

# PATA ANNUAL SUMMIT 2016

'Exploring the Secrets of the Blue Continent'

**May 18-21**  
**Dusit Thani Guam Resort**  
**Guam, USA**





# PATA Annual Summit 2016

Join us at the PATA Annual Summit 2016 in Guam, USA, a destination rich in culture and charm situated in the vast expanse of the Pacific Ocean, also known as ‘the blue continent’. The 4-day event brings together thought leaders and industry professionals from around the world in an effort to drive the sustainable growth, value and quality of travel and tourism in the Asia Pacific region.

This year PATA, in partnership with the UNWTO, will be holding a half-day UNWTO Pacific Islands Ministerial Meeting. Those registered for the conference will receive complimentary access to this high-level meeting, as well as other networking events.

## GUAM, USA

Guam is a US island territory located in the heart of the Pacific Ocean, just a short plane ride away from some of Asia’s main cities. This captivating island paradise is distinguished by its tropical beaches, Chamorro villages and ancient latte stones.

Tumon Bay is Guam’s tourism and economic hub, home to luxury stores, nightclubs and one of the longest tunnel aquariums in the world. At the northernmost tip of Guam is Ritidian Point, a national wildlife refuge and the site of one of the island’s most pristine sandy beaches. Two Lovers Point - a startling cliff line in Northern Guam - overlooks the glimmering Philippine Sea and is the setting of an ancient Chamorro legend.

## PLAN YOUR VISIT

### Visa Requirements

In general, citizens of most other countries must have a valid passport with a US visa. Delegates requiring a US visa are recommended to apply for a tourist visa for attending PAS 2016. Entry requirements for Guam are the same as for any US destination. It is recommended that US citizens travel to Guam with their passports.

Visit <http://www.ustraveldocs.com> for more information.

### Official Venue

The Dusit Thani Guam Resort is the island’s newest 5-star resort situated on the magnificent Tumon Bay. It features panoramic views from its well-appointed rooms, suites and villas, finished with distinctive touches of Thai design.

### Airport Transfers

Airport transfers between Guam International Airport and PAS 2016 official hotels are available to all registered delegates arriving on May 17-19, 2016 and departing on May 20-23, 2016. Please check transfer schedule at the Hospitality Desk onsite. If you arrive or depart outside these dates, or not staying at the official hotel, you will be required to arrange your own transfer.

### FestPac 2016 (May 22 – June 4, 2016)

Extend your stay to celebrate the 12th Festival of Pacific Arts (FestPac), hosted this year by Guam. Known as the “Olympics of Pacific Arts”, FestPac has been held every four years since 1972, and brings together artists and cultural practitioners from around the Pacific region for two weeks of festivity.

## CONFERENCE DESCRIPTION

The one-day conference features international experts at the forefront of the industry under the theme “Exploring the Secrets of the Blue Continent.” With the Pacific Islands at a critical junction in its future development economically, socially and environmentally, the conference is looking for a call to action under the banner of ‘Code B.L.U.E.’ which explores the key success factors to take travel and tourism organisations to the next phase of sustainable tourism:

**B** = Back to basics

**L** = Leveraging our knowledge and expertise

**U** = Unravelling the mysteries of Human Capital Development

**E** = Energising our eco-efforts

## PROGRAMME OVERVIEW

### Wednesday, May 18

Registration and Hospitality Desk  
Complimentary Tour for all delegates, media & spouse  
PATA Youth Symposium  
Audit & Finance Committee Meeting  
PATA Chapter Colloquium  
2015/2016 Executive Board Meeting

### Thursday, May 19

Registration and Hospitality Desk  
Conference (registration fee applies)  
- Keynote Address: *The Big BLUE: In Danger - Yet Awe Inspiring*  
- Social media: *Is This the Dream Panacea for DMCs?*  
- Panel Discussion: *Driving Solo or Following the Pack*  
- *Making the Right Decisions from Predicted Future*  
- Breakout I: *Defy the Norms to Create ‘Same Same But Different’*  
- Breakout II: *The New Edge – Foreseeing New Travel Patterns*  
- *The E=mc 2 of Productivity and Profitability*  
- *Reversing the Brain Drain by Mixing the Borders*  
- Panel Discussion: *Creating One of the Best Workspaces*  
- *Be A ‘Game Changer’ – Win the Game*  
- Closing Address: *Less Space, More Popularity – Finding the Balance*

Welcome Dinner and PATA Awards Presentation

### Friday, May 20

PATA Meetings:  
- Sustainability & Social Responsibility  
- Honours Committee  
- Government / Destination  
- Human Capital Development Committee  
- PATA Marketplace  
- PATA Foundation Board of Trustees  
- Aviation  
- Supervisory Board – Finance  
- Hospitality

PATA Foundation Charity Gala Dinner

### Saturday, May 21

UNWTO/PATA Pacific Island Ministerial Debate\*  
- Panel Discussion: Merging Motivations  
- Panel Discussion: Cloud Nine – The Ideal Island Economy

PATA Meetings:  
- Ministerial Lunch  
- Industry Council meeting  
- PATA Board Meeting  
- PATA Annual General Meeting  
- 2016/2017 PATA Executive Board Meeting

### Sunday, May 22

Complimentary Tour  
Self-paying Tours

\*Only registered delegates to the conference will have access to the UNWTO Meeting

## REGISTRATION FEES

PATA Life Member	Complimentary Registration
PATA Member	USD 199
PATA Chapter Member	USD 249
Non-Member	USD 499
Spouse	USD 99
Media	By Invitation



Discounts of 15% available until February 15, 2016

Register now at [www.pata.org/PAS-2016](http://www.pata.org/PAS-2016)  
or email [events@PATA.org](mailto:events@PATA.org)