EVENT PROGRAMME

Wednesday, February 12

0900-1700  Delegate arrival/registration  
Venue: Foyer- Grand Pacific Ballroom, Pacific Wing, Sutera Harbour Resort (Feb 12-13)  
Foyer- Grand Ballroom 2-3, Magellan Suite, Sutera Harbour Resort (Feb 14)

0830-1230  Complimentary Tour  
Note: Pick up / Drop off: Sutera Harbour Resort

Evening  At Leisure

Thursday, February 13

All conference sessions will take place at the Grand Pacific Ballroom, except the concurrent session:  
AUTHENTICITY Track and Workshop at Function Room 2-4

0850-0900  Master of Ceremonies welcomes delegates

0900-1000  Opening Session

0900-0910  Welcome Ceremony by Malaysia

0910-0920  Welcome Speech by Tourism Malaysia

0920-0930  PATA Welcome Speech  
Dr. Mario Hardy, CEO, PATA, Thailand

0930-1000  Re-examining our Purpose

An innovative leader opens the conference by encouraging us to take a constructive look at the opportunities and challenges facing our industry. The speaker will share their own experiences in ensuring that their business had a triple bottom line impact, and why they think other businesses need to carefully reflect why they do what they do, who they partner with, and how they operationalise sustainability and authenticity in their business.

1000-1030  State of Adventure Tourism

Adventure tourism is one of the fastest growing niches in the entire tourism sector. We begin the day with a high-level overview of the state of adventure tourism in 2020. We look at a brief history of adventure tourism, the changing meaning of the niche and the size of the market. We discuss the preferences of adventure tourists, their profiles, their motivations and their barriers to travel. The session is delivered through an interactive presentation by two leaders in the industry.
1030-1100  Networking Coffee Break hosted by Tourism Malaysia

1100-1130  Who are our adventure tourists?

Building on the psychographic profile developed in the previous session, the speaker will do a deep dive into the key geographic markets for Malaysian adventure tourism. We will review the traditional source markets for adventure tourists, as well as the domestic market, which is forecast to grow. We will zero in on two important segments: Singaporeans, the nearest neighbors and how to encourage them to engage in adventure tourism in Malaysia, and the Chinese, who are becoming increasingly adventurous but whose volume can cause problems in adventure tourism destinations.

1130-1200  Creating Meaningful Adventures

While the previous sessions explain the target segments to Malaysia, Jess Yew will share what these segments are looking for, and in the process share how we can take our natural and cultural assets and package them into meaningful adventures for our guests.

1200-1215  Introduction to the Concurrent Sessions

After the networking lunch, participants can choose between two tracts: Sustainability and Authenticity. In the Sustainability section, the speakers will discuss how to incorporate simple sustainability measures into your operations and share best practices to market these measures to clients. In the Authenticity track, speakers will focus on incorporating local touches to interpretation, food & beverage and guiding to connect the tourism experience to the place and people.

1215-1330  Networking Lunch hosted by Tourism Malaysia
Venue: TBC

1330-1415  Concurrent Sessions:
SUSTAINABILITY TRACK: How to Use Responsible Travel Initiatives to Attract Adventure Tourists
Venue: Grand Pacific Ballroom

Adventure tourists want to have a positive impact when they travel - so companies seeking their business need to incorporate sustainable or responsible initiatives into their operations. In this session, we will look at responsible initiatives used by tour operators, accommodations and destinations - and discuss how to message them to clients. The speaker will include best practice examples from companies around the world and provide simple tips for companies to integrate the ideas into their own day-to-day business.
AUTHENTICITY TRACK: Starting small: how to integrate adventure elements into your tour
Venue: Functions room 2-4

Research shows that people ease into adventure - meaning they start by trying a few adventure activities on a regular tour. The more they travel, the more adventurous they become. This is an opportunity for tourism business to match the preferences of new adventure travellers by integrating elements of adventure tourism into their existing tours.

1430-1600 WORKSHOP: Creating Products That Align With Adventure Tourists Demands
Two groups (Sustainability and Authenticity) - each lead by a facilitator and aided by other speakers to moderate small group discussion and team work.

Sustainability workshop:
Venue: Grand Pacific Ballroom

Participants will be led through a series of exercises to identify simple ways to integrate sustainability into their existing operations - and then how to message that to tourists.

Authenticity workshop:
Venue: Functions room 2-4

Participants will be led through a series of exercises to identify how to use local resources (guides, food, architecture, etc) to create more authentic and meaningful experiences for their guests.

1600-1630 Networking Coffee Break hosted by Tourism Malaysia

1630-1700 Wrap up with Key Takeaways

1700-1715 Word of Thanks

***End of Conference day***

Friday, February 14
All Travel Mart sessions & functions will take place at the Grand Ballroom or function room in Megellan Suite.

0915-0930 Travel Mart Opening Ceremony
Venue: Foyer in front of Grand Ballroom, Magellan Suite

0930-1220 Travel Mart Appointment Sessions
Venue: Grand Ballroom
0930-0945  Appointment 1  1000-1015  Appointment 3  
0945-1000  Appointment 2  1015-1030  Appointment 4

1030-1050  Networking Coffee Break hosted by Tourism Malaysia
Venue: Foyer of Grand Ballroom

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: Meeting Room 2

1220-1400  Delegate Lunch hosted by Tourism Malaysia
Venue: TBC

1400-1650  Travel Mart Appointment Sessions
Venue: Grand Ballroom

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 Tourism Malaysia
Venue: Foyer of Grand Ballroom

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

1830-2030  Dinner Reception hosted by Sabah Tourism Board
Venue: TBC

Saturday, February 15

0800-1230  Departure and Self-paying post tour