



**PATA Destination Marketing Forum 2019**  
**‘Redefining a Destination - Reviving the past to reimagine the future’**  
**November 27-29**  
**Renaissance Pattaya Resort & Spa, Pattaya, Thailand**  
*(programme as of October 22)*

**Wednesday 27 November**

0900-1730 Registration by PATA  
 Hospitality Desk for Tour and Transfer Information (by DASTA & Pattaya City)  
 Venue: Hotel Lobby

Evening At Leisure

**Thursday 28 November**

**TECHNICAL TOUR**

hosted by Designated Areas for Sustainable Tourism Administration (DASTA)

0800-1730 Registration by PATA  
 Hospitality Desk for Tour and Transfer Information (by DASTA & Pattaya City)  
 Venue: Hotel Lobby

0800 Delegates arrive for Technical Tour briefing  
 Venue: Ballroom Foyer

0830 Departure for Technical Tour from Renaissance Pattaya Resort & Spa

0900-1600 **Technical Tour Options**

- Route 1: [Royal Pathway to Sustainable Development](#)
- Route 2: [Learning the Coconut Life, the Hidden Gem of Pattaya](#)
- Route 3: [Local Way of Pattaya Rice Farmer](#)

1700-1730 **Media Briefing**  
 Venue: Hotel Lawn

1800-2030 **Welcome Dinner** hosted by Tourism Authority of Thailand  
 Venue: The Ocean Marina Yacht Club Pattaya

**Friday 29 November**

0830-1730 Registration by PATA  
 Hospitality Desk for Transfer Information (by DASTA & Pattaya City)  
 Venue: Ballroom Foyer

0900-1640 Conference **‘Redefining a Destination - Reviving the past to reimagine the future’**  
 Venue: Ballroom  
 Master of Ceremonies: Mr. Paul Pruangkarn, Director-Communications & External Affairs, PATA

**Overview**

While some destinations grapple with the realities of ‘overtourism’ or ‘undertourism’, there are others that are struggling to overcome unwanted and long-standing perceptions. In addition, technological advancements and new innovations have led to greater power in the hands of the individual travellers and their specific needs,



leading to the so-called 'age of personalisation'. Organisations are therefore empowered with the perfect opportunity to leverage these technological innovations, improve on existing infrastructure and assets, and target specific markets and groups to help reimagine a destination and ultimately improve the guest experience.

The PATA Destination Marketing Forum, taking place in Pattaya, Thailand, will aim to redefine how destinations can position their experiences to match with changing consumer expectations. Looking to Pattaya's aspirations for reimagining their destination, the Forum will explore new market potentials, and articulate the unique experiences that destinations can offer visitors.

**0900-0930**

**Welcome Address by hosts**

- Pattaya City
- Tourism Authority of Thailand (TAT)
- Thailand Convention and Exhibition Bureau (TCEB)
- Designated Areas for Sustainable Tourism Administration (DASTA)

**0930-0940**

**Welcome Remarks by Dr. Mario Hardy, CEO, PATA, Thailand**

**0940-0950**

**Opening Ceremony**

**0950-1020**

**Keynote Address: The Story of South by Southwest - How one event transformed a destination and an entire industry**

South by Southwest (SXSW) first began as a music festival but has since evolved into an annual conglomeration of film, interactive media, and music festivals and conferences that takes place over several days in the city of Austin, Texas, USA. Bringing in more than US\$300 million in revenue, the event has had a significant economic impact for the city. In addition, SXSW has both redefined the perception of Austin and transformed the MICE industry, inspiring a surge of new 'innovation conferences' and the 'festivalisation' of meetings and events.

**Keynote Speaker:**

Mr. Mike Shea, Chief Logistics Officer, South by Southwest (SXSW), USA

*Format: 30-minute presentation*

**1020-1050**

**Networking Break hosted by Thailand Convention and Exhibition Bureau (TCEB)**

**1050-1130**

**Session 1: Targeting the right market segments**

With growing concerns of 'overtourism', destinations and tourism organisations are becoming less concerned with growing visitor numbers, instead placing a greater emphasis on higher yield and longer stays. Market segments like luxury, family and silver age travellers have become more attractive to target. However, this brings to question: how can you leverage an existing asset and create an attractive product while effectively marketing to the right audience?

**Moderator:**

Mr. Al Merschen, Managing Partner, Myriad Travel Marketing, USA

**Panellists:**

- Naomi Mano, President & CEO, Luxurique, Inc., Japan
- Olivia Ooi, Head of Destination Marketing, Themed Attractions Resorts & Hotels Sdn Bhd, Malaysia



*Format:*

*This session will begin with a 10-minute context presentation from the moderator followed by a 30-minute interactive and engaging moderated panel discussion and audience Q&A.*

**1130-1150 Interlude: Engaging the next generation of travellers**

Meet Zara Khanna, the 10-year-old founder of Octa, a travel chatbot that helps kids and parents find fun places to visit and cool things to do. The chatbot was developed for kids by kids, where users can discover family-friendly attractions, play areas and events, as well as tell jokes for those long plane, train and car rides.

**Speaker:**

Zara Khanna, Founder, Octa, Singapore

*Format:*

*15-minute presentation following by 5-minute Q&A.*

**1150-1230 Session 2: The case for Universal Design**

Accessible travel is not just about building infrastructure like wheelchair ramps and handrails. It is about integrating universal design to accommodate all forms of disabilities, while embracing other groups such as children and seniors. This session will examine how organisations can provide a more personalised and immersive travel experiences for a myriad of traveller segments and audience groups.

**Moderator:**

Dr. Mario Hardy, CEO, PATA, Thailand

**Speakers:**

- Ms. Nongnuch Maytarjittipun, Executive Secretary to the Executive Director, Asia-Pacific Development Center on Disability (APCD), Thailand
- Outstanding panelist to be announced

*Format:*

*This session will begin with a 10-minute presentation from each speaker followed by a 20-minute interactive and engaging moderated panel discussion and audience Q&A.*

**1230-1400 Lunch hosted by Thailand Convention and Exhibition Bureau (TCEB)**

Venue: 609 Kitchen and Pebbles Bar and Grill

**1400-1420 Thailand Tourism's role in redefining a destination – from the past 60 years towards the future**

As the Tourism Authority of Thailand (TAT) gets set to celebrate its 60<sup>th</sup> Anniversary in 2020, TAT will take us on a journey through the development of tourism in Thailand, and how it has shaped the country as it looks towards the future.

**Speaker:**

Mr. Tanes Petsuwan, Deputy Governor for Marketing Communications, Tourism Authority of Thailand (TAT), Thailand

**1420-1505 Session 3: Case study of CBT in Thailand**

The development of community-based tourism (CBT) has become one of the priorities for the Kingdom of Thailand and its national tourism strategy. It responsibly



promotes the unique culture and heritage of the country while also providing positive economic benefits for local communities. This session will focus on the collaborative approach to CBT in Thailand from sustainable product development and management to successful marketing.

**Session Introduction:**

Mr. Graham Harper, Director-Sustainability and Social Responsibility, PATA, Thailand

**Moderator:**

Dr. Jutamas (Jan) Wisansing, Managing Director, Perfect Link Consulting Group & Founder of Community Innovation Agency (CIA), Thailand

**Panellists:**

- Miss Watcharee Churugsa, Director of Office of Community-based Tourism, Designated Areas for Sustainable Tourism Administration (DASTA), Thailand
- Mrs. Wandee Prakobtham, President of Takientia CBT Club, Thailand
- Miss Thapanee Kiatphaiboon, Deputy Governor for Tourism Products and Business, Tourism Authority of Thailand (TAT), Thailand
- Ms. Buranakan Chatupornpaisan, Managing Director of Jumbo Journey and Events Co. Ltd., Thailand

*Format:*

*This session will begin with a 10- minute introduction and context presentation from PATA's Director of Sustainability and Social Responsibility, Mr. Graham Harper, followed by a 30-minute interactive and engaging moderated panel discussion and audience Q&A.*

**1505-1515 Interlude by Pattaya City**

**1515-1540 Networking Break hosted by Thailand Convention and Exhibition Bureau (TCEB)**

**1540-1620 Session 4: Leveraging user generated content**

Social media has allowed every traveller to effectively act as a marketing channel. With more and more organisations leveraging the power of user generated content, this session will look at the successful campaigns of two different destinations (InstaGUAM and Hong Kong Neighbourhoods: Old Town Central) and their impact on current and future marketing strategies. In addition, the speakers will discuss how the activities from the previous day's technical tour can be further developed and incorporated into an effective marketing strategy.

**Moderator:**

- Matthew Zatto, Vice President, Tourism – APAC, ADARA, Singapore

**Panellists:**

- Jason Lin, Chief of Talent, TalentBasket, Chinese Taipei
- Outstanding speaker to be announced

*Format:*

*This session will begin with a 10-minute presentation from each speaker followed by a 20-minute interactive and engaging moderated panel discussion and audience Q&A.*

**1620-1650 Closing Keynote: Rebranding a Destination**

Destination rebranding is highly complex and requires more than just a new logo and tagline. There are no cookie-cutter approaches to follow, as each destination has its own unique culture, pressures and stakeholder concerns. Furthermore, market



research as well as inductive market trends increasingly highlight a shift in consumer behaviour and travel expectations. Therefore, how can destinations redefine their identity, while matching products with the current market demand. The closing speaker will look to address these issues and share his experiences working with destinations as they look to present a completely new narrative to a worldwide audience.

**Speaker:**

Mr. Al Merschen, Managing Partner, Myriad Travel Marketing, USA

*Format: 30-minute presentation*

- 1650-1700**      **Invitation to the PATA Destination Marketing Forum 2020**
- 1700**            **End of Conference**
- 1800-2000**    **Farewell Dinner hosted by Tourism Authority of Thailand**  
Venue: The Grande Centre Point Pattaya  
  
Fireworks observation (optional)

**Saturday 30 November**

Hospitality Desk for Transfer Information by Pattaya City  
Venue: Hotel Lobby