April 8, Friday

0800-1700

PATA Chapter Colloquium hosted by Beijing Dongcheng District People’s Government
Venue: Traders Hotel

0800-0900 Registration
0900-1000 Welcome addresses
- PATA Chairman & CEO
- Round the table introductions
- Report on Chapter activities from PATA HQ
- Chapter Award Winners presentations
- Best practices presentations
  - Chapter A – Great Business Plan
  - Chapter B – Grand Networking Event

1000-1030 Break
1030-1230 Best practices presentations – continue
  - Chapter C – Essential Task Force
  - Chapter D – Applauded Secretariat Role

Introducing Chapter Development Seminar

1230-1345 Luncheon
1345-1400 Welcome speech from Beijing Dongcheng District Tourism Administration

1400-1530 “Brainstorm” on the future role of the Chapters in PATA and discuss on mutual opportunities
  - Group 1: How to enhance the relationship between PATA and Chapter members
  - Group 2: How to successfully extend the Chapter’s interest into In & Out bound scope
  - Group 3: How to maximize the benefit of Information technology and Social Media

Reports on results by each team

1530-1545 Break
1545-1645 Chapter Activity reports and CEO’s question time

1645-1700 Closing Session

1700-1800 Transfer to a Cocktail Reception

1830-2130 Cocktail reception hosted by Beijing Dongcheng District People’s Government
Venue: The Temple of Heaven

2130 Transfer back to hotel

**** End of PATA Chapter Colloquium Programme ***
PATA Executive Board and PATA Board Meeting
China World Hotel, Beijing, China
April 9-10, 2011

April 9, Saturday

0830-1800 Delegate Registration
Hospitality, Tour and Transfer Desks
PATA Foundation Silent Auction
Venue: China World Hotel, Conference Hall Foyer

0800-1000 Audit and Finance Committee Meeting
• In-room light breakfast served in meeting
Venue: China World Hotel, Function Room 10

1000-1600 Executive Board Meetings – Sessions 1 and 2
• In-room refreshment breaks and lunch served during course of meeting
Venue: China World Hotel, Function Room 11

1600-1700 Life Members Briefing
Venue: China World Hotel, Function Room 12

1715-1745 Supervisory Finance Board Meeting
Venue: China World Hotel, Function Room 11

1830-2030 PATA Board Cocktail and Dinner Reception hosted by China National Tourism Administration
Venue: Park Hyatt Beijing Hotel, Ballroom (3rd Level)

April 10, Sunday

0830-1800 Delegate Registration
Hospitality, Tour and Transfer Desks
PATA Foundation Silent Auction
Venue: China World Hotel, Conference Hall Foyer

0830-1030 PATA Board Meeting – Session 1
Venue: China World Hotel, Grand Ballroom B, C, D

1030-1045 Coffee Break hosted by Beijing Tourism Administration
Venue: China World Hotel, Grand Ballroom Foyer

1030-1215 Foundation Board of Trustees Meeting
• In-room refreshment break served during course of meeting
Venue: China World Hotel, Function Room 10

1045-1215 Membership Category Meetings
1. Carrier
   Venue: China World Hotel, Function Room 11
2. Government / Destination
   Venue: China World Hotel, Function Room 12
3. Industry Council  
Venue: China World Hotel, Ballroom A

1215-1330  Lunch hosted by Beijing Tourism Administration  
Venue: China World Hotel, Aria

1330-1500  Hospitality and Advisory Committee Meetings  
1. Hospitality  
   Venue: China World Hotel, Ballroom A  
2. Education and Training  
   Venue: China World Hotel, Function Room 12  
3. Sustainability and Social Responsibility  
   Venue: China World Hotel, Function Room 11

1330-1515  Honours Committee Meeting  
   • In-room refreshment break served during course of meeting  
     Venue: China World hotel, Function Room 10

1500-1515  Coffee Break hosted by Beijing Tourism Administration  
Venue: China World Hotel, Grand Ballroom Foyer

1515-1630  PATA Board Meeting – Session 2  
Venue: China World hotel, Grand Ballroom B, C, D

1800-2030  PATA 60th Anniversary & Conference Welcome Banquet hosted by China National Tourism Administration and Beijing Municipal Government  
Venue: China World Summit Wing, Summit Ballroom (Level 3)

*** End of PATA Executive Board and PATA Board Meeting***
PATA 60th Anniversary & Conference
BUILDING TOURISM: PAST. PRESENT. PROGRESSIVE.
China World Hotel, Beijing, China
April 9-12, 2011

April 9, Saturday

0830-1800 Delegate & Media Registration
Hospitality, Tour and Transfer Desks
PATA Foundation Silent Auction
Venue: China World Hotel, Conference Hall Foyer

1500-1630 PATA 60th Anniversary & Conference Local Media Briefing
Venue: Beijing International Hotel

April 10, Sunday

0830-1800 Delegate & Media Registration
Hospitality, Tour and Transfer Desks
PATA Foundation Silent Auction
Venue: China World Hotel, Conference Hall Foyer

1630-1700 Media Update for International Trade Media
Venue: China World Hotel, Function Room 11

1800-2030 PATA 60th Anniversary & Conference Welcome Banquet hosted by
China National Tourism Administration and Beijing Municipal Government
Venue: China World Summit Wing, Summit Ballroom (Level 3)

April 11, Monday

0800-1730 Delegate & Media Registration
Hospitality, Tour and Transfer Desks
Venue: China World Hotel, Conference Hall Foyer

0800-1630 PATA Foundation Silent Auction
Venue: China World Hotel, Conference Hall Foyer

0900-1015 PATA 60th Anniversary Opening Session
Venue: China World Hotel, Conference Hall
- Welcome
- Keynote Address by Mr Wang Qishan, Vice Premier - China
- PATA Welcome by Mr Bill Calderwood, Interim CEO
- China Welcome by Mr Shao Qiwei, Chairman - China National Tourism Administration
- Beijing Welcome by Mr Guo Jinlong, Mayor of Beijing Municipality
- PATA 60th Anniversary Video
- PATA 60th Anniversary Address by Mr Hiran Cooray, Chairman
- 2011 PATA Honours and Awards
  - Honourary Life Member Awards
  - Chapter Awards: Spirit of PATA and Award of Excellence
  - 2011 Face of the Future
  - Award of Merits
  - Life Member Award

1000-1015
Special Address by Vice Mayor of Beijing Municipality, Mr Ding Xiangyang
Venue: China World Hotel, Conference Hall

1015-1100
PATA 60th Anniversary Keynote Session
Venue: China World Hotel, Conference Hall

One of the leading entrepreneurs in the space industry, Eric Anderson, Chairman and Co-Founder of Space Adventures, has led the development of commercial human spaceflight and the space tourism industry since its inception. He will be joined by Mr YU Dengyun, Deputy Director General, Committee of Science and Technology, China Aerospace Science and Technology Corporation (CASC). As the main contractor for the Chinese Space Program, CASC has immense expertise in the development and manufacture of spacecraft and launch vehicles. The two men will be interviewed on stage by CNN anchor Richard Quest about some of the many advances taking place in the space industry and how, in the near future, travel into space is likely to become a very real and exciting possibility for the tourism industry.

Keynote Introduction: Mr Ross Jackson, Head of Cross Border Business – International (Asia Pacific & CEMEA), Visa International

Keynote Interviewees:
- Mr Eric Anderson, Chairman and Co-founder, Space Adventures, Ltd.
- Mr YU Dengyun, Deputy Deputy Director General, Committee of Science and Technology, China Aerospace Science and Technology Corporation (CASC)

Interviewer: Mr Richard Quest, Presenter & Anchor - CNN

1100-1130
Networking (Coffee) Break hosted by Beijing Tourism Administration
Venue: China World Hotel, Conference Hall Foyer

1130-1300
Venue: China World Hotel, Conference Hall

Past: Recognises PATA’s strong foundation and history as a pioneer in the travel and tourism industry.

Present: Highlights PATA’s current members and the ongoing work PATA continues to do to as an advocate and voice for these members and the industry as a whole.
**Progressive:** Positions PATA as a relevant and future-focused Association, with a commitment to sustainability, a determination to reach out to a new generation of membership, and a close eye on the changing horizon of the travel and tourism industry.

Together, the three words form a memorable tagline that encapsulates the Association's proud past and promising future, extending the message of the 50th Anniversary campaign with a call to action to stay ahead of the curve and remain a driving force in travel and tourism.

**Lead Presenter:** Mr Robert Broadfoot, Founder and Managing Director - Political and Economic Risk Consultancy, Ltd.

**Panel:**

1. Government
   - Mr Marcio Favilla, Executive Director (External Relations and Partnership) - UNWTO

2. Hospitality
   - Mr Chanin Donawanik, CEO - Dusit International

3. Industry
   - Ms Brenda Foster, President - The American Chamber of Commerce in Shanghai
   - Mr Hans Lerch, Vice President & CEO - Hotelspan Holding AG
   - Mr David Scowsil, President & CEO - WTTC

4. Premier Partner
   - Mr Ross Jackson, Head of Cross Border Business - International (Asia Pacific & CEMEA) - Visa International

5. 2011 PATA Face of the Future
   - Ms Tavalea Nilon - Samoa

6. PATA Life Member
   - Mr Jon Hutchison, CEO - Business Events Sydney

**Moderator:** Mr Liam Fitzpatrick, Writer and Editor - TIME

**Schedule:**

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<tr>
<th>Time</th>
<th>Event and Venue</th>
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| 1300-1500 | **2011 PATA Gold Awards Lunch and Award Presentations hosted by Macau Government Tourist Office**  
Venue: China World Trade Center, Exhibition Hall 3 |
| 1500-1600 | **China Forecast Briefing by PATA’s Office of Strategic Management**  
Venue: China World Hotel, Grand Ballroom A&B |
| 1500-1600 | **2011 PATA Annual General Meeting**  
Venue: China World Hotel, Grand Ballroom C&D |
| 1600-1630 | **Networking (Coffee Break) hosted by Beijing Tourism Administration**  
Venue: China World Hotel, Conference Hall Foyer |
| 1630     | **PATA Foundation Silent Auction - Close of Bids**  
Venue: China World Hotel, Conference Hall Foyer |
| 1630-1730 | **PATA Foundation Silent Auction - Payment of Bids**  
Venue: China World Hotel, Conference Hall Foyer |
1640-1730  
**Plenary Two: Tomorrow’s Tourism**  
Venue: China World Hotel, Conference Hall

A look at what shapes tomorrow’s tourism: innovation; new ideas; social and economic challenges et al. Students from the top three PATA member schools will present an elevator pitch on their vision for tomorrow’s tourism to the audience and our panel or judges. The winning school will receive a financial award and participate in a session with PATA Life Members and selected industry professionals the following day.

- **Finalists**
  1. Mr Yunliang Zhao, Mr Yichen Yan, Ms Rui Qian - Shanghai Institute of Tourism  
  2. Ms Fiona Huang Hao - IFT Macau  
  3. Ms Mridi Sahgal, Mr Vinay Kumar - HIHT, Agra

- **Panel of judges**
  1. Plenary 1 Lead Presenter: Mr Robert Broadfoot  
  2. Plenary 3 Lead Presenter: Mr Amitabh Kant  
  3. Closing Speaker: Mr Ray Hammond  
  4. CNN: Mr Richard Quest

**Moderator:** Mr Peter Semone, Chief Technical Advisor of the Lao National Institute of Tourism and Hospitality

1845-2140  
**PATA Foundation Charity Gala Dinner 2011 hosted by Beijing Tourism Administration**  
Venue: Beijing Hotel, Grand Ballroom

**April 12, Tuesday**

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0830-1800  
**Delegate & Media Registrations**  
**Hospitality, Tour and Transfer Desks**  
Venue: China World Hotel, Conference Hall Foyer

0900-1030  
**Plenary Three: New Realities of Travel**  
Venue: China World Hotel, Conference Hall

A decade into the 21st century and we have witnessed phenomenal change to the travel and tourism industry – change that is likely to continue. In this quick-fire session experts from five different fields will put forward their views on trends that are re-shaping our industry now and will continue to do so in the years to come.

**Lead Presenter:** Mr Amitabh Kant, Managing Director - Delhi-Mumbai Industrial Corridor

**Panel**

i) **Distribution challenges:** Who will be the winners and losers as new models of distribution continue to challenge traditional players? What impact will changing consumer trends have on distribution models and what variations can we expect in different markets?

- Mr Min Fan, CEO - Ctrip
- Mr Deep Kalra, Owner and Founder - MakeMyTrip India
ii) **Changing demographics:** From the rise of China and India’s middle class, to the adventurous, cash-rich ‘baby boomer’ generation. How does the travel and tourism industry need to adapt to the specific needs and requirements of these new breeds of travellers?
- Mr Dong Li, Vice President - International Division - China Union Pay
- Dr Clint Laurent, Owner & Founder - Global Demographics
- Ms Tawaina Turner, Director Strategic Partnerships & Alliances - Citibank

iii) **Rise of “Good Tourism”:** Gone are the days of labeling tourism based on its particular contribution to, for example, environment, community or local heritage. Tomorrow’s industry will instead simply strive to be ‘good tourism’; that is tourism which is both sustainable and delivers a range of different benefits.
- Mr Justin Francis, CE and Co-Founder - responsibletravel.com
- Mr Jiwei Xu, President - Huangshan Tourism Development

iv) **Technology innovations:** Point your phone at a historical landmark and its history will appear before your eyes. This is today’s latest innovation, but what of tomorrow? How will new technology change the way travel and tourism operates?
- Mr Fritz Demopoulos, CEO & Co-Founder - Qunar.com
- Dr Mathew McDougall, Group CEO & Executive Chairman - SinoTech Group

v) **Aviation:** Whether low cost, mid-range, or premium, airlines have had a tough few years and face considerable challenges in the future. How can they contend with growing pressure to develop ‘greener’ ways of flying? What trends can we expect in passenger bookings and which markets are set to grow/decline?
- Mr Michael Maple, Executive Director - The Boeing Company
- Mr Azran Osman-Rani, Chief Executive Officer - Air Asia X Sdn Bhd

**Moderator:** Mr Richard Quest, Presenter & Anchor - CNN

**1030-1100 Networking (Coffee) Break hosted by Beijing Tourism Administration**
Venue: China World Hotel, Conference Hall Foyer

**1100-1215 Plenary Four: Growing with Tourism**
Venue: China World Hotel, Conference Hall

An interactive session, where the winning school from Tomorrow’s Tourism Competition will take part in a dialogue with a panel of PATA Life Members and selected industry professionals.

**Lead Presenter:** Mr Geoffrey Lipman, Director - greenearth.travel and Managing Director - “beyond tourism”

**Panel**

Past: PATA Life Members:
- Mr Brian Deeson
- Mr Chuck Gee
- Tunku Iskandar
Present: PATA Members:
   • Mr Andrew Chan, CEO - TMS Asia Pacific
   • Mr Arjun Sharma, Managing Director - Le Passage to India

Progressive: Tomorrow’s Tourism winner

Moderator: Mr Peter Semone, Chief Technical Advisor of the Lao National Institute of Tourism and Hospitality

1215-1400

Delegate Lunch hosted by Beijing Tourism Administration
Venue: China World Trade Center, Exhibition Hall 3

1400-1500

Breakout Sessions
Venue: China World Hotel, Grand Ballroom

Picking up on the morning’s plenary sessions, a panel of experts, representing different sections of the travel and tourism industry, will lead discussions on three of the five key factors influencing the ‘new realities of travel’.

• **Session 1:** Distribution challenges
  Venue: Ballroom A&B
  • Mr Min Fan, CEO - Ctrip
  • Mr Deep Kalra, Owner and Founder - MakeMyTrip India
  **Moderator:** Mr Michael Yates, Marketing Director - Travelport

• **Session 2:** Rise of ‘Good Tourism’
  Venue: Ballroom C
  • Mr Stefanos Fotiou, Regional Coordinator for Resource Efficiency - UNEP
  • Mr Justin Francis, CE and Co-Founder - responsibletravel.com
  • Mr Jiwei Xu, President - Huangshan Tourism Development
  **Moderator:** Mr Andrew Jones, Guardian - Sanctuary Resorts

• **Session 3:** Technology innovations
  Venue: Ballroom D
  • Mr Fritz Demopoulos, CEO & Co-Founder - Qunar.com
  • Mr Vincent Kok, COO - SOTA ‘Standard Online Tourism Architecture’
  • Dr Mathew McDougall, Group CEO & Executive Chairman - SinoTech Group
  **Moderator:** Mr David Piesse, Chairman of Asia Pacific Operations - Unirisx Management Team
1500-1515  Networking (Coffee) Break hosted by Beijing Tourism Administration  
Venue: China World Hotel, Grand Ballroom Foyer

1515-1615  Breakout Sessions  
Venue: China World Hotel, Grand Ballroom

Picking up on the morning’s plenary session, a panel of experts, representing different sections of the travel and tourism industry, will lead discussions on the remaining two of the five key factors influencing the ‘new realities of travel’.

• **Session 4:** Changing Demographics  
  **Venue:** Ballroom A&B
  - Mr Ross Jackson, Head of Cross Border Business - International (Asia Pacific & CEMEA) - Visa International
  - Mr Joe Nguyen, Vice President - comScore, Inc.
  - Ms Tawaina Turner, Director Strategic Partnerships & Alliance - Citibank

  **Moderator:** Mr John Koldowski, DCEO and Head OSM - PATA

• **Session 5:** Aviation  
  **Venue:** Ballroom D
  - Mr Michael Maple, Executive Director - The Boeing Company
  - Mr Azran Osman-Rani, Chief Executive Officer - Air Asia X Sdn Bhd

  **Moderator:** Mr Andrew Herdman, Director General - Association of Asia Pacific Airlines (AAPA)

1615-1645  Closing Session: The Future of Tourism: The Next 60 Years  
Venue: China World Hotel, Conference Hall

A tourism expert to model a vision of what the tourism industry will be in the next 60 years. A high impact session that will sure send delegates off with enthusiasm!

  **Closing Speaker:** Mr Ray Hammond

1645-1700  PATA 60th Anniversary & Conference Conclusions by PATA Interim CEO, Mr Bill Calderwood  
Venue: China World Hotel, Conference Hall

** April 13, Wednesday **

- Complimentary Tours
- Departures
- Post Conference Tours

** End of PATA 60th Anniversary & Conference Programme **