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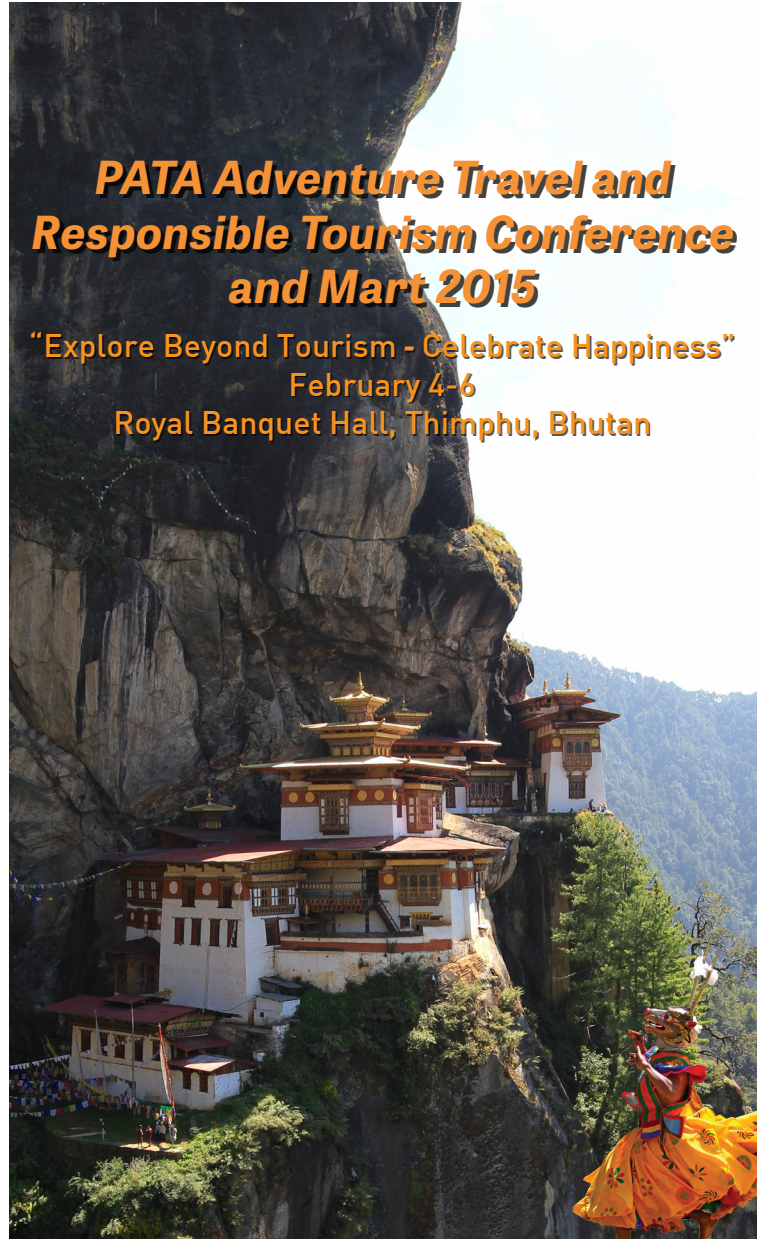
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PATA Adventure Travel and Responsible Tourism Conference and Mart 2015

“Explore Beyond Tourism - Celebrate Happiness”
February 4-6
Royal Banquet Hall, Thimphu, Bhutan



Hosted by

Official Carriers



Bhutan Airlines

PATA Adventure Travel and Responsible Tourism Conference and Mart is a three-day niche event with both conferences and travel mart components that brings together tourism professionals involved in adventure travel and responsible tourism to discuss creating new opportunities for promoting environmental protection and social sustainability within the industry. The event will bring together the public and private sectors to address issues facing the adventure travel, responsible and sustainable tourism industries.



The conference and travel mart will take place in the Kingdom's capital city of Thimphu, located in the western Bhutan region. The capital is the main centre of commerce, religion and government in the kingdom. The city is home to spectacular landscapes, monasteries and sacred sites, including the famous Tashichho Dzong, National Memorial Chorten, Folk Heritage Museum, Textile Museum, a variety of markets and the Buddha Dordenma Statue.

The juxtaposition of ancient tradition and modernity make Thimphu the ideal location for visitors to break away from their tour itinerary and immerse themselves in the lifestyle of contemporary Bhutanese. Bhutan has declared the Visit Bhutan 2015 to celebrate the 60th birth anniversary of the 4th King His Majesty Jigme Singye Wangchuk. Colorful festivals, events and activities held in different parts of Bhutan will be arranged throughout the year.

For further details and **REGISTRATION**, visit www.PATA.org/adventure2015

Programme at a glance:

February 4 (Wed) Delegate Registration
Complimentary Half Day Tour – A Journey through the Eyes of the Local Bhutanese
Welcome Reception hosted by Tourism Council of Bhutan

February 5 (Thu) **Adventure Travel and Responsible Tourism Conference**
Keynote Address: Celebrate Happiness: Linking National Philosophy to Tourism

Plenary Session I: The Traditionalist, Transformer and Disruptor

Concurrent Breakout Sessions:

Breakout I: Millennials/Youth Travellers

Breakout II: Adventure Tomorrow: Future Trends of Adventure Travel

Plenary Session II: Public-Private Sector's Successes and Challenges in Community Based Tourism: Balancing Financial Aspect and Sustainable Development
Closing Address: Explore Beyond Tourism

February 6 (Fri) **Adventure Travel and Responsible Tourism Mart**
Travel Mart Opening Ceremony
Travel Mart Appointment Sessions

February 7 (Sat) Complimentary Half Day Tour
Departure / Self Paying Post Tour

Registration Fees

Travel Mart Sellers	PATA member	PATA Chapter member	Non Member
- One unit of 9 sqm booth plus one seller delegate	USD1200	USD1300	USD1500
- Second delegate (optional)	USD250	USD300	USD350

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.

Travel Mart Buyers	PATA member	PATA Chapter member	Non Member
- Hosted buyer	USD180	USD200	USD250

Participation is limited to one person per company. Registration fee is inclusive of air transportation on Druk Air or Bhutan Airlines (it is under delegates' responsibility to travel from their home city to board the Druk Air or Bhutan Airlines), 4 night- accommodations (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.*

Conference only	PATA member	PATA Chapter member	Non Member
- Conference Delegate	USD150	USD 190	USD230

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

Spouses / Accompanying persons	PATA member	PATA Chapter member	Non Member
- Spouse/Accompanying person	USD120	USD150	USD180

Spouse/Accompanying person are eligible to attend all social functions listed in the programme but not the conference or Travel Mart.

*Remark: Delegates are required to arrive into Paro, and transfer to Thimphu

Druk Air destinations:
1. Thailand - Bangkok
2. Nepal - Kathmandu
3. India - New Delhi, Calcutta, Bagdogra, Gaya, Guwahati and Mumbai
4. Bangladesh - Dhaka
5. Singapore

Bhutan Airlines destinations:
1. Thailand - Bangkok
2. Nepal - Kathmandu
3. India - Calcutta

