

The Digital Travel Marketing Conference

21st September 2023

Hilton London Canary Wharf, South Quay, Marsh Wall, London, E14 9SH



DIGITAL TRAVEL MARKETING

21.09.23 | London • www.travelmarketingconference.com

Welcome To The Digital Travel Marketing Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



Registration & Informal Networking

08.30

GIC Welcome

09.20

Morning Chair's Opening Remarks

09.30

Chris Bowling, Head of Digital Marketing & Ecommerce, **BWH Hotel Group GB**



Social Media Engagement - Trends & Innovations

09.40 Showcase Success On Social! Capitalise On The Latest Travel Trends, Insights, Channels & Content On Social To Drive Reach, Power Engagement & Sky-Rocket Sales

- How can you leverage the different tools social media offers today? Stay ahead of the game by determining the best-performing channels and content to invest in to prove social ROI
- Paid vs. organic: as the focus shifts to authentic, user-generated, low-production content, uncover best-in-class insights around the latest social innovations and personalisation strategies guaranteed to supercharge your conversion rates
- With TikTok increasingly becoming a search engine of choice, go beyond using the platform for pure brand engagement to actually driving purchasing action
- Different channels for different demographics! Tap into the affluent, older audience and pinpoint their key drivers to ensure attribution of wider-reaching marketing strategies and ensure you're hitting each and every possible target consumer

Ayoub El Mamoun, Senior Global Social Media Manager, **Skyscanner**



Andy Peacock, Director of Communications, **Lovetovisit.com**



Tom Baker, Social Media Lead, **Holiday Extras**



Data-Driven Insights & Campaigns

10.10 Attribute Performance & Prove Impact & ROI By Effectively Leveraging Data Analytics, Measurement Tools & Metrics To Boost Customer Loyalty & Retention

- Is there a smarter way to attribute? Optimise data strategies to decipher where your travel brand should be investing within the customer funnel in order to continue to prove value and ROI
- Get the most out of your data and stay ahead of the curve by deep diving into your SEO problematics to help make your website pop and reinforce brand awareness
- Explore new and emerging data tools and metrics which can help you understand the reasons for customers abandoning their journey mid-purchase, and how you can utilise findings to synergise your digital content strategies to encourage increased conversion rates
- Fuel data-driven customer strategies to deliver exactly what your consumers expect from your travel brand today in order to ensure seamless and improved customer experiences across channels

Josh Peckham, VP, Sales, Partnerships, Account Management & Operations, EMEA, **KAYAK**



NER x Bloomreach: Elevating Customer Engagement & Loyalty - A Journey Towards Personalised Experiences

10.35 How London North Eastern Railway Are Reimagining The Future Of Personalized Omnichannel Journeys & Customer Loyalty In The Travel & Transport Industry

This session will cover their move to seamlessly orchestrated customer journeys using a combination of real-time and loyalty program data in conjunction with Bloomreach and Merkle.

Adam Browne, Senior Account Executive, **Bloomreach**



Thomas Lynch, Acting Head of Digital Decisioning, **LNER**



Morning Refreshment Break With Informal Networking

10.50

Mind the Gap - Cedar

11.25

- Reimagine the travel customer journey for the modern era, based on new research into UK consumer travel behaviours
- Reveal the 'forgotten moments' in the journey with the power to transform the customer experience
- Explore how data and personalisation are revolutionising the post-booking content experience for the better

Kim Willis, Chief Strategist, **Cedar**



CEDAR

Driving Loyalty & Conversions

11.40 Cut-Through A Highly-Competitive Market To Secure Sky-High Conversions & Cement Unshakable Loyalty To Your Brand With Tailored, Personalised & Winning Customer-Focused Digital Travel Strategies

- Implement seamless digital travel marketing strategies which exceed customer expectations and successfully convert online traffic into bookings
- Personalisation = profit? Continue to recover and secure customer loyalty and retention with tailored, timely and targeted digital marketing which is guaranteed to capture customer attention
- How can you best spread your budget across multiple touchpoints to drive winning, attributable conversions that maximise bottom-line results?
- Listen to your customers! Fully leverage customer feedback alongside predictive forecasting based on your consumer's online behaviours to make strategic changes to products and services which customers remain loyal to

Patrik Oqvist, Non-Executive Director, **Lovetovisit**



Digital Customer-Centric Customer Experiences – Delegate Discussion

12.00 Reignite Consumer Confidence & Rebuild Brand Loyalty With Customer-Centric Digital Travel Marketing Strategies Which Position Exceptional Customer Experiences At The Heart

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

Influencers: Building A Powerful Marketing Strategy

12.20 Are Influencers The Key To Driving Reach & Boosting Profit? Explore How To Best Manage Influencer Partnerships & Ensure The Relationship Is Mutually-Beneficial Whilst Proving ROI

- With consumers wanting the inside track of all potential destinations before visiting, establish how influencers could invite the next tourists to your destinations on offer, and how you best utilise the brand-influencer relationships to work effectively for you
- Fantasy vs reality: explore how digital travel marketers can best work with influencers to showcase authentic content which generates customer loyalty and boosted conversions
- Leverage influencer's reach to scratch your audience's itch of pent-up demand to travel to deliver engaging, personalised visual content which translates browsing into purchasing action

Cian McDonagh, Director of Digital Strategy & Marketing, **MHL Hotel Collection**



Topic Generation Evaluation Form

12.40

We would love to hear your thoughts on potential topics or ideas of one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks!

Lunch & Informal Networking For Speakers, Delegates & Partners

12.45

Informal Breakout Discussions – Taking Place During The Lunch Break

13.10

- a) Multichannel Success & Platform ROI
- b) Cost of Living
- c) Mobile Apps
- d) Digital Disruptors

Afternoon Chair's Opening Remarks

13.50

Beth Murrell, Director, Digital Field Marketing – UKI & The Nordics, **Marriott International**



Customer Behaviours, Trends & Insights – Panel Discussion & Q&A

14.00 **Drive & Deliver Revenue Targets By Capitalising On The Hottest Customer Trends & Insights In Travel Today & The Latest Consumer Digital Behaviours To Sky-Rocket Online Traffic & Sales**

- From jetsetters to staycationers, and bargain hunters to bucket list seekers... what are the real consumer drivers for travel today, and how can travel brands keep up with changing consumer behaviours to achieve optimum engagement and impact?
- Where should you be investing in the customer funnel today? Utilise consumer data and metrics to determine how you can update and adapt your travel brand strategies for ROI and long-term success
- What's shifting the needle from a travel marketing perspective? Ensure your digital messaging is hitting the mark with what your customers *actually* want to see in order to convert browsing traffic into bookings
- Maximise consumer trends on social from Instagram to TikTok to determine what content performs best across platforms and translate findings into new and improved digital strategies to power loyalty

Hannah Harman, Senior Marketing Manager, **Travelzoo**



Influencers: Building A Powerful Marketing Strategy

14.30 Are Influencers The Key To Driving Reach & Boosting Profit? Explore How To Best Manage Influencer Partnerships & Ensure The Relationship Is Mutually-Beneficial Whilst Proving ROI

- With consumers wanting the inside track of all potential destinations before visiting, establish how influencers could invite the next tourists to your destinations on offer, and how you best utilise the brand-influencer relationships to work effectively for you
- Fantasy vs reality: explore how digital travel marketers can best work with influencers to showcase authentic content which generates customer loyalty and boosted conversions
- Leverage influencer's reach to scratch your audience's itch of pent-up demand to travel to deliver engaging, personalised visual content which translates browsing into purchasing action

Cecilia Giraud, Director, Content Marketing EMEA, **Marriott International**



Impactful Video Marketing

14.50 Execute Inspiring & Trailblazing Video Content Which Adds Value To Your Travel Brand & Drives Awareness Across Customer Touchpoints For Real & Improved Attribution Rates

- Capture the essence of your brand with impactful video storytelling which captivates audiences and optimises your SEO to make your product and services fly straight to the top of your consumer's bucket lists How can you personalise video and maximise the right tools to produce content that is both scalable and manageable on an ongoing basis to continually increase brand awareness and impact?
- Video is now a key driver behind travellers' decision making and online destination journey finding, generate effective video marketing with ground-breaking strategies to gain a competitive edge
- With video the central aspect of Gen-Z's digital destination journey, what are the best strategies for creating simple, effective content that has clear rates of attribution?

Rebecca Williams, Head of Product Photo & Video, **TUI**

The Digital Travel Marketing Conference

21st September 2023

Hilton London Canary Wharf, South Quay, Marsh Wall, London, E14 9SH



Revolutionising ROI Measurement: The True Potential Of Organic Search As A High-Performance Marketing Channel

15.10

- Challenges in achieving precise real-time organic search metrics have led to a heavy dependence on paid advertising for instant visibility
- This session discusses the need for a standard framework to measure and compare organic search and paid advertising
- By addressing this need, businesses can gain the tools to confidently evaluate and boost organic search value in their brand development efforts
- Exploring evolving SEO opportunities will empower organisations in every industry, including travel, to harness the full potential of organic search for long-term brand visibility and growth

Jason Vicinanza, VP of Solutions, EMEA, **Botify**



Evaluation Form & Feedback

15.25

We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!

Afternoon Refreshment Break With Informal Networking

15.30

Stand-Out Content – Delegate Discussion

16.00 Secure Winning Conversions, Influence Purchasing Decisions, Target Consumers & Sky-Rocket Engagement With Stand-Out & High-Impact Content Which Really Boosts Commerciality

We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!

Impactful Video Marketing

16.20 Execute Inspiring & Trailblazing Video Content Which Adds Value To Your Travel Brand & Drives Awareness Across Customer Touchpoints For Real & Improved Attribution Rates

- Capture the essence of your brand with impactful video storytelling which captivates audiences and optimises your SEO to make your product and services fly straight to the top of your consumer's bucket lists
- How can you personalise video and maximise the right tools to produce content that is both scalable and manageable on an ongoing basis to continually increase brand awareness and impact?
- Video is now a key driver behind travellers' decision making and online destination journey finding, generate effective video marketing with ground-breaking strategies to gain a competitive edge
- With video the central aspect of Gen-Z's digital destination journey, what are the best strategies for creating simple, effective content that has clear rates of attribution?

Gerardo Grasso, Senior Manager, DFM Southern Europe, **Marriott International**



The Digital Travel Marketing Conference
21st September 2023
Hilton London Canary Wharf, South Quay, Marsh Wall, London, E14 9SH

Afternoon Chair's Closing Remarks

16.45

Official Close Of Conference

17.00