



**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

Sunday, 16 October 2016

15:00 - 22:00 Arrival and registration of participants

Monday, 17 October 2016

Venue: Grand Ballroom, Eastern & Oriental Hotel, Penang

09:30 - 10:30 **Opening Ceremony**

09:30 - 09:45 Welcome Remarks by
The Hon. Mr. Lim Guan Eng
Chief Minister of Penang

09:45 - 10:00 Congratulatory Remarks by
H.E. Dr. Taleb Rifai
Secretary General of World Tourism Organization (UNWTO)

10:00 - 10:30 Keynote Address by
The Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz
Minister of Tourism and Culture Malaysia

10:30 - 11:00 Coffee/Tea Break

11:00 - 12:30 **Session 1: Tourism a Sunrise Industry? Now and Beyond**

Presentations:

- i) Tourism Future Trends Beyond 2030
Mr. John Kester
Director Tourism Market Trends Programme
United Nations World Tourism Organization (UNWTO)
- ii) Tourism Future Trends Beyond 2030: Megatrend-lens: Targeting and Matching Tourism Demand
H.E. Tan Sri Dr. Ong Hong Peng
Secretary General
Ministry of Tourism and Culture, Malaysia (MOTAC)
- iii) Tourism Future Trends Beyond 2030
Mr. Gerald Lawless
Chairman
World Travel & Tourism Council (WTTC)

12:30 - 13:30 Panel discussions / Q & A Session

13:30 - 14:30 Lunch



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14:30 - 16:00

Session 2: Tourism Experiences: Breaking New Grounds

Presentations:

- i) Tourism and Beyond: An Evolving Value Proposition for the Meetings Industry
Ms. Nina Freysen-Pretorius
President of International Congress and Convention Association (ICCA)
- ii) Luxury Hospitality from YTL's Experiences
H.E. Tan Sri Dr. Francis Yeoh
CEO of YTL Corporation
- iii) AirAsia Experiences: Customers First
H.E. Tan Sri Dr. Tony Fernandes
CEO of AirAsia Group

16:00 - 16:30

Coffee/Tea Break

16:30 - 17:30

Panel discussions / Q & A

20:00 - 22:30

Welcome Dinner hosted by The Hon. Minister of Tourism and Culture Malaysia

Tuesday, 18 October 2016

09:30 - 11:00

Session 3: Tourism: Prospering Communities, Endless Opportunities

Presentations:

- i) Optimising Economic Transformation in the Tourism Industry
H.E. Dato' Sri Idris Jala
CEO of Performance Management & Delivery Unit (PEMANDU)
- ii) Sustainable Tourism & Conservation Initiatives Lower Kinabatangan Sabah Malaysian
Prof. Dr. Amran Hamzah
Professor, Universiti Teknologi Malaysia
- iii) Youth Tourism and Volunteer Tourism: New Source of Growth
Mr. David Chapman
Director General of World Youth Student and Educational (WYSE) Travel Confederation
- iv) Rural Tourism: Delighting Tourists, Prospering Communities
Mr. Peter Semone
Chairman of the PATA Foundation



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11:00 - 11:30	Coffee/Tea Break
11:30 - 12:30	Panel discussions/Q & A
12:30 - 13:30	Lunch
13:30 - 15:00	Session 4: Tourists First: Maximizing the Power of Marketing

Presentations:

- i) Destination Branding: Learning from the Hallyu Effect
Mr. Jonathan Hyong - Joon Kim
Chief Creative Officer, Signal Pictures
- ii) Innovating Marketing: Big Data Approach
Mr. Jackson Pek
Vice President and General Counsel
Asia Pacific, Amadeus Asia Limited
- iii) TripAdvisor: Discovering Tourism Delights
Ms. Helena Egan
Global Director, Industry Relations, TripAdvisor
- iv) The 4th Industrial Revolution – Opportunities and Challenges
Dr. Dzahar Mansor
Chief Technology Officer of Public Sector Asia-Pacific
Microsoft Malaysia

15:00 - 15:30	Coffee/Tea Break
15:30 - 16:30	Panel discussions/Q & A
16:30 - 17:00	Conclusion and Recommendations

Wednesday, 19 October 2016

Morning	Technical Tour (Penang City Tour)
Evening	Departure of participants