



PATA New Tourism Frontiers Forum 2015

"Ecotourism - Transcending Climate Change"

November 25-27
The Oriental Hotel
Legazpi, Albay, Philippines

PATA New Tourism Frontiers Forum 2015, generously hosted by the Provincial Government of Albay, will be held from November 25-27 at the Oriental Hotel Legazpi, in Albay, Philippines. The two-day programme will consist of a one day conference, networking events and one-day Technical Tour and Tourism Marketing Treasure Hunt.

The Forum brings together tourism professionals to share their insights and experiences in marketing and managing tourism growth at a national level to lesser-known corners of the destination, thus ensuring the responsible growth and development of travel and tourism in a sustainable manner. Local communities will economically benefit through the dispersion of tourists to these new frontiers.

Albay is a province of the Philippines located in the Bicol Region in southeastern Luzon Island. The capital of the province is Legazpi City, the regional administrative center of the region, which is located in the southern foothill of Mayon Volcano, the symbol most associated with the province.

Albay is a United Nations Global Model for Disaster Risk Reduction and Climate Change Adaptation. It is ranked among the 1st Class Provinces of the country and among the fastest growing tourist destination in 2013 with a 66 percent growth.



Supported by



Wednesday, November 25, 2015

0900-1700 Delegate arrival and registration
Venue: Hotel Lobby, The Oriental Legazpi

1830-2100 Dinner hosted by Tourism Promotion Board, The Philippines
Venue: TBC

Thursday, November 26, 2015

0800-1700 Technical Tour and Tourism Marketing Treasure Hunt
Learn the tricks of the trade on how to market emerging destinations. For this one-day field session, delegates will be challenged to explore and discovering the hidden 'gems' of a location, while immersing with the unique culture, geography, and people that form the region of Bicol. Leverage digital tools to identify, collect, and promote your new-found travel 'treasures'. This on-the-ground activity is a prerequisite to the next day's engagement session on "Interactive Marketing – A Treasure Hunt". Breakout teams of delegates will be taken along an action-packed journey that consists of:



Lignon Hill - A place for hiking, climbing, zip line, rappelling, hanging bridge walking, Japanese tunneling and lava watching. It offers a 360-degree view of the Mayon Volcano and excellent views of the city, especially at night. Visitors are encouraged to walk from the foot to the top of the hill – but do wear comfortable shoes.

Legazpi Boulevard - A long stretch of road that interlinks five barangays of Bicol namely Rizal, Victory Village, Dap-dap, Puro and Lamba. It offers very good views of the Mayon Volcano and the Kapuntukan Hill.

Mayon ATV Adventure and Mayon Lava Watching – A one-of-a-kind adventure that includes a 9-km, 45-minute ride going to the lava field below Mayon volcano from the foot of the Lignon Hill.

Cagsawa Ruins – Remnants of an 18th Century Franciscan church. Today, only the church tower remains. This is a memorial ground for the 2,000 former inhabitants and a reminder of the resilience of the Bicolanos to the challenges that nature brings.

Daraga Church – After Cagsawa Church was destroyed by Mayon's eruption in 1814, the Daraga Church became the main parish church of Cagsawa. The original façade and bell tower still remain today. The design of the Daraga Church is described as a blend of the Renaissance Gothic and Mexican Baroque architectural styles. The Daraga Church was declared a National Culture Treasure in 2007.

1830-2100 Welcome Dinner hosted by Provincial Government of Albay
Venue: Albay Astrodome, Legazpi City

Friday, November 27, 2015

0825-0830 MC welcome delegates
Mr. Andrew Jones, Guardian of Sanctuary Resorts and Vice Chairman of PATA

0830-0845 Opening address: "Successful Destination Marketing Campaign – Trend in this digital economy"
Mr. Ramon R. Jimenez, Secretary, Philippine Department of Tourism

0845-0900 Welcoming remarks: Inspiration on New Tourism Frontiers Forum
Mr. Mario Hardy, CEO, PATA

0900-0920 Keynote: Climate Change Mitigation and the Role of Tourism
Tourism can be both a victim and contributor to climate change. This keynote explores the complexities of this issue and suggests actions that can be taken to mitigate the potential negative impacts of tourism activities.
Mr. Sabin Basnyat, Regional Coordinator on Resource Efficiency for the Asia and the Pacific Region, UNEP

0920-1020 Session 1: Marine Tourism & the Implications for Water-Reliant Operations
Marine tourism can create a powerful economic incentive for conservation, but the industry itself can sometimes lead to detrimental impacts if improperly managed. This session brings together leading organisations at the forefront of marine conservation that work directly with local stakeholders to discuss the challenges of this rapidly-growing sector and ensure best-practice conducts by all parties.

Moderator: TBA

- *Ms. Chloe Harvey, International Coordinator, Green Fins/Reef World Foundation*
- *Ms. Maeve Nightingale, Manager, Capacity Development, Mangroves for the Future, International Union for Conservation of Nature (IUCN) Asia Regional Office, Ecosystems & Livelihoods Group*
- *Mr. Andy Cornish, Global Shark Programme Leader, WWF International*

1020-1040 **Networking Coffee Break**

1040-1100 **Session 2: Special Keynote Address: Global Adventure Travel Trends**

With its fast global acceptance, adventure tourism is evolving into a mainstream travel option. This session examines the latest adventure travel innovations while touching upon responsible management approaches to maintain the sustainability of the natural resources which are the bread and butter of this tourism sector.

1100-1200 **Session 3: ASEAN for Adventure: Where the Boundaries are Endless**

The ten Southeast Asian nations collectively form a highly desirable tourism destination with a strong potential for adventure-filled itineraries that showcase the diversity of its landscapes and its people. In light of the forthcoming AEC, this panel highlights the opportunities for soft adventure travel in the region – from cycling tours to unique cultural experiences – through speakers whose expertise lies in connecting travellers to their journeys of a lifetime.

Moderator: TBC

- **Mr. Sylvain Gianni**, General Manager, Asiaventure Services
- **Mr. Willem Niemeijer**, Founder & CEO, Khiri Travel Co., Ltd.
- **Mr. Struan Robertson**, CEO, SpiceRoads Cycle Tours

1200-1330 **Networking Lunch**

1330-1445 **Session 4: Interactive Breakout Sessions**

Breakout 1: Crisis Management & Risk Reduction for New Destinations

Tourism is one of the most important sources of income for an economy, but the impact of disastrous events on tourist destinations are inescapable and can be profound. Learn from international experts on how to develop measures, plans, and manuals to prepare for when emergency strikes in your emerging destination, in the context of climate disasters such as earthquakes and floods.

Moderator: **Mr. Andrew Jones**, Guardian of Sanctuary Resorts and Vice Chairman of PATA

- **Mr. Lucas M. Nunag**, Owner, Amarella Resort and Chairman of Bohol Provincial Tourism Council
- **Mr. Masato Takamatsu**, Managing Director & Chief Research Officer, Japan Tourism Marketing Co.
- UNISDR (TBC)

Breakout 2: The Power of Ecotourism: Best Practices & Models for Implementation

Ecotourism is among the fastest growing sectors of the tourism industry worldwide. Its concept - that tourism can and should benefit the environment and host communities - have gone mainstream, reaching out to the wider market such as hotels chains and beach resorts. In this session, speakers discuss the principles and good practices of eco-tourism including the means to apply them through case studies that illustrate both successes and failures.

Moderator: **Mr. Mario Hardy**, CEO, PATA

- **Mr. Masaru Takayama**, Founding Chair, Asian Ecotourism Network
- **Mr. Jon Nathan Denight**, General Manager, Guam Visitors Bureau
- **Mr. Al Linsangan III**, Executive Director, The Coron Initiative and Director, Society for Sustainable Tourism & Development Inc.

1445-1505 **Networking Coffee Break**

1505-1630 **Session 5: Interactive Marketing – A Treasure Hunt**

Destination marketing has changed. This session explores how to make get your destination discovered in the dynamic world of digital, mobile and new travel behaviour. Using tools and insights gained from the previous day's Technical Tour and Treasure Hunt, this unique exercise engages delegates and panellists together in exploring creative approaches to marketing Legazpi as an emerging destination.

Moderator: **Mr. Damian Cook**, Founder & Managing Director - E-Tourism Frontiers

- **Ms. Lisa Pagotto**, Founder, Crooked Compass & Railbookers
- **Ms. Sarah Mathews**, Head of Destination Marketing - APAC, TripAdvisor

1630-1700 **Closing Address: Ecotourism – Transcending Climate Change**
Mr Joey Sarte Salceda, Governor - Provincial Government of Albay

1900-2130 **Dinner hosted by Tourism Promotions Board, The Philippines**

Venue: The Oriental Legazpi

UNEP Awards Presentation during the dinner (to be finalized)

End of Programme

Conference Venue



The Oriental Legazpi

Taysan Hill, Sto. Niño Village, Legazpi City, Albay, 4500, Philippines

Perched above Taysan Hill is The Oriental Legazpi in Albay, Philippines. The serene and exceedingly intimate destination hotel — owned by renowned real estate company LKY Group — offers the best views of Mayon Volcano from its infinity pool deck and each room's balcony.

The ambience is welcoming and laced with quiet sophistication, beginning from the expansive glass windows and skylight ceilings in the lobby that light up the space. Similarly, the accommodations awaiting guests are contemporary and airy, and come replete with all comforts of urban living. Its 4-star facilities are equally impressive: 2 ballrooms, restaurant, limousine service, and Wi-Fi Internet access.

Convenient services, such as tour assistance, airport transfers, and valet parking are available, too. Indeed, with these amenities, coupled with accessible location and proximity to key attractions, there's no doubt The Oriental Legazpi, winner of the 2013 TripAdvisor Certificate of Excellence, is one of the best in the area.

Accommodation



Pepperland Hotel

Airport Road, Legazpi City, Albay

Pepperland Hotel is located along the Airport Road of Legazpi City, the heart of business and pleasure in Albay. Pepperland Hotel offers upscale accommodations @ the most reasonable price with full amenities of fine dining restaurants, coffee shop and the well-known night life center in Legazpi City.



Hotel St. Ellis

Rizal St. Legazpi City, Albay

A Modern day interpretation of timeless elegance, Hotel St. Ellis is a posh hotel located at the heart of Legazpi City's vibrant downtown, along Rizal St., just a short three kilometer drive from the airport. Business Establishments, Shopping Malls, places of worship and Embarcadero, the premiere waterfront mall In Bicol, are all within walking distance.



Hotel Venezia, Renaissance Gardens Legazpi City

Renaissance Subdivision, Capt. F. Aquende Drive Legazpi City

While strategically located near the Legazpi City airport in Albay, Philippines, Hotel Venezia is also nearby the majestic Mayon Volcano and the wonders of nature. Combining the beautiful surroundings with the warmth of home and the modern conveniences of a business hotel, this 40-room boutique hotel delivers the promise of efficiency, discreet service, and easy relaxation for guests.

*Hotel booking form is now available [here](#).

Getting to Legazpi

The most convenient way to arrive in Legazpi is travelling by air. There are 2 major airlines operating daily flights to and from Legazpi City Airport, Cebu Pacific Airlines and Philippine Airlines. These 2 airlines offer promo fares from time to time on their website which make air travel more affordable. Flying time between Manila and Legazpi is approximately 55 minutes to one hour, same as Cebu and Legazpi.

MANILA - LEGAZPI	ETD	ETA
Daily	5:10 AM	6:15 AM
Tuesday / Saturday	7:20 AM	8:20 AM
Mon / Wed / Thurs / Fri / Sun	8:10 AM	9:10 AM
Daily	10:30 AM	11:35 AM
Saturday	11:10 AM	12:15 PM
Daily	12:45 PM	1:50 PM
Daily	12:50 PM	1:55 PM

LEGAZPI - MANILA	ETD	ETA
Tues / Thurs / Sat	6:50 AM	7:55 AM
Mon / Wed / Fri / Sun	6:55 AM	8:00 AM
Tuesday / Saturday	9:00 AM	10:00 AM
Mon / Wed / Thurs / Fri / Sun	9:50 AM	10:50 AM
Daily	12:15 PM	1:20 PM
Saturday	12:55 PM	2:00 PM
Daily	2:30 PM	3:30 PM
Daily	2:35 PM	3:35 PM

Airport Transfers

Complimentary airport transfers in Legazpi will be provided to all registered delegates.

Attractions in Legazpi and Albay



Mayon Volcano

Mayon Volcano rises 2,462 m (8,189 ft) above the Bicol Region of the Philippines and has a base circumference of 62.8km (40mi). It is a stratovolcano known for its almost perfect symmetrical triangle shape. It is commonly referred to as one of the natural wonders of the world.



Cagsawa Ruins

Cagsawa Ruins (also spelled as Kagsawa or Cagsaua) is the remnant of an 18th-century Franciscan church, the Cagsawa church. It was built in 1724, but was destroyed by the eruption of the Mayon Volcano in 1814. It is located in Barangay Busay, Cagsawa, in the municipality of Daraga, Albay, Philippines.



Lignon Hill Nature Park

The new Lignon Hill Nature Park promises to be the city's best destination offering sights and activities for all types of visitors. For sightseers, a panoramic 360 degree view of Legazpi City, Daraga, Albay and Mayon Volcano awaits at the viewdeck. A landscaped promenade as well as restaurants and shops also cater to guests.



Our Lady of the Gate Parish Church

The church is known for its Churrigueresque architectural style in its façade, a fine example of Baroque architecture. The façade and its walls are made out of volcanic rocks, which are rich in the area. The white façade is the result of a coating of lime for protection from deterioration.



Embarcadero de Legazpi

The Embarcadero is a major waterfront development located at the harbor area of Legazpi City adjacent to the alluring Kapuntukan Hill.



Legazpi Boulevard / Sleeping Lion Hill

The Legazpi Boulevard is a coastal road network extending from the city's central business district and port area to the southern barangays. It offers view of Mount Mayon, Sleeping Lion Hill and the Albay Gulf and Pacific Ocean.



ATV ride and Mayon Lava Watching

A 9-kilometer and 45-minute ride going to the Lava Front of Mayon Volcano from the foot of Lignon Hill crossing small rivers and rocky areas of the galley. Upon reaching the lava front, you will get to see the lava that came out of the volcano during its several eruptions which already turned into volcanic rocks. This is truly a one of a kind adventure that one should never miss when visiting Legazpi.



Colonial Houses in Camalig

Colonial Houses in Camalig Albay offers tourists our rich cultural heritage. A walk through these streets is like a trip back to the glorious era when the colonial culture and arts flourished in the region.



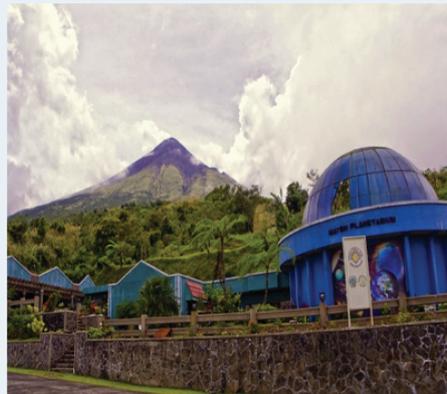
Hoyop Hoyopan Cave in Camalig

Hoyop hoyopan cave is located in Camalig, Albay. Hidden within the mountain jungle, the cave has numerous entrances and exits that make it like a labyrinth. It has multiple passages that vary from 2-10 meters in diameter. The passages are interconnected leading to many different open pockets that serve as shelter and protection from outside dangers.



Misibis Bay

Tucked away in the lush province of Albay, known for the perfectly shaped Mayon Volcano, a breathtaking tropical paradise awaits those who seek luxury, tranquility and adventure. Misibis Bay is a private island resort where ultimate luxury and exhilarating adventures come together.



Mayon Skyline and Planetarium

Tourists are making a beeline for a view of the Mayon Skyline in Tabaco, Albay as temperatures dip and fog envelopes the scene. The Mayon Skyline is located 2,500 feet above sea level. There's a scenic road going up the Mayon skyline where one finds unique flora and marvelous views as Mayon looks down upon the land she shapes thru the centuries.



Whaleshark Interaction in Donsol Sorsogon

A must – do activity for tourists especially for adventurers! Whale sharks converge in the Donsol bay and stay for 6 months feeding on the rich nutrients coming out of the mouth of the Donsol river. With simple snorkelling equipment, you will be awestricken by the grandeur of these animals.



Balsa Ride in Sumlang Lake Camalig Albay

An addition to Camalig's rich cultural heritage is a lake about 9 hectares that boasts of Albay's pride, Mayon Volcano. Tourists flock to enjoy the Balsa Ride while enjoying one of Albay's major product, Abaca. Tourists enjoy the rural scenery of coconut, banana and fruit tree plantations; rice fields; water lilies; swimming ducks; grazing cows and occasional, roosting cattle egrets; all with postcard-pretty Mayon Volcano as a backdrop. The lake is also an ideal spot for fishing as carp, tilapia and dalag (mudfish) abound.



Quitinday GreenHills Formation Camalig Albay

Albay's version of Bohol's Chocolate Hills is found in Quitinday Camalig, Albay known as the Green Hills Formation. The hills straddle an area stretching from the third district to the second district of Albay. The hills are not as conical and symmetrical like in Bohol, but remarkably similar in appearance. These hills are a natural attraction and potential tourist destination in Albay.

Top 5 Must Do's in the Province

- 1** Explore the breathtaking Tourist Attractions and celebrate life through their festivals.
- 2** Be an audacious explorer by trying adventure activities such as Lignon Hill's zipline, kapit tuko trail (lizard grip trail), Embarcadero's Zipline & All Terrain Vehicle Ride, and many more.
- 3** Get up close and personal with Mayon Volcano by hiking with tour guides or by using an All Terrain Vehicle (ATV) for Mayon Lava watching.
- 4** Embark in a gastronomic journey by sampling the best cuisines in Albay Culinaria.
- 5** Shop till you drop at Pasalubong centers for authentic Albayano souvenirs.

Pre/Post Tour Programmes

Pre/Post tour programmes are available now.

Swim with the Whale Sharks

Time: 0700-1800 hrs.
 Cost: USD 120 (PHP 5,000) per person
 Tour will run with a minimum of 4 persons.
 Duration: 11 hours
 Pick-up time at the hotel lobby at 0700H
 Expected arrival time at the hotel will be at 1800H

Inclusions - Transfers, boat services, guide services, snorkeling equipment, registration fees, lunch, snacks, and refreshments

*Prior reservation is required for both tours
 USD 1 = PHP 42 as of July 2015

Day Tour at Misibis Bay

Time: 0800-1700 hrs.
 Cost: USD 35 / adult, USD 20 / kid (Weekdays)
 USD 40 / adult, USD 25/ kid (Weekends)

Inclusions - Shuttle service, pool, beach, towels, shower areas

Misibis Bay tickets available for sale until November 27, 2015
 For Terms and Conditions, click [here](#).

Registration Fees

Delegate Category	International	Local
Member	199USD	159USD
Chapter-member	299USD	239USD
Non-member	499USD	399USD
PATA-Life member	Complimentary registration	
University student	Complimentary registration with proof of ID card	
Media	By invitation only	

Register now for the DISCOUNTED rates.

Register now at [Eventjoy](#) and download the [Eventjoy app](#).



Visa and Entry Information

Starting August 1, 2013, nationals from 151 countries may enter the Philippines without a visa and stay for a maximum of thirty (30) days, provided they are holders of a passport valid at least six (6) months beyond the period of stay in the Philippines, and present a return or outward bound ticket to their country of origin or to a next country of destination.

Pursuant to the Bureau of Immigration's Memorandum Circular No. RADJR-2013-006.

For the list of 151 countries, please click [here](#).

The above information is from <http://www.tourism.gov.ph>.

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