

## PROGRAMME

- 0800 REGISTRATION OPENS**
- 0830 WELCOME CEREMONY – TRADITIONAL**
- 0840 WELCOME REMARKS AND CONFERENCE INTRODUCTION**  
*Chris Flynn, Regional Director – Pacific, Pacific Asia Travel Association (PATA)*
- 0850 MORNING PRAYER**  
*Local clergy*
- 0855 WELCOME REMARKS**  
*Sarah Mathews, Chairperson, Pacific Asia Travel Association (PATA)*
- 0900 WELCOME REMARKS**  
*Matatamalii Siainiusami Sonja Hunter, Chairwoman, South Pacific Tourism Organisation (SPTO)*
- 0905 CONFERENCE OPENING ADDRESS**  
*Honourable Joe Yhakowaie Natuman, Deputy Prime Minister and Minister for Tourism, Trade, Industries, Commerce, Cooperatives and –Ni-Vanuatu Business*
- 0915 CONFERENCE KEYNOTE ADDRESS**  
This medieval thinking has been applied to our developing surroundings that require decades of foresight and preparation so future generations can enjoy their full realisation. “What is your Cathedral Thought?”  
  
*Rick Antonson, Author & former CEO, Tourism Vancouver*

### SESSION ONE – CONNECTING WITH THE NEW TRAVELLER

- 0940 LEVERAGING DATA FOR BETTER DECISION MAKING**  
Now, and in the future, the real business insights will come from mining social media data to create large data- sets of unstructured information pertaining to a particular topic of interest. Better understanding and optimisation of these data sets is now key to building cost effective marketing strategies.  
  
*Dr. Mathew McDougall, CEO, Digital Jungle*
- 1000 STAYING AHEAD – UNDERSTANDING YOUR CUSTOMERS**  
Predicting future trends is not always easy in this ever-changing industry. The world’s leading travel search engine, the melting pot of traveller’s reviews, will share the key to mastering this skill and staying ahead.  
  
*Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor*
- 1020 NETWORK BREAK**

## SESSION TWO – CUSTOMER &amp; CONSUMERS ARE THEY THE SAME?

- 1050 ONLINE TRAVEL AGENTS (OTA) AND THE CHANGING LANDSCAPE OF DISTRIBUTION**  
Increasingly OTA's are having a more direct impact on distribution. What does this mean for products and destinations and what can we expect to happen next?

*Nic Bryant, Co-Founder, Room - Res.com*

- 1110 PANEL DISCUSSION – Moderated by BBC News**  
*Dr. Mathew McDougall, CEO, Digital Jungle*  
*Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor*  
*Nic Bryant, Co-Founder, Room - Res.com*  
*Rick Antonson, Author & CEO former, Tourism Vancouver*

- 1200 LUNCH**

## SESSION THREE – SUSTAINABILITY &amp; WHAT EXACTLY DOES THAT MEAN?

- 1330 DELIVERING YIELD THROUGH SUSTAINABLE PRACTICES**  
The key to sustainability is profit. Discover how to drive yield through embracing sustainability without overcomplicating the process.

*Stewart Moore, CEO, EarthCheck*

- 1350 TOURISM FUNDING UNDER PRESSURE**  
Tourism funding is often the first casualty when budgets are under threat. But how does this impact a destination and what are the immediate and long term ramifications of such a decision?

*Carolyn Childs, Director, MyTravelResearch.com*

## SESSION FOUR – INGREDIENTS FOR SUCCESS

- 1410 BETTER PLANNING = GREATER OPPORTUNITIES FOR ALL**  
Opportunity only exists if we fully understand its potential. Likewise, good decision making will only occur if we appreciate the results of our actions. This requires planning because without it we may get a very different result to what we were expecting.

*Tammy Marshall, Founder, The BHive*

- 1430 AUTHENTICITY – APPRECIATING THE VALUE OF ‘UNIQUE’?**  
Using the uniqueness of cultural heritage as a means to attracting tourists who will stay longer, spend more and leave your destination just as they found it is becoming a tried and tested mechanism for success in destination development.

*Sue Hodges, Managing Director, Sue Hodges Productions*

- 1450 NETWORK BREAK**

## SESSION FIVE – CRISIS &amp; RECOVERY

- 1520 RESTORING TOURISM DESTINATIONS IN CRISIS**  
Tourism everywhere is vulnerable to changes in public perception. When a crisis occurs, whole regions may be affected. Managing public perception in these situations is critical to the speedy recovery of a destination in crisis.  
*David Beirman, Senior Lecturer, University of Technology, Sydney*
- 1610 BUILDING RESILIENCE THROUGH SMART DECISION MAKING**  
Barter is the oldest form of trade between humans. Is it possible to trade product for services designed to assist in times of crisis?  
*Mark Ferszt, Product Director, BarterCard*
- 1630 PANEL DISCUSSION – Moderated by BBC News**  
*Stewart Moore, CEO, EarthCheck*  
*David Beirman, Senior Lecturer, University of Technology, Sydney*  
*Tammy Marshall, Founder, The BHive*
- 1740 CLOSING REMARKS**  
*Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)*
- 1750 CLOSING ADDRESS**  
*Chris Cocker, CEO, South Pacific Tourism Organisation (SPTO)*
- 1800 CONFERENCE WRAP**  
*Chris Flynn, Regional Director - Pacific, Pacific Asia Travel Association (PATA)*