PATA DESTINATION MARKETING FORUM 2018

“GROWTH WITH GOALS”

November 28-30
AVANI Khon Kaen Hotel & Convention Centre
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.

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. Khon Kaen also delights both business and leisure travellers with a wide variety of accommodation options to suit every need and budget.

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.

PROGRAMME OVERVIEW

This forum focuses on the trends facing destinations marketers around the world as they deal with overtourism in some areas, undertourism in others. As tourists become 'temporary locals' no matter where they visit, and technology empowers them more than ever before - destinations need to define what growth means to them and ensure that tourism is truly growing responsibly.

Wednesday, November 28
Delegate Registration
At Leisure

Thursday, November 29
Technical Tour Briefing
Technical Tour (Select one route)
- Route 1: Wat Nong Waeng - Sila Community - Wat Chai Sri
- Route 2: Wat Nong Waeng - Mee Kin Farm - Dinosaur Museum
- Route 3: Silk Village - Wat Thung Setthi - Wat Nong Waeng
Media Briefing
Welcome Dinner Reception hosted by Khon Kaen City and Thailand Convention & Exhibition Bureau

Friday, November 30
Opening Address
Welcome Remarks
Opening Ceremony
Keynote Address: Status of Destination Management Around the World
Interlude: That’s a Miracle
Session 1: The Role of Local Experiences in Destination Marketing
Session 2: Managing the Disconnect between Destination Organisations and Communities
Interlude: Hungry Bytes
Session 3: Transborder Marketing: Case Studies of GMS
Session 4: Fighting Under Tourism
Workshop: Digital Marketing
Session 5: Calculating our Impact as Destinations
Farewell Dinner hosted by Tourism Authority of Thailand
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

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<th>Delegate Category</th>
<th>International</th>
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<td>Member</td>
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COMPLIMENTARY REGISTRATION

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.

Seats are available on a first-come, first-served basis.

For more further details:

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