Programme is accurate as of November 8, 2019

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.

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

0900 – 0910 Welcome Ceremony (by RAKTDA)

0910-0920 Welcome address by RAKTDA
Mr. Raki Philips, CEO, Ras Al Khaimah Tourism Development Authority (RAKTDA), UAE

0920-0930 Introduction to “Partnerships for Tomorrow”
Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand
(The CEO of PATA welcomes delegates and introduces the concepts to be explored during the conference.)

0930 - 0950 Keynote: Changing the Narrative
How do you shift the narrative about a destination in the mind of tourists? The opening keynote will shed light on how their organisation included new partnerships and innovative campaigns resulting in a game-changer for the future of their destination. The speaker will share the bold path they decided to take and the results they have seen so far.

0950 – 1030 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.

1030 - 1100 Coffee Break
1100 – 1145 **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 will provide an introduction to the size of the market and their preferences. They will then lead a panel of experts who share how to reach this segment.

1145 – 1205 **Cross-cultural Communities of the Future**
How can we build cross-cultural and productive communities in the travel industry? The speaker will present a case study of their own experience and what they learned in the process.

1205 – 1215 **Interlude** (TBC by RAKTDA)

1215 – 1400 Lunch hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA)

1400 – 1420 **Special Keynote:**

1420 – 1500 **New Tricks Changing the Old Game**
Four established businesses share how they are adapting their model for the future.

1500 – 1515 **Asking More of Our Guests - Palau Pledge**
Learn about the success behind the innovative Palau Pledge and why all of us should be asking more of the tourists who visit our places.

1515 – 1545 Coffee Break

1545 – 1600 **My dream: Everest**
How do you make your dream a reality? What obstacles must you conquer to reach that goal? Hear about the amazing story of how one mountaineer overcame long standing perceptions to reach their goal of climbing Everest and the lessons they learned during that journey.

1600 – 1620 **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?

1620 – 1640 **Closing Keynote: Tourism as a Tool to Meet the SDG**
The ADB has long supported sustainable tourism as a tool to grow economies and create jobs in poor countries. A senior official from ADB will report on why this is so
effective and share how the bank is adapting to the new travel reality through partnerships and projects such as Travel Lab Asia.

1640 – 1700 Wrap up
A conversational session that will share key takeaways from the day.

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
April 2nd (Thursday)

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:

Two groups will take a position on a relevant issue facing the travel and tourism industry. One representative from each side will present their position for 10 minutes before the debate.

After each representative makes their pitch, the audience will vote 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
Mr. 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
940-950 Government representative

0945-1015 Networking Break and First Round of Voting
1015-1020  Topic Remarks

1020-1120  Moderated Debate

Moderator:
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, Guam, USA
- 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, Guam, USA
1125-1130  PATA Face of the Future 2020

1130  Last Round of Voting

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

1145-1150  Reveal of Final Votes

1200-1300  Lunch hosted by Ras Al Khaimah Tourism Development Authority (RAKTDA)

-- End of Debate Programme --