

As of January 23

Wednesday, February 21

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

0830-1230 **Complimentary Half Day Tour**
Note: Pick up / Drop off: 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**

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**
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. Willde 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:

- Willde Ng, Founder, 40urs, China
- Simon Goldschmit, 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 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:

- Mubarak Alshamisi, Director of Abu Dhabi Convention Bureau, Department of Culture and Tourism, Abu Dhabi
- Michael Youngblood, Co-Founder, Unsettled, USA
- Nishchal Dua, Founder & CEO, Remote Life, India

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 Saad Kelig, Co-founder, GWE Companies, Egypt
- Ahmed Samra, Product Development Manager, Wild Guanabana, Egypt & U.A.E
- 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:

Jesse Desjardins, Former Global Head of Content and Social, Tourism Australia

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 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:

- Karma Lotey, Chief Executive Officer, Yangphel Adventure Travel & Zhiwaling Heritage Hotel, Thimphu, Bhutan
- Achiraya "Achi" Thamparipattra, CEO and co-founder, Hivester (invited – to be confirmed)
- 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 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

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: Qasr Al Muwajji

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	1000-1015	Appointment 3
0945-1000	Appointment 2	1015-1030	Appointment 4

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

1050-1105	Appointment 5	1135-1150	Appointment 8
1105-1120	Appointment 6	1150-1205	Appointment 9
1120-1135	Appointment 7	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	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.

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