

PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2019

February 13-15 | Rishikesh, Uttarakhand, India

“Rejuvenate Your Soul through Travel”

As of Oct 26

Wednesday, February 13

- 0900-1700** Delegate arrival/registration
Venue: Ganga Resort
- 0830-1230** Complimentary Half Day Tour
Note: Pick up / Drop off: TBC
- Evening At Leisure

Thursday, February 14 (Conference Day)

All conference sessions will take place at the conference tent, except the BO 2 at the Auditorium, Ganga Resort.

- 0850-0900** Masters of Ceremonies welcomes delegates
- 0900-0925** Opening Session
- 0900-0910** Uttarakhand Welcome Speech
- 0910-0920** PATA Welcome Speech
Dr. Mario Hardy, Chief Executive Officer, PATA, Thailand
- 0925-0940** Opening Ceremony
- 0940-1010** Keynote: Rejuvenating Your Soul Through Travel
- The speaker is an expert on transformational tourism and a founder of the Transformational Travel Council. He will explore the themes of mindfulness in the age of social media (including tips and tricks to staying in the moment during our travels) and the importance of truly connecting with destination we visit.
- (Session format: presentation)
- 1010-1025** Interlude: Top Ten Instagram Tip for Business
- A tip summary of the top tips for operators and destinations using Instagram as a business development tool from an expert

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1025-1050 **Session 1: Consuming the Landscape**

Sharing a meal is about connection between species, between cultures and between people. When we travel, and we eat local we are consuming the landscape that we are in. This connects us to a place, without us even realising it. What does this connection mean to the tourists and to the place? The speaker will explore the importance of vegetarianism in our efforts to save the environment and provide tips for tourists to connect to their place through their food.

(Session format: Presentation)

1050-1110 **Networking Coffee Break hosted by Uttarakhand Tourism Development Board**

1110-1230 **Breakout Session 1: Trends to India** **Venue: Auditorium**

India holds a special place in the imagination of both adventure and wellness travellers – but who are these travellers? Where do they come from? What do they value? What are their motivations? What experiences are they seeking out? Which ones are they willing to pay for? Our expert panel will shed light on the trends to India from Unique perspectives of an OTA and a luxury travel designer.

(Session format: Panel discussion)

Breakout Session 2: Creating Experiences that are Regenerative

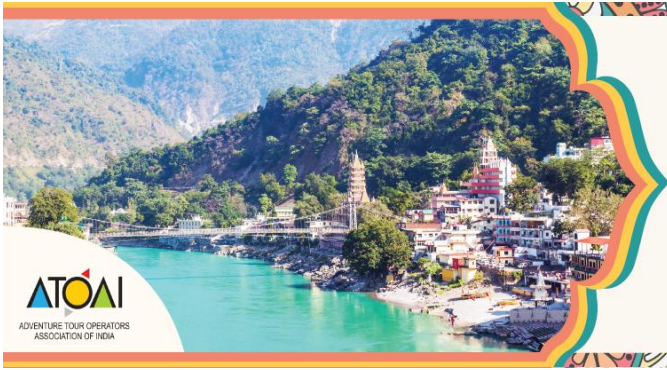
This panel discussion will look at product development strategies for the niche sectors such as culinary, adventure and yoga. Who are the main target markets for these niches? What do they look for their tourism experiences? How can operators create compelling itineraries and experiences that delight and creating meaning to their guests?

(Session format: Panel discussion)

1230-1400 **Networking Lunch hosted by Uttarakhand Tourism Development Board**

1400-1445 **Session 2: Marketing to the New Adventure Travellers**

Research shows that travellers choose adventure travel more for the mental health benefits than for the adrenaline or risks. How do we message the regenerative benefits of adventure and wellness travel through our B2C and B2B marketing? Natasha Martin, an expert on adventure travel development, will first look at the new meaning of adventure travel and the key motivations of adventure traveller. She will then moderate a discussion between Amit Sankhala of Encounter Asia and Joanne Vargas of Modern Adventures on how their companies market their adventure products to travellers seeking a mental break for everyday life as well as incredible experiences.



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(Session format: Panel discussion)

1445-1530 Sessions 3: Tourism as a Tools for Rejuvenation

This panel examines the benefits that tourism brings to a destination - from conservation, cultural heritage preservation and revitalising the city. Each panellist will present a brief case study, of how a tourism project has led directly to benefits and provide a few key pointers for stakeholders looking to recreate those successes in their own work. Mr. Keith Sproule will discuss environmental conservation work by his tour operator, Natural Habitat. Dr. Sonali will look at how a tourism project can help revitalise a city by creating a demand generator and creating jobs. And Daw Moe Lwin will look at how cultural preservation can inspire tourists to visit a city.

(Session format: Presentation followed by Q&A)

1530-1600 Networking Coffee Break hosted by Uttarakhand Tourism Development Board

1600-1615 Interlude: A Special Story of Indian Rejuvenation

1615-1640 Closing Keynote: The Best of Secret Leaders: Lesson Learned from those who failed before they succeeded

1640-1650 Thank you and close by Dr Mario Hardy, Chief Executive Officer, PATA, Thailand

1830-2030 Welcome Dinner Reception hosted by Uttarakhand Tourism Development Board Venue: TBC

Friday, February 15 (Travel Mart Day)

0915-0930 Travel Mart Opening Ceremony Venue: Exhibition area, Ganga Resort

0930-1220 Travel Mart Appointment Sessions Venue: Exhibition Area, Ganga Resort

0930-0945	Appointment 1	1000-1015	Appointment 3
0945-1000	Appointment 2	1015-1030	Appointment 4

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1030-1050 **Networking Coffee Break hosted by Uttarakhand Tourism Development Board**

1050-1105	Appointment 5	1135-1150	Appointment 8
1105-1120	Appointment 6	1150-1205	Appointment 9
1120-1135	Appointment 7	1205-1220	Appointment 10

0945 Media Briefing
Venue: Auditorium, Ganga Resort

1230-1400 Delegate Lunch hosted by Uttarakhand Tourism Development Board
Venue: Restaurant, Ganga Resort

1400-1650 **Travel Mart Appointment Sessions**

1400-1415	Appointment 11	1445-1500	Appointment 14
1415-1430	Appointment 12	1500-1515	Appointment 15
1430-1445	Appointment 13	1515-1530	Appointment 16

1530-1550 **Networking Coffee Break hosted by Uttarakhand Tourism Development Board**

1550-1605	Appointment 17	1620-1635	Appointment 19
1605-1620	Appointment 18	1635-1650	Appointment 20

1830-2030 Dinner Reception hosted by Uttarakhand Tourism Development Board
Venue: TBC

Saturday, February 16

Departure and Post Tour

0830-1230 Complimentary Half Day Tour
Note: Pick up / Drop off: TBC

Delegates must pre-register complimentary tour through the complimentary tour booking Form (TBC).

-----End of the Programme -----