



kazakhstan
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NATIONAL COMPANY

PATA®
Pacific Asia Travel Association

PATA TRAVEL MART 2019

SEP 18-20

KORME EXHIBITION CENTER
NUR-SULTAN (ASTANA),
KAZAKHSTAN

OFFICIAL AIR CARRIER



Programme

(as of August 8, 2019, and subject to change)

| | | |
|--|-------|--|
| Sept 17 Tuesday | 09:00 | Organiser Hall Move In/Raw Space Build Up |
| | 18:00 | Venue: Hall A and B, KORME Exhibition Center |
| Sept 18 Wednesday | 14:00 | Buyer/Seller/Media Delegate Registrations |
| | 17:30 | Venue: Main Lobby, KORME Exhibition Center |
| | 09:30 | Complimentary Half-day City Tour. *FULLY BOOKED* |
| | 14:30 | Note: Pick up/drop off (KORME Exhibition Center) |
| | | Delegates must pre-register this tour. Seats are available on first come first served. |
| | 09:00 | Raw Space Build Up & All Booth Decorations |
| | 18:00 | Venue: Hall A and B, KORME Exhibition Center |
| | 09:00 | Buyer/Seller/Media Delegate Registrations |
| | 17:30 | Venue: Main Lobby, KORME Exhibition Center |
| | 09:00 | PATA Youth Symposium (By invitation only) |
| | 12:30 | Venue: Kazguu University |
| | 09:30 | Travolution Forum Asia: The Power of Technology |
| | 12:30 | Venue: Congress Hall, KORME Exhibition Center |
| <ul style="list-style-type: none"> Executive Interview: Interviewer: Lee Hayhurst, Editor, Travolution Interviewee: Kelly Leung, Vice President of International Business, iClick Interactive Session 1: Travel Lab Asia - Challenges and Opportunities of Bring Sustainable Technology to Asia Around the world and across all industries, sustainable technologies are entering into a new phase of capability, applicability, and affordability. To ensure that the Asia Pacific travel industry keeps pace of these best practices – and is well positioned to one day become the global leader of such best practices – the Asian Development Bank (ADB) Ventures, PATA, and Plug and Play Tech Center have co-created the “Travel Lab Asia” program. With a strong emphasis on sustainability tracking and metrics, this year-long program will help travel and hospitality companies with operations in Asia source technologies to improve business performance while solving their most pressing sustainability and environmental needs. Networking Break sponsored by JMG and Messe Berlin Session 2: Facing the outside world For many travel firms today, that have achieved scale in their home markets international expansion is the obvious next step as they look to grow. And in the age of the World Wide Web the ability to export your model overseas has never been greater. But to what extent do travel firms plan and strategise their move into international markets? Do they tend to be overly cautious and opt for neighbouring countries, or those that speak the same language first when | | |



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opportunities in other markets might be overlooked? In this session we will look at how travel firms can plan and execute their internationalisation and localisation strategies in a much-more intelligent and data-driven way.

- **Session 3: Digital Solutions to Overtourism**

As the digital travel sector continues to grow, the issue of so-called 'overtourism' has become acute in certain high-profile destinations like Barcelona, Venice and Dubrovnik. It has led to demonstrations and even attacks on tourists by some extreme anti-tourism groups. As local regulators work out what guidelines are needed to control the impact of tourism in the digital age, how should the travel industry respond and what is its role in ensuring there is a long-term sustainable solution to the success these tourist hotspots are experiencing. In this session we will talk to experts who see the use of technology and data as vital to spreading out tourism demand, mitigating any negative impact and ensuring a symbiosis exists between host destinations and the visitor economy.

- **Session 4: Practical data shaped by consumer behaviour**

As holidaymakers adopt technologies that give them greater control over how they browse for, book and even create and share travel itineraries, firms are increasingly having to work out what customer-centricity means for them. Mobile, and the proliferation of smartphone and cheap 4G networks, has had a profound effect on consumer behaviour, but what about the impact of fast-emerging voice interfaces and how does this impact how consumers use their more traditional laptop and desktop computers? Insight into how consumers navigate the web is now crucial for any successful web strategy, so what trends are we seeing and what does best practice look like. This session will provide answers.

- **Wrap Up & Closing**

14:00 | **Content Marketing Forum: Success Stories and the Evolution of Content Creation**

16:00

Venue: Congress Hall, KORME Exhibition Center

From artistic influencers on Instagram and YouTube, to corporate juggernauts like Google and TripAdvisor, content has proven itself incredibly powerful marketing tool in the hands of both creators and curators. In this forum you'll hear from a diverse group of experts who rode the content craze to success and learn how changes in content consumption today are creating the opportunities of tomorrow.

14:00 | The PATA DNA Assembly (Development & Networking Academy) – by

17:00

Invitation only

Venue: Kazguu University

18:30 | PTM2019 Welcome Reception

20:30

Venue: Radisson Hotel, Astana

Sept 19
Thursday

09:30 | PTM2019 Opening and Media Briefing

12:00

09:30 | PTM2019 Ribbon Cutting

09:50

Venue: Main Lobby, KORME Exhibition Center

09:50 | PTM2019 VIP Visit

10:50



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| | |
|----------------|--|
| 10:50 12:00 | PATA and PTM2019 Host Destination Media Briefing Venue: Meeting Room B, KORME Exhibition Center |
| 10:00 10:15 | PTM2019 Business Appointment 1 |
| 10:20 10:35 | PTM2019 Business Appointment 2 |
| 10:40 10:55 | PTM2019 Business Appointment 3 |
| 10:55 11:25 | Wake up & smell the coffee hosted by Kazakhstan Tourism National Company |
| 11:25 11:40 | PTM2019 Business Appointment 4 |
| 11:45 12:00 | PTM2019 Business Appointment 5 |
| 12:05 12:20 | PTM2019 Business Appointment 6 |
| 12:20 14:00 | Lunch Break (Own Arrangement) |
| 14:00 14:15 | PTM2019 Business Appointment 7 |
| 14:20 14:35 | PTM2019 Business Appointment 8 |
| 14:40 14:55 | PTM2019 Business Appointment 9 |
| 15:00 15:15 | PTM2019 Business Appointment 10 |
| 15:15 15:45 | Wake up & smell the coffee hosted by Kazakhstan Tourism National Company |
| 15:45 16:00 | PTM2019 Business Appointment 11 |
| 16:05 16:20 | PTM2019 Business Appointment 12 |
| 16:25 16:40 | PTM2019 Business Appointment 13 |
| 16:45 17:00 | PTM2019 Business Appointment 14 |



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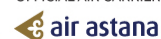
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17:05 | PTM2019 Business Appointment 15
17:20 |

19:00 | 2019 PATA Gold Awards Dinner and Award Presentation hosted by Macao
21:00 | Government Tourism Office
Venue: Congress Center
Dress code: National Dress/ Lounge Suit or Formal Attire

Sept 20
Friday

09:30 | Trade Visitors Walk Around
17:00 |

10:00 | PTM2019 Business Appointment 16
10:15 |

10:20 | PTM2019 Business Appointment 17
10:35 |

10:40 | PTM2019 Business Appointment 18
10:55 |

10:55 | Wake up & smell the coffee hosted by Kazakhstan Tourism National Company
11:25 |

11:25 | PTM2019 Business Appointment 19
11:40 |

11:45 | PTM2019 Business Appointment 20
12:00 |

12:05 | PTM2019 Business Appointment 21
12:20 |

12:25 | PTM2019 Business Appointment 22
12:40 |

12:40 | Lunch Break (Own Arrangement)
14:10 |

14:10 | PTM2019 Business Appointment 23
14:25 |

14:30 | PTM2019 Business Appointment 24
14:45 |

14:50 | PTM2019 Business Appointment 25
15:05 |

15:10 | PTM2019 Business Appointment 26
15:25 |



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15:25 Wake up & smell the coffee hosted by Kazakhstan Tourism National Company
15:55

15:55 PTM2019 Business Appointment 27
16:10

16:15 PTM2019 Business Appointment 28
16:30

16:35 PTM2019 Business Appointment 29
16:50

16:55 PTM2019 Business Appointment 30
17:10

Evening At leisure

---End of Business session---

Sept 21
Saturday

Departure /Post-Mart and Optional Tours

Please contact Hospitality Desk to arrange your departure transfer at least two days prior to your departure date.

Post-Mart Tours:

Delegates are required to pre-register Post-mart tours directly at the Hospitality Desk.

Sept 20-21
Friday -Saturday

PATA Executive Board and PATA Board Meeting
Venue: Hilton Astana

---End of Programme---