

PATA Adventure Travel Conference and Mart 2017
In conjunction with Luoyang Adventure Tourism and Equipment Expo
April 01-04
Luoyang, China

Programme as of March 29

Saturday, April 01

- 0900-1700 Delegate arrival/registration**
*Venue: At Lee Royal Hotel MuDu for conference delegates
 At Sport Center for Travel Mart delegates*
- 1300-1800 Complimentary Half Day Tour**
Note: Pick up / Drop off at Official Hotels
- 0900-1700 Booth set up and decoration**
Venue: Sport Center
- 1500-1600 Media Briefing**
Venue: VIP Hall 1, 3/F, Lee Royal Hotel MuDu
- 1830-2000 Welcome Dinner Reception** hosted by Henan Provincial Government
Venue: Lee Royal Hotel MuDu

Sunday-Tuesday, April 02-04 (Exhibition at Sport Center)

Sunday, April 02 – Trade day only

- 0900-1000 Travel Mart Opening Ceremony**
Venue: Sport Center
- 0930-1230 Travel Mart Appointment Sessions**
Venue: Sport Center
- | | |
|-----------|--|
| 0930-0945 | Appointment 1 |
| 0945-1000 | Appointment 2 |
| 1000-1015 | Appointment 3 |
| 1015-1030 | Appointment 4 |
| 1030-1050 | <i>Networking (Coffee) Break hosted by Luoyang Municipal People's Government</i> |
| 1050-1105 | Appointment 5 |
| 1105-1120 | Appointment 6 |
| 1120-1135 | Appointment 7 |
| 1135-1150 | Appointment 8 |
| 1150-1205 | Appointment 9 |
| 1205-1220 | Appointment 10 |
- 1230-1400 Delegate Lunch hosted by Luoyang Municipal People's Government**
Venue: Sport Center
- 1400-1700 Buyer-Seller Afternoon Appointments**
Venue: Sport Center
- | | |
|-----------|--|
| 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 | <i>Networking (Coffee) Break hosted by Luoyang Municipal People's Government</i> |
| 1550-1605 | Appointment 17 |
| 1605-1620 | Appointment 18 |
| 1620-1635 | Appointment 19 |
| 1635-1650 | Appointment 20 |

Dinner	Venue: Water Banquet Garden
1930	Transfer to Luoyang Meditation Theatre for a Performance: 9-Scrolls of Kungfu Revelations
2000-2130	Performance: 9-Scrolls of Kungfu Revelations Pre-booking is required, please click here for the booking form and book it direct to Ms Lin Lin at patatourbooking@163.com tel: +86 18697798859
2130-2200	Transfer back to the hotels

Monday-Tuesday, April 03-04 – Exhibition Open to public

0900-1700 hrs **Adventure Travel Mart and Luoyang International Adventure Tourism and Equipment Expo**
Venue: Sport Center

Monday, April 03 (Multi-Function Hall, 3rd Floor, Lee Royal Hotel MuDu)

0900-0930 **Emcee of opening remarks to introduce officials of Luoyang City, PATA, UNWTO and Henan officials**
Mr. Kuo Wujiang, Director General of Henan Provincial Tourism Bureau.

Welcome by Luoyang
Mr. Liu Wankang, Mayor of Luoyang

Welcome by PA TA
Mr. Andrew Jones, PATA Chairman

Special Remarks by UNWTO
Mr. Michel Julian, UNWTO

Speech by Henan Official
Mr. Shu Qing, Vice Governor of Henan Province

0930-0940 **Master of Ceremonies**
Mr. Dale Lawrence, Chief of Staff, PATA to welcome delegates, do housekeeping announcement and introduce the conference theme & all sessions

0940-1020 **Keynote Address:**
One Belt, One Road – the Ultimate Connector
Synopsis: We live in an interconnected and globalised world. Our links are typically through the internet. But the One Belt, One Road program seeks to create unprecedented links in the physical world. Learn how this innovative program links back to tradition and the implications that it has for tourism. Can One Belt, One Road help us create, connect, conserve?

0940-1000: Mr. Jin Zhun, Secretary General of Tourism Research Center, Chinese Academy of Social Sciences, China

1000-1020: Mr. Michel Julian, Tourism Market Trends, UNWTO

1020-1040 **Coffee Break hosted by Luoyang Municipal People's Government**

1040-1120 **Plenary Session 1: Connecting destinations to information: the Adventure Travel Development Index**

Synopsis:
Successful adventure tourism destinations have different assets and infrastructure from traditional tourism destinations. Success for these destinations is measured by

the Adventure Travel Development Index, which measures every country around the world in ten pillars. This session will introduce the methodology behind the ATDI, how destinations can use it and share case studies of countries that have used it as a benchmark and seen success in growing their adventure tourism arrivals.

1040-1110: Dr. Philippe Duverger
Associate Professor, Towson University, USA

1110-1120 **Speaker interview by**
Ms. Natasha Martin, Tourism Consultant
Solimar International

1120-1220

Plenary session 2: Create, Connect, Conserve: The case study of Luoyang

Synopsis: How do you create an international cultural destination that connects with a global adventure audience, but still conserves the very essence of its tradition and heritage? Luoyang, located in western Henan Province, is the cradle of traditional Chinese culture. For over 4,000 years it served as the capital city of thirteen different Chinese kingdoms. With its rich culture and history and surrounding natural beauty, Luoyang holds strong tourism potential to be leveraged by both the Luoyang local government and the Henan provincial government. This session will examine how to use these assets as well as adventure equipment to create a truly international cultural and adventure destination. *(Session format: discussion followed by Q&A)*

Moderator:

Ms. Natasha Martin, Tourism Consultant, Solimar International

Panellists:

- Mr. Peter Debrine, Senior Project Officer, Sustainable Tourism, UNESCO World Heritage Centre, UNESCO Headquarters, France
- Dr. Kristin Lamoureux, Executive Director, SAVE Travel Alliance and Sustainable Tourism Consultant, USA
- Mr. Dong Yaohui, Vice Chairman, China Great Wall Protection, China
- Mr. Yang Gangliang, Researcher of Academy of Longmen Grottoes of Luoyang, China

1220-1400

Lunch hosted by Beijing Oriental Century International Travel Service
Venue: Lee Royal Hotel MuDu, 1st/Floor

1400-1530

Plenary Session 3: Creating new boundaries of adventure tourism experiences

Synopsis: Communication objective: Example from companies on the bleeding edge of adventure and transformational travel. No matter what country they come from, the modern adventure traveler is experienced and mature. They seek unique, authentic experiences - and increasingly they seek to be transformed by the trips that they take. This panel of three experienced adventure tourism operators will share their experiences on developing products and experiences that transform their clients. From itineraries that push the physical limits, to experiences that insist on time for reflection and meditation.

(Session format: panellist presentation followed by Q&A)

Moderator:

Mr. Andrew Jones, Chairman, PATA

Panellists:

- Mr. Jake Hauptert, Founder, Evergreen Escapes / EG-X
Co-Founder, The Transformational Travel Collaborative, USA
- Mr. Tom McShane, Operations Director, Secret Compass, UK
- Mr. Marcus Allender, Business Development Director, Pegu Travels,
and founder, Go-Myanmar.com

1530-1545

Coffee Break hosted by Luoyang Municipal People's Government

1545-1645

Plenary session 4: Equipping a destination

Synopsis: How does the government work and collaborate with industry partners to equip a destination for adventure travel as the production of adventure equipment plays one of the key roles. The session will be formatted with one keynote speech followed by a panel discussion and speakers will discuss the adventure related equipment from perspective of financing and production.
(Session format: panellist presentation followed by Q&A)

Moderator:

Mr. Matt Gibson, CEO, UpThink, Canada

1545-1555 Mr. Xing Jun, Secretary General, Association of Development Financing, China National Development Bank, China

Panellists:

- Mr. Xing Jun, Secretary General, Association of Development Financing, China National Development Bank, China
- Ms. Li Shujuan, Decathlon Northwestern Henan Regional Manager Decathlon, China
- Mr. Yan Han, Deputy Secretary General, World Tourism Cities Federation-WTCF, China
- Mr. Wang Di, Executive member of RV & Camping Chapter of China Tourism Automobile and Cruise Association; Chairman of RV & Camping Chapter of Guangdong Provincial Tourism Association

1645-1700

Closing Keynote "Create, Connect, Conserve"

Mr. Tim Neville,
Correspondent Outside Magazine and New York Times Contributor, USA

1700-1705

Thanks by Dr. Mario Hardy, PATA CEO

1830

Dinner Reception hosted by Luoyang Municipal People's Government
Venue: Shang Yang Gong

Thursday, April 04

1300-1800

Complimentary Tour

Departure

Wednesday, April 05

Departure

Note: Pick up / Drop off: at official hotels

--- End of Programme---