



PATA TRAVEL MART 2017 PROGRAMME SEPTEMBER 13-15



Unless otherwise listed, all PTM2017 business sessions are to take place at Venetian Macao Resort Hotel



(As of Sep 6, 2017 and subject to change)

Tuesday, September 12, 2017

0900-1800 Organiser Hall Move In/Raw Space Build Up
Venue: Hall D, Venetian (Level 3)

1400-1730 Buyer/Seller/Media Delegate Registrations
Venue: Hall D, Venetian (Level 3)

Wednesday, September 13, 2017

0830-1730 Buyer/Seller/Media Delegate Registrations
Venue: Hall D, Venetian (Level 3)

0900-1200 Complimentary Half-day City Tour
Option 1) Highlight tour of Macao Heritage
Option 2) Highlight tour of Taipa and Coloane Island

Note: Pick up/drop off at Hall E, Venetian (Level 3)

Delegates must pre-register this tour which tour booking form will be available at www.PATA.org/mart. Seats are available on first come first served.

0900-1800 Raw Space Build Up & All Booth Decorations
Venue: Hall D, Venetian (Level 3)

0900-1600 PATA Youth Symposium (By invitation only)
Venue: Institute for Tourism Studies (IFT), Macao SAR

0900-1230 PTM Forum: Travolution Forum Asia: Redefining the Travel Experience
A traveller's journey begins with the very first idea of a destination or experience. Destinations, airlines, hoteliers and websites must meet the modern customer's growing list of demands and expectations throughout every stage of the trip – from idea conception to post-trip nostalgia. This seminar will look at strategies, business models and current technologies that encourage customer loyalty and repeat bookings throughout the complete cycle of the customer journey.
Venue: Ballroom, Parisian (walking distance from Venetian)

1400-1600 PTM Forum: Influence Marketing Forum: The Most Effective Influencer Marketing Strategies In Travel in 2017
Every year influencer marketing offers more and more opportunities to target and engage with your ideal customer, but this also means there are more options to consider and prioritize. This seminar will provide an overview of the influencer marketing landscape in 2017, a breakdown of the most effective strategies, and a list of best practices for maximizing the results of your work with influencers.
Venue: Ballroom, Parisian (walking distance from Venetian)



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1930-2130 PTM2017 Welcome Reception hosted by Macao Government Tourism Office
Venue: Grand Ballroom, JW Marriott Macau
Dress code: Business Attire or National Costume

Thursday, September 14, 2017

- 0900-0945 Seller-meet-Buyer Open Hall Session
Venue: PTM Network Lounge, Hall D, Venetian (Level 3)
1000-1020 PTM2017 Ribbon Cutting
1020-1115 PTM2017 VIP Tour
1115-1215 PATA and PTM2017 Host Destination Media Briefing
Venue: Ballroom J, Venetian (Level 3)
- 1030-1220 PTM2017 Business Session 1 (5 appointments plus a Coffee Break)
Venue: Hall D, Venetian (Level 3)
1030-1045 Appointment 1
1050-1105 Appointment 2
1105-1125 All Delegates Coffee Break hosted by Macao Government Tourism Office
- 1105-1125 PTM Talks: **The New Casino: Revenue Generation for a Changing Market Landscape:** By **SHR**
"The Casino revenue model that naturally revolved around gambling has changed. Largely fueling this trend globally is the growing number of younger "experience-centric" travelers looking for more than a roulette table. This shift has been seen already in U.S. gambling meccas such as Las Vegas, where, for the first time, room profits have outpaced gambling profits. It seems safe to say, the room-centric Casino revenue model is here to stay. By using the right hotel distribution and booking technology, Casinos can learn new ways to not only survive, but thrive like never before in this exciting and emerging marketing opportunity."
Venue: PTM Talks, Hall D, Venetian (Level 3)
1125-1140 Appointment 3
1145-1200 Appointment 4
1205-1220 Appointment 5
- 1220-1400 Delegate Lunch hosted by Guangdong, Hong Kong and Macao
Venue: Ballroom, Parisian (walking distance from Venetian)
- 1400-1710 PTM2017 Business Session 2 (9 appointments plus a Coffee Break)
Venue: Hall D, Venetian (Level 3)
1400-1415 Appointment 6
1420-1435 Appointment 7
1440-1455 Appointment 8
1500-1515 Appointment 9
1515-1535 All Delegates Coffee Break hosted by Macao Government Tourism Office



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- 1515-1535 PTM Talks: **Maximizing Revenues in a Changing and Connected World: By Mystifly Global Consolidation & Technology Services Pte. Ltd.**
“Enhance your business capabilities by adopting global technology solutions which will help drive higher revenues for your organization. In addition, be relevant & take full control of your customers travel in this ever changing and connected world.”
Venue: PTM Talks, Hall D, Venetian (Level 3)
- 1535-1550 Appointment 10
 1555-1610 Appointment 11
 1615-1630 Appointment 12
 1635-1650 Appointment 13
 1655-1710 Appointment 14
- 1900-2100 Dinner Reception hosted by Abu Dhabi Tourism & Culture Authority, the host of PATA Adventure Travel and Responsible Tourism Conference and Mart 2018, Al Ain, Abu Dhabi
Venue: Ballroom, Wynn Palace
- 2100-2330 Late Night Function jointly hosted by TTG Travel Trade Publishing and Grand Hyatt Macau with the theme ‘Chill out at the CLuB’
Venue: Grand Hyatt Macau

Friday, September 15, 2017

- 0930-1700 Trade Visitors Walk Around
Venue: Hall D, Venetian (Level 3)
- 0930-1015 Open Hall Session
Venue: Hall D, Venetian (Level 3)
- 1015-1245 PTM2017 Business Session 3 (7 appointments plus a Coffee Break)
Venue: Hall D, Venetian (Level 3)
 1015-1030 Appointment 15
 1035-1050 Appointment 16
 1055-1110 Appointment 17
 1110-1130 All Delegates Coffee Break hosted by Macao Government Tourism Office
- 1110-1130 PTM Talks: **Pristine Paradise Palau: By Palau Visitors Authority**
Venue: PTM Talks, Hall D, Venetian (Level 3)
 1130-1145 Appointment 18
 1150-1205 Appointment 19
 1210-1225 Appointment 20
 1230-1245 Appointment 21
- 1245-1415 2017 PATA Gold Awards Lunch and Award Presentation hosted by Macao Government Tourism Office
Venue: Ballroom, Parisian (walking distance from Venetian)



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- 1415-1725 PTM2017 Business Session 4 (9 appointments plus a Coffee Break)
Venue: Hall D, Venetian (Level 3)
- 1415-1430 Appointment 22
 - 1435-1450 Appointment 23
 - 1455-1510 Appointment 24
 - 1515-1530 Appointment 25
 - 1530-1550 All Delegates Coffee Break hosted by Macao Government Tourism Office
- 1530-1550 PTM Talks: **Passion, Connected in Korea: By Korea Tourism Organization:**
- Venue: PTM Talks, Hall D, Venetian (Level 3)**
- 1550-1605 Appointment 26
 - 1610-1625 Appointment 27
 - 1630-1645 Appointment 28
 - 1650-1705 Appointment 29
 - 1710-1725 Appointment 30
- 1900-2100 PTM2018 Invitation Cocktail Reception hosted by Malaysia
Venue: Ballroom, Studio City Macau

--- End of Business session ---

Saturday, September 16, 2017

Departure /Post-Mart and Optional Tours

Please contact Hospitality Desk to arrange your departure transfer at least two days prior to your departure date.

Post-Mart Tours:

Delegates are required to pre-register Post-mart tours directly at the Hospitality Desk.

Saturday, September 16, 2017

PATA Executive Board and PATA Board Meeting at Studio City, Macau

--- End of Programme ---