

**Work-in-Progress
DRAFT PROGRAMME
As at October 6, 2009
(Subject to change)**

**PATA Adventure Travel and Responsible Tourism Conference and Mart 2010
New Frontiers, New Opportunities**

**Soaltee Crowne Plaza
Kathmandu, Nepal
February 1-5, 2010**

Monday, February 01

- 0900-1800 Delegate/Media Registrations
- 0900-1800 Adventure Travel Mart Booth Set Up
- 0900 Complimentary Tour/s
- 1930 Welcome Dinner Reception hosted by Nepal Tourism Board

Tuesday, February 02

- 0745-0845 Breakfast: Best Case Study
- 0900-1800 Delegate/Media Registrations
- 0900-1800 Adventure Travel Mart Booth Set Up
- 0900-1100 AT&RTCM 2010 Opening Session
- 0900-0910 Welcome by PATA CEO, Mr. Greg Duffell
- 0910-0920 Welcome by NTB CEO, Mr. Prachanda Shrestha
- 0920-0930 Keynote Introductions
- 0930-1020 Keynote Addresses:
- 0930-0950 ***Adventure Travel: Pulse of the Adventure Traveller by Mr. Shannon Stowell – President of Adventure Travel Trade Association, USA***
When the going gets tough, the tough gets going – outdoor. We take a closer look at the current pulse of the adventure travellers to see if this is still a booming segment.
- 950-1020 ***Responsible Tourism: The Driving Force by Mr. Peter Burrell - Managing Director, Exodus Travel Ltd., UK***
Other than the fact that Responsible Tourism is the right thing to do, what other reasons are there to motivate tourism destination businesses to adopt responsible tourism practices?
- 1020-1100 Keynote Interview

- 1100-1130 Networking Break
- 1130-1300 Interactive Plenary Session 1: **Adventure Sports Tourism: Risk and Responsibilities**
Adventure tourism safety has received relatively little research attention despite the level of risk inherent in many adventure activities. This session helps us understand the risk analysis and risk management of this niche market and the responsibilities that follow. .
- Moderator: TBC
Panelists: Mr. Darrell Wade – Co-Founder & CEO, Intrepid Travel Australia
Mr. Tony Jones – Founding Director, Himalayan Encounter Nepal
Mr. Martin Hook – CEO, My Online Safe, UK
- 1300-1400 Networking Lunch hosted by Nepal
- 1400-1800 Off-site Session: Technical visits to notably conservation projects:
Option 1: BHAKTAPHUR (a city-based conservative project) OR
Option 2: SHIVAPURI & CHANGUNARAYAN (nature-based conservative projects)
- 1930 Networking Dinner (subject to sponsorship) or Dine around

Wednesday, February 03

- 0745-0845 Breakfast: Best Case Study
- 0900-1800 Delegate/Media Registrations
- 0900-1030 Interactive Plenary Session 2: **Zero Waste Challenge: Goals, Strategies and Actions**
Global concerns about global warming, destruction of the environment, erosion of cultures and lifestyles, and millions of people still living in poverty, are increasing. Learn more about how commitment companies are achieving zero waste challenges and assess the resource efficiency of their companies.
- Moderator: TBC
Panelists: Mr. Jose Dominic - MD & CEO, CGH Earth - India
- 1030-1100 Networking Break
- 1100-1230 Closing Session: **Responsible Tourism: Making Business Sense**
Responsible Tourism makes business sense because a growing proportion of consumers are looking for a better product. It is a market trend that any tourism business cannot ignore. What are some of the responsible tourism advice, tips, ideas and opportunities medium-size tourism business owners can learn from?
- Moderator:
Panelists: Mr. Naranjan Khatri – GM Environment, ITC Welcome Group - India
Mr. Darrell Wade, Co-Founder & CEO, Intrepid Travel – Australia
Mr. Tony Wheeler, Founder, Lonely Planet - Australia
- 1230-1330 Networking Lunch hosted by Nepal
- 1330-1400 Media Briefing Session

- 1330-1345 Travel Mart Briefing for Sellers and Buyers
- 1345-1445 On-Site Appointment Session
 1345-1415 Seller-meet-Buyer session
 1415-1445 Buyer-meet-Seller session
- 1445-1715 Adventure Travel Mart Session 1
 1445-1505 Business Appointment 1
 1510-1530 Business Appointment 2
 1530-1600 Coffee Break
 1600-1620 Business Appointment 3
 1625-1645 Business Appointment 4
 1650-1710 Business Appointment 5
- 1715-1800 Networking Cocktails (subject to sponsorship)
- 1900 Networking Dinner (subject to sponsorship) or Dine around

Thursday, February 04

- 0900-1235 Adventure Travel Mart Session 2
 0900-0920 Business Appointment 6
 0925-0945 Business Appointment 7
 0950-1010 Business Appointment 8
 1015-1035 Business Appointment 9
 1035-1100 Coffee Break
 1100-1120 Business Appointment 10
 1125-1145 Business Appointment 11
 1150-1210 Business Appointment 12
 1215-1235 Business Appointment 13
- 1245-1415 Networking Lunch hosted by Nepal
- 1400-1710 Adventure Travel Mart Session 3
 1400-1420 Business Appointment 14
 1425-1445 Business Appointment 15
 1450-1510 Business Appointment 16
 1515-1535 Business Appointment 17
 1535-1600 Coffee Break
 1600-1630 Business Appointment 18
 1635-1645 Business Appointment 19
 1650-1710 Business Appointment 20
- 1710-1800 Adventure Travel Mart Booth tear down
- 1930 Closing Dinner Reception hosted by Nepal

Friday, February 05

- Delegate Departure / Post AT&RTCM Tours

****End of Programme****

Pacific Asia Travel Association