Thursday, February 22

All conference sessions will take place at Aloft Al Ain (Conference tent, 5 minutes walk from the hotel), unless otherwise stated.

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

0900-1000  Opening Session

0900-0910  Abu Dhabi Welcome Speech
H.E. Sultan Al Mutawa Al Dhaheri, Executive Director-Tourism Sector, Abu Dhabi Tourism & Culture Authority

0910-0920  PATA Welcome Speech
Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand

0925-1000  Keynote Address: 2018 Adventure Travel Trends – looking ahead to 2021

What are the cultural trends that will affect adventure tourism in the coming years? 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, Editor at Large, National Geographic Travel and Independent Communications Consultant, 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. To remain competitive in the new era of tourism, forward-looking companies are forming alliances with companies outside the tourism sector. Our panellists in this session will introduce two unlikely but highly successful partnerships that have resulted in benefits for both parties. Wilde Ng will share how his travel brand has partnered with a Café Chain and Simon Goldschmidt will share how his sustainable technology is working with pop up accommodations around the world.

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

Speakers:
- Wilde Ng, Founder, 40urs, China
- Simon Goldschmidt, Chief Commercial Officer, Orbital Systems, Denmark

1100-1145  Plenary Sessions 2: New Operators for a New Era

A new type of tourism is emerging: long tourism. Companies like Remote Life 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, Unsettled, USA
- Nishchal Dua, Founder & CEO, Remote Life, India

1145-1155 Interval

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 Saad Kelig, Co-founder, GWE Companies, Egypt
- Ahmed Samra, Product Development Manager, Wild Guanabana, Egypt & UAE
- Richard Devadasan, General Manager-Business Development, Royal Arabian Destination Management, UAE

1200-1400 **Networking Lunch** hosted by *Department of Culture and Tourism, Abu Dhabi*
Venue: *Olive Tree Restaurant, Aloft Al Ain*

1400-1445 **Plenary Session 4: Micro Moments; The secret to always winning in an era of Facebook and Instagram**

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

**Speaker**
- Jesse Desjardins, Director, fwNation Singapore
  Former Global Manager, Social & Content, Tourism Australia
- Ali Mokdad, Founder & Chief Creative Officer, Creative Animals Content Creators, UAE

1445-1530 **Plenary Session 5: Stimulating Innovation in a New Era**
Tourism providers need to consistently innovate 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:**
- H.E. Sultan Al Mutawa Al Dhaheri, Executive Director-Tourism Sector, Abu Dhabi Tourism & Culture Authority
- Karma Lotey, Chief Executive Officer, Yangphel Adventure Travel & Zhiwaling Heritage Hotel, Thimphu, Bhutan
- Achiraya “Achi” Thamparipattra, CEO and co-founder, Hivesters, Thailand

1530-1600 **Coffee Break** hosted by *Department of Culture and Tourism, Abu Dhabi*
Plenary Sessions 6: LocalHood: The end of tourism

The travel industry is entering a new era. The demand for official destination recommendations, glossy advertising and the idea of a traditional tourist is all outdated. Instead, it's 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:
Elaheh Peyman Granov, Senior Project Manager, Wonderful Copenhagen, Denmark

Closing Address: OverTourism: Loving Destinations To Death

The scarcity of place is a reality with over 1billion 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

Welcome Dinner Reception hosted by Department of Culture and Tourism, Abu Dhabi

Venue: Qasr Al Muwaiji

Friday, February 23

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

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

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1030-1050 Networking (Coffee) Break hosted by Department of Culture and Tourism, Abu Dhabi

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0945 Media Briefing
Venue: Tactic 3, Aloft Al Ain

1230-1400 Delegate Lunch hosted by Department of Culture and Tourism, Abu Dhabi
Venue: Olive Tree Restaurant, Aloft Al Ain

1400-1650 Buyer-Seller Afternoon Appointments
Venue: Exhibition Area, Aloft Al Ain
1400-1415  Appointment 11  1445-1500  Appointment 14
1415-1430  Appointment 12  1500-1515  Appointment 15
1430-1445  Appointment 13  1515-1530  Appointment 16

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

1550-1605  Appointment 17  1620-1635  Appointment 19
1605-1620  Appointment 18  1635-1650  Appointment 20

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

Saturday, February 24

Departure and Post Tour
0830-1230  Complimentary Half Day Tour
Note: Pick up / Drop off for the tour: Aloft Al Ain

Tour Description: Al Ain, the traditional seat of the Sheikhs is perhaps the most traditional of the main cities in the UAE. It is here that the desert life is best demonstrated. With a true series of oases, there is evidence that habitation in this glorious corner of the world has continued for millennia.

A visit to the Al Ain National Museum and Sheikh Zayed Palace Museum is a must, as is a trip to the camel race track and the livestock market. The wealth of culture to be found in this formerly vital desert trading centre includes bazaars that date back to the 18th century. Discover the beauty of local nature in a date palm grove with the ancient ‘falaj’ – irrigation system and watch the bargaining at the camel market.

Following this, we will head to Jebel Hafeet, the great mountain that enjoys a remarkable location that overlooks the beauty of Al Ain city. Explore the healing waters of the Hot Springs situated at the foot of the mountain, which is found abundantly in this area.

Delegates must pre-register this tour, click here for online booking. Seats are available on first come first served. Tour booking deadline: February 12, 2018

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