PATA ANNUAL WORLD TRAVEL MARKET SESSION 2019

Wednesday 06 November 2019, Asia Inspiration Zone - AS1070
Excel, London

Personalisation and Customised Travel, the Drivers of Asian Tourism

Session Moderator: Trevor Weltman, Chief of Staff, PATA

10.30 Opening – Dr Mario Hardy, CEO, PATA

10.40 Panel 1 – China: The Future of Travel

Get up to speed on the latest news and trends in the rapidly developing Chinese outbound tourism market and digital landscape, and what these mean for tourism brands and businesses who want to tap into the world’s leading source of outbound travellers.

The session includes a keynote from Chinese digital marketing agency Dragon Trail Interactive’s Managing Director – EMEA, Roy Graff, and a panel session with global tourism stakeholders to share their own observations, experiences, and advice for attracting and working with the Chinese market.

- Roy Graff, Managing Director EMEA, Dragon Trail Interactive
- Sienna Parulis-Cook, Communications Manager, Dragon Trail Interactive
- Jon Jiang, CEO of Lulutrip . Michele Saran, CEO, Tourism Nova Scotia (Canada)
- Mateo Asensio, Head of Promotional Actions, Turisme de Barcelona
- Renee Hartmann, Co-founder of China Luxury Advisors

11.30 Panel 2 – Immersive Authenticity: Evolving Destination Management

For decades, the travel and tourism industry has largely focused on the pursuit of more: more flights, more hotel rooms, and more visitors. Absolute growth at all costs has been the measure of success. Increasingly, and in light of recent events, however, the travel and tourism industry has questioned this approach and begun the shift to a ‘less is more’ approach. Community, social and environmental constraints have played some part in this shift, as well as changing consumer expectations. The challenge for destinations and their accommodation, tour operator, attraction and activity partners has now become one of how to manage the individual visitor experience with authenticity, versus solely marketing and promotion.
Winners in this new reality will be the destinations that not only invest in tourism but those that understand the key motivators that will drive the international traveller of the future – in order to mount innovative destination and experience development strategies.

This session will explore the business case for destination management and the role DMOs and operators need to play to evolve product and experience offerings to engage with consumers interested in immersive and authentic experiences. The session will involve a moderated discussion by destination development firm Twenty31 and include senior expert panelists from Sojern and two global DMOs.

Moderator:
- Joe Naaman, Partner, Twenty31 Consulting Inc. (USA)

Panelists:
- Michele Saran, CEO, Tourism Nova Scotia (Canada)
- Raki Phillips, CEO, Ras Al Khaimah Tourism Development Authority (UAE)
- Russell Young, Managing Director, APAC, Sojern (Singapore)

12.30 Wrap Up and Networking Lunch
13.30 Close