



‘Redefining a Destination - Reviving the past to reimagine the future’
 (programme as of November 21)

Wednesday 27 November

0900-1730 Registration
 Hospitality Desk for Tour and Transfer Information
 Venue: Hotel Lobby

Evening At Leisure

Thursday 28 November

Technical Tour and Tourism Marketing Treasure Hunt: hosted by Designated Areas for Sustainable Tourism Administration (DASTA) with transportation supported by Pattaya City

0800 **Technical Tour Briefing** by Mr. Paul Pruangkarn, Director-Communications & External Affairs, PATA
 Venue: Ballroom Foyer, Renaissance Pattaya Resort & Spa
 *Complimentary transfer will be provided from other official hotels to Renaissance Pattaya Resort & Spa for the Technical Tour briefing.

0830: All delegates depart together for the Technical Tour from Renaissance Pattaya Resort & Spa

0900-1600: **Technical Tour Routes** (Each tour may end at different time and return to Renaissance Pattaya Resort & Spa within 1600.)

- Route 1: [Royal Pathway to Sustainable Development](#)
- Route 2: [Learning the Coconut Life, the Hidden Gem of Pattaya](#)
- Route 3: [Local Way of Pattaya Rice Farmer](#)

0800-1730 Registration
 Hospitality Desk for Tour and Transfer Information
 Venue: Hotel Lobby, Renaissance Pattaya Resort & Spa

1700-1730 **Media Briefing**
 Venue: Resort Lawn, Renaissance Pattaya Resort & Spa

1800-2030 **Welcome Dinner** hosted by Tourism Authority of Thailand (TAT)
 Venue: The Ocean Marina Yacht Club Pattaya

Dress Code: Resort Attire
Special Prize will be given to the **“Best Dressed”**. Delegates and speakers are welcome to participate in the competition.

Friday 29 November

CONFERENCE DAY

0830-1730 Registration
 Hospitality Desk for Transfer Information
 Venue: Ballroom Foyer

0900-1700 Conference **‘Redefining a Destination - Reviving the past to reimagine the future’**
 Venue: Ballroom, Ground Floor



Overview

While some destinations grapple with the realities of 'overtourism' or 'undertourism', there are others that are struggling to overcome unwanted and long-standing perceptions. In addition, technological advancements and new innovations have led to greater power in the hands of the individual travellers and their specific needs, leading to the so-called 'age of personalisation'. Organisations are therefore empowered with the perfect opportunity to leverage these technological innovations, improve on existing infrastructure and assets, and target specific markets and groups to help reimagine a destination and ultimately improve the guest experience.

The PATA Destination Marketing Forum, taking place in Pattaya, Thailand, will aim to redefine how destinations can position their experiences to match with changing consumer expectations. Looking to Pattaya's aspirations for reimagining their destination, the Forum will explore new market potentials, and articulate the unique experiences that destinations can offer visitors.

Master of Ceremonies:

Mr. Paul Pruangkarn, Director-Communications & External Affairs, PATA

0900-0930

Welcome Address by the Hosts

- Mr. Ronakit Ekasingh, Deputy Mayor of Pattaya City, Thailand
- Mrs. Supawan Teerarat, Senior Vice President, Strategic Business Development & Innovation, Thailand Convention & Exhibition Bureau (TCEB)
- Mr. Tanes Petsuwan, Deputy Governor for Marketing Communications, Tourism Authority of Thailand (TAT)
- Mr. Taweebhong Wichaidit, Director-General, Designated Areas for Sustainable Tourism Administration (DASTA), Thailand

0930-0940

Welcome Remarks by Dr. Mario Hardy, CEO, PATA, Thailand

0940-0950

Opening Ceremony

0950-1020

Keynote Address: The Story of South by Southwest - How one event transformed a destination and an entire industry

South by Southwest (SXSW) first began as a music festival but has since evolved into an annual conglomeration of film, interactive media, and music festivals and conferences that takes place over several days in the city of Austin, Texas, USA. Bringing in more than US\$300 million in revenue, the event has had a significant economic impact for the city. In addition, SXSW has both redefined the perception of Austin and transformed the MICE industry, inspiring a surge of new 'innovation conferences' and the 'festivalisation' of meetings and events.

Keynote Speaker:

Mr. Mike Shea, Chief Logistics Officer, South by Southwest (SXSW), USA

Format: 30-minute presentation

1020-1050

Networking Break hosted by Thailand Convention and Exhibition Bureau (TCEB)

1050-1130

Session 1: Targeting the right market segments

With growing concerns of 'overtourism', destinations and tourism organisations are becoming less concerned with growing visitor numbers, instead placing a greater emphasis on higher yield and longer stays. Market segments like luxury, family and silver age travellers have become more attractive to target. However, this brings to



question: how can you leverage an existing asset and create an attractive product while effectively marketing to the right audience?

Moderator:

Mr. Al Merschen, Managing Partner, MMGY/Myriad, USA

Panellists:

- Ms. Naomi Mano, President & CEO, Luxurique, Inc., Japan
- Ms. Olivia Ooi, Senior Vice President - Destination Sales & Marketing, Desaru Coast, Malaysia

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.

1130-1150 Interlude: Engaging the next generation of travellers

Meet Zara Khanna, the 10-year-old founder of Octa, a travel chatbot that helps kids and parents find fun places to visit and cool things to do. The chatbot was developed for kids by kids, where users can discover family-friendly attractions, play areas and events, as well as tell jokes for those long plane, train and car rides.

Speaker:

Miss Zara Khanna, Founder, Octa, Singapore

Format: 15-minute presentation following by 5-minute Q&A.

1150-1230 Session 2: The case for Universal Design

Accessible travel is not just about building infrastructure like wheelchair ramps and handrails. It is about integrating universal design to accommodate all forms of disabilities, while embracing other groups such as children and seniors. This session will examine how organisations can provide a more personalised and immersive travel experiences for a myriad of traveller segments and audience groups.

Moderator:

Dr. Mario Hardy, CEO, PATA, Thailand

Speakers:

- Ms. Nongnuch Maytarjittipun, Executive Secretary to the Executive Director, Asia - Pacific Development Center on Disability (APCD), Thailand
- Mr. Joseph Kwan, Architect and Access Consultant in Universal Design and Accessibility, Hong Kong SAR
- Mr. Chaiphun (Jok) Thongsuthum, Area General Manager, Centra by Centara Maris Resort Jomtien, Thailand

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

1230-1400 Lunch hosted by Thailand Convention and Exhibition Bureau (TCEB)

Venue: 609 Kitchen and Pebbles Bar and Grill

1400-1420 Thailand Tourism's role in redefining a destination – from the past 60 years towards the future



As the Tourism Authority of Thailand (TAT) gets set to celebrate its 60th Anniversary in 2020, TAT will take us on a journey through the development of tourism in Thailand, and how it has shaped the country as it looks towards the future.

Speaker:

Mr. Tanes Petsuwan, Deputy Governor for Marketing Communications, Tourism Authority of Thailand (TAT), Thailand

Format: 20-minute presentation

1420-1505

Session 3: Case study of CBT in Thailand

The development of community-based tourism (CBT) has become one of the priorities for the Kingdom of Thailand and its national tourism strategy. It responsibly promotes the unique culture and heritage of the country while also providing positive economic benefits for local communities. This session will focus on the collaborative approach to CBT in Thailand from sustainable product development and management to successful marketing.

Moderator:

Dr. Jutamas (Jan) Wisansing, Managing Director, Perfect Link Consulting Group & Founder of Community Innovation Agency (CIA), Thailand

Panellists:

- Miss Watcharee Churugsa, Director of Office of Community-based Tourism, Designated Areas for Sustainable Tourism Administration (DASTA), Thailand
- Mrs. Wandee Prakobtham, President of Takientia CBT Club, Thailand
- Mrs. Rujiras Chatchalermkit, Executive Director-Tourism Products Department, Tourism Authority of Thailand (TAT), Thailand
- Ms. Buranakan Chatupornpaisan, Managing Director of Jumbo Journey and Events Co. Ltd., Thailand

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

1505-1515

Interlude by Pattaya City

KAAN, presented by SINGHA CORPORATION, is a new hybrid of live action and cinema, stage performance and world-class technology that is inspired by classic Thai literature. Regularly showing at the SINGHA D'LUCK Cinematic Theatre, today enjoy a small part of this amazing show in Pattaya.

1515-1540

Networking Break hosted by Thailand Convention and Exhibition Bureau (TCEB)

1540-1620

Session 4: Leveraging user generated content

Social media has allowed every traveller to effectively act as a marketing channel. With more and more organisations leveraging the power of user generated content, this session will look at the campaigns of two different organisations and their impact on current and future marketing strategies. In addition, the speakers will discuss how the activities from the previous day's technical tour can be further developed and incorporated into an effective marketing strategy. Following the end of the session, prizes will be awarded to the teams that created the best social media content from the previous day's activities.



Moderator:

- Mr. Matthew Zatto, Vice President, Tourism – APAC, ADARA, Singapore

Panellists:

- Mr. Jason Lin, Chief of Talent, TalentBasket, Chinese Taipei
- Outstanding speaker to be announced

Format: This session will begin with a 10-minute presentation from each speaker followed by a 20-minute interactive and engaging moderated panel discussion and audience Q&A.

1620-1650 Closing Keynote: Rebranding a Destination

Destination rebranding is highly complex and requires more than just a new logo and tagline. There are no cookie-cutter approaches to follow, as each destination has its own unique culture, pressures and stakeholder concerns. Furthermore, market research as well as inductive market trends increasingly highlight a shift in consumer behaviour and travel expectations. Therefore, how can destinations redefine their identity, while matching products with the current market demand. The closing speaker will look to address these issues and share his experiences working with destinations as they look to present a completely new narrative to a worldwide audience.

Speaker:

Mr. Al Merschen, Managing Partner, MMGY/Myriad, USA

Format: 30-minute presentation

1650-1700 Invitation to the PATA Destination Marketing Forum 2020

1700 End of Conference

1800-2000 Farewell Dinner hosted by Tourism Authority of Thailand (TAT)

Venue: The Globe - Grande Centre Point Pattaya

Dress Code: Chic & Chill

2000-2340 Pattaya International Fireworks Festival (optional)

Venue: Central Pattaya

The Pattaya International Fireworks Festival brings together several national teams as they compete to be named the best nation. This is a unique opportunity to see spectacular firework displays from the following shortlisted countries:

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|------------------------------|----------------------------|
| 2000: Thailand | 2205: Germany |
| 2015: Argentina | 2220: The Philippines |
| 2030: Canada | 2235: Concert "Musketees" |
| 2045: Concert "Sweet Mullet" | 2335: Conclusion and close |
| 2150: United Arab Emirates | |

Saturday 30 November

Hospitality Desk for Transfer Information

Venue: Hotel Lobby



Renaissance Pattaya Resort & Spa invites all delegates to experience bar ritual at 'DISCOVERY HOUR' and indulge in our complimentary Renaissance Punch at Discovery Table. Daily from 1800-1900.