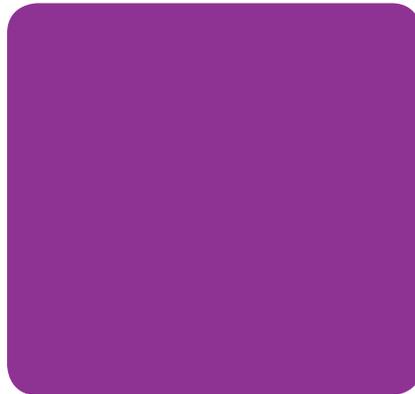


The Over 50s Holiday Market

29 November 2018 • The News Building, 1 London Bridge Street, London, SE1 9GF



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Agenda

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

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

Victoria Bacon, Director of Brand and Business Development, **ABTA**

10:05 **An overview of the over 50s market**

- Who are the over 50s and what motivates them?
- How do they engage with brands and how is this different to other cohorts?
- How can you leverage this in tourism?

Sara Grady, Head of Tourism, **GlobalData**

10:30 **Travel trends for 2018**

- Segmenting the over 50s traveller and buyer behaviours
- What kind of holidays are they taking?
- Are the over 50s satisfied with the current travel offer?
- Travel innovations for the over 50s

Debbie Marshall, Managing Director, **Silver Travel Advisor**

10:55 **Travel trends panel session**

A range of tour operators and cruise providers will provide a short five minute presentation discussing a specific market trend, followed by a panel discussion about the challenges and opportunities in the over 50s market.

Moderated by: Jennifer Morris, News Editor, **TTG Media**

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

Michelle Laverick, Head of Sales, Marketing & Membership, **HF Holidays**

Additional speaker to be announced

11:30 **Tea and coffee break**

11:55 **How to reach the over 50s customer**

- Top digital channels and platforms to use for targeting
- Creating a successful marketing campaign to engage with this group
- Targeting different age brackets in the over 50s market

Jasman Ahmad, Planning Director, **Accord Marketing**

12:30 **Case study: how destinations can attract the over 50s market**

- Where in the Caribbean the over 50s are travelling to
- Work the Caribbean Tourism Organization are doing to reach this group
- Ensuring the best experience for customers with accessibility needs

Carol Hay, Director of Marketing UK & Europe, **Caribbean Tourism Organization**

12:55 **Lunch**

13:50 **Welcome back**

13:55 **The importance of sustainable and responsible tourism to the over 50s**

- Overview of the main sustainable or responsible tourism issues
- Insights from ABTA customer research across different age ranges
- Tips for communicating responsible or sustainable tourism to your customers

Clare Jenkinson, Senior Destinations and Sustainability Manager, **ABTA**

14:15 **How airports and airlines can help your older customers**

- How airports and travel companies can work together effectively
- Accessibility initiatives to look out for
- How to improve journeys for those with hidden disabilities
- Understanding how working with airports can improve your service to customers

Tom Bartlett, Commercial Operations Manager, **Gatwick Airport**

Nick Galle, Account Director PRM Services, **Gatwick Airport**

14:40 **The growth of UK tourism**

- Domestic holiday trends
- Where in the UK are older customers travelling to?
- What type of domestic holidays do the over 50s enjoy?

Kurt Janson, Director, **Tourism Alliance**

15:10 **Tea and coffee break**

The conference

The over 50s hold 76% of the nation's wealth and 40% of over 50s spend more than £3,000 a year on holidays.*

By 2025 the over 50s are expected to account for two thirds of online retail**.

Do you have a large over 50s customer base but would like to hear about **new, innovative ways to connect with customers?** Would you like to hear how to **reach and engage this lucrative market?** Does your product and marketing strategy reflect changing consumer attitudes and purchasing behaviours?

The over 50s holiday market is lucrative and growing fast. ABTA's Over 50s Holiday Market conference, now in its third year, will focus on **key trends, travel insights and innovations for the over 50s.**

Discover the importance of **segmenting** the market, including new ideas for reaching and engaging the over 50s and the over 70s, and which channels to use. Hear about **key product trends**, the rise of **domestic tourism** and how **overseas destinations** are working to attract this market. There will also be a focus on trends such as **adventure travel, multi-generational holidays** and the **solo traveller.**

Benefits of attending

- **Network** with key suppliers and travel agents who offer and sell holidays to the over 50s
- **Boost your sales** – learn about effective sales initiatives and how to improve marketing and social media campaigns
- Learn from **trend and innovation case studies** from a range of travel companies and destinations
- Take away top tips on how to **extend your relevance across age groups** and appeal to the older customer
- Gain practical advice on how to **speak to the older consumer** and which **language** to use in your marketing
- Understand the key role of **destinations, airports, airlines** and other travel partners

Who should attend?

Travel organisations who sell holidays to the over 50s and those looking to develop their market. The following teams will benefit from attendance at the event:

- Directors, CEOs and senior managers
- Marketing, sales and product teams
- Customer insight and strategy teams
- Operational and customer support teams.

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

15:35 Case study: adapting your product strategy to reflect the changing needs of the market

- How the over 50s market has changed and how Saga has adapted to this
- Exploring customers' attitudes and adjusting your product to reflect this

Rob Goodwin, Head of Destination Services and River Cruise, **Saga Holidays**

15:55 Case study: adventure travel

- Myth busting adventure travel for the over 50s
- What it is and what it isn't
- What people think it is and what it isn't
- What do older customers expect from adventure travel?
- How travel patterns have changed

John Telfer, Deputy Managing Director, **Explore Worldwide**

16:15 Panel session: travel innovations

- 10 minute introduction from Unruly: innovative ways to engage with the over 50s, how do they respond to content and what are their motivations?
- What innovations in products, marketing and customer service should you be aware of?
- Looking to the future, what trends can we expect?

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

Nicola Spooner, Vice President Strategy, **Unruly**

Gill Haynes, Partnerships Director, **Silver Travel Advisor**

Dr Daisy Fan, Lecturer, **Bournemouth University**

Additional speakers to be announced

16:50 Summary

16:55 Close and networking drinks

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

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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. 76% of people feel more confident booking with an ABTA Member.

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*

A limited number of complimentary places are available for travel agents at this event. Please contact us for details at events@abta.co.uk

Group booking discounts

Book **three places** and get **50% off the third place**
Book **five places** and get **the fifth place free**

This discount will be automatically applied when you book online.

Upcoming events

Travel Trends 2019

26 November 2018, London

An Introduction to Customer Health and Safety Management

29 November 2018, London

A Beginners Guide to Travel Law

5 December 2018, Manchester

Delivering Customer Service Excellence

15 May 2018, London