



**WORLD TOURISM CONFERENCE 2016**  
*Tourism Delights: Delivering the Unexpected*  
 17-19 October 2016 | Penang, MALAYSIA

WORLD TOURISM CONFERENCE 2016  
 "TOURISM DELIGHTS: DELIVERING THE UNEXPECTED"  
 17-19 OCTOBER 2016, PENANG

PROGRAMME

DATE / TIME	PROGRAMME	VENUE
Sunday, 16 October 2016		
15:00 hrs – 22:00 hrs	Arrival and Registration of Participants	Fullerton Suite Foyer Level 5 Victory Annexe Eastern & Oriental (E&O) Hotel
20:30 hrs – 22:00 hrs	WTC 2016 – Welcome Reception <i>(by invitation only)</i>	32 Mansion, Penang
<u>Programme:</u>		
20:00 hrs	All participants to be ready at the Lobby	Victory Annexe Lobby E&O Hotel
20:00 hrs – 20:10 hrs	Depart from E&O Hotel to 32 Mansion, Penang <i>(walking distance approximately 5 – 10 minutes)</i>	32 Mansion, Penang
20:30 hrs – 22:00 hrs	WTC 2016 – Welcome Reception <i>(light instrumental performance)</i>	
22:00 hrs	Return to participants' hotels	E&O Hotel, The Royale Bintang Hotel, St. Giles Wembley Hotel, Bayview Hotel, Cititel Hotel and Jen Hotel



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Monday, 17 October 2016		
08:00 hrs – 09:00 hrs	Registration – <i>participants who have yet to register on 16 October 2016</i>	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
09:30 hrs – 10:30 hrs	WTC 2016 Opening Ceremony	Grand Ballroom Heritage Wing, E&O Hotel
<u>Programme:</u>		
09:00 hrs	Arrival of Participants	
09:20 hrs	Arrival of VIPs	
09:25 hrs	Arrival of VVIP	
09:30 hrs – 09:45 hrs	Welcome Remarks by The Hon. Mr. Lim Guan Eng, Chief Minister of Penang	
09:45 hrs – 10:00 hrs	Congratulatory Remarks by H.E. Dr. Taleb Rifai, Secretary General of World Tourism Organization (UNWTO)	
10:00 hrs – 10:30 hrs	Keynote Address by The Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia	
	Coffee / Tea Break	
10:30 hrs – 11:00 hrs	WTC 2016 Press Conference	VIP Holding Room Heritage Wing, E&O Hotel



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Monday, 17 October 2016 (cont...)		
11:00 hrs – 12:30 hrs	<b>Session 1: Tourism a Sunrise Industry? Now and Beyond</b> <u>Presentations:</u> <ol style="list-style-type: none"> <li><i>Tourism Future Trends Beyond 2030</i> – Mr. John Kester, UNWTO Programme Manager Tourist Trends and Marketing Strategies</li> <li><i>Tourism Future Trends Beyond 2030: Megatrend-lens: Targeting and Matching Tourism Demand</i> – H.E. Tan Sri Dr. Ong Hong Peng, Secretary-General of the Ministry of Tourism and Culture, Malaysia</li> <li><i>Tourism Future Trends Beyond 2030</i> – Mr. Gerald Lawless, Chairman of the World Travel &amp; Tourism Council (WTTC)</li> </ol>	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
12:30 hrs – 13:30 hrs	Panel Discussions / Q&A Session	
13:30 hrs – 14:30 hrs	Lunch	Sarkies Annexe and Sarkies Corner Heritage Wing, E&O Hotel
14:30 hrs – 16:00 hrs	<b>Session 2: Tourism Experiences: Breaking New Grounds</b> <u>Presentations:</u> <ol style="list-style-type: none"> <li><i>Global MICE Destination: Strategize and Reinventing the Industry</i> - Ms. Nina Freysen-Pretorius, President of International Congress and Convention Association (ICCA)</li> <li><i>Luxury Hospitality from YTL's Experience</i> - H.E. Tan Sri Francis Yeoh, Chief Executive Officer of YTL Corporation</li> <li><i>AirAsia Experiences: Customers First</i> – H.E. Tan Sri Dr. Tony Fernandes, Chief Executive Officer of AirAsia Berhad</li> </ol>	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
16:00 hrs – 16:30 hrs	Coffee / Tea Break	
16:30 hrs – 17:30 hrs	Panel Discussions / Q & A	
20:00 hrs – 22:30 hrs	Welcome Dinner hosted by the Hon. Minister of Tourism and Culture Malaysia	The Top Komtar, Penang



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Monday, 17 October 2016		
20:00 hrs – 22:30 hrs	Welcome Dinner hosted by the Hon. Minister of Tourism and Culture Malaysia	The Top Komtar, Penang
<b>Programme:</b>		
19:00 hrs	All participants to be ready at the Lobby	Official Hotels
19:15 hrs -19:30 hrs	Depart from E&O Hotel to The Top, Komtar <i>(transport will be provided by the Organizer. Journey will take approximately 30 – 45 minutes)</i>	The Top Komtar, Penang
19:40 hrs	Arrival of VIPs	
19:50 hrs	Arrival of VVIPs	
19:55 hrs	Arrival of The Hon. Minister of Tourism and Culture Malaysia	
	Opening Remarks by The Hon. Minister of Tourism and Culture Malaysia	
20:00 hrs – 22:30 hrs	Welcome Dinner hosted by the Hon. Minister of Tourism and Culture Malaysia <i>(Malaysia dance, light instrumental performance, singing performance, fashion show, Boria performance and Joget Lambak)</i>	
	Return to participants' hotels	E&O Hotel, The Royale Bintang Hotel, St. Giles Wembley Hotel, Bayview Hotel, Cititel Hotel and Jen Hotel



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Tuesday, 18 October 2016		
09:30 hrs – 11:00 hrs	<b>Session 3: Tourism: Prospering Communities, Endless Opportunities</b> <u>Presentations:</u> <ol style="list-style-type: none"> <li><i>Optimising Economic Transformation in the Tourism Industry</i> – H.E. Dato' Sri Idris Jala, Chief Executive Officer of Performance Management And Delivery Unit (PEMANDU)</li> <li><i>Sustainable Tourism &amp; Conservation Initiatives Lower Kinabatangan Sabah Malaysia</i> - Prof. Dr. Amran Hamzah, Professor of Universiti Teknologi Malaysia</li> <li><i>Youth Tourism and Volunteer Tourism: New Source of Growth</i> - Mr. David Chapman, Director General of World Youth Student and Educational (WYSE) Travel Confederation</li> <li><i>Rural Tourism: Delighting Tourist, Prospering Communities</i>- Mr. Peter Semone, Chairman of the PATA Foundation</li> </ol>	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
11:30 hrs – 11:30 hrs	Coffee / Tea Break	
11:30 hrs – 12:30 hrs	Panel Discussions / Q&A Session	
12:30 hrs – 13:30 hrs	Lunch	Sarkies Annexe and Sarkies Corner Heritage Wing E&O Hotel
13:30 hrs – 15:00 hrs	<b>Session 4: Tourists First: Maximizing the Power of Marketing</b> <u>Presentations:</u> <ol style="list-style-type: none"> <li><i>Destination Branding: Learning from the Hallyu Effect</i> - Mr. Jonathan Hyong – Joon Kim, Chief Creative Officer, Signal Pictures</li> <li><i>Innovative Marketing: Big Data Approach</i> – Mr. Jackson Pek, Vice President and General Counsel of Asia Pacific, Amadeus Asia Limited</li> <li><i>TripAdvisor: Discovering Tourism Delights</i> – Ms. Helena Egan, Global Director, Industry Relations, TripAdvisor</li> <li>The 4<sup>th</sup> Industrial Revolution – Opportunities and Challenges – Dr. Dzahar Mansor, National Technology Officer of Microsoft Malaysia</li> </ol>	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
15:00 hrs – 15:30 hrs	Coffee / Tea Break	
15:30 hrs – 16:30 hrs	Panel Discussions / Q & A	
16:30 hrs – 17:30 hrs	Conclusion and Recommendations	



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Wednesday, 19 October 2016		
Morning – Noon	Technical Tour Option 1: City Tour – East Meets West Option 2: Heritage Tour – George Town Heritage  Spouse Programme Spouse Program: City Tour – East Meets West	Penang
16:00 hrs – 22:00 hrs	Departure of Participants	Penang International Airport