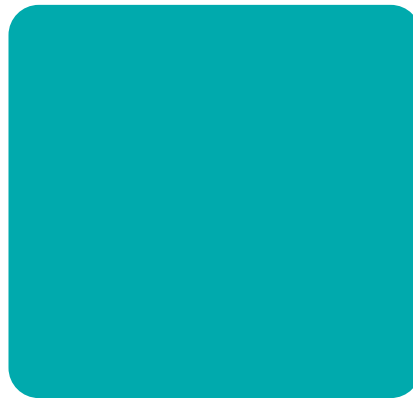
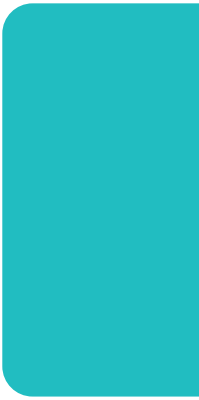


Travel Trends

17 November 2022

The National Gallery, Trafalgar Square, London



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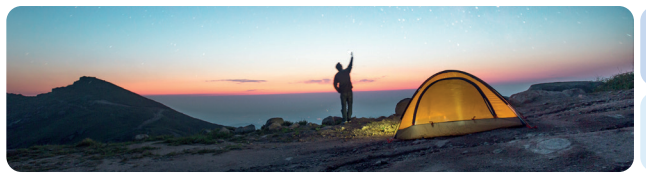
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Agenda

09:30 **Registration and networking**

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

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

10:15 **Impact of the current economic situation and customer sentiment towards travel**

- Consumer spending and impact of the cost of living crisis
- Current sentiment towards travel
- Future travel plans and booking considerations

Hayley Fox-Clark, Head of Insight Innovation, **Global, the Media & Entertainment Group**

Nicola Brooks, Client Development Director – Travel, **Global, the Media & Entertainment Group**

10:40 **Panel discussion: changes in customer behaviour**

- Impact of the current economic climate and how it could impact travel
- Consumer intentions and buying habits
- Rebuilding customer confidence in travel

Moderator: Sophie Griffiths, Editor, **TTG Media**

Ant Stone, Director of Marketing, EMEA, **G Adventures**

Lisa Fitzell, Managing Director, **Elegant Resorts**

Nicolas Bresch, Managing Director, UK & Nordics, **Club Med**

11:25 **Exclusive launch – ABTA's new report: Travel in 2023**

Launched exclusively at the event, hear the latest insights into the main trends that will shape holidays in 2023.

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

11:45 **Tea and coffee break**

12:05 **Key product trends**

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

- Luxury
- Cruise
- Over 50s
- Adventure and group touring

Tom Marchant, Co-founder, **Black Tomato**

Lisa McAuley, Managing Director, **Silver Travel Advisor**

Suzanne Korff, Director of Marketing & Communications, **Princess Cruises UK & Europe**

Andy Squirrell, Managing Director Touring, **SAGA Travel Group**

12:50 **Sustainability trends in travel**

- What trends are we seeing in sustainable travel?
- Building awareness and communicating sustainability credentials with potential customers
- Capitalising on changing consumer behaviours

Kasia Morgan, Group Head of Sustainability, **Exodus**

13:15 **Lunch**

14:10 **Welcome back**

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

14:15 **Marketing travel post-pandemic: the battle for value**

- The current state of play and the role of holidays
- Defining value and showcasing brands successfully applying it
- What it all means for marketers - a checklist for 2023

Jasman Ahmad, Strategy Director, **Accord**

The conference

This annual conference will provide you with up-to-date information and insight into the latest industry trends, popular destinations, customer sentiment and marketing strategies to support the continued resurgence of the travel industry.

The event will include a focus on various travel segments, including **luxury, over-50s, youth, adventure** and **cruise**. Get the latest insights from senior industry representatives on the sentiment, requests and bookings they are seeing from their customers and how they are adapting.

Hear from customer insights bodies on how the pandemic and rising cost of living has changed customer behaviour, including changes to holiday habits, buying behaviours, and online interaction with brands. Understand the key strategies to employ in your marketing and communications plans to ensure you are reacting to changing consumer sentiment.

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

Benefits of attending

- Hear insights into the **key travel trends, market outlook and industry prospects for 2023**.
- 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.
- Understand the importance of **embracing digital trends** and technology developments.
- Hear how colleagues and other sectors have adapted following the pandemic and learn how they plan to **thrive beyond Covid-19**.
- **Network and share knowledge** with industry colleagues.

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

14:35 **Spotlight on Gen Z – an industry case study**

Hear a travel business explore what **Gen Z are looking for and how to shape your marketing strategy** to appeal to this group of travellers.

Charles Knowlton, Global General Manager of Experience, **Topdeck Travel**

14:50 **Connected digital marketing strategies to enhance business performance and capitalise on travel trends**

- Creating market leading campaigns with strong data led strategies
- How to generate key insights from (mostly) free tools
- Connecting channels together to drive enhanced results
- The best ways to measure those results

Claire Stanley-Manock, Paid Media Director, **connective3**

15:10 **Tea and coffee break**

15:30 **Panel discussion: maximising marketing opportunities and embracing digital trends**

- Digital trends, online behaviours and technology developments
- Tapping into consumer sentiment to drive meaningful connections at the point of purchase
- Importance of agility in your marketing strategies as consumer sentiment shifts
- Finding the right balance between digital and traditional marketing

Moderator: Jules Ugo, Chief Executive Officer, **Lotus**

Pete Brudenell, General Manager, **CV Villas**

Matt Keating, Director of Client Partnerships, UK & NL, **VDX.tv**

Claire Stanley-Manock, Paid Media Director, **connective3**

16:00 **Panel discussion: destination focus**

- Advice for selling new destinations and working with destination partners
- Understanding what experience travellers now expect in destination

Moderator: Helen Coop, Managing Director, Travel, **Four Communications**

Rhea Saran, Global Head of Brand & Content, **Travelzoo**

Eleni Skarveli, Director,

Greek National Tourism Organisation

Tolene van der Merwe, Director, UK & Ireland, **Malta Tourism Authority**

16:25 **Summary and close**

16:30 **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 to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

Prices

ABTA Member / Partner* **£255 plus VAT**

Non-Member / Partner **£375 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*

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 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 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

An Essential Guide to Campaign Tracking and Google Analytics 4 (GA4) for Travel

23 November 2022, London

Advanced Social Media in Travel Training

7 December 2022, London

Travel Marketing Conference

17-18 May 2022, London

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