

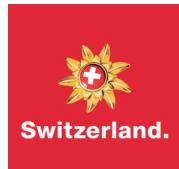
# Travel Trends

28 November 2023

Etc. Venues, 200 Aldersgate, St Paul's, London, EC1A 4HD



Event partners





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## Agenda

09:30 **Registration and networking**

10:00 **Welcome from the moderator**

- Setting the scene: future travel plans and the political and regulatory environment

**Emma Brennan**, Head of Communications, **ABTA**

10:15 **Customer sentiment towards travel and ABTA's travel trends insight**

- Economic update and consumer spending in light of the sustained squeeze on finances
- Current sentiment towards travel
- Latest insights into the main trends and developments that will shape holidays in 2024

**Graeme Buck**, Director of Communications, **ABTA**

10:45 **Panel discussion: market trends and what's new for 2024**

- Impact of the current economic climate and how we anticipate it impacting travel
- Consumer intentions and buying habits
- Is there a rise in popularity of cool weather destinations?

**Neil Swanson**, Chief Marketing Officer, **TUI UK and Ireland**

**Anne Williams**, Marketing Director, **Hotelplan**

**Neil Sealy**, Managing Director – UK & Ireland, **Exoticca**

**Carolyn Addison**, Head of Product, **Black Tomato**

11:20 **Tea and coffee break**

11:40 **Panel discussion: booking patterns and extending the summer season**

- Encouraging early booking
- Is there an increased demand outside school holidays?
- Are we seeing more focus on all year-round holiday destinations?

**Moderator: Pippa Jacks**, Editorial Director, **TTG Media**

**Kate McWilliams**, Managing Director, **Lotus**

**Karen Musgrave**, Head of PR & Communications, **Barrhead Travel**

**John Milburn**, Chief Marketing Officer, **Holiday Best**

12:05 **Key product trends**

Short presentations followed by a panel discussion with industry leaders. Hear sector specific updates on:

- Luxury
- Cruise
- Youth

**James Treacy**, Senior PR & Communications Manager, **Abercrombie & Kent**

**Suzanne Korff**, Director, Marketing & Communications, **Princess Cruises**

**Christian Sutton**, Product Leader, **Topdeck Travel**

12:55 **Lunch**

14:00 **Welcome back**

**Emma Brennan**, Head of Communications, **ABTA**

14:05 **Sustainability in travel**

- Changing consumer behaviours and navigating the say-do gap
- Building awareness and communicating sustainability credentials with potential customers

**Maggie Wong**, Lead Specialist, Client Communications, **South Pole**

14:25 **Spotlight on adventure travel – an industry case study**

*Hear about the current trends shaping adventure travel.*

**Chris Roche**, CEO, **The Adventure People**

14:45 **Tea and coffee break**

## The conference

ABTA's annual Travel Trends conference will provide you with up-to-date information and insight into the latest travel trends, customer sentiment and marketing strategies. Hear all the latest trends within a variety of travel segments, including **luxury, adventure, youth** and **cruise**. Get the latest insights from ABTA and senior industry representatives on the sentiment, requests and bookings they are seeing from their customers and how they are adapting.

Hear how the sustained cost-of-living crisis, high inflation and prices have impacted customer behaviour, including changes to holiday habits, buying behaviours, and online interaction with brands. Understand the importance of agility in your communications to ensure you **react to changing consumer sentiment**.

This conference will provide both expert advice and industry examples on how your business can **adapt to capitalise on the new opportunities** and continue to **build consumer trust** to keep your clients booking and travelling.

### Benefits of attending

- Hear insights from ABTA and industry experts into **key travel trends, market outlook** and **industry prospects for 2024**.
- Inform your product planning with **actionable insights** on the future of travel.
- Learn how to adapt your **marketing strategies** to capitalise on changing consumer behaviours.
- Hear sector specific updates including **cruise, luxury, gen-z** and **adventure**.
- Get an update on **digital trends, AI** and **technology developments**.
- Gain insights and advice into selling **new destinations**.
- **Network** and **share knowledge** with industry colleagues including press, agents, and operators.

### Who should attend?

The event is ideal for anyone working in the travel industry including large and SME firms, including:

- Directors, CEOs and senior managers
- Marketing, PR, sales and product teams
- Communications and customer support teams

#### 15:05 Evolving marketing strategies to capitalise on travel trends

- Which channels are best to use to target which markets (and some new trends)?
- When to invest and how much in 2024
- Building flexibility into your marketing plans

**Andy Headington**, Chief Executive Officer, **Adido**

#### 15:25 Trends and Developments in Travel Branding

- The importance of brand
- Case study
  - overcoming the barriers of a brand refresh:
  - building on the heritage of the company whilst maintaining appeal with long-standing customers
  - responding to competition and trends
  - re-establishing brand proposition and creating a brand to reflect that

**Tom Dunn**, Strategy & Development Director, **Wild Dog Design**

#### 15:40 Panel discussion: digital trends and embracing AI

- AI, digital trends, online behaviours and technology developments
- Using AI to improve customer engagement
- Finding the right balance between digital and traditional marketing
- Using AI to improve efficiency and ways of working

**Moderator: Andy Headington**, Chief Executive Officer, **Adido**

**Erin Johnson**, Marketing Director, **Travelopia**

**Craig Cartwright**, SEO Lead, **Go City**

**Andrew Mirzai**, Senior Digital Strategist, **Connective3**

#### 16:10 Panel discussion: destination focus

- Advice for selling new destinations and working with destination partners
- Reconnecting with culture and providing authentic experiences
- Importance of agility in your marketing strategies as consumer sentiment shifts

**Moderator: Trudi Beggs**, Director, **8020 Communication**

**Eleni Skarveli**, Director, **Greek National Tourism Organisation UK & Ireland**

**Sally Cope**, Regional General Manager UK, **Tourism Australia**

**Alex Hermann**, Director UK & Ireland, **Switzerland Tourism**

#### 16:35 Summary and close

#### 16:40 Networking drinks

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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](https://abta.co.uk/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](https://abta.com/eventstermsandconditions)

## Prices

ABTA Member / Partner\* **£289 plus VAT**

Non-Member / Partner **£459 plus VAT**

**This includes lunch and refreshments throughout the day, all delegate materials, presentations and an attendee certificate.**

*\*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](https://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**

## 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

### Consumer Law in the Marketing and Selling of Holidays

22 November 2023, London

### Advanced Social Media in Travel Training

7 December 2023, London

### A Complete Guide to Google Analytics (GA4) for Travel

12 December 2023, London

For information on sponsorship and exhibition opportunities please contact **Sara Dolan** on **07766 517 611** or email [sdolan@abta.co.uk](mailto:sdolan@abta.co.uk)