

ADVENTURE TRAVEL CONFERENCE AND MART 2020

FEBRUARY 12-14

SUTERA HARBOUR RESORT
KOTA KINABALU,
SABAH, MALAYSIA

SUPPORTED BY:



'Ahead of the Curve: Authenticity and Sustainability in Adventure'

The PATA Adventure Travel Conference and Mart (ATCM) 2020 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 business 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.



THE DESTINATION

The event's choice of destination reflects the growing importance of dispersing tourists to emerging destinations. Recent events have been held in Chiang Rai, Thailand; Luoyang, China; Al Ain, Abu Dhabi, UAE; and Rishikesh, Uttarakhand, India. ATCM 2020 is kindly hosted by **Tourism Malaysia** and supported by **Sabah Tourism and Malaysia Airlines.**

Situated on the beautiful island of Borneo, Sabah is the **second largest of thirteen states that comprise Malaysia**, sharing the island with Sarawak, Brunei, and Indonesian Kalimantan. From one of Southeast Asia's highest mountains - Mt Kinabalu, to one of the world's top dive sites - Sipadan Island, with the world's largest flower - the Rafflesia - in its lush rainforests, Sabah offers an **infinite playground** for the most adventurous travel explorers.

Trek across **Kinabalu Park** for a breathtaking view of the **UNESCO World Heritage-listed Mt Kinabalu** and a close-up experience of exotic plants, birds and insects - all while walking high up along the treetop canopy! Get close to wildlife: witness two of Borneo's iconic primates, the **orangutan and the long-nosed proboscis monkey.** Sate your tastebuds with **fresh seafood** and local delicacies. Experience the richness of Sabah's diverse indigenous cultures through the unique **tribal customs** of the Dusun, Murut, Rungus, Bajau and other Sabah peoples.

With its lush rainforests, sub-aquatic splendour, magnificent mountains, and colourful cultures, **Sabah is a treasure trove for the adventurous spirits.**

HOW TO GET THERE



Sabah is well-connected domestically and internationally. The main gateway to Sabah is the Kota Kinabalu International Airport (KKIA) situated about 20 minutes away from the city. Presently Sabah enjoys almost 100 direct international flights that connect to major cities including Malaysia's capital city Kuala Lumpur (via Kuala Lumpur International Airport), Seoul (Korea ROK), Hong Kong SAR and Shenzhen (China), Singapore, Jakarta (Indonesia), Taipei (Chinese Taipei), Manila (Philippines), Bandar Seri Begawan (Brunei Darussalam), Tokyo (Japan), and Perth (Australia).

REGISTRATION FEES

TRAVEL MART SELLERS	PATA Member	PATA Chapter Member	Non Member	Malaysian Delegates
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- One 6-sqm Booth <i>Includes 1 appointment set + 1 delegate</i>	USD1200	USD1300	USD1500	USD1250
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- Additional Delegate Fee / Person	USD250	USD300	USD350	USD270
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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	Malaysian Delegates
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- Hosted Buyer	USD180	USD200	USD250	USD100 <i>(Non-hosted package)</i>
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Limited to one buyer per organisation. Includes air transportation, four 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	Malaysian Delegates
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- Conference Delegate	USD150	USD190	USD230	USD170
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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.