

(As of October 4, 2017)

Wednesday, February 21

- 0900-1700** **Delegate arrival/registration**
Venue: Aloft Hotel
- 0800-1300** **Complimentary Half Day Tour**
Note: Pick up / Drop off: TBA
- 1800** **Dinner Reception** hosted by TBC (subject to sponsorship)
Venue: TBC

Thursday, February 22

- 0850-0900** **Master of Ceremonies welcomes delegates**
TBC
- 0900-1000** **Opening Session**
Venue: Aloft Hotel
- 0900-0910** **Welcome Speech by Abu Dhabi**
- 0910-0920** **Welcome Speech by Mr. Mario Hardy, CEO, PATA**
- 0925-1000** **Keynote Address: 2018 Adventure Travel Trends – looking ahead to 2021**
Venue: Aloft Hotel
- What are the trends facing adventure tourism in the next 3 years from to products to technology. What should tour operators and destinations prepare for as they look to increase their share of the adventure tourism market in the new era.
- 1000-1020** **Coffee Break hosted by Abu Dhabi Tourism & Culture Authority**
- 1020-1100** **Plenary Session 1: Partnership for a New Era**
Venue: Aloft Hotel
- Strong partnerships are the foundation for growth. This session looks at innovative partnerships that bridge the old and the new - first through the partnership of experience economy leader Airbnb with AMEX, who back in 1891 introduced traveller Checks. Their partnership provides exclusive benefits to AMEX members and enhanced security to all users. Secondly, the partnership between the Westin and 40ours Travel Show. The Westin Hotel is opening four travel themed cafes in mainland China and 40ours is providing destination content. This session will focus on how these new partnerships are formed and how they are merging authentic experiences with established travel brands.



1100-1145

Plenary Sessions 2: New Operators for a New Era

Venue: Aloft Hotel

A new type of tourism is emerging: long tourism. Companies like Remote Year and Unsettled are offering travellers the opportunity to spend extended amounts of time in a destination - all while continuing to work remotely. The presenters will share the trends they see in this form of long tourism, who the target market is and what the benefits to destinations are.

1145-1155

Intervals

1155-1230

Plenary Session 3: The Middle Eastern Adventure Traveller

This session will look at the demographics and psychographics of the adventure travellers from the Middle East who travel regionally and internationally. This segment is growing, in part due to the rise of professional adventure companies servicing this market. Two tour operators and one representative from Dubai tourism will provide their perspective on trends.

1230-1400

Networking Lunch hosted by Abu Dhabi Tourism & Culture Authority

Venue: Aloft Hotel

1400-1445

Plenary Session 4: Micro Moments: Marketing for a New Era

Venue: Aloft Hotel

The popularity of snapchat, Instagram stories and other 'in the moment' sharing applications has required destination marketers to adapt their marketing strategies. This session will focus on how to market using real-time sharing apps.

1445-1530

Plenary Session 5: Stimulating Innovation in a New Era

Venue: Aloft Hotel

Tourism providers need to consistently innovate in order to gain more market share. This session will look at innovative ways to encourage innovation in product development.

1530-1600

Coffee Break hosted by Abu Dhabi Tourism & Culture Authority

1600-1630

Plenary Sessions 6: For More tolerance we need more tourism

Venue: Aloft Hotel

This is the topic of a TED Talk by a Palestinian: Aziz Abu Sarah is a Palestinian activist with an unusual approach to peace-keeping: Be a tourist. The TED Fellow shows how simple interactions with people in different cultures can erode decades of hate. He starts with Palestinians visiting Israelis and moves beyond ..

1630-1700

Closing Address: OverTourism: Loving Destinations To Death

Venue: Aloft Hotel

The scarcity of place is a reality with over 1 billion international departures. What are the implications to residents, the environment, government and tourists of overtourism? What should the adventure sector be doing to mitigate the phenomenon of overtourism? The keynote speaker will look at destinations that have tried some solutions such as: Tourism caps, dynamic pricing and lottery systems.

1830

Welcome Dinner Reception hosted by Abu Dhabi Tourism & Culture Authority

Venue: TBC

Friday, February 23

0900-0915

Travel Mart Briefing

Venue: Aloft Hotel

0915-0930

Travel Mart Opening Ceremony

Venue: Exhibition Area, Aloft Hotel

0930-1220

Travel Mart Appointment Sessions

Venue: Exhibition Area, Aloft Hotel

0930-0945

Appointment 1

0945-1000

Appointment 2

1000-1015

Appointment 3

1015-1030

Appointment 4

1030-1050

Networking (Coffee) Break hosted by Abu Dhabi Tourism & Culture Authority

1050-1105

Appointment 5

1105-1120

Appointment 6

1120-1135

Appointment 7

1135-1150

Appointment 8

1150-1205

Appointment 9

1205-1220

Appointment 10

0945

Media Briefing

Venue: Aloft Hotel

1230-1400

Delegate Lunch hosted by Abu Dhabi Tourism & Culture Authority

Venue: Aloft Hotel



1400-1650

Buyer-Seller Afternoon Appointments

Venue: Exhibition Area, Aloft Hotel

1400-1415	Appointment 11
1415-1430	Appointment 12
1430-1445	Appointment 13
1445-1500	Appointment 14
1500-1515	Appointment 15
1515-1530	Appointment 16
1530-1550	<i>Networking (Coffee) Break hosted by Abu Dhabi Tourism & Culture Authority</i>
1550-1605	Appointment 17
1605-1620	Appointment 18
1620-1635	Appointment 19
1635-1650	Appointment 20

1830

Dinner Reception hosted by Abu Dhabi Tourism & Culture Authority

Venue: TBC

Saturday, February 24

Departure and Complimentary Tour

Note: *Pick up / Drop off: TBC*

--- **End of Programme** ---