

# The Over 50s Traveller

25 September 2019 • UK Chamber of Shipping, 30 Park Street, London SE1 9EQ



Event partner



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## Agenda

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

10:00 **Welcome and extended opening remarks from the moderator**

- Why is it important for brands to change how they communicate with the mature market?
- Complexities of the over 50s market

**Sally Winfield**, Chair, **The Mature Marketing Association**

### Understanding the over 50s traveller

10:30 **Super-ageing – it's the future. What does this mean and how can we learn from the Japanese?**

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

10:50 **Panel discussion: what affects the consumer path to purchase and buying preferences**

- What do we know about the purchasing and holiday research behaviour of the over 50s market?
- What leads to the completion of a booking? The importance of price, destination, response time, quality of product, brand and reputation, quality of interaction, referral, etc.

**Cat Jordan**, Senior Communications Manager, **Travelzoo**

To be joined by a panel of over 50s travellers

11:20 **Accessible and inclusive travel – the opportunity in the over 50s market**

- Ageing and the impact on communication – physiological, cognitive and behavioural aspects
- Catering for mixed ability groups and hidden disabilities
- Providing clear information about the accessibility of your products

**Graeme McKenzie**, Director, **Let's Talk Ageing**

11:40 **Networking tea and coffee break**

### New and growing trends

12:00 **Experiential and cultural travel**

- Why the trend is growing and how to capitalise on it

**Sarah Fowler**, Head of Marketing and PR, **Azamara**

12:10 **Celebrating the over 50s solo traveller**

- Who are the solo travellers and why the trend is growing, female over 50s solo travellers
- Selling the reasons, options, benefits and safety

**Lisa Warner**, Director of Marketing, **Abercrombie and Kent**

12:20 **Active and adventure holidays for over 50s customers**

- Responding to the changing desires of older clients
- Assessing abilities and suitability of holidays

Representative, **Exodus**

12:30 **Multi-gen and skip-gen**

- Understanding the trend redefining family holidays
- Catering for different ages, interests and abilities

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

12:40 **Questions and discussion with the panel of expert speakers on the key growing trends**

Led by **Jen Morris**, News Editor, **TTG Media**

13:00 **Networking lunch**

### Connecting with the over 50s traveller

14:00 **Case study: creating a marketing campaign for the over 50s**

- Championing the over 50s as part of your brand
- Identifying passion points for the 50+ audience
- Innovative and creative direct mailing
- Creating a fun, engaging and informative social media campaign

**Lisa Edwards-Webb**, Marketing Director, **Titan Travel**

14:20 **How can brands better engage with the over 50s?**

- The most common mistakes brands make and how to avoid them
- Where to find your target audience
- What steps can you take to improve your engagement?

**Lara Crisp**, Editor, **Gransnet**

**Aideen Clarke**, Senior Brand Partnerships Manager, **Gransnet**

#### 14:50 **A personalised approach**

- Personalisation for the over 50s – segmentation by interest/ages/behaviour/activities
- How to curate content and find a message that stands out from the crowd
- Success factors and conversion rate optimisation

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

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

#### 15:40 **Panel discussion: destinations – what’s hot?**

- Hot destinations for 2019
- How destinations can appeal to the over 50s market
- Ensuring the best experience for customers at the destination

**Moderator: Sally Winfield**, Chair, **The Mature Marketing Association**

**Carolyn Spinks**, Chief Operating Officer, **ABTOI UK**

**Aled Evans**, Head of Business Development, **Undiscovered Destinations**

#### 16:10 **PR and social media strategy**

- Updating your strategies to match the evolving trends and behaviours of the over 50s
- Choosing influencers and bloggers for the over 50s market and how to work with them
- Which platforms to use, and which devices to optimise
- Ways to improve content for the over 50s
- How to encourage and use organic and user generated content

**Graham Turner**, Social Media Lead, **Caravan and Motorhome Club**

#### 16:30 **Moderator’s closing remarks and close of conference**

**Sally Winfield**, Chair, **The Mature Marketing Association**

#### 16:40 **Networking drinks**

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

## The conference

**Now in its fourth year, ABTA’s over 50s conference will help you to understand, inspire and connect with the over 50s traveller.**

What are the fastest growing product trends for mature travellers? Take the opportunity to hear from our expert panel of mature travellers, bloggers, accessibility experts, marketers, destinations and tour operators. Increase your understanding of the needs of the mature traveller and how you can better market accessible products to this key customer base. Learn from other brands about how to connect with mature travellers who are not defined by age, but by their interests and activities.

People now travel well into old age with varied interests, an appetite for adventure and a high level of disposable income. There is an incredible opportunity for travel businesses who get it right.

Given the size and scope of this demographic, we will segment the market, looking at challenges and opportunities for 50-59, 60-69, 70-79 and 80+ customers. How does the purchasing and consumer journey vary? What does each age bracket expect from their holiday?

ABTA’s annual Over 50s Traveller conference will focus on how the over 50s consumer market is changing. Given that the over 50s are now the fastest growing adopters of technology and social media, it is vital you re-think the older consumer in order to reach them. How can you better tailor your marketing? And which PR, print, digital and social channels should you use and when?

### Benefits of attending

- Understand differences between age brackets from **50-59, 60-69, 70-79 and 80+**
- Learn about the **fastest growing product trends** for mature travellers
- Learn how to **avoid ageism and stereotyping** in your marketing and advertising
- Extend your relevance across 50+ age groups and **ensure you cater for different ages, interests and abilities** in your product portfolio
- **Network with travel agents and tour operators** who sell holidays to the over 50s market

### Who should attend?

Travel organisations of all sizes who are looking to sell holidays to the over 50s market and/or those who are looking to develop their existing product offering, including:

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

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## How to register

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also 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**

A limited number of complimentary places are available for **ABTA Member travel agents** including senior managers, team leaders and business development teams. Please email [events@abta.co.uk](mailto:events@abta.co.uk) for more information.

## 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.

## Upcoming events

### New Markets in Cruise

2 October, London

### Search Marketing for Travel

16 October, London

### A Beginner's Guide to Travel Law

13 November, Birmingham

### Adventure Travel Conference

19 November, London