



Nielsen Book Travel Seminar 2016

Tuesday 15 March

Agenda

9.00 Registration

9.15 Chairman's welcome to delegates and introduction

9.20 Simon Calder and Tony Wheeler 'in conversation'

9.35 Q&A

9.40 Stephen Mesquita: what's showing up as new and interesting in this year's Travel Yearbook

10.10 Q&A

10.15 coffee break

10.40 Steve Bohme: who's buying Travel Guides, what they are buying and from where

11.10 Q&A

11.15 Hazel Kenyon: where are consumers getting their travel information from, and how do travel guides fit into that market?

11.45 Q&A

11.55 Chairman's round up and close