Conference
PARTNERSHIPS FOR TOMORROW
April 1st (Wednesday)
Al Hamra International Exhibition and Convention Center

** All conference sessions and luncheons will take place at Al Hamra International Exhibition and Convention Center, unless otherwise stated.

The PATA Annual Summit 2020 brings together a group of people strong in the belief that tourism is one of the best tools to increase peace and understanding among the world's people. Tourism is changing and more people have access to travel beyond their borders - this brings enormous opportunities and enormous challenges. Together, we will look towards the future - with a special eye on partnerships, synergies, solidarity and togetherness. During the event, we will examine the nature of partnerships, game-changing trends, and communities that will shape the future of tourism. A future where tourism remains a positive tool in fuelling sustainable growth and peace around the world.

Sponsored by Amadeus, live murals will be crafted during the event that will portray striking reflections of each conference session.

0850 - 0900  Welcome by Master of Ceremonies
Paul Pruangkarn, Director-Communications and External Affairs, PATA
(A brief call to attention and formal welcome of all participants.)

0900 - 0910  Opening Ceremony (by RAKTDA)

0910 - 0930  Welcome Session by RAKTDA and PATA

Moderator:
● Engy Kiwan, MC and Public Speaker (inviting)

Panellists:
● Raki Philips, CEO, Ras Al Khaimah Tourism Development Authority (RAKTDA), UAE
● Dr. Mario Hardy, Chief Executive Officer, PATA

0930 - 0950  Keynote: Asking More of Our Guests - Palau Pledge
The First Lady of Palau encourages us to form partnerships with our guests to help achieve conservation goals. For the opening keynote, she will share the success behind the innovative Palau Pledge and why all of us should be asking more of the tourists who visit our places.

Keynote Speaker:
First Lady of Palau Debbie M. Remengesau

Format: 20-minute presentation
Leveraging our Cultural Heritage for Tourism Growth

This panel, comprised of senior representatives from major tourism destinations around the world, looks at leveraging cultural heritage to drive tourism growth. The panel will discuss moving away from 'sun and sand' products and narrow branding, to create holistic destinations that share their heritage and culture with guests in a meaningful way.

Format: This session will begin with a 10-minute context presentation from the moderator followed by a 30-minute interactive and engaging moderated panel discussion and audience Q&A.

Understanding Generation Z

Travel marketers are focusing their attention on the next major segment - a generation that grew up with the internet in a post-September 11th world. Where the majority of the group are carrying Indian or Chinese passports - what do they value? How do they book? How will they share their experiences? A research specialist from Visit Europe will provide an introduction to the size of the market and their preferences. She will then lead a panel of experts who share how to reach this segment.

Speaker and Moderator: Lyublena Dimova, Research Manager, European Travel Commission

Panelists:
- Christopher Schrader FRGS, Executive Chairman, 24 Hour Race (inviting)
- Caroline Bremner, Head of Travel Research, Euromonitor International
- Aletheia Tan, Young Tourism Professional, PATA
- Jon Whitby, Head of APAC, World Nomads

Format: This session will begin with a 10-minute context presentation from the moderator followed by a 35-minute interactive and engaging moderated panel discussion and audience Q&A.

Cross-cultural Communities of the Future

How can we build cross-cultural and productive communities in the travel industry? Nicole Smith, the founder of Flytographer, has built a network of photographers across six continents who all cater to the needs of people from different cultures. She shares what she has learned in the process.

Speaker: Nicole Smith, Founder and CEO, Flytographer

Format: 20-minute presentation
Journey of Life: Resurrecting a Lost Tradition

In the early 1900s, an estimated 74,000 men searched the Arabian gulf for pearls, treasured around the world for their beauty. For generations Arabian pearls had built the economy of the Arabian Gulf, with most of the world's pearls coming from its waters. The region depended on those pearls as a major source of income, however by the 1930's other sources of pearls began flooding the market. With the prices of pearls dropping, everything changed and a tradition became part of the past, particularly when oil became everything.

No one spoke of the stories of the last generation, however Abdulla al Suwaidi wanted to hear more about these stories. He began listening to them, asking questions, and began learning how to free dive. Out of the 100 oysters he first began collecting, he would get only one small, tiny pearl, but he found his own treasure.

Today Abdulla al Suwaidi operates the only cultured pearl farm in the Middle East. Partnering with local artists to show the beauty of Arabian pearls, his pearls are used by established and emerging designers worldwide.

Speaker:
Abduilla al Suwaidi, Pearl Diver

Format: 15-minute presentation

1215 - 1400
Lunch hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA)
Venue: Al Hamra International Exhibition and Convention Center

1400 - 1420
The Challenges and Opportunities of Marketing an Emerging Destination

Destinations worldwide are heavily competing with one another to stay ahead of the curve and attract more and more tourists each year. How then can an emerging destination that most people may know very little about compete against those with an established brand identity, vast resources and well-developed infrastructure.

Speaker:
Sevinj Zeynalli, International Market Management Director, Azerbaijan Tourism Board (inviting)

Moderator:
Natasha Martin, Adventure Tourism Expert (inviting)

Format: This session will begin with a 10-minute presentation, followed by a 10-minute fire-side chat and audience Q&A.

1420 - 1500
New Tricks Changing the Old Game

Three established businesses share how they are adapting their model for the future.
- Naud Muller first wanted to fill empty rooms and built a last-minute booking platform - then used that to branch out into facilitating mobile payments across
sectors. He'll share why it was important for him to start with tourism and branch out from there (instead of the other way around, which many apps are doing).

- Solimar International shares how they are adapting experiences at World Heritage Sites for the next generation.
- As part of vision 2030, Saudi Arabia is pursuing a bold new path of tourism development. One key project, the Red Sea Development, is focused on ultimate sustainability - going beyond no impact to having a positive impact on a destination.

Moderator:
Joseph Naaman, Executive Vice President, Strategy, Twenty31 Consulting

Speakers:
- Naudé Muller, Co-Founder and Co-CEO, PayToday
- Chris Seek, CEO, Solimar International
- Olof Atladottir, Director, Destination Management, The Red Sea Development Company

Format: This session will begin with an 8-minute presentation from each speaker on a specific case study in line with the theme, followed by a 16-minute interactive and engaging moderated panel discussion and audience Q&A.

1500 - 1530 Coffee Break

1530 - 1545 My Dream: Everest
Mona Shahab set her sights high, as high as they could possibly go. In 2019, she made her dream a reality by summiting Mount Everest. As an Arab woman, she overcame many obstacles to reach her goal and is dedicated to shifting perceptions of Arab women. She will share her story of climbing Everest, what she learned and why Arab Adventurers should not be underestimated.

Speaker:
Mona Shahab, Mountaineer

Format: 15-minute presentation

1545 - 1605 Challenges and Opportunities of Sustainable Technology Innovation in Asia Pacific Tourism & Hospitality
This session will explore PATA’s Travel Lab Asia project to source technological innovation as part of the solution to the challenges of marrying continued growth with a sustainable and responsible hospitality sector. How can sustainable technologies allow PATA members such as Hilton Hotels meet the challenges and opportunities of the United Nations Sustainable Development Goals? What will be their impact and how can they promote a more sustainable world?

Interviewer:
Graham Harper, Director - Sustainability & Social Responsibility, PATA
Interviewee: Jeannie Kwok, Director, Corporate Responsibility, Hilton

Format: This session will begin with a 5-minute context presentation by the interviewer followed by a 15-minute fire-side chat and audience Q&A.

1605-1625 Closing Keynote:

Speaker: Outstanding speaker to be announced

Format: 20-minute presentation

1625-1635 Wrap up
A conversational session that will share key takeaways from the day.

Speakers:
- Dr. Chris Bottrill, Chairman, PATA
- Dr. Mario Hardy, Chief Executive Officer, PATA

1700-1730 Press Conference

1830-2130 PAS2020 Welcome Dinner Reception and PATA Awards Presentation hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA)

UNWTO/PATA Leaders Debate Overview

The world is seeing dramatic social, political, environmental and economic changes. Despite the volatile, uncertain, complex and ambiguous world, the travel industry remains resilient, demonstrating steady growth across the sector. However, the industry must work together to adapt, evolve and overcome any issues that may arise. The UNWTO/PATA Leaders Debate will discuss what are the greatest challenges the travel and tourism industry faces today in order to create a more responsible and sustainable travel industry for the future.

Debate Format:

Since the United Nations General Assembly adopted the 2030 Agenda for Sustainable Development in 2015, countries and organisations still debate how best to tackle climate change as well as the various economic and social inequalities existing around the world.

The travel and tourism industry itself has a tremendous responsibility towards protecting the environment and local communities that are dependent upon its benefits. As the public and private sectors continue to deliberate the best course of action, we need to first ask ourselves “What is the biggest obstacle for the travel and tourism industry to overcome in achieving sustainability?” Only then can both sectors work in unison to help end poverty, fight inequality and injustice, and solve the damaging effects of climate change.
Two groups will take a position on this very question, with one representative from each side presenting their stance for 10 minutes before the debate.

After each representative makes their pitch, the audience will vote for which team has the better position during coffee break. After the coffee break, the session will move into a moderated debate to defend their position.

At the end of the debate, one representative from each side will make a closing statement for 5 minutes before a final vote.

0900 - 0910 **Welcome Addresses**  
Raki Philips, CEO, Ras Al Khaimah Tourism Development Authority (RAKTDA), UAE

0910 - 0925 **Opening Remarks**  
UNWTO Representative

0925 - 0945 **Opening Position Speeches (10 minutes each side)**  
0930-0940 Government representative  
0940-0950 Government Representative

0945 - 1015 **Networking Break and First Round of Voting**

1015 - 1020 **Topic Remarks**

1020 - 1120 **Moderated Debate**  
**Moderator:**  
Sharanjit Leyl, BBC World News Presenter

**Panellists:**
- Government representative
- Government representative
- Flori-Anne Dela Cruz, PATA Face of the Future 2019 and Board Director, Guam Visitors Bureau
- PATA Face of the Future 2020

1120 - 1130 **Closing Position Speeches (5 minutes each side)**  
1120-1125 Flori-Anne Dela Cruz, PATA Face of the Future 2019 and Board Director, Guam Visitors Bureau  
1125-1130 PATA Face of the Future 2020

1130 **Last Round of Voting**

1130 - 1145 **Closing Remarks**  
Dr. Chris Bottrill, Chairman, PATA

1145 - 1150 **Reveal of Final Votes**

1200 - 1300 **Lunch hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA)**
Venue: Al Hamra International Exhibition and Convention Center

-- End of Debate Programme --