

# PATA Annual Summit 2017

Negombo, Sri Lanka

Conference Programme for May 19

**DISRUPTION. INNOVATION. TRANSFORMATION. THE FUTURE OF TOURISM**

(Final)

Overview: In the next 15 years, international travel will double from one billion to two billion travellers. That growth, while impressive, will not be equally distributed around the world. There will be winners and there will be losers. Winners will be the leaders of destinations and operators that not only invest in tourism, but also seek to better understand the key motivators that will drive travellers of the future. Winners will also be those destinations and tourism experiences that manage growth responsibly, carefully cultivating their experiences and ensuring their own sustainability.

The good news is that the playing field has been levelled. The marketing and media channels required to reach travellers—formerly the purview of the big and well-funded - have disrupted, levelling the playing field for even the smallest of operators and destinations. This provides the opportunity for every operator or destination to engage their communities and stakeholders, understand their unique strengths and apply them to attract a specific target audience. Those who embrace technology and content alongside a profound understanding of the new traveller will be rewarded with a disproportionate share of tourism revenue growth.

It is in this spirit that the PAS 2017 conference and PATA/UNWTO Forum brings travel's most innovative thinkers and leaders together to connect, share and move travel forward. Hear fresh ideas, discover market-changing innovations and learn from industry luminaries on destination growth management, the sharing economy and its impact, traditional versus digital marketing approaches, consumer habits of future travellers and more.

## 0900 – 0945

**Master of Ceremonies:** Mr. Paul Pruangkarn, Director-Communications & Marketing, PATA

**0900-0910**      **Opening ceremony “Lamp Lighting”**

**0910-0920**      **Welcome Address**

Hon. John Amaratunga, Minister of Tourism, Lands and Christian Religious Affairs, Sri Lanka

**0920-0940**      **Opening Addresses**

Mr. Paddy Withana , Chairman, Sri Lanka Tourism Promotion Bureau, Sri Lanka

Mr. Andrew Jones, Chairman, Pacific Asia Travel Association (PATA)

**0940-0945**      **Opening Remarks**

Dr. Taleb Rifai, Secretary General, World Tourism Organization (UNWTO)

## 0945 - 1030

**Opening Keynote: Managing Disruption through Innovation**

The keynote speaker will highlight the disruptive trends currently happening in the industry, and share their ideas and thoughts on how destinations, airlines, hotel companies, tour operators and attractions can begin to transform their operations and broader engagement to better compete and grow more sustainably.

*Format: Presentation*

Keynote Speaker: Mr. Rafat Ali, Founder & CEO, Skift, USA

**1030 – 1050    Hosted Networking Break**

**1050 – 1210**

**Session One: The Transformation of Marketing**

In Asia Pacific where a gap in digital skills and maturity across the region remains, it can be difficult to make a business case for digital marketing. However, we can no longer ignore the fact that digital has transformed the travel industry. This session explores how online and technology trends – from social media to peer recommendations to big data personalisation to virtual reality - are changing how travel consumers navigate the path to purchase and the implications for destination marketing boards and their industry partners

*Format: 10-minute presentations from each panellist, followed by moderated panel discussion*

Moderator: Mr. Vijay Poonoosamy,  
Vice President, International Affairs, Office of the President & CEO, Etihad Airways, Abu Dhabi

**Panellists:**

Mr. Jeremy Jauncey, Founder, Chief Executive Officer, Beautiful Destinations, USA  
Mr. Joe Nguyen, Senior Vice President, Asia Pacific, comScore, Singapore  
Ms. Sarah Mathews, Head of Destination Marketing APAC, TripAdvisor, Hong Kong SAR  
Mr. Jesse Desjardins, Global Manager, Social & Content, Marketing, Tourism Australia, Australia

**1210 – 1240**

**Session Two: Research Innovation**

Drawing on insights and trends around branding, marketing and stakeholder engagement, this presentation will demonstrate how destinations and travel and tourism companies can better navigate disruption and innovate their products and services.

*Format: 15-minute presentation from speaker followed by one on one interview*

Speaker: Mr. Joseph Naaman, Senior Executive Advisor – Global Advisory Council, Skylight Intelligence, USA  
Interviewer: Mr. Oliver Martin, Partner, Twenty31 Consulting Inc., Canada

**1240-1400    Hosted Lunch**

Venue: The Kitchen Restaurant, Ground Floor, Jetwing Blue

**1400 – 1500**

**Session Three: Disrupting the Travel Industry**

The growth of disintermediation in the travel industry over the last few years has been dramatic. The Internet has allowed even any individual or local community to create content and services and market to travellers worldwide. So are travel agents a thing of the past? This session will discuss the new role of online intermediaries as curators of experiences and outline the future landscape of the travel trade.

*Format: 10-minute presentations from each speaker, followed by moderated panel discussion*

Moderator: Ms. Muna Haddad, Managing Director, Baraka, Jordan

**Panellists:**

Ms. Thao Nguyen, Head of Strategic Partnerships, APAC, Airbnb, Singapore  
Mr. Wong Soon-Hwa, Regional Director APAC, Blacklane, Singapore  
Mr. Andrew Craig, Head of Corporate Communication India, South Asia and Southeast Asia, Visa Worldwide, Singapore

**1500 – 1515 Hosted Networking Break**

**1515 – 1600**

**Session Four: The real future of tourism: Young Tourism Professionals**

With a reputation for being entitled, distracted, and overconfident, millennials' arrival in the workforce is a challenge, but also an opportunity. Known for their technological aptitude and global perspective, millennials bring a unique perspective to the world. For their managers however, there can be a learning curve when it comes to building working relationships and managing millennials in the workplace. The panellists will discuss how to make the most of this unique generation's best qualities.

Moderator: Mr. Andrew Chan, Founder and CEO, ACI HR Solutions, Singapore

Panellists:

Ms. Aleandre Kwan, Philanthropies Asia Program Manager, Microsoft, Singapore

Ms. Ha Lam, Co-founder and COO, Triip.me, Vietnam

Mr. Faez Fadhilillah, CEO and Co-founder, Tripfez, Malaysia (*PATA Face of the Future 2017*)

*Format: 10-minute presentation from moderator followed by moderated panel discussion*

**1600 – 1645**

**Closing Keynote: Embracing Disruption: A Blueprint for the Future of Tourism**

Join Greg Klassen, former Interim CEO and CMO of the Canadian Tourism Commission and Partner with Twenty31 Consulting as he wraps up the day of disruption, innovation and transformation.

*Format: Presentation*

Speaker: Mr. Greg Klassen, Partner, Twenty31, Canada

**1645 – 1700**

**Special unveiling PATA advocacy video**

Rob Holmes will present the new PATA advocacy video produced by GLP Films.

*Format: Presentation*

Speaker: Mr. Rob Holmes, Founder & CEO, GLP Films, USA

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

*(Turn page for UNWTO/PATA ministerial debate agenda)*

# UNWTO/PATA Ministerial Debate

## MAY20

Master of Ceremonies: Mr. Paul Pruangkarn, Director-Communications & Marketing, PATA

### 0900 – 0925 **Welcome Address**

Hon. John Amaratunga, Minister of Tourism, Lands and Christian Religious Affairs, Sri Lanka

Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)

*(Format of both sessions: Moderated debate between public and private representatives)*

### 0930 – 1030 **Session One: The Shift to Recognised Sustainability Leadership in the Travel and Tourism Industry**

As a society and industry, we are grappling with large scale challenges – climate change, over-crowding at tourism sites and the resulting strain on infrastructure and social and economic inequality in many destinations – that require a new type of leadership from truly progressive entities.

However, the return on investment of progressive corporate leadership has been underwhelming. Despite the promise of strong social and environmental performance to drive business value, i.e., enhanced reputation and brand equity, stronger policy influence, deeper travel consumer and shareholder loyalty, increased market share, and greater talent attraction/retention – all too often there have been obstacles between a travel and tourism company's commitments and the promised benefits.

One of the fundamental obstacles to creating more value for the enterprise from its sustainability and CSR strategy is the limited understanding and appreciation a company's customers (i.e., travel consumers) and stakeholders have of these commitments. Without stronger engagement and recognition of a company's commitments, business value remains limited.

This session explores the best approaches to building and nurturing the concept of recognized leadership.

#### **Opening Remarks**

Speaker:

Dr. Taleb Rifai, Secretary General, World Tourism Organization (UNWTO)

Moderator:

Ms. Yogita Limaye, Correspondent & Presenter, BBC News

Panellists:

- Datuk Seri Mirza Mohammad Taiyab  
Director General, Tourism Malaysia, Malaysia
- Mr. Deepak Raj Joshi,  
CEO, Nepal Tourism Board, Nepal
- Mr. Wander Meijer,  
Director Asia Pacific, GlobeScan, Hong Kong SAR
- Mr. Hiran Cooray,  
Chairman, Jetwing Hotels, Sri Lanka

**1030 – 1050 Hosted Networking Break**

**1050 – 1150 Session Two: The Sharing Economy and Travel and Tourism**

The past few years have seen an explosive growth in the businesses that leverage the “sharing economy” such as AirBnB and Uber. This phenomenon has its benefits and drawbacks according to the proponents and opponents of a collaborative lifestyle.

Its advocates think that it provides easy access to a wide range of services that are often of higher quality and more affordable than those provided by traditional business counterparts. Critics, on the other hand, claim that the sharing economy provides unfair competition, reduces job security, avoids taxes and poses a threat to safety, health and disability compliance standards. The response to the sharing economy remains fragmented in most destinations around the world.

Some activities have been regulated at the local level. However, most national governments have not taken an official position so far. With possible legislative measures to be taken, the question becomes one of how destinations and their respective mainstream travel and tourism partners can embrace this disruption and compete and/or partner for mutual benefit.

Speaker:

Mr. Rafat Ali, Founder & CEO, Skift, USA

Moderator:

Ms. Yogita Limaye, Correspondent & Presenter, BBC News

Panellists:

- Hon. John Amaratunga, Minister of Tourism, Lands and Christian Religious Affairs, Sri Lanka
- Mr. Lawrence Leong,  
Former Assistant Chief Executive (International Group), Singapore  
Tourism Board, Singapore
- Ms. Thao Nguyen,  
Head of Strategic Partnerships, APAC, Airbnb, Singapore
- Mr. Erick Stephens,  
Chief Technology Officer-APAC, Microsoft, Singapore

**1200-1220 Signing Ceremony of the Private Sector Commitment to the Global Code of Ethics**  
*(Optional participation)*

**1200-1300 Hosted Lunch**

Venue: The Kitchen Restaurant, Ground Floor, Jetwing Blue

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