

**The 12<sup>th</sup> UNWTO/PATA FORUM ON TOURISM TRENDS AND OUTLOOK**  
**Guilin, China, 25-27 October 2018**

Dear Sir/Madam,

We are pleased to inform you that at the gracious invitation of the People's Government of Guilin of China, the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA) are organising the **12<sup>th</sup> UNWTO/PATA Forum on Tourism Trends and Outlook** scheduled to be held in Guilin, China from 25-27 October 2018. This year's forum will be organised again in collaboration with The Hong Kong Polytechnic University.

The forum has been successfully held eleven times previously in Guilin. Our aim in staging such a forum is to provide an annual Pan-Asia-Pacific platform for policymakers, senior officials, researchers and industry representatives to take stock of global and regional trends and to better understand their potential impacts on tourism development. The event, under the joint umbrella of UNWTO and PATA, will allow participants to share information, analyse current situations, and map out the course of action for the future. Overarched under the theme of "*The Future of Tourism – Road to 2030*", this year's forum aims to deliver on the following objectives:

- To explore and identify major global trends and issues that will affect the future of tourism as a development agenda in a destination society or community,
- To analyse trends, issues and challenges so as to offer prospects for its future development in a destination economy, and
- To facilitate dialogues and knowledge exchange amongst industry practitioners, policymakers and academics so as to promote tourism as an instrument for achieving sustainable development goals.

In light of the foregoing, we are extending this invitation to you and your administration or institution to attend this conference and to participate actively in the discussions so as to provide us with insights into the various scenarios facing tourism now and in the years to come.

Kindly find the Preliminary Programme, General Information Notes, Technical Notes and a Registration Form for this event at <http://asiapacific.unwto.org/event/12th-unwtopata-forum-tourism-trends-and-outlook>

We will be most grateful if you could confirm your attendance before **Friday 19 October 2018**. We look forward to receiving your affirmative response to our invitation.

Kind regards,



Shanzhong Zhu  
Executive Director, UNWTO



Mario Hardy  
CEO, PATA



Kaye Chon  
Dean and Chair Professor, School of  
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