamic experts, Brighter Group has been awarded Best PR Agency three years in a row and Best Representation Agency in 2019 & 2020 at the Travel Marketing Awards as well as Best PR Company & Best Representation Company in TTG's Awards and Best Digital Influencer Campaign and Best Tourism Marketing Agency at the ITTAs not to mention Best Digital Campaign at the Corp Comms awards. Brighter's ethos is to work dynamically and inclusively as an extension of a client's team to create compelling campaigns, win awards, generate inspiring coverage to ultimately gain market share and impact the bottom line.



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.



HUNGARIAN
TOURISM AGENCY

The Hungarian Tourism Agency is the governmental organization responsible for the development and public administration of tourism in Hungary. Defining the tourism development strategy, supervising the utilization of EU funds and domestic budgetary sources dedicated for tourism development and managing the tourism brand of Hungary are all belonging to the Agency's scope of duties. Its main mission is to gain competitiveness of Hungary as a tourism destination and to promote the country in order to be more attractive for international, domestic and business travellers.



Webinar partner profile



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