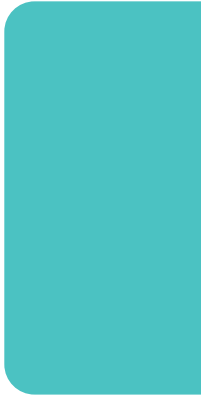


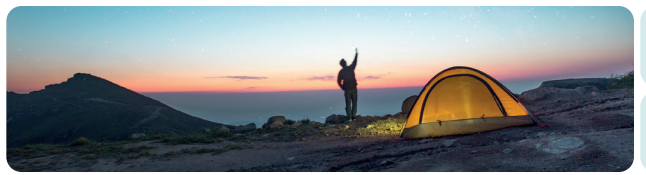
Travel Trends

26 November 2024
Etc. Venues, 200 Aldersgate, St Pauls, London EC1A 4HD



Event partners:





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Agenda

09:30 **Registration and networking**

10:00 **Welcome from the moderator**

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

10:10 **Economic update and customer sentiment towards travel**

- Consumer spending patterns
- Current sentiment towards travel
- Future travel plans and booking considerations

Antoine Vialle, Market Intelligence Consultant, **ForwardKeys**

10:35 **ABTA's travel trends insight**

Hear the latest insights into the main trends and developments that will shape holidays in 2025.

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

11:00 **Industry panel: market trends and what's new for 2025**

- Impact of the current economic climate and how we anticipate it impacting travel
- Consumer intentions and buying habits
- The impact of recent events in destination including wildfires and protests on consumer choice

Moderator: Sophie Griffiths, Editor and Chief Purpose Officer, **TTG Media**

Kelly Jackson, Managing Director, **TTC Tour Brands EMEA**

Sarah Fowler, Marketing Director, **Riviera Travel**

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

11:30 **Tea and coffee break**

11:50 **Panel discussion: booking patterns and trends in consumer behaviour**

- The growth in experiences and how to incorporate them in your product offering
- When are people booking – very early or very late?
- Popular and up and coming destinations – is there a trend towards booking cooler destinations?

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

Richard De Villa, Marketing Director, **Clubmed**

Iain Powell, President Sales & Marketing EMEA, **Hurtigruten**

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

12:15 **Key product trends**

Short presentations followed by a panel discussion with industry leaders.

Hear sector specific updates on:

- long haul travel
- solo travel
- travel for over 50s

Rachel O'Reilly, Director of Communications, **Kuoni**

Hazel McGuire, General Manager, **Intrepid**

Kate Liberty, Head of Marketing & Brand, **Newmarket Holidays**

13:10 **Lunch**

14:10 **Welcome back**

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

14:15 **Spotlight on cruise – an industry case study**

Hear about the current trends shaping the cruise industry and what other sectors can learn from cruise.

- Overcoming sustainability challenges in the cruise industry
- How does the cruise industry attract early bookings?
- Developing a marketing strategy that appeals to the family market

The conference

Understanding holiday trends, traveller motivations, preferences and behaviours is crucial for travel companies to create more impactful messages, remain up-to-date and enhance the overall experience of customers.

The way people travel is constantly changing and the industry is always looking to attract customers with new products, technologies and investment in sustainability.

Attend this event to meet peers in the industry and keep up to date on the latest travel trends, popular destinations, customer sentiment and marketing strategies to help you plan, stay ahead and adapt your marketing strategy.

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 marketing strategies.

Hear up-to-date information on popular travel segments, including **cruise, adventure, solo, and over 50s**. And understand **generational differences** in approaches to booking.

Learn how political uncertainty, the cost-of-living crisis, high inflation and prices have impacted customer behaviour and whether it continues to do so, 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**.

With data to back up perceptions on trends, 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.

Attend the **drinks reception** to continue the discussions from the day with the expert speakers, peers and colleagues.

Benefits of attending

- Hear insights from ABTA and industry experts into **key travel trends, market outlook and industry prospects for 2025**.
- **Hear case study presentations** based on trends and learning and use these to **fine tune your marketing strategies**.
- 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, solo, long haul 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?

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

14:35 Adapting marketing strategies to capitalise on travel trends

- Which channels are best to use to target which markets – new trends
- Embedding resilience and flexibility into marketing plans
- Building consumer trust and confidence

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

14:55 Tea and coffee break

15:15 Connecting with disabled audiences

- The impact of inclusivity on increasing appeal to a wider customer base and building a stronger brand
- Creating authentic content to deliver your story

Hayley Shortman, Senior Influencer Marketing Manager, **TUI Group**

Marina Snellenberg, Accessibility Manager, **TUI Group**

15:45 Digital trends and using AI to support your marketing strategy

- AI, digital trends, online behaviours and technology developments
- Using AI to create authentic content
- Finding the right balance between digital and traditional marketing

16:05 Panel: 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 shift

Meryem Bennouna, Director, **Moroccan National Tourist Office**

Odelcer Hanley, Marketing Manager, **British Virgin Islands Tourist Board**

Mark Lawther, Owner, **Experience Albania**

16:35 Summary and close

16:40 Networking drinks

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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. 75% of people feel more confident booking with an ABTA Member.

For information on sponsorship and exhibition opportunities please contact **Sara Dolan** on **07766 517 611** or email **sdolan@abta.co.uk**

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 members/ABTA partners:*

- Early bird member rate – **£279 plus VAT**
- Standard member rate – **£319 plus VAT**

Non-members:

- Early bird non-member rate – **£439 plus VAT**
- Standard non-member rate – **£479 plus VAT**

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

Early bird prices will expire on 11 October 2024.

Make payment by credit or debit card.

View our booking terms and conditions [here](#).

** 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.

REGISTER NOW!

Upcoming events

Advanced Digital Marketing for Travel

14 October 2024, London

Multi-Generational and Family Travel

5 December 2024, London

Advanced Social Media Training for Travel

10 December 2024, London