Overview

This forum focuses on the trends facing destinations marketers around the world as they deal with overtourism in some areas, undertourism in others. As tourists become 'temporary locals' no matter where they visit, and technology empowers them more than ever before - destinations need to define what growth means to them and ensure that tourism is truly growing responsibly.

Programme

Wednesday, November 28

0900-1700  Delegate registration
Venue: in front of Premium Lounge on ground floor of Avani Hotel for Nov. 28-29
Venue: in front of Ballroom 3 for Nov. 30

1630-1730  Buang Suang Ceremony
Venue: Chao Por Lak Muang, Khon Kaen Shrine

Buang Suang Ceremony is one of the most important Khon Kaen Traditional Rituals that take place at the surrounding streets of Khon Kaen City Shrine, which is the heart of the city area. At the ritual, more than 10,000 citizens will wear Traditional Thai style clothes of the same color (for example, yellow color represents Golden Shower tree, which is Khon Kaen provincial flower) and perform Thai Traditional dance on the streets around Khon Kaen City Shrine in order to get blessing and pay homage to the Sacred City Shrine.

Dress Code: Yellow Shirt, Black Pants or Skirt
15.30: Delegates depart from official hotel
16.00: Delegates arrive at meeting point at Khon Kaen Shrine
16.30: The ceremony begins, Delegates viewing the Thai tradition dance and photo
17.30: Close of the ceremony, Delegates depart from Khon Kaen Shrine

Dinner  At leisure
**Thursday, November 29**

**Technical Tour**: Learn tricks of trade on how to market and protect the destinations. For this one-day field session, delegates will be challenged to discover the gems of Khon Kaen and the surrounding area. Engage with the culture and people of Khon Kaen, taste their food, admire the landscape and savor their history – while leveraging 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 Digital Marketing Workshop session.

0800  Technical Tour Briefing by Damian Cook  
Venue: Sui Sian Restaurant, G floor, AVANI Hotel

0830-1600  **Technical Tour**: One delegate can select only one route.

- **Route 1**: Isan Craft & Culture (Sila Community – Wat Chai Sri)

- **Route 2**: The Abundance of Isan (MeKin de Farmily – Dinosaur Museum)

- **Route 3**: The Wisdom of Isan (Ban Hua Fai Silk Village – Wat Thung Setthi)

1615-1700  PATA Destination Marketing Forum 2018 Media Briefing  
Venue: Ratchaphruek 4-5, B floor

1830-2030  **Welcome Dinner Reception hosted by Khon Kaen Province and Thailand Convention & Exhibition Bureau**  
Venue: Khon Kaen City Hall
Friday, November 30

All conference sessions will take place at Ballroom 2-3 of AVANI Khon Kaen Hotel and Convention Centre.

0845-0850 Master of Ceremonies for the Opening Session Ms. Patchari Raksawong invites delegates to take seats and starts the Opening Session

0900-0930 Opening Address by the hosts

Dr. Somsak Changtragul, Governor, Khon Kaen Province

Mrs. Supawan Teerarat, Senior Vice President, Strategic Business Development and Innovation, Thailand Convention & Exhibition Bureau (TCEB)

Mrs. Srisuda Wanapinyosak, Deputy Governor for International Marketing (Europe, Africa, Middle East and Americas) Tourism Authority of Thailand (TAT)

0930-0940 Welcome Remarks by Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA), Thailand

0940-1000 Opening Ceremony

Master of Ceremonies for all discussion sessions, Mr. Paul Pruangkarn, Director-Communications, Pacific Asia Travel Association (PATA), Thailand

1000-1030 Keynote Address: Status of Destination Management Around the World

Overview of the status of destination management from around the world and future trends facing destination management. What can destination do to optimize visitors’ experience?

Speaker: Richard Cutting-Miller, Executive Vice President, Resonance, USA

1030-1040 Interlude: That’s a Miracle

Art Thomya, CEO & Founder, Art Inspire Company Limited, Thailand

1040-1100 Networking Coffee Break hosted by Thailand Convention & Exhibition Bureau (TCEB)

1100-1140 Session 1: The Role of Local Experiences in Destination Marketing

From food to festivals - local experiences greatly add to the travellers’ experience. How can destinations identify market-ready ‘local experiences’ and how much should
they facilitate the marketing of them? We hear from a DMO that has wholeheartedly embraced the local movement and a DMC that prides itself on authentic connections, adaptability and innovation.

(Session format: Presentation followed by Q&A)

Facilitator:
Paul Pruangkarn, Director-Communications, Pacific Asia Travel Association (PATA), Thailand

Speakers:
- Michael Goldsmith, Vice President of Marketing, Las Vegas Convention and Visitors Authority, USA
- Willem Niemeijer, CEO, Yaana Ventures, Thailand

1140-1220 Session 2: Managing the Disconnect between Destination Organisations and Communities

DMOs around the world are typically tasked with increasing the number of visitors, their spend and their length of stay - but not all communities are on board with tourism growth. What role should DMOs play when it comes to the communities that host tourists? This session looks at different disconnects that exist, between DMOs and communities and shares examples of successes and failures.

(Session format: Panel discussion followed by Q&A)

Moderator:
Chris Carnovale, Project Manager, CBT Vietnam-Vietnam Tourism Training Project, Capilano University, Canada

Panelists:
- Benjamin Liao, Chairman, Forte Hotel Group, Chinese Taipei
- Torsten Edens, COO, Go Beyond Asia. Based in Thailand, operating in China, Vietnam, Cambodia, Thailand, India, Nepal and Sri Lanka
- May Pham, Tour Guide and Homestay Owner Taphin, Sapa, Vietnam

1220-1230 Interlude: Hungry Bytes
Art Thomya, CEO & Founder, Art Inspire Company Limited, Thailand

1230-1400 Networking Lunch hosted by Thailand Convention & Exhibition Bureau (TCEB)
Venue: Ballroom 1

1400-1450 Session 3: Transborder Marketing: Case Studies of GMS

GMS consists of six countries that share the Mekong River. Through the Mekong Tourism Organization, they market collaboratively to tourists. Our speakers on this
panel share the opportunities of transborder marketing, but also the challenges. They will share specific tools that supported collaboration among six countries that could be considered competitors when it comes to destination marketing.

(Session format: One presentation followed by panel discussion and Q&A)

**Speaker and Moderator:**
Peter Semone, Chief of Party, USAID Tourism for All, Timor-Leste

**Panelists:**
- Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office, Thailand
- Richard Rose, Country Director - Lao PDR, Swisscontact, Cambodia & Laos

1450-1510 **Session 4: Fighting Undertourism Through Innovative Storytelling**

While 'overtourism' was the buzzword of 2017, many destinations are fighting an opposite problem: undertourism. As many destinations struggle to attract more visitors, this session will explore how some destinations are working with media partners to innovate their storytelling strategy to attract more high yielding visitors.

(Session format: 10-minute presentation followed by Q&A)

**Facilitator:**
Paul Pruangkarn, Director - Communications, Pacific Asia Travel Association (PATA), Thailand

**Speaker:**
John Williams, Vice President Advertising Sales, Singapore, South & South East Asia, BBC Global News, Singapore

1510-1530 **Networking Coffee Break hosted by Thailand Convention & Exhibition Bureau (TCEB)**

1530-1650 **Workshop: Digital Marketing**

**Speaker:**
Damian Cook, CEO & Founder, E-Tourism Frontiers, Kenya

1650-1720 **Session 5: Calculating our Impact as Destinations**

Tourism is often referred to as an engine of economic growth, but many destinations lack the tools and models to properly quantify its impact, and especially their return on investment. Edmund Morris will share a mathematical model he pioneered in Jordan that can be used to show the economic value of tourism. He'll share how to find the data sources, how the model was developed and case studies of where and how it has been applied. Mr. Morris will touch on the triple bottom line - looking at social and community impacts of tourism in both scenarios, and the qualitative methods of measuring each of these.
1720-1735  **Closing: Leveraging Technology to Revolutionise the Travel Space**

Technological developments in digital platforms and data innovation continue to disrupt the landscape of travel and tourism. By embracing these technological advancements with a focus on rich user-generated content, organisations can transform their marketing strategies and accelerate their growth.

Mr Kei Shibata, an angel investor in the travel and tech space, is the Co-founder and CEO of Venture Republic, which owns multiple online travel brands including LINE TRAVEL jp and Trip101.com. He is also the Co-founder and organizer of WIT Japan & North Asia, a leading travel and tech conference in Asia.

In the closing keynote, Mr Shibata will share his thoughts on how organisations can leverage technology to create unique and effective destination marketing strategies and revolutionise the travel space.

**Moderator:**
Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA), Thailand

**Speaker:**
Kei Shibata, Co-founder & CEO, LINE Travel jp & Trip 101, Japan

1735-1740  **Giving Back: CSR initiative for Rajaprajanugroh 50 Khonkaen School**

The Rajaprajanugroh 50 Khonkaen School provides an educational opportunity for more than 700 students from severely disadvantaged backgrounds. To help the students develop a better quality of life and support their future career development, the school founded its own “Pong Lang” student band. The band traditionally requires “Pa Kao Ma” as part of their performance. As a way of giving back to the community, the hosts of this year’s event are pleased to donate the “Pa Kao Ma” used as part of the conference decoration. The “Pa Kao Ma” will be reused by the school for the “Pong Lang” student band, which will also help the school reduce its costs.

1740-1745  **PDMF Hand Over Ceremony**

1830-2030  **Let’s experience a Touch of Isan Cuisine with its Background Stories at the PDMF2018 “Sum Saeo Farewell Party” hosted by Tourism Authority of Thailand**

Venue: Supanniga Home Boutique Hideaway Resort, Khon Kaen

**End Programme**