



Vancouver 2010
WORLD ROUTES



TOURISM & AIR
SERVICES SUMMIT

Vancouver Canada, Sunday 19th September 2010 The third annual Tourism & Air Services Summit (TAS)

14.00 - 14.10

Welcome & Opening Remarks

Mrs Janice Antonson, PATA Chairman 2008/2009

14.10 - 14.25

Keynote Address

Mr Prashant Sukul, Joint Secretary to the Minister of Aviation, Ministry of Civil Aviation of India

14.25 - 15.10

Session 1 – Innovations in destination marketing

Is social media the future of marketing? The shift in travel trends – what is sustainable for the future?

Moderator: Mrs Janice Antonson, Vice President Consulting, ASM / PATA Chairman 2008/2009

Mr Edmund Bartlett, Minister of Tourism, Jamaica Tourist Board

Mrs Gloria Guevara, Secretary of Tourism, Mexico

Mr Walt Judas, VP Marketing Communications & Member Services, Tourism Vancouver

Mr Paul Clark, VP Destinations & Customer Experience, InterVISTAS Consulting Group

Mrs Irena Gueorgieva, President of ABTTA and ECTAA

15.10 - 15.30

Refreshment Break

15.30 - 16.15

Session 2 – Are Tourism Authorities getting their message across to airlines and tour operators?

*How to gain the edge in increasingly competitive markets.
Maintaining your position against the competition.*

Moderator: Dr. Charles E. Schlumberger, Principal Air Transport Specialist, The World Bank Group

Mr Paul Vallee, Executive Vice President, Tourism Vancouver

Mr John Kirby, Director, Network Planning, AirTran Airways*

Mr Hugh Riley, Secretary General / CEO, Caribbean Tourism Organisation

Mr Chris Lyle, UNWTO Representative to ICAO

Mr Ben Smith, Executive VP & COO, Air Canada*

Mr Jayesh Ranjan, Secretary to Minister of Tourism, Andhra Pradesh

16.15 - 17.00

Session 3 – Are low cost carriers the new tour operators?

*Charter or low cost which is right for your market, how do you decide?
Size does matter, how can you grow your market?*

Moderator: Mr Shaun Monnery, CCO, Astraeus Airlines

Mr Senthil Balan, Head of Route Planning & Regulatory Affairs, Air Asia X

Mr Josef Formosa Gauci, CEO, Malta Tourism Authority

Mr Laurence Elliott, Group Vice President, Sunwing*

Mr Daniel Skjeldam, Commercial Director, Norwegian.com*

Mr Manny Gill, GM Network Management, Virgin Blue Airways*

Mr Eric Oberhuber, Head of Planning, Condor*

17.00 - 17.05

Closing Remarks

Mrs Janice Antonson, PATA Chairman 2008/2009

* Invited

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