



## PATA Adventure Travel and Responsible Tourism Conference and Mart 2016

“Creating Experiences, Sharing Opportunities”

February 17-19

Dusit Island Resort, Chiang Rai, Thailand

### Wednesday, February 17

- 0900-1700**                    **Delegate arrival/registration**  
*Venue: Dusit Island Resort*
- 0800-1300**                    **Complimentary Half Day Tour**  
*Note: Pick up / Drop off: at official hotels*
- 1730**                            **Dinner Reception** hosted by Thailand Convention & Exhibition Bureau (TCEB) and Airports of Thailand (AOT)  
*Venue: Rai Mae Fah Luang Art and Cultural Park*

### Thursday, February 18

- 0850-0900**                    **Master of Ceremonies welcomes delegates**  
Mr. Dale Lawrence, Chief of Staff, PATA and President, SKAL International Thailand

- 0900-1000**                    **Opening Session**  
*Venue: Doi Tung, Dusit Island Resort*

- 0900-0910**                    **Welcome Speech by** Dr. Yuthasak Supasorn, Governor, Tourism Authority of Thailand (TAT)

- 0910-0920**                    **Welcome Speech by** Mr. Mario Hardy, CEO, PATA

- 0925-1000**                    **Keynote Address:**  
**Increasing our Adventure Tourism Competitiveness by Mr Shannon Stowell, President, Adventure Travel Trade Association (ATTA), USA**

Communication objective: For destinations and companies to assess market value and competitiveness in the adventure tourism marketplace.

In order to set the stage for the conference on Adventure Travel and Responsible Tourism, this keynote will examine what it takes for destinations and companies to be competitive in the global environment. This will include an overview of the adventure travel and responsible tourism sectors including market size and market segmentation. The speaker will then delve into two indices, Adventure Travel Development Index and the World Economic Forum, which measure tourism competitiveness.

- 1000-1020**                    **Coffee Break hosted by Tourism Authority of Thailand**

- 1020-1120**                    **Plenary Session 1:**  
**Creating Experiences that Challenge, Delight and Inspire**  
*Venue: Doi Tung, Dusit Island Resort*

Communication objective: To share best practices for creating strong adventure tourism products.

The modern adventure traveller is experienced and mature. They seek unique, authentic experiences as well as value for money. This panel of three experienced adventure tourism operators will share their experiences on developing products for the adventure market as well as offering tips and tricks for marketing responsible business practices.



**Moderator:**

Mr. Matt Gibson, President-elect, Professional Travel Bloggers Association (PTBA)

**Panelists:**

- Mr. Hamish Keith, Co-Owner & Managing Director, Exo Travel, Thailand
- Ms. Judy Karwacki, President, Small Planet Consulting & Jubilee Travel, Canada
- Ms. Mei Zhang, Founder & CEO, Wild China, China

1120-1130

**Intervals**

1130-1230

**Concurrent Breakout Sessions I:**

**Breakout I: Best Practices in Responsible Tourism from ASEAN Region**

*Venue: Doi Tong, Dusit Island Resort*

Communication objective: Inspire audience with innovative best practices from tour operators and accommodations in the ASEAN Region

This breakout session provides 3 case studies from tourism companies practicing responsible tourism followed by a Q&A.

**Moderator:**

Mr. Andrew Jones, Guardian, Sanctuary Resorts, Hong Kong SAR and Vice Chairman, PATA

**Panelists:**

- Mr. John Roberts, Director of Elephants and Conservation Activities, Golden Triangle Asian Elephant Foundation and Anantara Hotels Resorts & Spas
- Ms. Yin Myo Su, Chairperson, Inle Heritage Foundation, Myanmar
- Mr. Willem Niemeijer, Founder & CEO, Khiri Group, Thailand

**Breakout II: Sharing Opportunities: How to Design Effective Co-operative Marketing Campaigns**

*Venue: Doi Tung, Dusit Island Resort*

Communication objective: To share best practices on how to create efficient and effective co-opt marketing campaigns

Both destinations and travel companies need to find ways to stretch their marketing dollars, and working collaboratively with partners is an excellent way to do this. This session will look at case studies of various co-operative marketing campaigns including online, print, events and more – providing tips on how to create a strong campaign no matter how big or small is the budget.

**Moderator:**

Mr. Dale Lawrence, Chief of Staff, PATA and President, SKAL International Thailand

**Panelists:**

- Mr. Justin Malcolm, General Manager, Aloft Bangkok
- Mr. Ben Fleming, Marketing Manager-Tourism Authority of Thailand LA Office, USA
- Ms Sarah Mathews, Head of Destination Marketing-APAC, TripAdvisor, Hong Kong SAR

1230-1400

**Networking Lunch hosted by Tourism Authority of Thailand**

*Venue: Coffee Shop, Dusit Island Resort*



1400-1450

**Plenary Session 2: The Inbound Marketing Playbook**

*Venue: Doi Tung, Dusit Island Resort*

Communication Objective: To share the concept of Inbound Marketing

Inbound marketing is like marketing with a magnet instead of a megaphone. Sometimes referred to as content marketing it seems increasingly to be one of the most effective strategies for the travel sector as it relies heavily upon inspirational and compelling content. This plenary session reviews the concept of inbound marketing with a special focus on what makes a winning website for tourism and the two new marketing tools on the block: Instagram and Snap Chat.

**Moderator:**

Mr. Matt Gibson, President-elect, Professional Travel Bloggers Association (PTBA)

**Panelists:**

- Mr. Ryan Bonnici, Marketing Director, Hubspot, Australia
- Mr. Damien Del Porto, Director-Marketing, Khiri Group, Thailand
- Mr. Noviendi Makalam, Director of International Marketing Communication, Ministry of Tourism, Republic of Indonesia

1450-1510

**Coffee Break hosted by Tourism Authority of Thailand**

1510-1610

**Concurrent Breakout Sessions II:**

**Breakout III: Sharing Opportunities: Building Back Better after a Disaster**

*Venue: Doi Tong, Dusit Island Resort*

Communication objective: To share best practices on post disaster rebuilding efforts

Bombs in Thailand, earthquake in Nepal, bombings in Tunisia - destinations are increasingly being hit by natural or political disasters and the tourism industry is faced with the tricky task of building back consumer confidence post-disaster. This panel examines various tactics of rebuilding tourism through branding, marketing, product development and partnerships after a calamity.

**Moderator:**

Mr. Andrew Jones, Guardian, Sanctuary Resorts, Hong Kong SAR and Vice Chairman, PATA

**Panelists:**

- Mr. Wouter Schalken, Tourism Component Manager, Samarth-Nepal Market Development Programme, Nepal
- Mr. Chattan Kunjara Na Ayudhya, Executive Director, Advertising and Public Relations Department, Tourism Authority of Thailand

**Breakout IV: The New Adventure Market: Understanding the Indian and Chinese Adventure Traveller**

*Venue: Doi Tung, Dusit Island Resort*

Communication objective: To share knowledge on the trends of the Chinese and Indian outbound markets and how to leverage them



Growth in the middle class in both China and India has resulted in a sharp increase in outbound tourism. As tourists from these countries gain more travel experience, they will be seeking more adventurous activities. This panel looks at the practicalities of working with these two markets as well as the types of products and marketing that resonate with them.

**Moderator:**

Mr. Shannon Stowell, President, Adventure Travel Trade Association (ATTA), USA

**Panelists:**

- Mr. Ajay Jain, Editor, Kunzum Travel Mag, India
- Ms. Mei Zhang, Founder & CEO, Wild China, China

1610-1620

**Intervals**

1620-1700

**Closing Address:**

**Crossroads: Adventure and Responsible Travel, Off the Beaten Path**

Mr. Ric Gazarian, Avid Traveller, Author, and Documentary Producer

*Venue: Doi Tung, Dusit Island Resort*

Gazarian will share stories from the road, which highlight the juncture of adventure and responsible tourism. Tourists are constantly on a quest for more authentic adventures. Gazarian will highlight a unique corner of the tourism universe that brings adventurers off the beaten path. He will also share with you how this dispersed form of travel incorporates sustainable and responsible travel.

1745

**Welcome Reception & Dinner hosted by Tourism Authority of Thailand**

Venue: Le Meridien Chiang Rai Resort

**Friday, February 19**

0900-0915

**Travel Mart Briefing**

*Venue: Doi Tung, Dusit Island Resort*

0915-0930

**Travel Mart Opening Ceremony**

*Venue: Exhibition Area, Dusit Island Resort*

0930-1220

**Travel Mart Appointment Sessions**

*Venue: Exhibition Area, Dusit Island Resort*

- 0930-0945 Appointment 1
- 0945-1000 Appointment 2
- 1000-1015 Appointment 3
- 1015-1030 Appointment 4
- 1030-1050 *Networking (Coffee) Break hosted by Tourism Authority of Thailand*
- 1050-1105 Appointment 5
- 1105-1120 Appointment 6
- 1120-1135 Appointment 7
- 1135-1150 Appointment 8
- 1150-1205 Appointment 9
- 1205-1220 Appointment 10

0945

**Media Briefing**

*Venue: Doi Tong, Dusit Island Resort*



**1230-1400**

***Delegate Lunch hosted by Tourism Authority of Thailand***

*Venue: Dusit Island Resort*

**1400-1650**

***Buyer-Seller Afternoon Appointments***

*Venue: Exhibition Area, Dusit Island Resort*

1400-1415	Appointment 11
1415-1430	Appointment 12
1430-1445	Appointment 13
1445-1500	Appointment 14
1500-1515	Appointment 15
1515-1530	Appointment 16
1530-1550	<i>Networking (Coffee) Break hosted by Tourism Authority of Thailand</i>
1550-1605	Appointment 17
1605-1620	Appointment 18
1620-1635	Appointment 19
1635-1650	Appointment 20

**1830**

***AT&RTCM 2017 Invitation Dinner Reception hosted by Luoyang Tourism Development Commission***

*Venue: Rim Kok Garden, Dusit Island Resort*

**Saturday, February 20**

**Departure and Complimentary Tour**

*Note: Pick up / Drop off: at official hotels*

**--- End of Programme---**