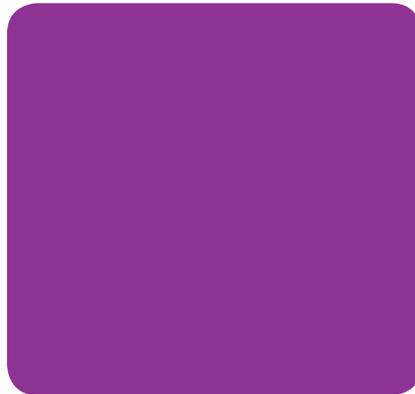


# The UK Holiday Market Are you getting your share?

13 November 2018 • National Motorcycle Museum, Coventry Road, Bickenhill, Birmingham, West Midlands, B92 0EJ



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## Agenda

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

09:50 **Welcome from the conference moderator**  
**Jane Atkins**, Managing Director, **Shearings**  
and Chair, **UKTLG**

### Legislation and tourism trends

10:00 **Morning keynote presentation: overcoming barriers to increasing UK travel and tourism**

**Giles Smith**, Deputy Director for Tourism,  
Heritage and Cultural Diplomacy, **DCMS**

10:20 **Questions and discussion**

10:25 **Keynote panel discussion: trends in the UK holiday market**

- Destinations and attraction trends in the UK
- From bad weather to Brexit: key challenges facing the sector
- Key opportunities in the UK market
- Post-Brexit Britain

**Moderated by: Jane Atkins**, Managing Director, **Shearings** and Chair, **UKTLG**

**Carol Dray**, Commercial Director,  
**Visit Britain**

**Nick Brooks-Sykes**, Vice-Chairman,  
**Tourism Alliance** and Director of Tourism,  
**Marketing Manchester**

**Bernard Donoghue**, Director,  
**Association of Leading Visitor Attractions**  
**Luke Petherbridge**, Senior Public Affairs  
Manager, **ABTA**

11:10 **Networking tea and coffee break**

11:40 **Capitalising on inbound tourism**

- Where are overseas tourists coming from and predicted to come from in the future?
- Adapting your products and marketing to appeal to overseas markets
- Understanding and adapting to cultural differences

**Mark McVay**, Chairman, **UKInbound**

12:00 **Questions and discussion**

### Product development

12:10 **Challenges and opportunities for coach tourism in the UK**

- Changing the perception of coach tourism and appealing to a younger demographic
- Overcoming challenges such as emission rates and fuel charges
- Managing concerns around overtourism

**Richard Calvert**, CEO, **Specialist Leisure Group**

12:30 **Panel discussion: developing your product to meet growing trends**

- Adapting products and marketing to new audiences to keep up with new domestic travel trends including: breaks, short breaks, day-trip destinations, sustainable travel, group travel, luxury travel, heritage travel and multi-generational travel

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

**Richard Calvert**, CEO, **Specialist Leisure Group**

**Chris Hagan**, Group Head of Product Supply,  
**Super Break**

**Simon Althom**, Managing Director – Revenue,  
**Hoseasons**

13:00 **Networking lunch**

14:00 **The rise in experiential domestic travel**

- What is experiential travel and what opportunities exist in the UK?
- Understanding your audience and creating experience-based holidays
- Providing activities, adventure and educational opportunities

**Chris Hagan**, Group Head of Product Supply,  
**Super Break**

14:20 **UK tourism accessibility**

- How the UK is improving its accessibility
- Asking the right questions to understand accessibility needs
- Considering all aspects of the holiday to identify potential issues or barriers
- Where to find information about destination accessibility

**Raymond Veal**, CEO, **Tourism for All UK**

14:40 **Questions and discussion**

## Marketing and sales

### 14:50 Marketing and promoting domestic tourism

- Identifying your audience
- Making the UK a desirable place to holiday
- Understanding the key hooks and benefits of holidaying in the UK
- Expanding the domestic market to new customers e.g. the domestic youth market
- Promotion to reduce the seasonality of UK tourism

**Carol Dray**, Commercial Director, **Visit Britain**

### 15:20 Networking tea and coffee break

### 15:40 Effective marketing campaigns and use of social media to promote UK tourism

- How to use targeted and customer based marketing to change perceptions
- Preferred communication methods and channels
- The innovative use of social media

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

### 16:00 The role of travel agents in marketing and selling domestic tourism

- Embracing domestic tourism as part of your business model
- Understanding what markets to target
- Actively promoting UK holidays

**Moderated by: David Forder**, Head of Marketing, **Advantage Travel Partnership**

**Jeanne Lally**, Joint MD, **Travel Bureau**

**Jackie Steadman**, Director, **Traveltime World**

**Shevaun Joy**, Director, **Destination**

### 16:20 Questions and discussion

### 16:25 Closing panel discussion: working better in partnership to boost the UK tourism industry

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

**Deirdre Wells**, Chief Executive, **Visit Kent**

**Tony Sophoclidis**, Strategic Affairs Director, **UK Hospitality**

Representative, **Rail Delivery Group**

Representative from a tour operator

### 16:55 Moderator's closing remarks

### 17:00 Networking drinks and close of conference

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

## The conference

### Domestic and inbound tourism present a tangible business opportunity.

The UK travel market has seen real growth with global, social and economic factors resulting in a **record high for inbound tourism** in 2017, and an increase in domestic tourism and staycations since 2016. ABTA research \* shows that 68% of Brits took a holiday in the UK, an average of 1.8 UK holidays per person.

This one-day practical event will increase your understanding of **key trends** in the UK holiday market so that you can improve your product offering and marketing to customers. Look at ways to embrace **new product trends, reach hot destinations and attract new markets** including inbound and the youth market. Learn how wider UK tourism stakeholders and partners can work together to capitalise on the growth and deliver better holidays. Get the latest update on key legislation affecting the UK holiday market including the accessibility requirements and the Package Travel Regulations.

\* *ABTA Holiday Habits report 2018*

### Benefits of attending

- Learn **what drives people** to holiday in the UK
- **A networking forum** for UK tour operators, travel agencies and tourism partners
- Get an update on **product trends, hot destinations and market developments**
- Top tips on **marketing and selling** UK holidays, including the use of **social media**
- **Improve sales** by actively promoting UK destinations and activities and capitalising on the inbound market
- **Work in partnership** with key players in the UK market including transport providers, hotels, tourist boards and attractions

### Who should attend?

Those working for UK tour operators, travel agencies, and in the UK tourism industry:

- Domestic and inbound teams
- Product, sales and marketing teams
- Tour managers and group travel organisers
- Transport providers - airports, airlines, rail providers and ticket providers
- Hotel and accommodation providers
- UK tourist boards
- Attractions.

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## How to register

You can book online and pay by credit card or request an invoice. Visit [abta.com/events](http://abta.com/events) 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 **£229 plus VAT**

Non-Member/Partner\* **£349 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)*

**A limited number of complimentary places are available for travel agents at this event. Please contact us for details [events@abta.co.uk](mailto:events@abta.co.uk)**

## Group booking discounts

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

Book **five places** and get **100% off the fifth place**

This discount will be automatically applied when you book online.

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

### Group Travel and Escorted Tours Conference

26 September 2018, London

### The Package Travel Regulations: Preparing for 2019

30 October 2018, London

### Social Media in Travel

15 November 2018, London

### Delivering Customer Service Excellence

28 November 2018, Manchester

### The Over 50s Holiday Market

29 November 2018, London