

PATA Adventure Travel and Responsible Tourism Conference and Mart 2016

“Creating Experiences, Sharing Opportunities”

February 17-19

Dusit Island Resort, Chiang Rai, Thailand

Programme as of December 18

Wednesday, February 17

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| 0900-1700 | Delegate arrival/registration
<i>Venue: Dusit Island Resort</i> |
| 0800-1300 | Complimentary Half Day Tour
<i>Note: Pick up / Drop off: at official hotels</i> |
| 1730 | Welcome Reception hosted by Thailand Convention & Exhibition Bureau (TCEB)
<i>Venue: Rai Mae Fah Luang Art and Cultural Park</i> |

Thursday, February 18

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| 0850-0900 | Master of Ceremonies welcomes delegates
Mr. Dale Lawrence, Chief of Staff, PATA and President, SKAL International Bangkok |
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| 0900-1000 | Opening Session
<i>Venue: Doi Tung, Dusit Island Resort</i> |
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0900-0910	Welcome Speech by Tourism Authority of Thailand
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0910-0920	Welcome Speech by Mr. Mario Hardy, CEO, PATA
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0925-1000	Keynote Address: Increasing our Adventure Tourism Competitiveness by Mr Shannon Stowell, President, Adventure Travel Trade Association (ATTA), USA
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Communication objective: For destinations and companies to assess market value and competitiveness in the adventure tourism marketplace.

In order to set the stage for the conference on Adventure Travel and Responsible Tourism, this keynote will examine what it takes for destinations and companies to be competitive in the global environment. This will include an overview of the adventure travel and responsible tourism sectors including market size and market segmentation. The speaker will then delve into two indices, Adventure Travel Development Index and the World Economic Forum, which measure tourism competitiveness.

1000-1020	Coffee Break hosted by Tourism Authority of Thailand
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1020-1120	Plenary Session 1: Creating Experiences that Challenge, Delight and Inspire <i>Venue: Doi Tung, Dusit Island Resort</i>
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Communication objective: To share best practices for creating strong adventure tourism products.

The modern adventure traveller is experienced and mature. They seek unique, authentic experiences as well as value for money. This panel of three experienced adventure tourism operators will share their experiences on developing products for the adventure market as well as offering tips and tricks for marketing responsible business practices.

Moderator: TBC

Panelists:

Ms. Mei Zhang, Founder & CEO, Wild China, China

Mr. Hamish Keith, Co-Owner & Managing Director, Exo Travel, Thailand

TBC

1120-1130

Intervals

1130-1230

Concurrent Breakout Sessions I:

Breakout I: Best Practices in Responsible Tourism from ASEAN Region

Venue: Doi Tong, Dusit Island Resort

Communication objective: Inspire audience with innovative best practices from tour operators and accommodations in the ASEAN Region

This breakout session provides 3 case studies from tourism companies practicing responsible tourism followed by a Q&A.

Moderator: Mr. Andrew Jones, Guardian, Sanctuary Resorts, Hong Kong SAR and Vice Chairman, PATA

Panelists:

Mr. John Roberts, Director of Elephants, Anantara Golden Triangle Resort & Spa, Thailand

Mr. Willem Niemeijer, Founder & CEO, Khiri Travel, Thailand

Ms. Yin Myo Su, Chairperson, Inle Heritage Foundation, Myanmar

Breakout II: Sharing Opportunities: How to Design Effective Co-operative Marketing Campaigns

Venue: Doi Tung, Dusit Island Resort

Communication objective: To share best practices on how to create efficient and effective co-opt marketing campaigns

Both destinations and travel companies need to find ways to stretch their marketing dollars, and working collaboratively with partners is an excellent way to do this. This session will look at case studies of various co-operative marketing campaigns including online, print, events and more – providing tips on how to create a strong campaign no matter how big or small is the budget.

Moderator: TBC

Panelists:

Ms Sarah Mathews, Head of Destination Marketing-APAC, TripAdvisor, Hong Kong SAR

Mr. Ben Flemming, Marketing representative-Tourism Authority of Thailand, USA

TBC

1230-1400

Networking Lunch hosted by Tourism Authority of Thailand

Venue: Dusit Island Resort

1400-1450

Plenary Session 2: The Inbound Marketing Playbook

Venue: Doi Tung, Dusit Island Resort, Dusit Island Resort

Communication Objective: To share the concept of Inbound Marketing

Inbound marketing is like marketing with a magnet instead of a megaphone. Sometimes referred to as content marketing it seems increasingly to be one of the most effective strategies for the travel sector as it relies heavily upon inspirational and

compelling content. This plenary session reviews the concept of inbound marketing with a special focus on what makes a winning website for tourism and the two new marketing tools on the block: Instagram and Snap Chat.

Moderator: TBC

Panelists:

Mr. Ryan Bonnici, Marketing Director, Hubspot, Australia

TBC

TBC

1450-1510

Coffee Break hosted by Tourism Authority of Thailand

1510-1610

Concurrent Breakout Sessions II:

Breakout III: Sharing Opportunities: Building Back Better after a Disaster

Venue: Doi Tong, Dusit Island Resort

Communication objective: To share best practices on post disaster rebuilding efforts

Bombs in Thailand, earthquake in Nepal, bombings in Tunisia - destinations are increasingly being hit by natural or political disasters and the tourism industry is faced with the tricky task of building back consumer confidence post-disaster. This panel examines various tactics of rebuilding tourism through branding, marketing, product development and partnerships after a calamity.

Moderator: Mr. Andrew Jones, Guardian, Sanctuary Resorts, Hong Kong SAR and Vice Chairman, PATA

Panelists:

Mr. Wouter Schalken, Tourism Component Manager, Samarth-Nepal Market Development Programme, Nepal

Mr. Chattan Kunjara Na Ayudhya, Executive Director, Advertising and Public Relations Department, Tourism Authority of Thailand

Breakout IV: The New Adventure Market: Understanding the Indian and Chinese Adventure Traveller

Venue: Doi Tung, Dusit Island Resort

Communication objective: To share knowledge on the trends of the Chinese and Indian outbound markets and how to leverage them

Growth in the middle class in both China and India has resulted in a sharp increase in outbound tourism. As tourists from these countries gain more travel experience, they will be seeking more adventurous activities. This panel looks at the practicalities of working with these two markets as well as the types of products and marketing that resonate with them.

Moderator: Shannon Stowell, President, Adventure Travel Trade Association (ATTA), USA

Panelists:

Mr. Amit Sankhala, Owner, Encounter Asia, India

Ms. Mei Zhang, Founder & CEO, Wild China, China

1610-1620

Intervals

1620-1700

Closing Address: Crossroads: Adventure and Responsible Travel, Off the Beaten Path by Mr. Ric Gazarian, Avid Traveller, Author, and Documentary Producer

Venue: Doi Tung, Dusit Island Resort

Gazarian will share stories from the road, which highlight the juncture of adventure and responsible tourism. Tourists are constantly on a quest for more authentic adventures. Gazarian will highlight a unique corner of the tourism universe that brings adventurers off the beaten path. He will also share with you how this dispersed form of travel incorporates sustainable and responsible travel.

1830

Dinner Reception

Venue: TBC

Friday, February 19

0900-0915

Travel Mart Briefing

Venue: Doi Tung, Dusit Island Resort

0915-0930

Travel Mart Opening Ceremony

Venue: Exhibition Area, Dusit Island Resort

0930-1220

Travel Mart Appointment Sessions

Venue: Exhibition Area, Dusit Island Resort

0930-0945	Appointment 1
0945-1000	Appointment 2
1000-1015	Appointment 3
1015-1030	Appointment 4
1030-1050	Networking (Coffee) Break hosted by Tourism Authority of Thailand
1050-1105	Appointment 5
1105-1120	Appointment 6
1120-1135	Appointment 7
1135-1150	Appointment 8
1150-1205	Appointment 9
1205-1220	Appointment 10

0945

Media Briefing

Venue: Doi Tung, Dusit Island Resort

1230-1400

Delegate Lunch hosted by Tourism Authority of Thailand

Venue: Dusit Island Resort

1400-1650

Buyer-Seller Afternoon Appointments

Venue: Exhibition Area, Dusit Island Resort

1400-1415	Appointment 11
1415-1430	Appointment 12
1430-1445	Appointment 13
1445-1500	Appointment 14
1500-1515	Appointment 15
1515-1530	Appointment 16
1530-1550	Networking (Coffee) Break hosted by Tourism Authority of Thailand
1550-1605	Appointment 17
1605-1620	Appointment 18
1620-1635	Appointment 19
1635-1650	Appointment 20



1830 **Dinner Reception**
Venue: TBC

Saturday, February 20

0800-1300 **Complimentary Half Day Tour**
Note: Pick up / Drop off: at official hotels

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