

Wednesday, February 21

0900-1700	Delegate arrival/registration <i>Venue: Aloft Al Ain</i>
1000-1300	Complimentary Half Day Tour <i>Note: Pick up / Drop off: Aloft Al Ain</i>
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:

- Willde 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

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	<i>Networking (Coffee) Break hosted by Department of Culture and Tourism, Abu Dhabi</i>
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*

Saturday, February 24

Departure and Complimentary Tour

Note: *Pick up / Drop off: Aloft Al Ain*

--- **End of Programme** ---