

PATA Global Insights Conference 2017

Auckland



OVERVIEW

The **PATA Global Insights Conference (PGIC)** returns to Auckland on September 29, 2017. With the support of Auckland Tourism, Events and Economic Development (ATEED) and BBC World News, the event takes place at the SKYCITY Grand Hotel.

Under the theme 'R U Future Ready' the conference features presentations from high profile speakers representing major international brands such as Microsoft, Boeing and TripAdvisor. The programme also features a fascinating session with 'Tomorrow's Tourism Leaders'. Supported by Auckland University of Technology (AUT), delegates will explore the future for tourism through the eyes and minds of AUT students destined to lead the industry in the years to come.

"I am very excited about the 2017 PGIC programme. There is no doubt that delegates will be wowed by the depth of knowledge, insights and global reputation of our guest speakers," says Chris Flynn, PATA Regional Director – Pacific.

This year's programme includes, for

the first time, a Tourism Leaders Forum (Thursday 28 September) where confirmed speakers include the Chief Executives of ATEED, Tourism Industry Aoteroa (TIA) and Tourism New Zealand. Air New Zealand is also represented. Opening the batting is former Test cricketer Martin Snedden who masterminded the nation's Tourism 2025 Plan when he was Chief Executive of TIA.

Chris Flynn adds, "This Forum will address issues, threats, challenges and opportunities for New Zealand's tourism sector in line with the Tourism 2025 Plan and beyond."

Hywel Griffith, the BBC World News correspondent for Australia and New Zealand, is moderating panel sessions at both PATA events.

* Registrations for the Forum on 28 September are being processed on a first-come, first-served basis. Register now to avoid disappointment.

VENUE

GRIDAKL INNOVATION HUB, LYSAGHT BUILDING, AUCKLAND, NEW ZEALAND



DAY TWO: SKYCITY GRAND HOTEL, AUCKLAND, NEW ZEALAND



ABOUT PATA

PATA[®]
Pacific Asia Travel Association

Founded in 1951, PATA is a not-for-profit membership association that acts a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 95 government, state and city tourism bodies, 25 international airlines and airports, 108 hospitality organisations, 72 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. Thousands of travel professionals belong to the 36 local PATA chapters worldwide. The chapters organise travel industry training and business development events.



PROGRAMME

DAY ONE: Thursday September 28, 2017

Venue: Lysaght Building, Auckland, New Zealand

PATA & ATEED Tourism Leaders Forum - Being Future Ready

USD 100 for non-conference delegates

1530 Registration & refreshments

1600 Welcome and introduction

Chris Flynn, Regional Director – Pacific, Pacific Asia Travel Association (PATA), Australia

1602 PATA Welcome

Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA)

1606 ATEED Welcome and Overview

Auckland Tourism, Events and Economic Development (ATEED)

1610 Introduction to Tourism 2025 Plan

Exploring the economic, social and technological impacts set to shape tourism's future.

Martin Snedden, former CEO, Tourism Industry Aoteroa (TIA), New Zealand

1620 BBC World News – New Zealand CEO Panel Session

'Exploring New Zealand's Potential'

Cam Wallace, Chief Revenue Officer, Air New Zealand

Chris Roberts, Chief Executive, Tourism Industry Aoteroa (TIA)

Nick Hill, Chief Executive, Auckland Tourism, Events and Economic Development (ATEED)

Stephen England-Hall, Chief Executive, Tourism New Zealand

Moderated by: Hywel Griffith, Australia & New Zealand Correspondent, BBC World News, Australia

1735 Networking Cocktail Reception

Sponsored by SKYCITY Entertainment

DAY TWO: Friday September 29, 2017

Venue: SKYCITY Grand Hotel, Auckland, New Zealand

PATA Global Insights Conference - *R U Future Ready?*

0800-0845 **Registration & refreshments**

0845-0855 **Welcome, introductions, housekeeping, explanation of SliDo etc.**

Chris Flynn, Regional Director – Pacific, Pacific Asia Travel Association (PATA), Australia

0900-0915 **Opening Address**

Martin Snedden, former CEO, Tourism Industry Aotearoa (TIA), New Zealand

SESSION 1: **TOURISM IS A PEOPLE BUSINESS – OR IS IT? WHAT DOES TECHNOLOGY HAVE IN STORE FOR US?**

0920-0940 **Artificial Intelligence and Tourism - Is this the future?**

“Why do so many of us – individually and collectively – fail to imagine, let alone anticipate, the massive and disruptive changes that are unfolding? Driven by fast moving technologies and globalisation the pace of change is accelerating, our brains are struggling to keep up and – surprise, discomfort and unrest are the result.” said Lisa Kay Solomon, Managing Director of Transformational Practices, Singularity University.

Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA), Thailand

0940-1000 **Innovating user experiences to increase reach**

Machine intelligence was created to leverage development, not replacing human intelligence. Microsoft created innovations to improve user experiences. How can the travel and tourism industry tap into this technology to reach the unreachable?

Russell Craig, National Technology Officer, Microsoft, New Zealand

SESSION 2: **‘WHAT WE ‘THINK’ WE KNOW ALREADY**

1000-1020 **Managing demand on an ‘unimaginable’ scale**

As airspace becomes cluttered and airports struggle to manage increased passenger numbers in an ever-increasing regulatory environment, what mechanisms are being planned to ensure we manage growth successfully. Boeing will be sharing its futuristic plans to ensure we cope and capitalise upon future demand.

John Schubert, Managing Director – Marketing Asia Pacific & India, Boeing, USA

1020-1040 **Anticipating the growth of Asia – where are they going?**

Asia is the power-house of future tourism and opportunity with destinations worldwide seeking to capitalise. So how well are they doing? In this session ForwardKeys, an organisation that crunches and analyses more than 14 million booking transactions every day, provide insights into consumer travel patterns and anticipate future traveller behaviour.

Jameson Wong, Director for Business Development APAC, ForwardKeys, Australia

1040-1100 **Networking Break**
Sponsored by Boeing

SESSION 3: **READY OR NOT.... HERE I COME!!**
CUSTOMERS AND CRIMINALS – WE NEED TO HEAR THIS!

1100-1200 **CYBER data hacking. How safe are you?**
Understanding how cyber security attacks happen is key to being able to keep your organisation safe. Without understanding the tools and techniques used by attackers, how can we hope to defeat them? In this fast paced demonstration, attendees will recreate a real life attack on a prominent business - from reconnaissance to payload delivery and finally to control.

Chris Monk, Head of Region (Asia Pacific), Decoded, Australia

1120-1245 **BBC World News Panel Session: Technology and Demand – Where to now?**

PATA - Dr. Mario Hardy, CEO

Microsoft - Russell Craig, National Technology Officer

Boeing - John Schubert, Managing Director – Marketing Asia Pacific & India

Moderated by: Hywel Griffith, Australia & New Zealand Correspondent, BBC World News, Australia

1245-1345 **Lunch**
Open for sponsorship

SESSION 4: **DESTINATION BRAND BUILDING – THE SHEER POWER OF EVENTS**

1345-1405 **Success and Demand. Limited only by our imagination**
The Vivid Light Festival of Sydney

Vivid Sydney is a 23-day festival of light, music and ideas; a mesmerising free public exhibition of outdoor lighting sculptures and installations together with a cutting-edge contemporary music programme. In 2016, Vivid Sydney attracted a staggering 1.7 million visitors.

Sandra Chipchase, CEO, Destination New South Wales (NSW), Australia

1405-1425 **People Power – Learning through visitor insights**
ADARA, a travel intelligence platform, will provide an overview of visitor data as it relates to DNSW and event attendance. The ADARA Impact solutions help destination marketers and tourism boards connect their marketing campaigns & event strategies to revenue spent in the market, justifying overall investment and business impact, or ROI.

Stuart Stacy, Commercial Director, ADARA, Australia

1425-1455 **Networking Break**
Sponsored by Tomahawk Tourism Marketing

SESSION 5: COMMUNICATIONS AND MARKETING – IT’S TIME TO RE-IMAGINE

1455-1515 Social media implications on destination marketing – Navigating the consumer mindset

We can no longer ignore the fact that digital has transformed the travel industry. This session explores how online and technology trends – from social media to peer recommendations to big data personalisation to virtual reality - are changing how travel consumers navigate the path to purchase and the implications for destination marketing organisations and their industry partners.

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

1515-1535 In my opinion. Getting online with e-influencers

Googling for recommendations online is habitual now for many travellers with bloggers’ suggestions becoming ever more influential. How do destinations and organisations tap into these powerful online voices to increase target reach?

Maggie Wu, Chief World Explorer, www.flywithmaggie.com, China

1535-1645 BBC World News Panel Session: Destination development in a changing world

***TripAdvisor - Sarah Mathews, Head of Destination Marketing APAC
www.flywithmaggie.com - Maggie Wu, Chief World Explorer
Destination New South Wales (NSW) - Sandra Chipchase, CEO***

Moderated by: Hywel Griffith, BBC World News, Australia

SESSION 6: 'IT’S THE FUTURE JIM – BUT NOT AS WE KNOW IT'!

1645-1730 Future Tourism leaders: Their view of tourism in 2025 & beyond

In order to adapt, we innovate. While people are innovating for the near future, four tourism students share their views on how they see tourism in 2025 and beyond. Hear their thinking about how we may ensure sustainable tourism development.

Representatives of the FUTURE, Auckland University of Technology (AUT)

Moderated by: Hywel Griffith, BBC World News, Australia

1730-1740 Closing Address

Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA)

1740 Cocktail Reception *Open for sponsorship*



SPEAKER PROFILES



MARTIN SNEDDEN

Former CEO, Tourism Industry Aotearoa (TIA), New Zealand

Martin Snedden is an in-demand keynote speaker, sharing his internationally acclaimed success story from the RWC 2011.

He is the former CEO of Duco Promotions Limited. Duco's strong event portfolio includes the Dick Smith NRL Auckland Nines and the KFC Fight For Life as well as management of New Zealand's rising boxing star Joseph Parker.

Martin is currently a director of both New Zealand Cricket (NZC) and Auckland World Master Games 2017 (the entity charged with delivering an event of significant sporting and economic importance for Auckland).

Throughout 2014, as a director of the International Cricket Council (ICC), Martin was closely involved in the ICC's reorganisation of the governance of international cricket and the re-shaping of cricket's Future Tours programme. This role also saw Martin leading the winning New Zealand/Australian bid for the 2015 ICC World Cup.

As CEO of the Tourism Industry Association he led the tourism industry through the creation of 'Tourism 2025', a framework to provide New Zealand's number two-ranked export earning industry with a confident sense of strategic direction.



CAM WALLACE

Chief Executive, Air New Zealand

Cam was appointed as Chief Revenue Officer in January 2014 and is responsible for generating Air New Zealand's passenger and cargo revenue, currently a portfolio with a turnover of \$5 billion. His responsibilities include revenue management, global pricing, online sales, grabaseat™, retail marketing, corporate, distribution, government sales and contact centres. In this role, he leads a team of General Managers with over 1,500 employees in total across his portfolio, based in New Zealand and other international markets, including Australia, North America, Argentina, Singapore, China, Japan, the United Kingdom and Europe. Cam joined Air New Zealand in 2001 and has held a number of senior positions in the airline including Group General Manager New Zealand and Pacific Islands and General Manager Australia. Cam has completed business management programmes at Darden School of Business, Kellogg School of Management - Northwestern University Chicago, and the London Business School. Most recently he studied at INSEAD, France, where he completed the Advanced Management Programme. Link: <https://www.airnewzealand.co.jp/about-air-new-zealand>



CHRIS ROBERTS

Chief Executive, Tourism Industry Aotearoa

Chris joined TIA as Chief Executive in July 2014. As the only membership association representing all sectors of New Zealand's \$35 billion tourism industry, TIA works to influence, inform and align the industry, including driving forward implementation of the Tourism 2025 growth framework.

Previously Chris was a General Manager at Tourism New Zealand, with responsibility for government and stakeholder relations. He began his working life as a radio journalist. From senior editor roles at Radio New Zealand he moved to Parliament, which included working for the Minister of Tourism. His time in the Beehive was followed by a decade of senior corporate affairs roles in the energy sector before returning to tourism. Link: <https://www.tianz.org.nz/>



NICK HILL

Chief Executive, Auckland Tourism, Events and Economic Development (ATEED)

Nick was an Executive Director of specialist New Zealand public policy and management consulting firm MartinJenkins – which he joined in 2011 to help establish the firm's Auckland practice. He has an extensive senior management experience across the private and public sector.

This includes the Chief Executive role with the Commerce Commission, and leading the formation of Sport and Recreation New Zealand (SPARC, now known as Sport New Zealand).

Nick also has significant experience in the energy sector, having spent 10 years with ECNZ and Fletcher Energy in New Zealand and with Santos in Australia. Link: <https://www.aucklandnz.com/>



STEPHEN ENGLAND-HALL
Chief Executive, Tourism New Zealand

Stephen joined Tourism New Zealand as Chief Executive on 3 April 2017. Before joining Tourism New Zealand Stephen was Chief Executive Officer of Loyalty New Zealand, the company behind New Zealand's customer loyalty and data coalition, Fly Buys, and the analytics business LAB360.

Stephen has extensive international experience working as a senior executive of world leading digital marketing, data and technology companies in the UK and North America.

Stephen is also a Board member of the New Zealand China Council Board and the Tourism Industry Association and The New Zealand Story. As the Tourism New Zealand Chief Executive Stephen also sits on the New Zealand Screen Production Grant Panel and Significant Economic Benefits Verification Panel.

Stephen was a trustee and Board member of New Zealand data charity Figure NZ, a founding member of the New Zealand Data Futures think tank, a member of the Data Futures Partnership and served as a member of several Cambridge University Advisory Boards.

Stephen holds an MBA from Cambridge University.
Link: <http://www.tourismnewzealand.com/about/>



DR. MARIO HARDY
CEO, Pacific Asia Travel Association (PATA), Thailand

Dr. Mario Hardy was appointed Chief Executive Officer of the Pacific Asia Travel Association on November 1, 2014.

PATA is a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism within the Asia Pacific region. The Association, which celebrated its 65th anniversary in 2016, provides travel industry leadership and counsel to 95 government, state and city tourism bodies and many hundreds of travel industry companies across Asia Pacific and beyond. He is past Chairman of the Board of Trustees of the PATA Foundation, an organisation that focuses upon the protection of the environment, the conservation of culture and heritage, and support for education.

Mario 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, Internet of Things and Online Travel Tech. In addition to seed capital, the firm provide valuable management advice, mentorship and access to a vast network built over a lifetime experience in corporate development.

Mario previously worked for 26 years in specialised aviation businesses with a focus on data analytics and technology and occupied several leadership roles in Montreal, Vancouver, London, Beijing and Singapore.



RUSSELL CRAIG

National Technology Officer, Microsoft, New Zealand

Russell Craig is Microsoft New Zealand's National Technology Officer (NTO). Based in Wellington, he works with both public and private sector stakeholders on matters related to technology strategy and policy. Russell brings significant public sector and private sector experience to his role. From the mid-1990's he worked at the State Services Commission where he played a lead role in development and implementation of the New Zealand e-government programme.

Russell also spent 2004 & 2005 working in Paris as part of the OECD's e Government project. In 2007 Russell joined Cisco Systems. Based in Hong Kong and then London, he worked as a strategic business consultant and trusted advisor to the company's top public and private sector customers with a significant focus on cloud-enabled innovation.

In 2014 Russell took up the NTO position at Microsoft – the ideal role to allow him to bring his experience to bear in support of Microsoft's customers, partners and stakeholders in New Zealand. In this role, Russell focuses upon helping customers understand and realise the broad transformational opportunities enabled by Microsoft's cloud platform as well as working with policy makers and regulators requiring assurance about cloud services.



JOHN SCHUBERT

Managing Director – Marketing Asia Pacific and India, Boeing Commercial Airplanes, USA

John Schubert has been with the Boeing Company for 30 years and is currently the Managing Director of Marketing for Asia Pacific and India. John is responsible for the marketing analysis of commercial airplanes to airlines in the Asia Pacific and India regions. He is responsible for market strategy, product analysis and product marketing activities in these regions.

Previously, John was a Senior Analyst in the Sales Strategy organisation responsible for developing twin-aisle product and sales strategies. As Regional Director of Marketing in Asia Pacific from 2004 to 2010, John coordinated commercial airplane marketing activities in Malaysia and Indonesia. From 1997 to 2004, John served in the Financial Analysis Group supporting sales campaigns and providing financial analysis assistance to airlines.

Before coming to Marketing, he spent 13 years in Engineering in both Boeing Defense Systems and Boeing Commercial Airplanes. John earned a Bachelor of Science degree in Mechanical Engineering from Oregon Institute of Technology and an MBA from Seattle University.



JAMESON WONG

Director for Business Development – APAC, ForwardKeys, Australia

Jameson graduated from the Murdoch University with a double major in Hospitality & Tourism Management and Marketing Management. In his role as Director, Business Development for Asia Pacific at ForwardKeys, Jameson is responsible for hospitality sales and product development as well as building new vertical sales. Today, ForwardKeys is trusted by companies across the Hotel, DMO, Airport, Travel Retail and Finance sectors.

ForwardKeys helps companies operating in the travel ecosystem with real-time, global analytics to anticipate the future.

ForwardKeys' insights are uniquely sourced from global flight transactions. Companies use our intelligence to monitor the impact of worldwide events, better manage staffing levels, fine tune supply requirements, adjust and measure the effectiveness of marketing efforts, and predict future market trends.



CHRIS MONK

Head of Region-Asia Pacific, Decoded, Australia

Chris wrote his first lines of code at the age of seven and has been a life-long technologist. Academically he has a background in Economics having attained his degree from UCL before heading into the city to build risk, data and trading software for a large investment bank. In 2008 he decided to try his hand elsewhere in the world of business and set up a successful events company based in Berkshire whilst continuing to freelance as a developer and data analysis specialist.

In July 2013 Chris began facilitating at Decoded and quickly realised he had found his home, bringing digital enlightenment to the world. As well as continuing to facilitate and speak on digital subjects he is now head of projects at Decoded where he also works with the product team to build bespoke learning experiences for clients.



SANDRA CHIPCHASE
CEO, Destination New South Wales (NSW), Australia

Sandra Chipchase is the Chief Executive Officer of Destination NSW and Executive Producer of VividSydney. Sandra has had an outstanding career in international and domestic tourism and business events marketing, major events acquisition and management, sponsorship, business and asset management.

Her current roles include Board Member – Visitor Economy Taskforce, Board Member – Business Events Sydney, and Steering Committee Member for the Sydney International Convention, Exhibition and Entertainment Centre Precinct.

Sandra was previously the Chief Executive Officer of the Melbourne Convention and Visitors Bureau, President – Australian Association of Convention Bureaux (AACB), President – Best Cities Global Alliance, Member – Tourism and Transport Forum Advisory Board, Board Member – Business Events Council of Australia (BECA), Member – Federal Government’s Business Events Strategy Implementation Group, Member – Federal Government’s Brand Australia Advisory Board and Member of the NSW Crown Holiday Parks Trust.



SARAH MATHEWS
Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR

Sarah leads the Destination Marketing Sales team at TripAdvisor, covering the APAC region. The Destination marketing team’s key focus is to work and support all tourism boards in Asia Pacific.

Born and raised in Hong Kong and fluent in Chinese, Sarah has spent most of her life living in Hong Kong, Beijing and Australia giving her a deep understanding of the region. Her career started with Cesar Ritz Colleges and then eventually joined the London team for the Hong Kong Tourism Board and Visit Flanders where she held positions in MICE, and international marketing.

Her role with both organisations meant regular contact with industry partners and working together to drive awareness of each of the destinations. She started her TripAdvisor career in the London office; looking after the European, Asian and African Tourism clients. She has worked closely with key clients such as South Africa Tourism and Greek National Tourism Organization.

Sarah’s work with South Africa Tourism included a case study featured in the recent UNWTO E-Marketing Handbook. Her role with TripAdvisor is to share best practices not only for tourism boards but also for all relevant industry partners and players.

With TripAdvisor as the world’s largest travel site there is a wealth of insight and data that Sarah shares with the tourism industry. Her travels across Asia Pacific place her in front of a variety of industry partners.



MAGGIE WU

Chief World Explorer, www.flywithmaggie.com, Travel V-logger, Life Coach, Motivational Speaker, China

FlywithMaggie's mission in life is about 5T: Travel, Training, Therapy, Truth, Transformation.

Maggie's travel covers Wilderness to Wellness. By exploring the external world to reach and connect the internal world, our heart and soul.

Travel is not a form of escape but rather a way to expand and explore ourselves.

FlywithMaggie is a bilingual travel video blog in China run by a Chinese world traveller and a former TV presenter. Throughout her videos she retains a perky self-deprecating humour and fun-loving voice to attract audience. Beyond her own experiences as a Chinese traveller, Maggie gears herself toward Chinese independent travellers and adventurous culture explorers featuring stories from her own adventures around the world.

Maggie rarely says (no) to anything and, as a result, shares many colourful tales from scuba-diving in Malaysia to sky jumping in Australia. She is also a passionate motivational speaker hoping to inspire the Chinese of her generation to venture out of their comfort zones and travel more.

FlywithMaggie Travel Online Show:

<http://i.youku.com/flywithmaggie> Total views: 800,000 +

<http://my.tv.sohu.com/user/239148830> Total views: 2,000,000 +



STUART STACY

Commercial Director, ADARA

Stuart Stacy is a seasoned digital media professional with over 20 years' of experience in the travel & tourism vertical. Living and working across Europe, India and for the last 7 years the Asia Pacific region, he boasts an outstanding track record of success in building, developing and managing high performance sales, commercial & strategy teams.

Now serving as Commercial Director for ADARA, he is responsible for driving strategy, revenue delivery and thought leadership in the Pacific region. ADARA has spent over eight years building a company that delivers an innovative end-to-end solution, fueled by global proprietary travel data, and supported in every office around the world by people who have expertise in travel and data. The combination of ADARA's team, data and technology work together to make the complex simple and let brands focus on what matters - business results.

Before joining ADARA, Stuart was the Regional Vice President – Media for Asia Pacific at Orbitz Worldwide and Head of Partner Marketing at ebookers in London. When not travelling Stuart resides in Sydney, Australia and is a volunteer fire fighter with the NSW rural fire service.



Representatives of the FUTURE **AUCKLAND UNIVERSITY OF TECHNOLOGY (AUT), New Zealand**

In order to adapt, we innovate. While people are innovating for the near future, four tourism students will share their views on how they see tourism in 2025 and beyond. Hear their views and innovative ideas about how we may ensure sustainable development in the travel and tourism industry.

GRAPHIC RECORDER



STEPHANIE CROWLEY ***Graphic Recorder, Chrysalis Studios Inc., USA***

As a Graphic Recorder, Stephanie creates murals LIVE during group events to capture meeting content, conversation, strategy, and brainstorming ideas. These murals capture the group wisdom in REAL TIME as the conversation unfolds in a highly visual format utilising text, illustrations and layout. No idea is left behind!

The end results are large scale murals designed to bring an exciting and distinctive visual component to events. The attention to the visual aspects of a group event can make the difference between 'just another meeting... as usual' to the kind of event that becomes the standard by which others are measured in terms of energy, participation, outcomes and follow through.

MODERATOR



HYWEL GRIFFITH ***Australia and New Zealand Correspondent, BBC World News, Australia***

Hywel joined the BBC in 2000 after winning a place on the graduate training scheme. A placement at BBC Wales' Cardiff newsroom led to him basing his career there. His first on-screen role was as the West Wales reporter for BBC Wales Today in 2002 before becoming BBC Wales' Health Correspondent in 2005. In 2012, after a stint in the London newsroom, Hywel was appointed the Wales correspondent for BBC network news. This role has seen him report regularly across the BBC's flagship news programmes such as the News at Six and News at Ten, as well as BBC Radio 4's Today and PM programmes.

Hywel has covered a huge range of stories from murder trials to major international sporting fixtures as well as several elections. Before moving to the BBC base in Sydney, Hywel carried out reporting assignments across Europe, in the USA and in the Caribbean.

MASTER OF CEREMONIES



CHRIS FLYNN

Regional Director - Pacific, Pacific Asia Travel Association (PATA), Australia

Chris Flynn, Regional Director-Pacific for the Pacific Asia Travel Association (PATA), is responsible for industry development and liaison within the public and private tourism sectors.

He has over 30 years experience in international and domestic tourism having held senior appointments within the airline, deluxe hotel and high profile entertainment sector.

After studying tourism in the United Kingdom, Chris worked with both British Airways and Qantas Airways before moving to Australia to take up a position with Ansett Australia.

His vast international experience operating in regions such as UK, Europe, United States, Asia and the Pacific has given him an intimate knowledge of the industry and the requirements needed to deliver a balanced approach when dealing with a variety of country destinations and associated products.



SPEAKERS



PAST SPEAKERS





CONFERENCE RATES

Early-bird (Member)	:	USD300
Early-bird (non-member)	:	USD400
Normal (Member)	:	USD360
Normal (non-member)	:	USD460
Student	:	USD49

* Conference delegates receive complimentary access toPATA & ATEED Tourism Leaders Forum

* YTP students get 25% off student rate



SPONSORSHIP PACKAGES

PARTNER SPONSOR EXCLUSIVE - USD 15,000+

4 FULL conference registrations valued at USD 460 per delegate

Speaking opportunity in the PGIC 2017 conference programme

Opportunity to network with Primary Keynote speakers

Company logo displayed on conference backdrop

Company logo listed as 'Exclusive Sponsor' on PGIC 2017 event page at PATA.org

Company logo displayed in the conference directory

Opportunity to provide promotional material to delegates at Registration booth

Opportunity to insert promotional material in delegate folder

GOLD SPONSOR - USD 11,000+

3 FULL conference registrations valued at USD 460 per delegate

Opportunity to network with Closing Keynote speakers

Company logo listed as 'Gold Sponsor' on PGIC 2017 event page at PATA.org

Company logo displayed on conference directory

Opportunity to insert promotional material in delegate folder

Company logo displayed with on-site direction signage

SILVER SPONSOR - USD 7,200+

2 FULL conference registrations valued at USD 460 per delegate

Company logo listed as 'Silver Sponsor' on PGIC 2017 event page at PATA.org

Company logo displayed on conference directory

Company logo displayed with on-site direction signage

BRONZE SPONSOR - USD 3,600+

1 FULL conference registration valued at USD 460 per delegate

Company logo listed as 'Bronze Sponsor' on PGIC 2017 event page at PATA.org

Company logo displayed on conference directory

Company logo displayed with on-site direction signage

LUNCH SPONSOR - USD 5,000

1 FULL conference registration valued at USD 460 per delegate
Opportunity to address delegates prior to lunch
Company mentioned as 'Lunch Sponsor' on PGIC 2017 programme
Company logo displayed on conference directory
Company logo displayed during Lunch

SOCIAL LAB SPONSOR - USD 4,700

1 FULL conference registration valued at USD 460 per delegate
Opportunity to address delegates at the reception
Company mentioned as 'Cocktail Reception Sponsor' on PGIC 2017 programme
Company logo displayed on conference directory
Company logo displayed during the cocktail reception

EVENT LANYARD SPONSOR - USD 1,100

1 FULL conference registration valued at USD 460 per delegate
Company logo displayed on lanyard
Company logo displayed on conference directory

For sponsorship opportunities, please email to chris@PATA.org





THE PGIC NUMBERS



CEOs, GMs,
Chairmen &
Founders



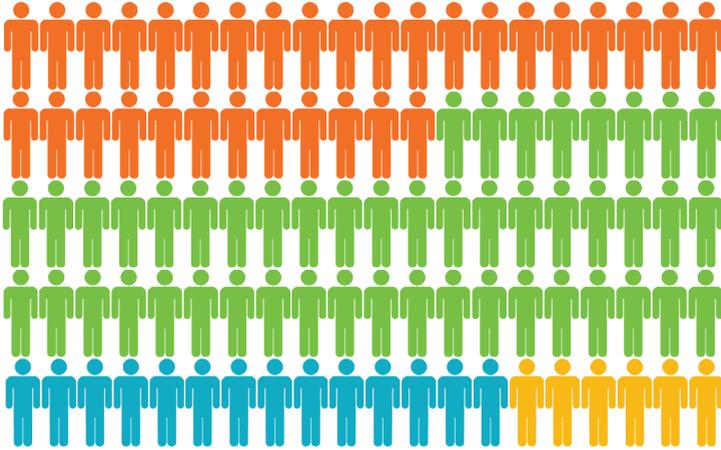
Directors &
Managers



Media &
Others



Young tourism
professional
students



Download PGIC 2017 Travel Proposal <http://bit.ly/WHY-PGIC2017>



MARK YOUR 2018 CALENDAR

PATA[®]
Pacific Asia Travel Association



FEB
21-23

www.PATA.org/ATRTCM

**PATA ADVENTURE
TRAVEL AND RESPONSIBLE
TOURISM CONFERENCE
AND MART 2018**

*Al Ain, Abu Dhabi
United Arab Emirates (UAE)*



MAY
17-20

www.PATA.org/PAS

**PATA ANNUAL
SUMMIT 2018**

Gangneung, Korea (ROK)



SEP
12-14

www.PATA.org/PTM

**PATA TRAVEL
MART 2018**

Langkawi, Malaysia



NOV
28-30

www.PATA.org/PDME

**PATA DESTINATION
MARKETING FORUM
2018**

Khon Kaen, Thailand



PATA PREMIER PARTNER



PATA PREMIER MEDIA PARTNER



PATA STRATEGIC PARTNERS



EVENT SPONSORS



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