

PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2018

February 21-23

*Aloft Hotel
Al Ain, Abu Dhabi,
United Arab Emirates (UAE)*

“Adventure in a New Era”



The PATA Adventure Travel and Responsible Tourism Conference and Mart 2018 (ATRTCM) is Asia-Pacific's leading travel trade event dedicated to the adventure travel industry.

The three-day event comprises a one-day travel trade mart and one-day conference, along with other value-added activities that facilitate networking and relationship building.

ONE-DAY TRAVEL MART

Through pre-matched appointments, meet face-to-face with adventure product buyers and sellers from across the world including state, regional and local tourism agencies from established and emerging markets, unique accommodation providers and tour operators.

ONE-DAY CONFERENCE

Explore the nuances, trends and dynamics of one of the fastest-growing tourism sectors. The programme brings together international experts at the forefront of the adventure travel industry from both private and public sectors to discuss issues, challenges and opportunities.

Recent events have been held in Thimphu, Bhutan, Chiang Rai, Thailand, and Luoyang, China. The event's choice of host destination reflects the growing importance of dispersing tourists to emerging destinations. ATRTCM 2018 is kindly hosted by the Abu Dhabi Tourism & Culture Authority.

DESTINATION

A one and a half hour drive from Abu Dhabi city, Al Ain is one of the world's oldest permanently inhabited settlements with attractions and activities to suit travellers of all types.

One of the UAE's most historic buildings and among the city's many picturesque forts, **Al Jahili Fort** was erected in 1891 to defend the city and protect precious palm groves. It is also home to a permanent exhibition of the work of British adventurer Sir Wilfred Thesiger and his 1940s crossings of the Rub Al Khali (The Empty Quarter) desert.

For stunning views of the city, drive, take a cab or cycle to the top of **Jebel Hafeet** – a rocky height dominating the city - via a winding highway. Rising 1,240 metres, this is the emirate's highest peak, and UAE's second.

Watersports fans can try **Wadi Adventure**, the region's only man-made white water rafting, kayaking and surfing facility built in the foothills of the majestic Jebel Hafeet. The park's 3.3 metre man-made surf wave is the world's largest and its 1.7 kilometre kayaking channel network is the world's longest. For a taste of the fast track, head to Al Ain Raceway and burn rubber at its 1.6 km go-karting track - Arabia's largest.

Other attractions include the UNESCO-enlisted **Al Ain Oasis** with its cool, shady walkways, a 3,000-year-old falaj irrigation system and the camel market - one of the last few remaining.

GETTING THERE

The United Arab Emirates enjoys an unrivalled location at the crossroads of east and west with three world class airports including Abu Dhabi International Airport which served over 82 million passengers last year. Connect directly to over 260 destinations in Europe (4 hrs), Asia (6 hrs), Africa (7 hrs), Australia (11 hrs), North America (13 hrs) and South America (14 hrs).



REGISTRATION FEES

TRAVEL MART SELLERS	PATA Member	PATA Chapter Member	Non Member
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- One 9-sqm Shell Scheme Booth USD1200 USD1300 USD1500
Includes 1 appointment set + 1 delegate

- Additional Delegate Fee / Person USD250 USD300 USD350

Seller delegates are entitled to attend the conference and all social functions listed in the programme.

TRAVEL MART BUYERS	PATA Member	PATA Chapter Member	Non Member
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- Hosted Buyer USD180 USD200 USD250

Limited to one buyer per organisation. Includes air transportation, three nights accommodation and one set of appointments with sellers. Buyer delegates are entitled to attend the conference and all social functions listed in the programme.

CONFERENCE REGISTRATION	PATA Member	PATA Chapter Member	Non Member
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- Conference Delegate USD150 USD190 USD230

Participation is limited to conference-related activities listed in the programme. Delegates are invited to visit the Travel Mart but are not entitled to pre-matched appointments and buyers list.

SPOUSES / ACCOMPANYING PERSONS	PATA Member	PATA Chapter Member	Non Member
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- Spouse / Accompanying Person USD120 USD150 USD180

Spouse / Accompanying Person is eligible to attend all social functions listed in the programme but not the conference or Travel Mart.

PROGRAMME OVERVIEW

WEDNESDAY, FEBRUARY 21

0900 – 1700 *Delegate arrival/registration*

0800 – 1300 *Complimentary Half Day Tour*

1800 *Dinner Reception (subject to sponsorship)*

THURSDAY, FEBRUARY 22

0850 – 0920 *Opening Address / Welcome Remarks / Opening Session*

0925 – 1000 *Keynote Address: 2018 Adventure Travel Trends – Looking Ahead to 2021*

What are the trends facing adventure tourism over the next three years from products to technology? What should tour operators and destinations prepare for as they look to increase their share of the adventure tourism market in the new era?

1000 – 1020 *Networking Coffee Break*

1020 – 1100 *Plenary Session 1: Partnership for a New Era*

Strong partnerships are the foundation for growth. This session looks at innovative partnerships that bridge the old and the new - firstly through the partnership of experience economy leader Airbnb with AMEX that in 1891 introduced traveller cheques. Their partnership provides exclusive benefits to AMEX members and enhanced security to all users. Secondly, the partnership between the Westin and 40ours Travel Show. The Westin Hotel is opening four travel themed cafes in mainland China and 40ours is providing destination content. This session will focus upon how these new partnerships are formed and how they are merging authentic experiences with established travel brands.

1100 – 1145 *Plenary Sessions 2: New Operators for a New Era*

A new type of tourism is emerging: long tourism. Companies such as Remote Year and Unsettled are offering travellers the opportunity to spend extended amounts of time in a destination - while continuing to work remotely. The presenters will share the trends they see in this form of long tourism, the key target markets and the benefits to destinations.

1145 – 1155 *Intervals*

1155 – 1230 *Plenary Session 3: The Middle Eastern Adventure Traveller*

This session will look at the demographics and psychographics of the adventure travellers from the Middle East who travel regionally and internationally. This segment is growing, in part due to the rise of professional adventure companies servicing this market. Two tour operators and one representative from Dubai tourism will provide their perspectives on trends.

1230 – 1400 *Networking Lunch*

1400 – 1445 *Plenary Session 4: Micro Moments - Marketing for a New Era*

The popularity of Snapchat, Instagram stories and other 'in the moment' sharing applications has required destination marketers to adapt their marketing strategies. This session will focus upon how to market using real-time sharing apps.

1445 – 1530 *Plenary Session 5: Stimulating Innovation in a New Era*

Tourism providers need to consistently innovate in order to gain more market share. This session will look at ways to encourage innovation in product development.

1530 – 1600 *Networking Coffee Break*

1600 – 1630 *Plenary Sessions 6: For More Tolerance We Need More Tourism*

This is the topic of a TED Talk by a Palestinian. Aziz Abu Sarah is a Palestinian activist with an unusual approach to peace-keeping: be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond.

1630 – 1700 *Closing Address: Overtourism - Loving Destinations To Death*

The scarcity of spaces is a reality with over one billion international departures. What are the implications of overtourism to residents, the environment, governments and tourists? What should the adventure sector be doing to mitigate the phenomenon of overtourism? The keynote speaker will look at destinations that have tried solutions such as tourism caps, dynamic pricing and lottery systems.

1830 *Welcome Dinner Reception*

FRIDAY, FEBRUARY 23

0900 – 0915 *Travel Mart Briefing*

0915 – 0930 *Travel Mart Opening Ceremony*

0930 – 1220 *Travel Mart Appointment Sessions*

0930 – 0945 Appointment 1

0945 – 1000 Appointment 2

1000 – 1015 Appointment 3

1015 – 1030 Appointment 4

1030 – 1050 Networking (Coffee) Break

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*

1230 – 1400 *Delegate Lunch*

1400 – 1650 *Buyer-Seller Afternoon Appointments*

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 Networking (Coffee) Break

1550 – 1605 Appointment 17

1605 – 1620 Appointment 18

1620 – 1635 Appointment 19

1635 – 1650 Appointment 20

1830 *Dinner Reception*

TBC: Speakers, conference venue, official accommodation and details of complimentary tours

Register today at

www.PATA.org/ATRTCM

For inquiries, email ATRTCM@PATA.org

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