Wednesday, February 21

0900-1700  Delegate arrival/registration
Venue: Aloft Al Ain

1000-1300  Complimentary Half Day Tour
Note: Pick up / Drop off: Aloft Al Ain

Evening  At Leisure

Thursday, February 22

All conference sessions will take place at Aloft Al Ain, unless otherwise stated.

0850-0900  Masters Of Ceremonies welcomes delegates
Paul Pruangkarn, Director-Communications and Marketing, PATA, Thailand

0900-1000  Opening Session

0900-0910  Welcome Speech
Abu Dhabi

0910-0920  Welcome Speech
Sarah Mathews, Chairperson, PATA, Hong Kong SAR

0925-1000  Keynote Address: 2018 Adventure Travel Trends – looking ahead to 2021
What are the trends facing adventure tourism in the next 3 years from products to technology. What should tour operators and destinations prepare for as they look to increase their share of the adventure tourism market in the new era.

Speaker:
Norie Quintos, Former Editor at National Geographic Traveller, USA

1000-1020  Coffee Break hosted by Department of Culture and Tourism, Abu Dhabi

1020-1100  Plenary Session 1: Partnership for a New Era
Strong partnerships are the foundation for growth. This session looks at innovative partnerships that bridge the old and the new by focusing on how these new partnerships are formed and how they are merging authentic experiences with established travel brands.
Facilitator:
Paul Pruangkarn, Director-Communications and Marketing, PATA, Thailand

Speakers:
- Wilde Ng, Founder, 40Ours, Hong Kong SAR
- (TBA)

1100-1145

Plenary Sessions 2: New Operators for a New Era

A new type of tourism is emerging: long tourism. Companies like Remote Year and Unsettled are offering travellers the opportunity to spend extended amounts of time in a destination - all while continuing to work remotely. The presenters will share the trends they see in this form of long tourism, who the target market is and what the benefits to destinations are.

Facilitator:
Paul Pruangkarn, Director-Communications and Marketing, PATA, Thailand

Speakers:
- Michael Youngblood, Co-Founder and COO, Unsettled, USA
- Nishchal Dua, The Remote Life
- Representative from Department of Culture and Tourism, Abu Dhabi

1145-1155

Intervals

1155-1230

Plenary Session 3: The Middle Eastern Adventure Traveller

This session will look at the demographics and psychographics of the adventure travellers from the Middle East who travel regionally and internationally. This segment is growing, in part due to the rise of professional adventure companies servicing this market. Two tour operators and one representative from Dubai tourism will provide their perspective on trends.

Moderator:
Shannon Guihan, Director, Bannikin Travel & Tourism, Canada

Panellists:
- Manal Kelig, Gateway to Egypt and head of MENA for Adventure Travel Trade Association
- Ahmed Samra, Wild Guanabana, Egypt/UAE
- Rep from local DMO who has data on regional adventure tourists (TBA)

1230-1400

Networking Lunch hosted by Department of Culture and Tourism, Abu Dhabi
Venue: Olive Tree, Aloft Al Ain
1400-1445  **Plenary Session 4: Micro Moments: Marketing for a New Era**

The popularity of Snapchat, Instagram stories and other ‘in the moment’ sharing applications has required destination marketers to adapt their marketing strategies. This session will focus on how to market using real-time sharing apps.

**Moderator:**
Sarah Mathews, Chairperson, PATA, Hong Kong SAR

**Panellists:**
- Ali Mokdad, Founder/Chief Creative Officer - Creative Animals Content Creators, Dubai
- Reza Saeedi, Manager-Business Development, CrowdRiff, Canada

1445-1530  **Plenary Session 5: Stimulating Innovation in a New Era**

Tourism providers need to consistently innovate in order to gain more market share. This session will look at innovative ways to encourage innovation in product development.

**Moderator:**
Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand

**Speakers:**
- Yadana Thant, Business Innovation Facility, Myanmar
- Visit Copenhagen Representative (TBA)
- DMO in UAE (TBA)

1530-1600  **Coffee Break hosted by Department of Culture and Tourism, Abu Dhabi**

1600-1630  **Plenary Sessions 6: LocalHood : The end of tourism**

The travel industry is entering into a new era. The demand for official destination recommendations, glossy advertising and the idea of a traditional tourist is all outdated. Instead, its time to welcome the new traveller – the temporary local, seeking not the perfect picture to take home but the personal connection to an instantly shared experience based on interest, relations and authenticity. A representative from Visit Copenhagen will share their new strategy ‘LocalHood’ and why they believe it's the future of tourism.

**Speaker:**
Visit Copenhagen Representative (TBA)
1630-1700  **Closing Address: OverTourism: Loving Destinations To Death**

The scarcity of place is a reality with over 1 billion international departures. What are the implications to residents, the environment, government and tourists of overtourism? What should the adventure sector be doing to mitigate the phenomenon of overtourism? The keynote speaker will look at destinations that have tried some solutions such as: Tourism caps, dynamic pricing and lottery systems.

**Speaker:**
Shannon Guihan, Director, Bannikin Travel & Tourism, Canada

1830  **Welcome Dinner Reception hosted by Department of Culture and Tourism, Abu Dhabi**
Venue: Al Qattara Arts Centre

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**Friday, February 23**

0900-0915  **Travel Mart Briefing**
Venue: Aloft Al Ain

0915-0930  **Travel Mart Opening Ceremony**
Venue: Exhibition Area, Aloft Al Ain

0930-1220  **Travel Mart Appointment Sessions**
Venue: Exhibition Area, Aloft Al Ain

  0930-0945  Appointment 1
  0945-1000  Appointment 2
  1000-1015  Appointment 3
  1015-1030  Appointment 4
  1030-1050  Networking (Coffee) Break hosted by Department of Culture and Tourism, Abu Dhabi
  1050-1105  Appointment 5
  1105-1120  Appointment 6
  1120-1135  Appointment 7
  1135-1150  Appointment 8
  1150-1205  Appointment 9
  1205-1220  Appointment 10

0945  **Media Briefing**
Venue: Tactic 3, Aloft Al Ain

1230-1400  **Delegate Lunch hosted by Department of Culture and Tourism, Abu Dhabi**
Venue: Outside tent, Aloft Al Ain
1400-1650  
Buyer-Seller Afternoon Appointments  
*Venue: Exhibition Area, Aloft Al Ain*

1400-1415  
Appointment 11

1415-1430  
Appointment 12

1430-1445  
Appointment 13

1445-1500  
Appointment 14

1500-1515  
Appointment 15

1515-1530  
Appointment 16

1530-1550  
*Networking (Coffee) Break hosted by Department of Culture and Tourism, Abu Dhabi*

1550-1605  
Appointment 17

1605-1620  
Appointment 18

1620-1635  
Appointment 19

1635-1650  
Appointment 20

1830  
*Dinner Reception hosted by Department of Culture and Tourism, Abu Dhabi*  
*Venue: The Rooftop, Aloft Al Ain*

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**End of Programme**  ---

**Saturday, February 24**

**Departure and Complimentary Tour**  
*Note: Pick up / Drop off: Aloft Al Ain*