EVENT PROGRAMME

As of Feb 12, 2020

*Please note that Sutera Harbour Resort is a 384-acre fully-integrated resort, comprising The Pacific Sutera Hotel and The Magellan Sutera Resort, as well as Sutera Harbour Marina, Golf & Country Club. The Conference session on February 13 will take place at THE PACIFIC SUTERA HOTEL. All Travel Mart sessions & functions on February 14 will take place at the Grand Ballroom or function rooms in THE MAGELLAN SUTERA RESORT. The distance between these 2 properties (Pacific Sutera Hotel & Magellan Sutera Resort) is about 10-12 minutes by walk and there will be hotel shuttle bus available within Sutera Hotel Properties.

Wednesday, February 12

0800-1700 Delegate arrival/registration
Venue: Foyer- Grand Pacific Ballroom, The Pacific Sutera Hotel (Feb 12-13)
Foyer- Grand Ballroom 2-3, The Magellan Sutera Resort (Feb 14)

Complimentary Tour 1 & 2 (Pick up / Drop off: The Pacific Sutera Hotel)
Delegates must pre-register this tour. Seats are available on first come first served.

0800 – 1930 Complimentary Tour 1: Kinabalu Park & Poring Hot Spring

0830 – 1300 Complimentary Tour 2: Rural Tourism Products visit to Tagal Tinopikon Park

Evening At Leisure

Thursday, February 13

Unless otherwise listed, all conference sessions will take place at the Grand Pacific Ballroom, except the concurrent session: AUTHENTICITY Track and Workshop at Function Room 2-4 in The Pacific Sutera Hotel

0850-0900 Master of Ceremonies welcomes delegates

Opening Session
Sharma Daisey Sundram, Assistant Director, Corporate Communication Division, Tourism Malaysia

Conference
Paul Pruangkarn, Director-Communications and External Affairs, PATA

0900-0935 Opening Session

0855-0905 Video Presentation on Official Song of “VM2020”

0905-0910 Welcome Speech
Dr. Mario Hardy, CEO, PATA

0910-0930 Opening Speech
Hon. Datuk Mohamaddin bin Ketapi, Minister of Tourism Arts and Culture (MOTAC), Malaysia

0930 Opening Ceremony by Malaysia
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.

Speakers:
• Raj Gyawali, Founder, Socialtours
• Natasha Martin, Adventure Tourism Expert

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.

Speaker:
Irshad Mubarak, Owner, Junglewalla Tours

Fly Malaysia: Malaysian Hospitality

Speaker:
Roslan Ismail, Head of Sales, Malaysia Airlines

Networking Coffee Break hosted by Tourism Malaysia

Media Briefing
Venue: VIP Holding Room (beside Grand Ballroom, Level 2, Pacific Sutera Hotel)

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.

Speaker:
Jessica Yew, Co-Founder & Director, Sticky Rice Travel

Sustainable Elephant Experiences

This session looks at innovative approaches to engaging tourists with elephants in Asia, in an authentic way in their natural habitat. The speaker reviews the shifts that
need to take place in the minds of tourists and the product offering of companies to ensure that elephant care tourism is sustainable and ethical.

**Moderater & Speaker:**
Graham Harper, Director - Sustainability & Social Responsibility, PATA

**Panellists:**
- Pakkanut Bansiddhi, DVM, MSc, PhD, Lecturer, Department of Companion Animals and Wildlife Clinics, Faculty of Veterinary Medicine, Chiang Mai University
- Theerapat Trungprakan, President, Thai Elephant Alliance Association

**1200-1215 Introduction to the Concurrent Sessions**

After the networking lunch, participants can choose between two tracks: 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.

**Speaker:**
Paul Pruangkarn, Director - Communications & External Affairs, PATA

**1215-1330 Networking Lunch hosted by Tourism Johor**

Venue: Hibiscus Garden, Pacific Sutera Hotel

**1330-1600 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.

**WORKSHOP: Creating Products That Align With Adventure Tourists Demands**

Two groups (Sustainability and Authenticity) - each led 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.
Led by
• Natasha Martin, Adventure Tourism Expert
• Raj Gyawali, Founder, Socialtours
• Jessica Yew, Co-Founder & Director, Sticky Rice Travel

Objectives of workshop:
- To develop a deeper understanding of how to operationalize responsible tourism in an adventure context
- To analyze your own adventure tours
- To identify concrete examples of how to integrate responsible tourism elements into your own tour

Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>1345-1415</td>
<td>Keynote presentation by Eric Ricaurte on how to Use Responsible Travel Initiatives to attract adventure tourists</td>
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<tr>
<td>1415-1430</td>
<td>Split into working groups Group introductions</td>
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<tr>
<td>1430-1500</td>
<td>Activity 1: Self-assessment how responsible is my tour?</td>
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<tr>
<td>1500-1530</td>
<td>Facilitated activity 2: Identifying the “low-hanging fruit” to increase the sustainability of my operation.</td>
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<tr>
<td>1530-1545</td>
<td>Activity 3: Presentation Best Practice examples of companies that go big</td>
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<tr>
<td>1545-1600</td>
<td>Activity 4: Identifying a BHAG (Big Hairy Audacious Goal) and an action plan to reach it.</td>
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1330-1600

AUTHENTICITY TRACK: Starting small: how to integrate adventure elements into your tour
Venue: Functions room 2-4, 3rd Floor

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.

Speaker:
Dan Moore, CEO, Pandion Consulting & Facilitation

Authenticity workshop:
Venue: Functions room 2-4, 3rd Floor

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.
Led by
Dan Moore, CEO, Pandion Consulting & Facilitation

Supported by
• Laura Raymond, Facilitator, Pandion Consulting & Facilitation
• Ian Ord, Founder, Where Walksides End

Objectives of workshop:
- To develop a deeper understanding of how to create ‘authenticity’ from the perspective of adventure tourists
- To identify examples of how to add ‘authentic elements’ to your adventure tours
- To create an action plan for integrating authentic elements to your adventure tours

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<td>Activity 1: What’s local? Creating a list of resources for my tours.</td>
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<td>1445-1515</td>
<td>Activity 2: Create an authentic and an in-authentic tour of this room.</td>
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<td>1515-1545</td>
<td>Activity 3: Give the tour to a neighbour</td>
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<td>1545-1600</td>
<td>Activity 4: Create a list of three actions to add local elements to your tours</td>
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1600-1630 Networking Coffee Break hosted by Tourism Malaysia

1630-1700 Wrap up with Key Takeaways
Natasha Martin, Adventure Tourism Expert
Paul Pruangkarn, Director-Communications and External Affairs, PATA

1700-1715 Word of Thanks

1730 Depart for Welcome Dinner hosted by Tourism Malaysia

1830-2100 Welcome Reception hosted by Tourism Malaysia
Venue: Marriott Hotel, Kota Kinabalu

***End of Conference day***
Friday, February 14

Unless otherwise listed, all Travel Mart sessions & functions will take place at the Grand Ballroom or function room in Magellan Sutera Resort.

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

0930-1220  Travel Mart Appointment Sessions  
Venue: Grand Ballroom 2-3

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<th>Time</th>
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1030-1050  Networking Coffee Break hosted by Tourism Malaysia  
Venue: Foyer of Grand Ballroom

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1220-1400  Delegate Lunch hosted by Sarawak Tourism Board  
Venue: Grand Ballroom 1

1400-1650  Travel Mart Appointment Sessions  
Venue: Grand Ballroom 2-3

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<th>Time</th>
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1530-1550  Networking Coffee Break hosted by Tourism Malaysia  
Venue: Foyer of Grand Ballroom

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1800-2030  Dinner Reception hosted by Sabah Tourism Board  
Venue: Pacific Garden, The Pacific Sutera Hotel

Saturday, February 15

0800-1230  Departure and Self-paying post tour