

THE FUTURE OF TOURISM: PATA ANNUAL SUMMIT 2017 FROM 18-21 MAY, 2017 AT JETWING BLUE, NEGOMBO

With the theme of *'Disruption. Innovation. Transformation: The Future of Tourism'*, the PATA Annual Summit will take place from 18-21 May, 2017 at Jetwing Blue, Negombo. Bringing in leaders and industry professionals from around the world, the event will take place for four days inclusive of a number of sessions and one day dedicated for a conference.

The four day event will host the PATA Annual General Meeting and the PATA Youth Symposium allowing students and young professionals to witness the discussions firsthand and engage with industry experts. A special session, UNWTO/PATA Ministerial Debate will also take place with tourism ministers and leading industry leaders addressing thought-provoking issues.

It is said that international travel is set to double in the next 15 years making it imperative for operators and destinations to offer unique travel experiences. Evolving marketing and media channels have paved way for easy communication leveling the playing field for both leading and small operators to push forward. Attracting and engaging the target audience has become a lot easier. As a result the four day event will focus on bringing in fresh ideas and driving market-changing innovations with the input of world's leading innovative thinkers and leaders mainly speaking on destination growth management.

The PATA/UNWTO Ministerial Debate will have Dr. Mario Hardy, Chief Executive Officer of PATA; Taleb Rifai, Secretary General to World Tourism Organization in Spain; Wander Meijer, Director Asia Pacific for GlobalScan Hong Kong; and Hiran Cooray, Chairman for Jetwing Hotels Sri Lanka speaking on sustainability leadership in the travel and tourism industry and Rafat Ali, CEO/Founder of Skift USA; Thao Nguyen, Head of Strategic Partnerships for Airbnb, Lawrence Leong Yue Kheong, Former Assistant Chief Executives Officer for the Singapore Tourism Board speaking on sharing economy and travel and tourism. Other speakers include H.E. John Amaratunga, Minister of Tourism Sri Lanka; Paddy Withana, Chairman Sri Lanka Tourism Bureau; Andrew Jones, Chairman/Guardian for PATA/Sanctuary Resorts Hong Kong; Joe Nguyen, Senior Vice President Asia Pacific for comScore; Founder and Chief Executive Officer of Beautiful Destinations Jeremy Jauncy; Sarah Mathews, Head of Destination Marketing APAC TripAdvisor Hong Kong; Andrew Craig, Head of Corporate Communications for India, South Asia and South East Asia for VISA Worldwide and many more.

The PATA Annual Summit will be an ideal platform for local delegates to network with travel and tourism experts in the world and partake in discussions and sessions that will focus on destination management through innovation. It also allows the delegates to be aware of the emerging market trends and understand the unique strengths and its application to attract the target audience.

Reserve your place to meet some of the leading experts in the travel and tourism industry in the world here in Sri Lanka - don't miss out on this once in a lifetime opportunity. Get special rates for local delegates by calling on 011 4 709 400 or log on to <https://www.pata.org/event/pas-2017/> for registrations.

Family owned and in the tourism industry for the past 44 years, Jetwing Hotels has surpassed expectation at every aspect. Building on their foundation of being passionate, as well as the experience of true, traditional Sri Lankan hospitality, constantly pioneering discoveries captures the essence of the brand. Such a strong statement and direction have enabled Jetwing Hotels to imagine, create and manage marvels and masterpieces, where distinctive design and elegant comfort complement each other and the environment. In line with the Jetwing Hotels Sustainable Strategy, across all properties sustainable and responsible practices are given precedence with resource efficiency, community upliftment and education, and awareness being some of our key focus areas.

Media Relations – Jetwing Hotels

For any queries regarding this press release please contact us:

Prasanna Welangoda (Manager – Marketing) - prasanna.w@jetwinghotels.com
Shimazie Adjumain (PR & Media Executive) - shimazie@jetwinghotels.com

Jetwing Blue

- Total steam requirement for the laundry is generated by a biomass boiler which is fed sustainable cinnamon wood (an otherwise discarded by-product of the cinnamon spice industry)