

PATA Travel Mart 2015 Programme
September 6-8
(As of Aug 26, 2015)

*Unless otherwise listed, all PTM2015 business sessions are to take place at
 Bangalore International Exhibition Center (BIEC), Bangalore, India*

Saturday, September 5, 2015

0900-1800 Organiser Hall Move In/Raw Space Build Up
 Venue: Hall 1, BIEC

1400-1730 Buyer/Seller/Media Delegate Registrations
 Venue: Hall 1, BIEC

Sunday, September 6, 2015

0800-1200 Complimentary Half-day City Tour

Note: Pick up from official hotel at 0800 hrs. and drop off at official hotels.
 Registered delegates must pre-register this tour with Mr. Srinivas, System Admin., JLR
 E-mail - systemadmin@karnatakaholidays.net
 Contact number- +918970650051

0900-1800 Raw Space Build Up & All Booth Decorations
 Venue: Hall 1, BIEC

0900-1730 Buyer/Seller/Media Delegate Registrations
 Venue: Hall 1, BIEC

0900-1230 PATA Technology Forum in partnership with Phocuswright and Connecting Travel
 Venue: Cassia, Conference Hall, BIEC (see details at the end of this programme)

1900-2130 PTM2015 Opening Ceremony hosted by the Ministry of Tourism, Government of India
 Venue: BIEC

Monday, September 7, 2015

0900-0945 Seller-meet-Buyer Open Hall Session
 Venue: Hall 1, BIEC

1000-1015 PTM2015 Lamp Lighting
 1015-1115 PTM2015 VIP Tour
 1115-1215 PATA and PTM2015 Host Destination Media Briefing
 Venue: Parijatha, Conference Hall, BIEC

1030-1220 PTM2015 Business Session 1 (5 appointments plus a Coffee Break)
 Venue: Hall 1, BIEC

1030-1045 Appointment 1
 1050-1105 Appointment 2
 1105-1125 All Delegates Coffee Break hosted by Indian Coffee Board

1105-1125 PTM Talks: Embracing Disruption: Navigating Changing Travel Consumer Perceptions and Behaviours
 By Oliver Martin: Principal, Twenty31
 Venue: Hall 1, BIEC (See details at the end of this programme)

1125-1140 Appointment 3
 1145-1200 Appointment 4
 1205-1220 Appointment 5

- 1220-1400 Delegate Lunch (own arrangement)
Venue: Food Court, BIEC
- 1200-1400 2015 Wild Asia Responsible Tourism Awards (By invitation only)
Venue: PTM Talks - Hall 1, BIEC
- 1400-1710 PTM2015 Business Session 2 (9 appointments plus a Coffee Break)
Venue: Hall 1, BIEC
- 1400-1415 Appointment 6
1420-1435 Appointment 7
1440-1455 Appointment 8
1500-1515 Appointment 9
1515-1535 All Delegates Coffee Break hosted by Indian Coffee Board
- 1515-1535 PTM Talks: Top 5 Trends in Technology for Tour Operators, Wholesalers & DMC's
By Phil Napleton: Senior VP of Products & Professional Services, Open Destinations
Venue: Hall 1, BIEC (See details at the end of this programme)
- 1535-1550 Appointment 10
1555-1610 Appointment 11
1615-1630 Appointment 12
1635-1650 Appointment 13
1655-1710 Appointment 14
- 1345-1730 PATA Investment Forum in partnership with Horwath HTL India
Venue: Cassia, Conference Hall, BIEC (see details at the end of this programme)
- 1900-2130 Dinner Reception hosted by Department of Tourism, Government of Karnataka
Venue: Hall 3, BIEC

Tuesday, September 8, 2015

- 0930-1700 Trade Visitors Walk Around
Venue: Hall 1, BIEC
- 0930-1015 Seller-meet-Buyer Open Hall Session
Venue: Hall 1, BIEC
- 1015-1245 PTM2015 Business Session 3 (7 appointments plus a Coffee Break)
Venue: Hall 1, BIEC
- 1015-1030 Appointment 15
1035-1050 Appointment 16
1055-1110 Appointment 17
1110-1130 All Delegates Coffee Break hosted by Indian Coffee Board
- 1110-1130 PTM Talks: Lessons Learned from Community Engagement
By Amy McLoughlin (Wild Asia); Chananya Phataraprasit (Asian Oasis)
Venue: Hall 1, BIEC
- 1130-1145 Appointment 18
1150-1205 Appointment 19
1210-1225 Appointment 20
1230-1245 Appointment 21
- 1245-1415 2015 PATA Gold Awards Lunch and Award Presentation hosted by Macau Government Tourist Office
Venue: Jacaranda and Gulmohar, Conference Center, BIEC
- 1415-1725 PTM2015 Business Session 4 (9 appointments plus a Coffee Break)
Venue: Hall 1, BIEC

1415-1430	Appointment 22
1435-1450	Appointment 23
1455-1510	Appointment 24
1515-1530	Appointment 25
1530-1550	All Delegates Coffee Break hosted by Indian Coffee Board

1530-1550 PTM Talks: Social Innovation in Responsible Tourism
by Amy McLoughlin (Wild Asia) & Yurie Nagashima (Kinyei/Soksabike)

Venue: Hall 1, BIEC

1550-1605	Appointment 26
1610-1625	Appointment 27
1630-1645	Appointment 28
1650-1705	Appointment 29
1710-1725	Appointment 30

1900-2130 PTM2016 (Indonesia) Invitation Dinner Reception hosted by Ministry of Tourism, Indonesia
Venue: Vivanta by Taj – Yeshwantpur

--- End of Business session---

Wednesday, September 9, 2015

Departure /Post-Mart and Optional Tours

Please contact Hospitality Desk located near the registration counter to arrange your departure transfer at least two days prior to your departure date.

Post-Mart Tours:

Delegates are required to pre-register Post-mart tours directly at the Hospitality Desk located near the registration counter.

Forum Programmes

Sunday, September 6, 2015

0900-1230	PATA Technology Forum in partnership with Phocuswright and Connecting Travel Venue: Cassia, Conference Center, BIEC
0830-0900	Registration
0900-0915	IT Scenarios by Karnataka Shri Mohandas Pai, Chairman of Karnataka Tourism Vision Group
0915-0925	Opening Introduction: Phocuswright Fast Track <i>The Phocuswright Fast Track offers recent research of the Indian travel market, covering topics such as the Indian holiday and packaged traveler, what's next for online travel in India, and more. Participants will understand Indian travelers' shopping and booking behaviors, learn what segments are poised for online and mobile success, explore innovative travel solutions, and gain insight and data.</i> Tony D'Astolfo, Managing Director, Phocuswright Inc.
0925-0940	Phocuswright Research Spotlight: Indian Holiday and Packaged Traveler <i>Travelers have grown confident with online shopping and are now primed to embrace higher value online purchases. This research presentation highlights evolution of the Indian traveler, and how their shopping and booking habits are transforming the rather traditional holidays and packages segment.</i> Chetan Kapoor, Research Analyst, Asia Pacific, Phocuswright Inc.

- 0940-1015 Executive Roundtable: Beyond Air – The Next Phase of India's Online Travel Story
For nearly a decade, most online travel intermediaries focused on flights. With customers maturing, time is ripe for new segments to take the spotlight. Understand the future of India's online and mobile travel opportunities from some of the most popular and upcoming brands.
Ritesh Agarwal, Founder and CEO, OYO Rooms
Nikhil Ganju, Country Manager, India, TripAdvisor
Hari Nair, Founder and CEO, HolidayIQ.com
Subramanya Sharma, Chief Marketing Officer, Cleartrip
Anand Subramanian, Director of Marketing Communications, Olacabs.com
Moderated by Chetan Kapoor, Research Analyst, Asia Pacific, Phocuswright Inc.
- 1015-1050 Executive Roundtable: Travel Innovation Summit Alumni Spotlight
Hear from entrepreneurial companies with some of the newest innovations designed to transform the travel industry.
Anshuman Bapna, Founder and CEO, Mygola
Pawan Marwaha, Co-Founder and Chief Grabber, TableGrabber
Saket Newaskar, Founder and CTO, TripHobo
Clement Wong, Founder and CEO, BeMyGuest
Moderated by Tony D'Astolfo, Managing Director, Phocuswright Inc.
- 1050-1115 Executive Interview with MakeMyTrip
Rajesh Magow, Co-Founder and CEO India, MakeMyTrip
One-on-one interview with Tony D'Astolfo, Managing Director, Phocuswright Inc.
- 1115-1130 Coffee break hosted by Connecting Travel
- 1130-1230 Connecting Travel: Technology Trends Defining Business Strategy
This session will focus on how key market global players are redefining their business models to adopt the accelerated pace in which communication, marketing, loyalty initiatives and the buy-side equation is influencing B2B and B2C relations. Social media and virtual networks are creating vertical platforms that are aggregating professional, consumers, advisers and investors into communities that are defining how businesses exchange information, communicate and trade.

Tony Tenicela – Moderator – Global Leader and Managing Business Development Executive, IBM Corporation
Helena Egan - Director of Industry Relations, TripAdvisor
Kenny Picken - CEO, TravelTek
Phil Napleton - Senior VP of Products & Professional Services, Open Destinations
Rika Jean-Francois- Partnerships, Messe Berlin (ITB)
Mike Kistner - Chief Executive Office and Member of Board, RezNext Global Solutions Pvt. Ltd.

Monday, September 7, 2015

- 1220-1345 Investment Forum Delegate lunch hosted by Federation of Karnataka Chamber of Commerce and Industry (FKCCI) (By Invitation only)
Venue: BIEC
- 1345-1730 PATA Investment Forum in partnership with Horwath HTL, India
Venue: Cassia, Conference Hall, BIEC
- 1345-1400 Registration
- 1400-1415 Welcome Address
Minister for Industry (L&M) and Tourism Shri R.V. Deshpande
- 1415-1525 Panel Discussion: Government and private sector – working together for Development
Nikhil Desai, Managing Director, Goa Tourism Development Corporation
Suma Venkatesh, Director Development, Taj Group of Hotels

Varun Saraf, Managing Director, Chartered Hotels Limited
Sanjay Sethi, CEO Hospitality Division, Chalet Hotels Ltd.
Moderated by Rushabh Shah, Associate Director, Horwath HTL - India

- 1525-1550 MoU Signing
- 1550-1605 *Coffee break hosted by Federation of Karnataka Chamber of Commerce and Industry*
- 1605-1620 Special Address
Mr Amitabh Kant, Secretary, Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Govt. of India
- 1620-1715 Panel Discussion: Development and Investment Outlook
Kiran Andicot, Vice President Hotel Development, Marriott India
Vineet Verma, CEO, Brigade Hospitality
Tharun Giri, CEO, Windflower Resorts and Spa
Jaideep Dang, Vice President Development, The Oberoi Group
Moderated by Jasmita Banga, Business Development Manager, STR Global
- 1715-1730 Closing Remark
Mr Kevin Murphy, PATA Chairman

PTM Talks

Monday, September 7, 2015

- 1105-1125 **PTM Talks: Embracing Disruption: Navigating Changing Travel Consumer Perceptions and Behaviours**
By Oliver Martin: Principal, Twenty31
Venue: Hall 1, BIEC

There is no escaping the reality that destinations and tourism businesses must adapt to the ever-changing marketing field; from adaptations in the consumer path to purchase to the sharing economy, disruption is clearly top of mind in the tourism industry today. Thanks to disruptive technology and trends, global travellers are changing their behaviours, becoming increasingly discerning and market-savvy. Those destinations and tour operators who get it and take risks will be rewarded with a disproportionate share of tourism revenue.

- 1515-1535 **PTM Talks: Top 5 Trends in Technology for Tour Operators, Wholesalers & DMC's**
By Phil Napleton: Senior VP of Products & Professional Services, Open Destinations
Venue: Hall 1, BIEC

The trends cover an array of issues that travel companies are facing in the worldwide marketplace, which include:

- Future proof technology – how do you evaluate what technology you will need in three years, five years, ten years?
- Technology in the cloud – what are the issues that you will encounter when moving your business to cloud-based hosting?
- Disruptions in hotel distribution – how has hotel revenue management changed the model for doing business?
- Staffing resources – do you have the right staff to manage the transition to your new technology? What will change after you implement a new system?
- Employee fear of change - how can you get your staff to buy into a new change in technology?