

The Digital Travel Marketing Conference, 30th September 2026
44 Hallam Street, London W1W 6JJ



DIGITAL TRAVEL MARKETING ^{11TH} ANNUAL

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30.09.26 | London • www.travelmarketingconference.com

Welcome To The Digital Travel Marketing Conference

Official Event Programme

Please note that these 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:



8.30 Registration & Informal Networking

9.00 GIC Welcome & Morning Chair's Opening Remarks

Ben McNally, Director of Sales, **Treehouse Hotels**



Amplifying Brand Presence Through Social Ecosystems

09.10 From Publishing to Indexing: Leverage Social to Build Brand Fame & Maximise Discoverability In The Age Of Search & AI

- How can brands harness publishing channels and indexing channels and maximise how both shape visibility and influence?
- Use owned and social channels strategically to distribute high-impact content that drives engagement, authority and shareability across digital communities
- Strengthen your presence across evolving indexing environments ensuring your brand is visible
- How to build sustainable content models to drive engagement as well as populate publishing and indexing environments

Josh Pizey, Global Head of Social, **HX Expeditions**



TOUR OPERATOR



High-Impact Content: Narratives That Resonate

09.30 Turn Storytelling Into Strategy By Creating Authentic, High-Impact Content That Inspires Action, Builds Emotional Connection & Drives Measurable Growth

- Develop content that does more than attract attention - blending inspiration with intent to move travellers from dreaming to booking
- Use authentic, insight-led narratives to deepen engagement, strengthen brand affinity and translate sentiment into measurable performance
- Position your brand as the gateway to genuine travel experiences by elevating relatable, experience-led content that builds trust and credibility
- Balance creativity with strategic clarity - ensuring your content feels human and personable without diluting brand positioning

Suzanne Korff, Director, Marketing & Communications (UK & EMEA), **Princess Cruises**



Strategic Alignment For 2027 & Beyond – Delegate Discussion

09.50 Future-Proof Your Brand With Resilient, Opportunity-Led Strategies That Drive Demand In Today's Digital Landscape & Position Your Business For Sustained Success

- Develop innovative, high-performing campaigns that capture attention, stimulate immediate demand to set your brand apart
- Orchestrate cohesive, cross-platform strategies that deliver short-term performance while strengthening long-term brand presence
- What economic, behavioural and cultural factors are shaping travel decisions and embed these insights into marketing strategies?
- Foster loyalty and longevity by creating a brand that resonates with today's travellers while strategically positioning your business to capitalise on emerging market shifts and growth opportunities

Customer Travel Trends – Panel Q&A

10.10 Decode the Business-Critical Travel Trends Shaping 2027 & Beyond & Craft Marketing Strategies That Engage Destination-Focused Travellers

- As value-conscious travel continues to rise, how can brands develop digital campaigns that clearly communicate quality, transparency and exceptional experiences?
- Showcase the meaningful experiences travellers seek, positioning your brand as the gateway to memorable, story-worthy journeys
- How can teams measure success, balancing short-term performance with long-term impact, in an environment where customer behaviour is constantly evolving?

Cat Jordan, Communications Director, **Travelzoo**



Alessio Cantoro, Customer Acquisition Director, **lastminute.com**



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lastminute.com

Robert From, Chief Growth Officer, **Rail Europe**



Sophie Buxton, Head of Marketing, UK & Europe, **Intrepid Travel**



Gareth Knight, Digital Director, **Wilderness**



10.40 Morning Refreshment Break With Informal Networking

Data-Driven Strategies: Turning Insight Into Impact

11.10 Transform Traveller Data into Smarter Marketing, Demand and Performance Decisions

- Uncover traveller behaviour and intent signals across inspiration, booking, and travel—and turn insight into targeted marketing and demand shaping strategies
- Identify the right platforms, analytics frameworks, and travel data ecosystems to ensure marketing and technology investment drives measurable outcomes
- Balance personalisation with privacy, navigating evolving data protection expectations while building trust and relevance at scale
- Use AI powered analytics to identify high value audiences, predict demand patterns, optimise content and pricing strategies, and allocate budget in real time

Sarah Whiting, Senior Director Global Solutions Engineering, **BCD Travel**



Unlock More Bookings From Your Existing Website Traffic

11.30 Unlock More Bookings From Your Existing Website Traffic By Optimising The Digital Funnel & Converting More In-Market Travellers

- Understand how rising acquisition costs and changing traveller behaviour are impacting the traditional digital funnel
- Identify where prospective customers are dropping out and uncover opportunities to capture more of the of website visitors who currently leave without enquiring
- Explore practical conversion strategies that leading travel brands are using to generate more qualified enquiries from existing traffic
- Bridge the gap between enquiry and booking through faster engagement, real-time conversations and improved speed-to-lead

Bertie Horne, Commercial Director, **CommVersion**



Cameron Dunning, Account Executive, **CommVersion**



AI Value - Panel Q&A

11:50 Harness Rapidly-Evolving AI Capabilities To Drive Efficiency, Integrate Tools Seamlessly & Future-Proof Marketing Strategies

- Leverage AI's capabilities to empower your team and maintain agility in a rapidly evolving digital landscape
- Discover strategies to embed AI within existing marketing teams efficiently, maximising impact without inflating costs
- How can AI enhance SEO strategies and optimise campaigns and facilitate competitive advantage to ultimately drive bookings
- Blend new techniques into content generation whilst maintaining authentic human touch for optimised customer experiences

Paul Acheson, Group Director Sales & Marketing, **Brittany Ferries**



Tom Messett, Head of Customer Lifecycle Marketing, **Haven**



David Lee, Director of Innovation & Growth, **Holiday Extras**



Justyna Benardska, Deputy Marketing Director, **LOT Polish Airlines**



AIRLINE



Lauren Voges, Manager, Partner & Industry Content Marketing, **Booking.com**



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Influencer Marketing: From Influence To Impact

12.20 Harness the Power of Creators to Drive Credibility & Build Long-Term Brand Value Through Strategic, Win-Win Partnerships

- How can brands ensure they partner with creators who align with your brand values and audience intent, delivering high-impact, scroll-stopping content that builds awareness and drives action?
- Empower partners and loyal visitors to become authentic storytellers, blending paid campaigns with organic advocacy to extend reach and strengthen trust
- Create aspirational narratives that capture the thrill of travel while grounding inspiration in real, relatable experiences that influence decisions and accelerate bookings
- Structure influencer partnerships around clear objectives, establish meaningful performance metrics, and translate UGC into measurable ROI

Holly Race, Influencer Marketing Director, **Trending Travel**



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TURN TRAVEL INSPIRATION INTO GROWTH

Every journey starts with an impression.

From the first spark of inspiration to the final booking, every digital impression has the power to influence a traveller's decision.

Trusted by the world's leading advertisers, IAS helps travel brands place their campaigns in relevant, safe and suitable digital environments—driving stronger engagement, greater media efficiency and turning inspiration into bookings.



Reach the right travellers.



Build trust.



Drive more bookings.



Scan to request a consultation →

12.40 Lunch & Informal Networking For Speakers, Delegates & Partners

13.10 Informal P2P Discussions

A) Personalisation

Daniela Ridgwell, Team Lead CRM & Content Marketing UK, **Holiday Pirates**



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B) Performance Marketing

Abhishek Choudhary, Senior Product Manager, **Booking.com**



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13.40 Afternoon Chair's Opening Remarks

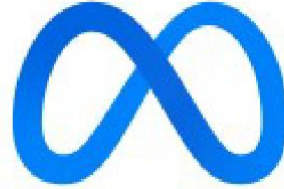
Sukie Rapal, Head of Digital, **Hays Travel**



Next Era of Customer Engagement

13.50 How the Rise of Business Messaging is Transforming the Travel Industry

Russell Pert, Group Vertical Director - Travel, FinServ, Tech & Telco, & Entertainment, **Meta**



Social Media: Channels, Content & Trends – Panel Q&A

14.10 Grasp the Evolving Social Media Landscape By Leveraging Emerging Platforms, Crafting Innovative Content & Powerful Presence Across Multiple Channels

- Assess the latest channels and platform updates and trends to identify fresh opportunities, strategically position your brand, and amplify your message
- How can brands harness trend analysis tools to capture rising social movements and create timely, relevant content that meets trends and resonates with audiences
- Maximise TikTok's role in your marketing strategy to reach and engage its dynamic, highly active audience
- Craft snappy, captivating content that sparks conversation, boosts engagement, and drives measurable ROI

Amelia Slack, Senior Marketing Associate, **Travelzoo**



Jessica Ellis, Head of Social Media & Influencers, **Hurtigruten**



Politicisation Of Travel In An Increasingly Politicised World

14.40 Explore How Political Narratives, Geopolitical Events & Shifting Public Sentiment Influence Travel Demand, Destination Choice & Brand Communication

- As global politics increasingly shapes how and where people travel, brands must navigate a more complex landscape of perception, reputation, and consumer values
- Discover how travel marketers can respond with agility, balancing sensitivity, transparency, and brand positioning, while maintaining trust with diverse audiences
- Learn practical insights on managing messaging, adapting campaigns in real time, and protecting brand equity when travel becomes part of wider political and cultural conversations

Seamus McCauley, Head of Public Affairs, **Holiday Extras**



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15.00 Feedback & Evaluation Form

15.10 Afternoon Refreshment Break With Informal Networking

CASE STUDY: “I Made An AI TV AD, What Was I Thinking?”

15.40 From Experiment to Execution: What Really Happens When You Use AI to Create a High-Impact Brand Campaign

- Go behind the scenes and understand the new production process, hearing what worked, what didn't, and what we'd do differently and where we're going next in our journey
- Explore where AI succeeds and where it still struggles, from speed and efficiency to creativity, quality, and brand storytelling
- Understand the importance of humanity in the production process, and why human insight, emotion, and creative direction remain critical for authentic, high-impact campaigns
- Key lessons for marketers looking to integrate AI without compromising brand integrity

Pete Durant, Interim Marketing Director, **Secret Escapes**



The Future Of SEO: Navigating The New Search Eco-System – Fireside Chat

16.00 Adapt Your Search Strategy As AI, Social Discovery & Evolving Algorithms Transform How Travellers Find, Evaluate & Book

- As search behaviour rapidly evolves, explore how AI-generated results, social discovery platforms, and conversational search are reshaping how travellers research destinations and brands
- Optimise content and digital presence for the emerging search ecosystem – from traditional search engines to AI assistants, LLMs, and social search platforms
- Strengthen brand authority, credibility signals and structured content to ensure visibility in AI-powered results and recommendation engines
- Gain practical insights into balancing technical SEO foundations with creative, high-value content that performs

Sonia Mazzotta, SEO Lead, **Thomas Cook**



Leveraging AI: Real, Actionable Insights

16:20 Unlock The Strategies For Deploying AI Strategically, Responsibly & Commercially To Drive Measurable Outcomes

- Move from AI experimentation to practical, scalable adoption by identifying where AI can create genuine value across marketing and content workflows
- Understand the organisational, governance and cultural foundations needed to embed AI successfully and sustainably
- Implement AI responsibly - ensuring transparency, data integrity, brand safety and organisational alignment
- Prioritise high-impact use cases you can activate now, while building the infrastructure and skills required for sustained competitive advantage

Rebecca Williams, Global Senior Account Manager, **TUI Studios**



CASE STUDY: A Killer Podcast Ad Campaign

16.40 Maximising Attention In Audio: How Strategic Podcast Advertising Drives Brand Impact & Business Growth

- Uncover why podcasting - advertising's highest-attention channel - deserves greater weight in your media planning strategy and how to unlock its full potential.
- Learn how Explore Worldwide delivered an award-winning campaign that smashed their brand and business objectives.
- Integrate podcast advertising into a broader, performance-driven media mix to drive measurable results across both brand building and conversion metrics.

Jae Hopkins, Marketing Director, **Explore Worldwide**



Amy Fiske, Media Specialist & Co-ordinator, **Explore Worldwide**



17.00 Afternoon Chair's Closing Remarks

17.10 Official Close of Conference