PATA Annual Summit 2019
May 9-12: Cebu, Philippines

***All meetings are to be held at Radisson Blu Hotel Cebu, unless otherwise stated

### MAY 9 (THURSDAY)

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting/Function</th>
<th>Venue</th>
</tr>
</thead>
</table>
| 0900-1730 | • Registration for Conference, Board Meeting, AGM, Media  
• Hospitality, Tour, Transfer Desk  
• PATA Membership Desk                   |                              |
| 0900-1730 | Media Centre for International and Local Media                                                      |                              |
| 0900-1200 | **PATA Youth Symposium** - full programme                                                            | Niña 1&2, 1F                  |
| 1400-1730 | **The PATA DNA** *(Development & Networking Academy)*  
*In the name of Development and Networking! The biannual PATA DNA will be held during PAS 2019. An exclusive session designed for PATA YTPs which includes presentations showcasing PATA Student Chapter initiatives and a speed-networking session with PATA Mentors.*  
*This session will focus on the PATA YTP brand promise of empowering YTPs by getting them exposed, connected and involved directly with industry professionals.* | San Martin 1&2, 2F             |
| 1400-1430 | **The PATA DNA Townhall**                                                                             |                              |
| 1430-1510 | **Cool initiatives from PATA Student Chapters:**  
- PATA Australia Uni. Of Queensland Student Chapter  
- PATA Canada Capilano Uni. Student Chapter  
- PATA China Guilin Tourism Uni. Student Chapter  
- PATA Indonesia STP Bandung Student Chapter  
- PATA Japan Wakayama Uni. Student Chapter  
- PATA Korea Woosong Uni. Student Chapter |                              |
| 1510-1525 | **Networking break**                                                                                  |                              |
| 1525-1600 | **Cool initiatives from PATA Student Chapters:**  
- PATA Macao Student Chapter  
- PATA Malaysia Taylor’s Student Chapter  
- PATA Philippines LPU-Manila Student Chapter  
- PATA Philippines Uni. Baguio Student Chapter  
- PATA Thailand Dusit Thani College Student Chapter |                              |
| 1600-1615 | **In a golden nutshell: Legendary Initiative Award**                                                  |                              |
| 1630-1730 | **Speed-networking session with PATA Mentors**                                                        |                              |
PATA Annual Summit 2019  
May 9-12: Cebu, Philippines

1830-2030  **Reception and Dinner hosted by Beijing Municipal Culture & Tourism Bureau**  
Niña Ballroom 1&2, 1F

### MAY 10 (FRIDAY)

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting/Function</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>0900-1700</td>
<td><strong>PATA Silent Auction</strong></td>
<td>Mezzanine above hotel lobby</td>
</tr>
</tbody>
</table>
| 0900-1700| **Conference - full programme**  
1030-1100 Networking Break  
1500-1530 Networking Break  
**Conference - full programme**  
1030-1100 Networking Break  
1500-1530 Networking Break | Santa Maria 2&3, 2F
| 1400-1500| Breakout 1                                                                        | Santa Maria 2&3, 2F                  |
| 1400-1500| Breakout 2                                                                        | Santa Maria 1, 2F                    |
| 1230-1400| Lunch hosted by Department of Tourism Philippines                               | Feria Restaurant, 2F                 |
| 1900-2130| **PAS2019 Welcome Dinner Reception and PATA Awards Presentation hosted by Department of Tourism and Tourism Promotion Board, Philippines** | Mandani by the Bay tent              |

### MAY 11 (SATURDAY)

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting/Function</th>
<th>Venue</th>
</tr>
</thead>
</table>
| 0900-1140| **UNWTO/PATA Leaders Debate**  
0955-1020 Networking Break and First Round of Voting hosted by DOT Philippines | Santa Maria 2+3, Level 2              |
| 1200-1300| Lunch hosted by Department of Tourism Philippines                               | Feria Restaurant, 1F                 |
| 1300-1430| **Government/Destination Meeting**  
**Sustainability & Social Responsibility Committee Meeting**  
**Government/Destination Meeting**  
**Sustainability & Social Responsibility Committee Meeting** | Niña Ballroom 1&2, 1F  
San Cristobal 1&2, 2F |
| 1500-1630| **Human Capital Development Committee Meeting**                                | San Cristobal 1&2, 2F                |
| 1500-1600| Networking Break hosted by DOT Philippines                                        | Meeting Plaza, Level 2               |
| 1700-1830| **Extraordinary Meeting for Members**                                           | Niña Ballroom 1&2, 1F               |
| 1930-2200| **PATA Foundation Charity Gala Dinner**  
( A donation of USD100 per person is required to attend. The donation goes to PATA Foundation to support community projects on Education, Cultural Heritage, Sustainable Tourism and Environment.) | Santa Maria Ballroom, 2F             |
### PATA Annual Summit 2019
May 9-12: Cebu, Philippines

#### MAY 12 (SUNDAY)

<table>
<thead>
<tr>
<th>Time</th>
<th>Meeting/Function</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>0700-0730</td>
<td>Meet &amp; Greet Breakfast Session with PATA CEO (#PYS2019 Winner)</td>
<td></td>
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<tr>
<td>0730-0830</td>
<td><strong>“Arnis with the Chairman”</strong>&lt;br&gt;Arnis, also known as Kali or Eskrima, is the national sport and martial art of the Philippines.&lt;br&gt;(Instructor will be available.)</td>
<td>Hotel Garden Area</td>
</tr>
<tr>
<td>0900-1030</td>
<td><strong>PATA Insights Lounge</strong>  &lt;br&gt;Speakers&lt;br&gt;• iClick Interactive Asia Limited&lt;br&gt;  Raymond Teoh, General Manager, SEA&lt;br&gt;• WEX Asia Pte Ltd&lt;br&gt;  Richard Cogswell, Commercial Director – APAC&lt;br&gt;• ForwardKeys&lt;br&gt;  Jameson Wong, Director APAC BD</td>
<td>Santa Maria 1, 2F</td>
</tr>
<tr>
<td>1000-1030</td>
<td>Networking Break hosted by DOT Philippines</td>
<td>Pre-Function Area, 2F</td>
</tr>
<tr>
<td>1100-1230</td>
<td><strong>Industry Council Meeting</strong>&lt;br&gt;<strong>Hospitality Meeting</strong>&lt;br&gt;<strong>Aviation Meeting</strong></td>
<td>Santa Maria 2, 2F&lt;br&gt;San Pablo, 2F&lt;br&gt;San Pedro, 2F</td>
</tr>
<tr>
<td>1230-1330</td>
<td>Lunch hosted by Department of Tourism Philippines</td>
<td>Feria Restaurant, 1F</td>
</tr>
<tr>
<td>1330-1630</td>
<td><strong>PATA Board Meeting</strong></td>
<td>Santa Maria 3, 2F</td>
</tr>
<tr>
<td>1500-1520</td>
<td>Networking Break hosted by DOT Philippines</td>
<td>Ballroom Foyer, 2F</td>
</tr>
<tr>
<td>1630-1730</td>
<td><strong>2019 AGM</strong></td>
<td>Santa Maria 1, 2F</td>
</tr>
<tr>
<td>Evening</td>
<td>At leisure</td>
<td>San Cristobal, 2F</td>
</tr>
</tbody>
</table>
PATA Annual Summit 2019
May 9-12: Cebu, Philippines

PATA MENTORS

Stephanie Wells, Chair of School of Tourism Management – Capilano University | PATA Committee Member

*Mentor to: Yuki Suzuki*

Stephanie leads a team of faculty passionate about teaching and developing the next set of tourism management professionals. Her breadth of experience and knowledge includes marketing communications, sales, customer service, business management and communications.

She has been a project lead on several international initiatives through Capilano University to consult, train and develop relationships that build the capacity of the local population to garner the economic benefits that tourism provides. These initiatives have led her to incredible destinations including Ecuador, Russia, Philippines and Vietnam.

She is focused on internationalization and global citizenship, which is demonstrated through her membership within the Pacific Asia Travel Association (PATA) and as a committee member on the Human Capital Development Committee. In addition, Wells is a faculty advisor to the PATA Vancouver Canada Student Chapter, the Tourism and Outdoor Recreation Student Association and an advocate of Capilano University's Centre for International Experience's study abroad/academic exchange program.

Benjamin Liao, Chairman - Forte Hotel Group | PATA Committee Member

*Mentor to: Mandy Topp & Yoseph Oktavianus Ndate*

Benjamin Liao is an architecturally-trained hotelier, current chairman of Forte Hotel Group and a board supervisor at Howard Plaza Hotels. Active in Taiwan tourism, he is a PATA Chinese Taipei delegate, and a director in the Taiwan Tourist Hotel Association.

Born into a construction and hotel management family, after graduate school he returned to Asia and became involved in the family business. He incorporates over ten years of hotel experience into design development as well as leads operation teams to improve the customer experience through design-oriented solutions.

His Orange Hotel Ximen Project was short-listed for the Asian Hospitality Design Awards 2014, as well as awarded the bronze level by Sustainable Travel International. Supporting local events such as Simple Life and TIQFF film awards, he hopes alternative lifestyle and value may diversify the local community culture and build a stronger society.
PATA Annual Summit 2019
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Pilar Laguña, President & CEO – Guam Visitor Bureau (GVB) | PATA Executive Board Member

Mentor to: Nurwinda Febriani, Blessilda Grace D. Callanta & Teresa John Dines

As a seasoned tourism-marketing executive, Pilar began her career at GVB in 1977. Over the years, she has advanced through many leading roles at the Bureau, including Deputy General Manager and Director of Global Marketing.

Pilar played a key role in opening the Korea market and growing international markets including Japan, North America, Canada, Hong Kong, Philippines, Micronesia, Russia, Australia, China and Malaysia. She has also led efforts for niche and lucrative market segments, such as scuba diving, LGBTQ travel, adventure travel, religious travel, and MICE.

She is an active member of PATA that awarded her the prestigious PATA Award of Merit in 2009. She also holds the longest tenure in the PATA Micronesia Chapter, serving as its immediate past chairwoman.

Most recently, she was awarded the 2017 Lifetime Achievement in Travel and Tourism Award by USA’s Women in Travel and Tourism International (WITTI) in Washington D.C.

Dmitri Cooray, Manager for Operations – Jetwing Hotels | PATA Committee Member

Mentor to: Rio Fernando Bong, Kyohei Yamamoto & Leyao Dai

“For as long as I can remember, holidays were always spent down south in Yala or at Jetwing Lighthouse, and in Negombo at the Blue Oceanic which holds a special place in our family as it is where my grandfather started his journey.”

To say hospitality runs in Dmitri’s blood is an understatement. The third generation of their founding family spent a great deal of their childhood growing up in their hotels around Sri Lanka - long enough for Dmitri to confidently say that he always wanted to follow in the footsteps of his father and grandfather.

Al Merschen, Partner for International Insights – Myriad Marketing

Mentor to: Zayn Muhriz Bin Kaspuranuar & Brian Henry Lusica

During his time as an educator at several universities, Merschen started consulting projects for a variety of industries. This is when he discovered it was travel that captivated his real interest.

Merschen created Myriad, specializing exclusively in the international travel industry with private clients and governments on five continents. For over 30 years, Merschen developed strategic solutions to client challenges, creating industry partnerships, research projects and global solutions. Today, Myriad represents more tourist offices than any company in North America.
In 2016 Myriad became part of MMGY Global portfolio of companies. As a partner at MMGY, his focus is on the development of International Insights. Always the educator, he has conducted marketing presentations throughout the world.

Dr. Mario Hardy, CEO – PATA

Mentor to: Ce (Ivan) Wang & Ryoma Yabutani

Dr. Hardy was appointed as CEO of the Pacific Asia Travel Association (PATA), the not-for-profit membership association that catalyses on the responsible development of travel and tourism within the Asia Pacific region, in November 2014. He is the past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a focus on the protection of the environment, the conservation of culture and heritage, and support for education.

He has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. Dr. Hardy is also the founder of Venture Capital firm MAP2 Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence, Machine Learning, GreenTech and FMCG, as well as a platform that provides valuable management advice, mentorship and access to a vast network built in corporate development.

Wong Soon-Hwa, Chairperson – PATA Singapore Chapter

Mentor to: Christopher Nicholas (Shi Hao) Foo & Pei Shan Lim

Soon-Hwa is a proven business leader with 40 years of extensive experience in the tourism and urban mobility industry in Asia Pacific. Currently, he is the Founder and CEO of Asia Tourism Consulting specialising in bespoke consultancy and business advisory in China and the region.

Besides serving as PATA Singapore Chapter Chairman, PATA Executive Board Member and PATA Life Member, he also devotes time to mentoring start-ups as well as university students.

In 1993, he started Hertz Asia Pacific in Singapore and led the company as Vice President Asia and Japan for 22 years.

Soon-Hwa then ventured into a Berlin based global chauffeur-drive start-up, Blacklane to build a regional team and develop their regional service network covering over 80 cities.

Creating impact and making a difference is his way of giving back to society and the industry.
Abdulla Ghiyas, Advisor – Premier Destinations Maldives, PATA Face of the Future 2018 | PATA Executive Board Member & Face of the Future 2018

Mentor to: Jinjoo Kim & Mokhinur Inamova

Abdulla Ghiyas is PATA Face of the Future 2018 and President of the Maldives Association of Travel Agents & Tour Operators (MATATO), which he has led over the past four years. In this capacity, he has helped the independent non-profit organisation with activities that include advocacy, training, recognition, familiarization trips, international trade shows, destination marketing, government lobbying, and whistle-blowing. He is also the Deputy of the Consulate of the Republic of Seychelles to the Maldives. Abdulla is a serial entrepreneur in leading travel and startup businesses such as Inner Maldives Holidays, Ace Travels Maldives, Spence Maldives, Universal Aviation Maldives, and Margaritum, a luxury concierge.

Andrew Jones, Guardian – Sanctuary Resorts

Mentor to: Phonethida Souksavath, Rachel Uwineza & Cariza Mae C. Ferrer

Andrew Jones grew up in the hotel business, as his parents managed Country Inns and Restaurants in the United Kingdom. Over the past 40 years, Andrew has worked in a number of senior management and corporate positions in prestigious hotels, resorts and management companies in London, Bermuda, Canada and several countries in Asia.

In 1996 Andrew started a new journey when he founded and became Guardian of Sanctuary Resorts, a company that offers responsible and sustainable tourism experiences where people can balance their body, mind and spirit in an environmentally friendly space.

Jason Lin, Founder and Chief Talent - Talent Basket | PATA Board Member

Mentor to: Dimitrios Athanasopoulos, Prerna Hatyal & Violet Lim

Jason is a serial internet entrepreneur with the aspiration to create a global working and living movement that promotes balance, consciousness, inclusion, sustainability, and creativity. At age 20, he co-founded an online education startup, with colleagues from the National Tsinghua University. After graduating from Boston College with a B.S in Marketing and Finance, Jason started his career in sales at New York Life Insurance Company. From 2008 to 2009, he worked as the social media strategist for MIT Sloan CIO Symposium, the nation's premier CIO event for information technology executives from around the world and leading faculty from MIT. In 2010, Jason moved to Silicon Valley and started Talent Basket. As the Chief Talent, Jason spearheads a curated roster of talents across 25 cities, speaking 11 languages and providing 61 types of analytics, marketing, creative, and engineering skills.
Robin Yap, Chairman Emeritus - The Travel Corporation Asia  
**Mentor to:** Mounika Bhomireddy, Amit Deshwal, Nilesh Timmancharla & Brahmanand Reddy

Robin began his career with The Travel Corporation as Sales Executive of Insight Vacations of its General Sales Agent’s office in 1985. When the company opened its Asia offices in 1987, Robin became Managing Director for Insight Vacations (Asia). He has since held a variety of leadership positions within The Travel Corporation, ensuring its continued growth in the region, including President Asia from 2011 to 2018. Some of its 25 award-winning brands include Insight Vacations, Trafalgar Tours, Contiki Holidays, Uniworld Cruises, Thompson Gateway Africa, and Red Carnation Hotels. He was conferred the Pingat Bakti Masyarakat public service medal by the President of Singapore in 2010 and 2017, as well as the Community Long Service Award by the Mayor of Singapore in 2015. Robin also received the prestigious Gold Medal for Tourism (Médaille d’or du Tourisme) from Atout France.

Victor Chua, Managing Partner – Vynn Capital  
**Mentor to:** Kushveen Kaur Kohli, Genji Lestari & Mariyam Aimas Shihab

Victor was formally the Vice President of Investments for Gobi Partners and managed two Southeast Asia focused early stage funds with a total asset management of US$65M. Some of his notable investments are Carsome (Malaysia), Triip (Vietnam), Travelio (Indonesia), Jirnexu (Malaysia) and OnOnPay (Vietnam). Victor has invested in over 20 companies in Southeast Asia, especially in Vietnam, Thailand, Singapore, Indonesia and Malaysia. Prior to that he was with the venture capital arm of Malaysia’s Ministry of Finance, MAVCAP managing direct and indirect investments. His earlier days was with Willis Towers Watson, advising corporate, pension and sovereign wealth funds on investment strategies.

Victor was a 2017 Forbes Asia 30 under 30 honoree, current Chairman of Malaysia Venture Capital Association (MVCA), a Council Member of the Malaysian Venture Capital and Private Equity Association (MVCDC), a member of Mensa, CFA charterholder. a mentor with the Founder Institute and other grass root entrepreneurial initiatives.

Prof. Michalis Toanoglou, Head of Department Hospitality Management – Woosong University  
**Mentor to:** Amonov Rustam & Baymuratov Nodirbek

Michalis is an experienced tourism and hospitality professional with extensive involvement in the private and public sector. With more than 20 years in management of 4- & 5-star hotels in Greece but also providing competitive added value in various tourism and hospitality development projects.
Apart from his experiences in the industry, Michalis has an academic and research background with fourteen years of teaching experience in tertiary and secondary tourism and hospitality education. His major research projects cover sustainable tourism development and destination management and branding.

With great consulting contribution in both private and public sector, Michalis implemented strategic development projects for hotel companies and regional public authorities throughout his career and published important publications in the area of sustainability and carrying capacity and with a further contribution to international tourism and hospitality conferences keep an active bond with the global tourism and hospitality academia.

Mike Orgill, General Manager, Southeast Asia, Hong Kong & Taiwan - Airbnb

Orgill will be responsible for building long-term growth in some of Airbnb’s fastest growing markets. Orgill will start his new role immediately and report to Siew Kum Hong, Airbnb’s APAC Regional Director. Orgill will continue to support Airbnb’s public policy efforts in the interim until a new APAC Director of Public Policy is appointed.

A Stanford University alumnus, Orgill joined Airbnb in April 2014 as Director of Public Policy (Asia Pacific), and successfully built and led a team of policy professionals across the region.

Prior to joining the firm, he led Google’s public policy efforts for emerging markets in Asia. He was previously at the US-ASEAN Business Council in Washington D.C.

Sergi Giménez, Asia-Pacific Marketing Executive - Catalonia Tourism Board

Sergi Giménez works for the Catalonia Tourism Board (CTB) in Singapore, where he promotes his native region as a tourist destination across Asia-Pacific. At the CTB, he defines and implements the tourism marketing strategy of the Government of Catalonia (North-Eastern Spain) with a strong focus on digital campaigns, aimed at increasing the number of tourists from Asia-Pacific visiting the vast diversity of destinations that Catalonia has to offer. This includes: the charming city of Barcelona, its wonderful Mediterranean coastline, the stunning Pyrenees Mountains, a millenary culture, an outstanding gastronomy, world-class wineries and excellent shopping experiences, among many others. Originally from Barcelona, Sergi spent his high school and university years in Osaka, Busan and Seoul and speaks fluent Korean, Japanese, English and Portuguese besides his mother tongues, Catalan and Spanish. In his free time, he enjoys playing the guitar, cycling, reading and traveling.
Caroline Bremner, Head of Travel Research - Euromonitor International

Caroline Bremner manages the global content strategy for the travel and tourism industry at Euromonitor International, which she joined in July 1996. Euromonitor International is a world leading market research company with over 40 years of experience. As a global thought leader, Caroline engages with clients, trade bodies and research partners, working with Analysts across 100 countries to drive strategic insights. She has played an integral role in creating the most extensive travel and tourism intelligence system as used by leading destinations, governments and travel brands around the world. Caroline received a Global Award for Empowered Women in Tourism from ITB and the International Institute for Peace through Tourism earlier this year.

Roi Ariel, General Manager – Global Sustainable Tourism Council (GSTC)

Roi Ariel has been focusing on responsible travel and sustainable tourism over the past decade. Before acting as GSTC General Manager, Roi managed GSTC’s communications and events. He previously worked with UN-ESCAP researching sustainable development and green growth, and on sustainability issues with the Pacific Asia Travel Association (PATA). Prior to his move to Asia, Roi worked with Friends of the Middle East in Israel as the Green Economy Initiative Advisor. Roi is currently based in Taiwan, and in his spare time, he learns Chinese Idioms and practices meditation. Roi holds a master’s degree in Applied Economic and Social Development with a focus on green economy and sustainability, and a bachelor’s degree in international Relations and Comparative Religion with a focus on Development and Asia from the Hebrew University in Jerusalem.

Samuel S. David, Country Manager Philippines - IATA | PATA Committee Member

Samuel S. David is the Country Manager of IATA, the association for the world’s airlines representing 83% of total commercial air traffic. IATA supports many areas of aviation activity and helps formulate industry policy on critical aviation issues. Sam served as Executive Director of the Board of Airline Representatives (BAR), the association of international airlines operating in the Philippines. Previously, he was the Country Manager of FedEx Philippines, the world’s largest air express transportation company, while also sitting as Vice-President and member of the Board of Directors of the American Chamber of Commerce of the Philippines for four years.

Prior to joining the airline industry, Sam taught English as a Second Language and cultural orientation in an educational institution for Indochinese refugees.
Martin Heng, Accessible Travel Manager & Editorial Advisor - Lonely Planet

Martin Heng is the Accessible Travel Manager & Editorial Advisor at Lonely Planet and has published several accessible travel titles, including A Guide to Rio de Janeiro (which was provided to all athletes who participated in the 2016 Paralympics) and Accessible Travel Phrasebook, which features disability-specific words and phrases in 35 languages. He has held this role since 2013, after a road accident three years earlier left him a quadriplegic. Martin has been with Lonely Planet since 1999, including seven years as Editorial Manager, when he was responsible for the production of all Lonely Planet books. Martin has had regular speaking engagements at accessible tourism events around the world since 2014.

Anna Molander-Bry, Sales Manager – Matka, The Nordic Travel Fair

Anna has been in tourism business since 1980, where she started as a guide for a Finnish tour operator to pay off her studies during summer breaks. In 1988, Anna ventured into Asia to further develop her career in Bangkok followed by a master’s degree in Economic Sciences in Finland. She was given an opportunity to further her career in France for a DMC, Visit Finland. Her 10 years of journey with Visit Finland has made her forgotten the first reason joining the tourism industry, as it is now her way of life. Now, she is back to Finland and have been with Matka, the Nordic Travel fair for 5 years. Matka has two sales managers for international exhibitors. Anna is responsible for Asian exhibitors and she has been involved with PATA in the last 2 years.

Paul Rogers, Co-Founder & Director - Planet Happiness

Paul is one of Asia Pacific’s most experienced tourism for development practitioners. Completed in 1997, his PhD studies centered on tourism, conservation and development issues in Nepal’s Sagarmatha (Mt Everest) National Park. Paul is a long-term expert consultant with the United Nations World Tourism Organisation and numerous other international organisations, he has worked extensively in Nepal, Bhutan, Laos and the Greater Mekong Region, as well as Myanmar, North Korea, North-West Africa and Australia. He is co-founder of Planet Happiness, a non-profit measuring the happiness of residents living in World Heritage sites.
Sarah Rhodes, Founder - Plastic Free Cambodia

Sarah worked in the hospitality and tourism industry throughout her career and has a Masters in Tourism Management where she developed a keen interest in sustainable tourism. Following 4 years working for the South Australian Tourism in online marketing, management and project management roles, she undertook training via the Climate Leadership Corps, led by the former Vice President of the United States. After the training, Sarah moved to Cambodia to worked primarily with NGOs on responsible tourism practices resulting the formation of Plastic Free Cambodia - specialising in business consulting and delivering educational workshops on the topic of plastic reduction and other environmental issues. Sarah provides consultations to other Southeast Asia countries and has her sights set on home, taking the program to Australia soon. With her experiences and growing knowledge on climate change and plastic pollution issues, she aims to inspire more people to take action.

Melissa Burckhardt, Global Product Manager for Travel & Hospitality for APAC – SGS

Melissa was born and raised in Manila, Philippines but her adventurous spirit took her around the world and back again. She first moved to Bangkok, Thailand in 2006, where she cut her teeth in marketing and communications. She took on the role of Assistant Manager for Communications at PATA in 2010 and in 2012, she was appointed as Manager of Advocacy and Organization Relations.

After 7 years in Thailand, Melissa moved to Qatar joining the Y&R Team, where she managed the agency’s highest value accounts including McDonald, Hamad Medical Corporation and Al Rayyan Hospitality.

She then moved back to Bangkok and was welcomed back to PATA, initially as Manager of Membership Relations and later promoted to Director. In March 2019, Melissa started her new adventure with SGS. In her new role, she identifies and develop new business opportunities for SGS Travel and Hospitality services in the Asia Pacific region.

Mike Loose, Project Manager for Sustainable Tourism Education Development (STED) – Swisscontact

Mike Loose, Project Manager of the Sustainable Tourism Education Development (STED) Project in Lombok (Indonesia), – a project mandated by the Swiss Government and implemented by Swisscontact in collaboration with the Swiss Hotel Management Academy Lucerne (SHL) – started his career by completing an apprenticeship in Germany and working in various positions in the hospitality industry in Germany and abroad. He studied hotel management, business administration, specialising in human resources development, and cultural tourism.
While working in the field of adult education he gained a qualification as teacher for vocational education and became a member of the assessment board at the chamber of commerce and industry in Germany.

Mike worked for private and public sector organisations in several countries in Europe, Africa and Asia and was Director Corporate Training at one of the largest German hotel companies.

Samantha Craven, Project Manager – The Reef-World Foundation

In 2011, Sam decided to pursue a career more tightly focused on marine conservation and moved to her mother’s homeland, the Philippines. Sam found her professional home in Reef-World in 2012 and continues to seek professional development. In 2016, she was selected as a Kinship Conservation Fellow.

Managing the field office, majority of Sam’s time were focused on working with national partners on the implementation of the Green Fins initiative across Southeast Asia and the Pacific. She leads the development of the teams in the Philippines and Indonesia, provides crucial technical and capacity building support to Green Fins teams in all active countries. In addition, she provides key support to Communications and Partnerships.
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A GREAT THANK YOU TO THE FOLLOWING SPONSORS FOR THEIR INSPRATIONAL EFFORTS IN ENABLING 32 PATA YTPS TO JOIN US AT THE PATA ANNUAL SUMMIT 2019