

PATA ANNUAL SUMMIT 2018

May 17-20 | Lakai SANDPINE
Gangneung, Republic of Korea

Join us at the **PATA Annual Summit 2018**, a 4-day event that brings together travel's most innovative thinkers and disrupters to connect, share ideas and drive the industry to new successes.

Highlights of the Summit include:



a **one-day conference** with a dynamic line-up of speakers and panelists to share their insights and knowledge on trends affecting the Asia Pacific tourism landscape



the **PATA Annual General Meeting** for all PATA members as well PATA's executive and advisory board meetings



the **PATA Youth Symposium**, a bi-annual session of roundtable discussions which engages students and young tourism professionals while connecting them with industry leaders.

The programme also includes exciting side events, networking opportunities, social gatherings and complimentary tours.



EXPERIENCE GANGNEUNG

Experience the diverse landscapes of Gangneung, Korea's best all-year-round destination. A popular destination among locals, Gangneung combines the white sandy beaches that stretch across the East Coast with the misty peaks of the Taebaek Mountains, also referred to as the spine of the Korean Peninsula. It is expected to have perfect weather with an average temperature of 20 degrees Celsius during the period of PAS 2018.

Serving as the location setting for popular Korean drama, Gangneung is gaining traction as a destination for fans of the Korean Wave, or 'Hallyu'. The city boasts a unique cultural heritage - the Gangneung Danoje Festival serves to preserve the folk culture of the Joseon Dynasty, and has been UNESCO-designated as a Masterpiece of the Oral and Intangible Heritage of Humanity. Gangneung will also be co-hosting the Olympic Winter Games PyeongChang 2018, along with the cities of PyeongChang and Jeongseon.

VENUE

Situated on Gyeongpo beach along, Lakai SANDPINE offers a breathtaking ocean scenery along with magnificent views of the Daegwallyeong Mountain and Gyeongpo Lake, with the name 'Lakai' meaning 'shining ocean' in the native Hawaiian language. The resort is equipped with various facilities including banquet halls, pools, and restaurants. Gyeongpo Beach is a well-known tourist attraction within Korea - a flawless combination of nature and cultural relics with many nearby attractions.

GETTING THERE

Gangneung is approximately 2.5-hours away from Seoul by car. Visitors can also travel into Gangneung by bus or train.

REGISTRATION FEES

	International	Local
PATA Life Member	Complimentary	
PATA Member	USD199	USD159
PATA Chapter Member	USD299	USD199
Non-Member	USD499	USD299
Spouse	USD99	
Media	By invitation	
Student	USD59	

Find out more at

www.PATA.org/PAS

For inquiries, email PAS@PATA.org

