PATA Annual Summit Conference 2016

PROGRAMME

‘Exploring the Secrets of the Blue Continent’
May 19 | Grand Ballroom | Dusit Thani Guam Resort | Guam, USA

(As of May 17, 2016)

0830 – 0900  Registration

0900 – 0905  Musical Opening

0905 – 0910  Welcome to PATA Annual Summit 2016

Featuring international experts at the forefront of the industry under the theme “Exploring the Secrets of the Blue Continent.” With the Pacific Islands at a critical junction in its future development economically, socially and environmentally, the conference is looking for a call to action under the banner of ‘Code B.L.U.E’ which explores the key success factors to take travel and tourism organisations to the next phase of sustainable tourism:

B = Back to Basics

L = Leveraging our knowledge and expertise

U = Unravelling the mysteries of HCD

E = Energising our eco efforts

0910 – 0915  Official Opening

Honourable Eddie Baza Calvo, The Governor of Guam

0915 – 0920  Welcome Remarks

Jon Nathan Denight, President & CEO, Guam Visitors Bureau

0920 – 0925  PATA Welcome

Kevin B Murphy, Chairman, Pacific Asia Travel Association

0925 – 0940  Special Remarks: Repositioning a Destination - Guam version 2.0

Mark Baldyga, Chairman, Guam Visitors Bureau

A case study in driving a paradigm shift. Look behind the scenes of Guam’s Tourism 2020 strategic plan which in four short years has begun transforming and repositioning this island paradise, achieving remarkable diversification and moving its core secondary market from 12% to 36% market mix, increasing RevPAR by 30% and growing tourism tax revenue over 70%.

0940 – 1000  Keynote Address: The Big BLUE: In Danger - Yet Awe Inspiring

Honorable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles

The vibrant culture of the Pacific Islands plays an important role in building its destination images. Facing the rise of niche markets, how can we track our unique cultural roots to attract new markets across the continents without exceeding capacity?
Our first session addresses two key issues. Firstly, we look at the growing power and influence of social media. Secondly, we look for expert guidance from our panelists as we consider how best to promote Pacific Island destinations.

1005 – 1020  
**Shaping the Intangibles through Hyper Connections**  
*Morris Sim, Co-Founder & CEO, Circos Brand Karma*  
How can you generate hyper connections through great content marketing? Morris will discuss how you can generate demand and draw people into your brand by storytelling via new marketing tools and technologies.

1020 – 1035  
**Break for Networking** *hosted by Guam Visitors Bureau*

1035 – 1040  
**Idea Capsule**  
*Ronan Carey, Chief Operating Officer, Red Robot Limited*  
*Jason Lin, Chief of Talent, Talent Basket*  
Two speakers give a briefing (two minutes max) on stage to share their views about the upcoming Panel Discussion: Driving Solo or Follow the Pack.

1040 – 1120  
**Panel Discussion: Driving Solo or Following the Pack**  
*Moderator: Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor*  
*Honourable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles*  
*Morris Sim, Co-Founder & CEO, Circos Brand Karma*  
*Jason Lin, Chief of Talent, Talent Basket*  
We think of an island as an isolated piece of land. But when it becomes increasingly accessible to outside influences, it is involved in local, regional, national and international decisions. Should destinations be promoted individually or collectively within a region?

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**Code L: Leveraging our knowledge and expertise**

It is not hard to make decisions but making a better decision requires few other elements. The elements will be revealed in this session and leverage your knowledge and expertise with like-minded professionals through the tailored breakout session.

1120 – 1150  
**Mastering the Skill of Future Trend Forecast**  
*Guest speaker: Daniel Levine, The Global Trend Expert & Keynote Speaker*  
Organisations are struggling from predicting future trends in this ever-changing industry. Being the master of trends, Daniel will share his tips to obtain such skills and utilise it to make better decisions.

1150 – 1240  
**Breakout Session**  
Choose the breakout session most relevant to your business activities and then share your knowledge and expertise with like-minded professionals to produce two eye-catching recommendations that could influence tomorrow’s travellers.
1150 – 1200  Let the Pitching Begin
   Each speaker from the breakout session will have 5mins to pitch for their session, convincing delegates to attend their session instead of the other.

1200 – 1240  Breakout I: Check-In: Defy the Norms to Create ‘Same Same But Different’
   **Andrew Dixon**, Owner, Nikoi and Cempedak Islands
   Discover the wonders that can be created by defying the norms of HOTELS. Unusual is the new black.
   *Venue: Grand Ballroom*

   Breakout II: Board-In: The New Edge – Foreseeing New Travel Patterns
   **Mark Schwab**, CEO, Star Alliance
   New travel patterns are being encouraged through new airline routes. Observe travel behaviours and foresee travel patterns to maximise opportunities creating a win-win.
   *Venue: Royal Ballroom A*

1240 – 1340  Lunch for Refuelling hosted by Guam Visitors Bureau
   *Venue: Royal Ballroom A + B*

### Code U: Unravelling the mysteries of Human Capital Development

Travel and tourism is about people. At every level. In every marketplace. Recruitment is just the first step. Our challenge is to retain today’s recruits so that they become tomorrow’s industry leaders.

This session starts with honouring travel and tourism industry professionals by presenting PATA Honours Awards and by announcing the PATA Face of the Future. PATA is proud to recognise and acknowledge inspirational individuals as part of the Association’s ongoing commitment to Human Capital Development.

1340 – 1400  Presentation of PATA Awards
   Please congratulate the worthy recipients of the following awards: PATA Life Member; PATA Award of Merit; PATA Chairman’s Award, PATA Face of the Future Award, and PATA Special Award.

1400 – 1415  Reversing the Brain Drain by Mixing the Borders
   **Derek Toh**, Founder & CEO, WOBB
   How to keep employee recruitment to zero kilometres without importing manpower? Discover ways to attract talents from different generations resulting reduced cost and increased productivity and profitability.

1415 – 1430  Techie HCD Solutions for Higher Profitability
   **David Topolewski**, CEO, Qooco
   Leverage the new addiction to mobile phones through innovative tools that facilitate employees’ learning of new languages and service skills anywhere, anytime with better results and lower costs than other methods.

1430 – 1435  Idea Capsule
Two speakers address delegates for two minutes each on stage to share their thoughts about the importance of Human Capital Development.

**Panel Discussion: Creating One of the Best Workspaces**

**Moderator:** *Dr Helena Lo*, Director, Pousada de Mong-Ha (the Educational Hotel of Institute for Tourism Studies Macau – IFT), PATA Face of the Future 2015

**David Topolewski,** CEO, Qooqo

**Derek Toh,** Founder & CEO, WOBB

**Michael Lujan Bevacqua,** Author and Lecturer, University of Guam

What are the key elements to achieve such title? What is the relation between recruitment, workspace and profit? The key elements will be discussed and unravelled by both speakers and delegates.

**Break for Networking** hosted by Guam Visitors Bureau

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### Code E: Energising our eco efforts

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<th>Time</th>
<th>Session</th>
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<tr>
<td>1515–1630</td>
<td>Be A ‘Game Changer’ – Win the Game</td>
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<td>1515–1525</td>
<td>The United Nation Climate Change</td>
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<td><em>Zoltan Somogyi,</em> Executive Director for Programme and Coordination at the World Tourism Organization (UNWTO)</td>
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<tr>
<td>1525–1630</td>
<td>How to Be A ‘Game Changer’?</td>
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<td><em>Eric Ricaurte,</em> Founder &amp; CEO, Greenview</td>
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<td>This is your chance in becoming a Game Changer. This session tests your ability to work and think as a team to respond to global challenges. How can you make the best contribution with limited time and resources? Will the result be enough?</td>
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<td>1630–1645</td>
<td>Closing Address: Less Space, More Popularity – Finding the Balance</td>
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<td><em>Tony de Brum,</em> Ambassador Extraordinary and Plenipotentiary for Climate Change, The Republic of the Marshall Islands</td>
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<td>Given limited space, how do you ensure the longevity of the entire tourism industry and the island’s resources? Management of lack of diversity while sustaining a unique culture can be problematic. We want growth. We need growth - but we need to monitor and control it carefully in fragile locations.</td>
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**Welcome Fiesta** hosted by Guam Visitor Bureau

Venue: The Guam Museum

*End of Programme*

*Conference delegates will be given a complimentary pass to attend the UNWTO-PATA Ministerial Debate on Pacific Island Tourism held on May 21.*
UNWTO-PATA Ministerial Debate on Pacific Island Tourism

PROGRAMME
May 21 | Royal Ballroom A | Dusit Thani Guam Resort
Guam, USA
(As of May 17, 2016)

0830 – 0850  Registration

0850 – 0900  Master of Ceremony Welcomes Delegates
Chris Flynn, Regional Director-Pacific, Pacific Asia Travel Association

0900 – 0905  Guam Welcome
Mark Baldyga, Chairman, Guam Visitors Bureau

0905 – 0910  PATA Welcome
Mario Hardy, CEO, Pacific Asia Travel Association

0910 – 0925  Opening Remarks
Zoltan Somogyi, Executive Director for Programme and Coordination at the World Tourism Organization (UNWTO)

0925 – 0935  Official Opening
Kathy Jetnil-Kijiner, Marshall Islands Poet

0935 – 1035  Merging Motivations
Moderator: Sharanjit Leyl, Presenter, BBC World News

Public sector:
Honourable Minister Alain St-Ange, Minister of Tourism and Culture, Seychelles

Jon Nathan Denight, President & CEO, Guam Visitors Bureau

Private sector:
Derek Toh, Founder & CEO, WOBB
Mark Schwab, CEO, Star Alliance

The government and private sector have different motivations and target goals. Is it possible to overlap motivations and better align them to form a smoother pathway for growth? Policy driven vs profitability driven.

1035 – 1055  Networking Break hosted by Guam Visitors Bureau

1055 – 1200  Cloud Nine – The Ideal Island Economy
Moderator: Sharanjit Leyl, Presenter, BBC World News

Public sector:
Akiko Yoshida, Executive Vice President, Japan National Tourism Organization

Honourable Tuifaasisina Misa Richard Leleisiuao, Associate Minister of Public Enterprise & Tourism, Samoa Tourism Authority

Tony de Brum, Ambassador Extraordinary and Plenipotentiary for Climate Change, The Republic of the Marshall Islands
Private sector:

Andrew Dixon, Owner, Nikoi and Cempedak Islands

Gerald Lawless, Head of Tourism and Hospitality, Dubai Holding

Faustina K Rehuher-Marugg, President, Palau Resource Institute

The choices made to shape the economy of an island will affect the geography of a landmass, be it mainland or island. Does external connectivity play an important role in creating the ideal economy for the Pacific nation? External connectivity vs internal connectivity

External connectivity: Destination marketing & airport connections
Internal connectivity: Infrastructure, local communities & property developments

1200 – 1210 Presentation by lunch sponsor, Alistair McEwan, Senior Vice President, Commercial Development, BBC Worldwide Asia

1210 Buffet Lunch hosted by BBC World News
Venue: Grand Ballroom

-End of Programme-