

# PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2019

February 13-15, Ganga Resort | Rishikesh, Uttarakhand, India

'Rejuvenate Your Soul Through Travel'

## Wednesday, February 13

As of Feb 12

0800-1700 Delegate arrival/registration

Venue: Ganga Resort

0800-1230 Complimentary Half Day Tour

Note: Pick up from Ganga Resort & Drop off: All official Hotels

0800-1230 [River Rafting – Shivpuri to Shivanand Jhula \(Ram Jhula\) – 16 kms](#)

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OR

0900-1230 [Heritage walk to the Beatles Ashram](#)

The walk will start from Shivanand Jhula (Ram Jhula) to Beatles Ashram and back to Shivanand Jhula.

**Shivanand Jhula (Ram Jhula)** is an iron suspension bridge across the river Ganges, this bridge was built in the year 1986 and it is one of the iconic landmarks of Rishikesh.

**Beatles Ashram** also known as Chaurasi Kutia, during 1960s and 1970s as the International Academy of Meditation, it was the training centre for students of Maharishi Mahesh Yogi, who devised the Transcendental Meditation Technique. The Ashram gained International attention between February and April 1968 when the rock band the Beatles studied Meditation there along with celebrities such as Donovan, Mia Farrow and Mike Love.

1800-1830 Experience Ganga Aarti

*The Ganga Aarti is one of the most beautiful experiences in India. The spiritually uplifting ceremony is performed daily to honour the River Goddess Ganga. The aarti ritual is of high religious significance. Fire is used as an offering to the river.*

Venue: In front of Ganga River near Ganga Resort Hotel

1830 Dinner hosted by Uttarakhand Tourism Development Board (UTDB)

Venue: Nagar Palika Hall



**Thursday, February 14**

*All conference sessions will take place at the conference tent, except the Breakout 2 at the Auditorium, Ganga Resort.*

Tourism has the power to rejuvenate and to transform. Rishikesh is host to many rejuvenating tourism products - yoga, wellness, food, adventure. But in the age of overtourism and mass tourism, rejuvenation does not necessarily happen organically. It is the results of careful planning by destinations thoughtful experience design by tour operators and mindfulness by tourists. Our conference programs explore the themes of niche tourism, especially those unique to Rishikesh.

- 0850-0855      Master of Ceremonies welcomes delegates**
- 0855-1010      Opening Session**
  - 0855-0900      Welcoming Cultural Performance (by the group of artists)**
  - 0900-0910      MC invites dignitaries on the stage for lamp lighting, follow with Lamp Lighting Ceremony**
  - 0910-0920      Welcome Address & Presentation by Shri Dilip Jawalkar, IAS, Secretary Tourism, Religious Affairs and Culture Department, Government of Uttarakhand**
  - 0920-0940      Presentation by Shri Suman Billa, Joint Secretary, Ministry of Tourism, Government of India**
  - 0940-0945      Inaugural Address by Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand**
  - 0945-0955      Address by Shri Yogendra Tripathi, IAS, Secretary, Ministry of Tourism, Government of India**
  - 0955-1005      Address by Shri Satpal Maharaj, Honorable Minister of Tourism, Uttarakhand**
  - 1005-1010      Cultural Performance**
- 1010-1040      Keynote: Rejuvenating Your Soul Through Travel**

Paul Brady will open the conference by focusing on the concept of rejuvenation in travel - and how that plays out specifically in the wellness niche. Paul'll share the way different tourism actors are integrating wellness into their core offerings, how wellness brands are entering the tourism space and discuss the underlying shift taking place in consumer preferences to drive all this demand.

(Session format: presentation)

**Speaker:**  
Mr. Paul Brady, Editorial Strategist, Skift, USA
- 1040-1055      Interlude: Storytelling to Sell Travel on Instagram**

A summary of the top tips for operators and destinations using Instagram as a business development tool.



**Speaker:**

Mr. Ajay Jain, Speaker, Writer and Owner, Kunzum Travel Cafe, India

Ten action-oriented tips on how to use Instagram as tool for your business.

**1055-1110 Networking Coffee Break hosted by Uttarakhand Tourism Development Board**

**Venue:** Nagar Palika Hall

**1110-1135 Session 1: Using sustainability to future-proof our destination**

If we are serious about ensuring that our tourism assets can be enjoyed by the next generation and that tourism be a profitable business for the next generation - our industry needs to adopt sustainable practices. In India, especially, we have a need to work collaboratively with media, government, and non-profit sector. Tourism is a tool to help us achieve our goals - but we rarely have those goals in mind when we are developing tourism. Apoorva takes a step back, looks at our goals for tourism in an Indian context and makes a call for collaboration and sustainability.

(Session format: Presentation and discussion)

**Speaker:**

Mr. Apoorva Prasad, Editor-in-Chief and Founder, The Outdoor Journal, Luxemburg

**1135-1220 Breakout Session 1: Trends to India**

India holds a special place in the imagination of both adventure and wellness travellers – but who are these travellers? Where do they come from? What do they value? What are their motivations? What experiences are they seeking out? Which ones are they willing to pay for? Our expert panel will shed light on the trends to India from the unique perspectives of an OTA and a luxury travel designer.

(Session format: discussion, Q&A)

**Moderator:** Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand

**Panelists:**

- Ms. Mariellen Ward, Digital Storyteller, Content Marketer, Traveller, Breathedreamgo, India
- Capt. Swadesh Kumar, President, Adventure Tour Operators Association of India (ATOAI), India
- Mr. Mohan Narayanaswamy, Managing Director, Travel Scope, India

**Breakout Session 2: Creating Experiences that are Regenerative**

**Venue: Auditorium**

This panel discussion will look at product development strategies for the niche sectors such as culinary, adventure and yoga. Who are the main target markets for these niches? What do they look for in their tourism experiences? How can operators create compelling itineraries and experiences that delight and create meaning to their guests?

(Session format: discussion, Q&A)

**Moderator:** Mr. Ajay Jain, Speaker, Writer and Owner, Kunzum Travel Cafe, India

**Panelists:**

- Mr. Trevor Jonas Benson, Director of Food Tourism Innovation, Culinary Tourism Alliance, Canada



- Ms. Vivienne Tang, Founder, Destination Deluxe, Hong Kong SAR
- Mr. Rajeev Tewari, CEO, Garhwal Himalayan Explorations Pvt. Ltd, India

**1220-1340 Networking Lunch hosted by Uttarakhand Tourism Development Board**

Venue: Nagar Palika Hall

**1340-1425 Session 2: Marketing to the New Adventure Travellers**

Research shows that travellers choose adventure travel more for the mental health benefits than for the adrenaline or risks. In 2017, 145 Million Chinese people went on an international trip and 28 million Indians crossed their national border. This session will look at adventure tourists from India and China – their profiles, their preferences in terms of product and destinations and what marketing works.

(Session format: Presentations and Q&A)

**Speakers:**

- Ms. Choy Teh, Account Manager – Media Relation Asia, Bannikin Asia, Hong Kong SAR
- Mr. Rohan Prakash, CEO, Trip 360, India

**1425-1445 Pop Quiz**

**Conducted by:**

- Mr. Mandip Singh Soin, Founder & Managing Director, IbeX Expeditions Pvt Ltd, India
- Ms. Melissa Burckhardt, Director – Membership Relations, PATA, Thailand

**1445-1530 Session 3: Tourism as a Tool for Rejuvenation**

This panel examines the benefits that tourism brings to a destination - from conservation, cultural heritage preservation and revitalising the city. Each panellist will present a brief case study of how a tourism project has led directly to benefits and provide a few key pointers for stakeholders looking to recreate those successes in their own work.

(Session format: Discussion and Q&A)

**Moderator:** Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand

**Panelists:**

- Mr. Trevor Jonas Benson, Director of Food Tourism Innovation, Culinary Tourism Alliance, Canada
- Ms. Shradha Shrestha, Manager-Brand Promotion and Corporate Marketing, Nepal Tourism Board, Nepal
- Ms. Moe Moe Lwin, Director and Vice Chairperson, Yangon Heritage Trust, Myanmar

**1530-1600 Networking Coffee Break hosted by Uttarakhand Tourism Development Board**

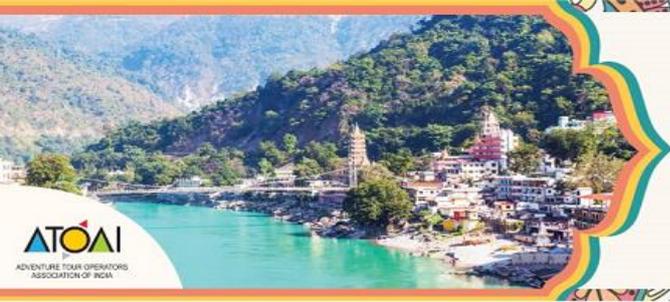
Venue: Nagar Palika Hall

**1600-1615 Interlude: A Special Story of Indian Rejuvenation**

**Speaker:**

Ms. Yosha Gupta, Founder, Meraki, Hong Kong SAR

**1615-1640 Closing Keynote: Sustaining our Souls: Vision-Driven Leadership in Adventure Tourism**



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'Rejuvenate Your Soul Through Travel'



Robin will talk about her journey to becoming president of Journeys International - and taking on leadership roles at her company, in her industry, in her community and in the places her guests travel to. She'll talk about mistakes she's witnessed, and

successes she's seen from within the adventure industry. She'll share examples of tourism leaders making change on a global scale, and how we can all work towards ensuring tourism growth is a force for good.

**Speaker:**

Mrs. Robin Weber Pollak, President, Journeys International, USA

**1640-1650 Thank you and close**

**1830-2030 Welcome Dinner Reception hosted by Ministry of Tourism, Government of India**  
Venue: Hotel Aloha

## Friday, February 15 (Travel Mart Day)

**0915-0930 Travel Mart Opening Ceremony**  
Venue: Exhibition area, Ganga Resort

**0930-1220 Travel Mart Appointment Sessions**  
Venue: Exhibition Area, Ganga Resort

0930-0945	Appointment 1	1000-1015	Appointment 3
0945-1000	Appointment 2	1015-1030	Appointment 4

**1030-1050 Networking Coffee Break hosted by Uttarakhand Tourism Development Board**  
Venue: Nagar Palika Hall

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: Auditorium, Ganga Resort

**1230-1400 Delegate Lunch hosted by Uttarakhand Tourism Development Board**  
Venue: Nagar Palika Hall

**1400-1650 Travel Mart Appointment Sessions**

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 Uttarakhand Tourism Development Board**  
Venue: Nagar Palika Hall



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

**1830-2030** Dinner Reception hosted by Hotels & Restaurants Association of Uttarakhand  
Venue: Hotel Aloha

**Saturday, February 16**  
Departure and Post Tour

**0800-1230** Complimentary Half Day Tour  
*Note: Pick up / Drop off: Official Hotels*

**0800-1230** [River Rafting – Shivpuri to Shivanand Jhula \(Ram Jhula\) – 16 kms](#)  
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