



PATA Adventure Travel Conference and Mart 2017

In conjunction with Luoyang Adventure Tourism
and Equipment Expo

'Create. Connect. Conserve.'

April 1-4
Luoyang, China

Under the patronage of the China National Tourism Administration (CNTA) and Henan Provincial People's Government, the PATA Adventure Travel Conference and Mart 2017 in conjunction with Luoyang International Adventure Tourism and Equipment Expo will take place in Luoyang China from April 1-4.

Luoyang, located in western Henan Province, is the cradle of traditional Chinese culture. For over 4,000 years it served as the capital city of thirteen different Chinese kingdoms and includes such attractions as the Longmen Grottoes and Peony Park.

The event is organised by the Pacific Asia Travel Association (PATA) in conjunction with the Henan Provincial Tourism Administration and Luoyang Municipal People's Government, and is executed by the Luoyang Municipal Tourism Committee and Sunny Media.



OVERVIEW

While adventure tourism has previously been seen as a small niche of the overall tourism market, the market is now valued at US\$263 billion, growing by an estimated 65 percent between 2009 and 2012.

The event, consists of a one-day trade mart and two-day consumer show followed by one-day conference. It brings together a broad cross-section of travel and tourism industry professionals keen to enhance their knowledge, brand and business in adventure travel. The event aims to be a catalyst for generating new ideas and improving collaboration between public and private sector organisations.

The Mart, importantly, guarantees pre-matched appointments between Buyers (approved and pre-qualified) and Sellers, providing an excellent platform for networking and contracting with like-minded professionals operating in this specialist sector of travel and tourism. Previous events have enjoyed amazing success in Bhutan, Nepal and Thailand.

PROGRAMME

April 1 (Sat)	Registration Complimentary Half day tour Welcome reception
April 2-4 (Sun-Tue)	Adventure Travel Mart and Luoyang International Adventure Tourism and Equipment Expo <i>Venue: Sport Center</i>
April 3 (Mon)	Adventure Travel Conference <i>Venue: Lee Royal Hotel Mu Du</i>
April 5 (Wed)	Complimentary half-day tour Departures

**additional self-paying tour options will be offered*



For further details and
to register, please email:
events@PATA.org

REGISTRATION FEES

Travel Mart Sellers	PATA member	PATA Chapter member	Non member
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- One unit of 9 sqm booth plus one seller delegate ***Complimentary**

*This fee is inclusive of one set of appointments with buyers. Travel Mart seller delegates are also entitled to attend the conference and social functions listed in the programme. *By invitation only*

Travel Mart Buyers	PATA member	PATA Chapter member	Non member
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- Hosted buyer ***Complimentary**

*Participation is limited to one person per company. Registration fee is inclusive of air transportation (airline to be announced), accommodation for four nights (hotel to be assigned by PATA) and one set of appointments with sellers. Travel Mart buyer delegates are also entitled to attend the conference and social functions listed in the programme. *By invitation only*

Conference Only	PATA member	PATA Chapter member	Non member
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- Conference Delegate **Complimentary**

Participation is limited to conference-related activities listed in the programme. Delegates are invited to visit the Travel Mart but are not entitled to receive pre-matched appointment and buyer list.

