

PATA DESTINATION MARKETING FORUM 2018

November 28-30

Khon Kaen, Thailand

OVERVIEW

PATA Destination Marketing Forum 2018 (PDMF) gathers the top minds in destination travel for inspiring and insightful discussions on some of the major issues in marketing and managing tourism growth to lesser-known destinations.

Aligning with the advocacy theme of tourism dispersal the Forum shines the spotlight on new and emerging destinations through its choice of venue, introducing delegates to lesser-known yet attractive corners of the world. It is designed to assist communities economically in these destinations by encouraging dispersion of tourists to new frontiers.

The format is collaborative yet informative, delivered through a two-day programme consisting of a one-day conference, networking events and a day of on-ground activities known as the Technical Tour and Tourism Marketing Treasure Hunt. The Tour provides delegates with an unprecedented opportunity to explore the region's natural landscapes and cultural treasures.

PDMF 2018 is generously hosted by the Thailand Convention & Exhibition Bureau and the Tourism Authority of Thailand.

COMPLIMENTARY REGISTRATION

◆ THE DESTINATION

Located in the heart of Thailand's Northeast region, Khon Kaen is the region's transport hub, investment and development centre, widely known for its traditional Isan culture, local wisdom and premium quality Mad Mee silk. With superior venues for conferences and product exhibitions, accommodation, and facilities, it is regarded as the 'MICE City' of the North-East as well as the hub for the region's industrial development in accordance with the 'Economic Corridors Development' policy of the Government, which aims to enhance connections between Myanmar, Thailand, Lao PDR and Vietnam.

Khon Kaen delights both business and leisure travellers with a wide variety of accommodation options to suit every need and budget. It also has wide selections of meeting rooms, conference facilities, exhibition venues.

Apart from its strategic economic and commercial positioning, Khon Kaen is culture-rich and offers plenty of natural attractions which can turn to unique and memorable outdoor activities. It has a number of wildlife sanctuaries and national parks - all well suited for team buildings and theme parties. Visitors also can experience the lifestyle of Isan people, exciting antiques and pre-historical artifacts, popular authentic Isan cuisine, and lively smiles of Isan people.

◆ GETTING THERE

Khon Kaen is easily accessible by car, train, bus or plane via domestic flights. By far the most convenient mode of transport is through domestic connections on low-cost airlines from any of the major International airports in Thailand. Khon Kaen Airport has a carrying capacity of 32 flights per day and average 8,000 passengers per day. In 2018, its new terminal building will be completed and it will raise the airport's carrying capacity to 1,500 passengers per hour and five million passengers per year. International air arrivals are entitled to 30-day visa, 15-day visa at land borders and 60-day tourist visa through application at the Thai consulate.

◆ REGISTRATION FEES

Delegate Category	International	Local
Member	<p align="center">COMPLIMENTARY REGISTRATION</p> <p align="center"><i>In advocating sustainable tourism and emerging destinations, PATA is pleased to offer complimentary registration to all interested parties. Please note that airfares and accommodation costs are the sole responsibility of delegates.</i></p> <p align="center">Seats are available on a first-come, first-served basis.</p>	
Chapter Member		
Non-Member		
PATA/Life Member		
University Student		
Media		

For more further details:

visit www.PATA.org/PDMF
or email events@PATA.org