

PATA ANNUAL SUMMIT 2017

'Disruption. Innovation. Transformation: The Future of Tourism'

May 18-21 | Negombo, Sri Lanka

Programme Partner

Twenty31 tourism.
defined.

PATA ANNUAL SUMMIT 2017

Join us at the PATA Annual Summit 2017, a 4-day event that brings together thought leaders and industry professionals from around the world under the theme **'Disruption. Innovation. Transformation: The Future of Tourism'**. The Annual Summit includes a one-day conference and embraces the PATA Annual General Meeting and the PATA Youth Symposium that allows students and young professionals to engage with industry leaders.

As part of the PAS2017 programme in partnership with the the World Tourism Organisation (UNWTO), the Pacific Asia Travel Association (PATA) will also host the UNWTO/PATA Ministerial Debate which brings together Tourism Ministers and leading industry experts to address thought-provoking issues.

Generously hosted by the Sri Lanka Tourism Development Authority, PAS 2017 takes place on the tropical island of Sri Lanka in the charming fishing village of Negombo.

CONFERENCE OVERVIEW

The travel industry is constantly evolving. The marketing and media channels required to reach travellers - formerly the purview of the big and well funded - have disrupted, levelling the playing field for even the smallest of operators and destinations. This provides the opportunity for every operator or destination to engage their communities and stakeholders, understand their unique strengths and apply them to attract a specific target audience. Those who embrace technology and content alongside a profound understanding of the new traveller will be rewarded with a disproportionate share of tourism revenue growth.

It is in this spirit that the PAS 2017 Conference and UNWTO/PATA Ministerial Debate together bring travel's most innovative thinkers and leaders to connect, share and move travel forward. Hear fresh ideas, discover market-changing innovations and learn from industry luminaries on the sharing economy, digital marketing, the future traveller and more. The interactive conference session is powered by Slido.

PROGRAMME OVERVIEW

Wednesday, May 17

Registration and Hospitality Desk
PATA Foundation Workshop
(Foundation Committee Members only)

Thursday, May 18

Registration and Hospitality Desk
Complimentary tour for all delegates
PATA Youth Symposium
Audit & Finance Committee Meeting
PATA Marketplace
2016/2017 Executive Board Meeting
PATA Life Member Get Together

Friday, May 19

Registration and Hospitality Desk
Conference: (registration fees applies)
- Opening Keynote: *Managing Disruption through Innovation*
- Session One: *The Transformation of Marketing*
- Session Two: *Research Innovation*
- Session Three: *Disrupting the Travel Industry*
- Session Four: *The Real Future of Tourism: Young Tourism Professionals*
- Closing Keynote: *Embracing Disruption - A Blueprint for the Future of Tourism*
Welcome Dinner & PATA Awards Presentation hosted by Sri Lanka Tourism Development Authority

Saturday, May 20

UNWTO/PATA Ministerial Debate
- Session One: *The Shift to Recognised Sustainability Leadership in the Travel and Tourism Industry*
- Session Two: *The Sharing Economy and Travel and Tourism*
PATA Meetings:
- Government/Destination
- Honors Committee
- Sustainability & Social Responsibility
- Hospitality
- Human Capital Development
- Aviation
- PATA Foundation Board of Trustees
- Supervisory Board – Finance
PATA Foundation Charity Gala Dinner

Sunday, May 21

PATA Chapter Colloquium
Industry Council Meeting
PATA Board Meeting
PATA Annual General Meeting
2017/2018 PATA Executive Board Meeting

Monday, May 22

Complimentary Tour
Self-paying Tours

*Only registered delegates to the conference will have access to the UNWTO/PATA Ministerial Debate



NEGOMBO, SRI LANKA

Undeveloped beach paradises, a startlingly rich cultural heritage, a wide variety of wildlife and adventure experiences, as well as warmly welcoming people and irresistible cuisine - but minus the tourist hordes - makes Sri Lanka a tropical utopia for the discerning traveller.

Located close to the Bandaranaike International Airport, Negombo is a seafood lover's realm with fresh catches available at a diverse selection of restaurant and bars. Alternatively, take a boat ride along the Dutch canals or into the ocean to catch a glimpse of the fishing boats. Negombo was one of the most important sources of cinnamon during the Dutch era, and European influences still remain.

PLAN YOUR VISIT

Visa Requirements

Electronic Visa (ETA) can be obtained prior to arrival through the Electronic Travel Authorisation System at www.eta.gov.lk or on arrival at the port of entry. Visa is valid for two entries within a 30-day period but may be extended up to 90 days from the date of arrival at the first instance and further 90 days at the second instance. On the basis of reciprocity, citizens of the Republic of Singapore, the Republic of Maldives and the Republic of Seychelles are exempt from the requirement of obtaining ETA to visit Sri Lanka. Diplomatic and Official passport holders are exempt from ETA processing fee only when their applications are submitted through state agencies such as Ministries, Statutory Bodies, Sri Lanka Overseas Missions etc.

Official Venue

A trendy coastal getaway with a vibrant new look, the Jetwing Blue Hotel embodies a contemporary taste of luxury living. Modern elegance combined with simplicity is the key feature of the beautifully designed rooms and suites. Dining options at Jetwing Blue are many and varied, with each meal a gastronomical delight to tantalise your taste buds. The 800-seat ballroom (theatre-style) provides the ideal venue for conferences and events while the smaller venues are popular for weddings.

Airport Transfers

Airport transfers between Bandaranaike International Airport and PAS 2017 official hotels are available to all registered delegates arriving on May 17-19, 2017 and departing on May 20-23, 2017. Please check transfer schedule at the Hospitality Desk onsite. If you arrive or depart outside these dates, or not staying at the official hotel, you will be required to arrange your own transfers.

REGISTRATION FEES

	International	Local
PATA Life Member	Complimentary	
PATA Member	USD199	USD159
PATA Chapter Member	USD299	USD199
Non-Member	USD499	USD299
Spouse	USD99	
Media	By invitation	
Student	USD59	

Register now at www.PATA.org/PAS-2017
or email events@PATA.org



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