

ASEAN TRAVEL AND TOURISM: THE NEXT 50 YEARS

March 17, 2017, 1.30pm - 4.30pm

PATA Engagement Hub

Unit B1, 28th Floor, Siam Piwat Tower Building
989 Rama I Road,
Pathumwan, Bangkok 10330



Get maximum insights in minimal time

Commemorating the 50th anniversary of ASEAN, this 'resinar' will analyse the past, present and future of ASEAN travel & tourism in the light of changing times and new realities.

It will draw upon the latest available trends and research presented at the ASEAN Tourism Forum (ATF) 2017 in Singapore, and provide a curtain-raiser for the ATF 2018 in Chiang Mai.

Participants will hear incisive analysis and quality insights on the following topics:

1. A brief history of ASEAN tourism.
2. Competitive analysis: The products, policies and promotional strategies of each ASEAN country.
3. Trends in visitor arrivals.
4. Reshaping and rethinking the ASEAN tourism agenda for the next 50 years.
5. Revamping the institutional and funding sources, including the roles of the ASEAN tourism private sector and ASEAN secretariat
6. "ASEAN" or "Southeast Asia" - Sorting out the branding confusion
7. Integrating ASEAN: Making the ASEAN Socio-Cultural Community a more important priority than the ASEAN Economic Community.
8. Conclusion: A SWOT analysis of the challenges facing ASEAN tourism in the next 50 years.

About the Presenter



Imtiaz Muqbil, Executive Editor, Travel Impact Newswire

Imtiaz Muqbil has covered the Thai, ASEAN and Asia-Pacific travel & tourism industries since 1981, and has a well-deserved reputation for providing fearless coverage of key issues and trends. For more info, please click on these links:

[Professional Profile](#)
[Publications, Reports and Studies by the Presenter](#)
[Public speaking engagements by the Presenter](#)

What is a "Resinar"?

'Resinar' is shorthand for RESEARCH and SEMINAR. Valuable research worth thousands of dollars will be compressed into a short three-hour seminar, for the benefit of time-poor executives.

The new format has been prudently designed to deliver maximum insights and information in minimum possible time. It will prioritise simplicity over complexity and provide a holistic, big picture perspective on key issues facing ASEAN Travel & Tourism.

Who should attend: Serious students and connoisseurs of travel & tourism, thinkers, investors, managerial level executives, researchers and strategic planners, financial analysts.

Registration Fee: 3,000 baht per person*. For bookings after March 10, the cost will be 50% more (4,500 baht). As there will be no coffee breaks, participants are invited to bring their own.

Due to space limitations, the resinar can accommodate only 25 people. Book now to secure your seat!

REGISTER NOW AT bit.ly/aseantraveltourism

For more information email imtiaz@travel-impact-newswire.com

*Refunds for cancellation will not be accepted after March 14, 2017. No refund can be made for no-show in any cases.

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