

YAS ISLAND CONFERENCE

THE FUTURE OF TOURISM

VICEROY HOTEL, ABU DHABI

12TH DECEMBER 2017



جزيرة ياس
YAS ISLAND
أبو ظبي



Abu Dhabi
Culture & Tourism للثقافة والسياحة

Condé Nast
Traveller
SINCE 1827

AGENDA

08:00 REGISTRATION AND COFFEE

08:55 WELCOME REMARKS AND INTRODUCTION

Rajan Datar, TV and Radio Broadcaster, BBC World News

09:00 KEYNOTE ADDRESS

HE Saif Saeed Ghobash, Director General, Department of Culture and Tourism Abu Dhabi

09:15 KEYNOTE ADDRESS

Mohamed Abdalla Al Zaabi, CEO, Miral Asset Management

09:30 PANEL DISCUSSION: REVIEWING INNOVATIVE PLANNING, BRANDING AND DESIGNING FOR TOURISM DESTINATION

- Developing a future proof and systematic Destination Management Plan (DMP) to cater to current and future priorities
- Designing a robust brand strategy and original identity to uniquely balance the demands of customers and innovation
- Applying an integrative and collaborative approach to destination marketing that aligns with destination management and development objectives
- Reviewing global initiatives and destination case studies that have adopted a cooperative and strategic approach to ensure consistency from design through to delivery
- Leveraging established landmarks and repositioning destinations to deliver the optimal proposal of value, differentiate from their competitors and achieve the best results
- Exploring the future challenges for destinations and how they can remain competitive and meet both current and future demands

Confirmed panelists:

- Omar Mohammed Al Busaidy, Head of Accessibility and Tour operators, Department of Culture and Tourism Abu Dhabi
- Steve Copestake, Executive Director, Marketing, Department of Culture and Tourism Abu Dhabi
- Gerardo Llanes, Executive Director, Destination Management, Miral Asset Management
- Mike Lees, Regional Director Middle East, Big Bus Tours

10:15 PANEL DISCUSSION: LEVERAGING TECHNOLOGY AS AN ENABLER FOR TRAVEL TRANSFORMATION

- Technology vs tradition: can the two co-exist? Exploring whether transformational technologies are blockers or enablers
- Considering the latest developments in booking technology and reservation systems and debating the future trends
- Evaluating the most disruptive innovations in technology travel and predicting the next big transformation
- Reviewing how suppliers, clients and business are innovating to balance ROI and operational efficiencies
- Debating the digital revolution and technological advances and exploring the future of personalisation in travel
- Discussing how tour operators embrace digitalisation to stay competitive
- Exploring the future trends shaping the industry - Considering the impact of artificial intelligence driving the next leap forward and how travel companies can embrace change

Confirmed panelists:

- Diego Lofeudo, Director of Business Unit - Corporate, Yas Marina Circuit, Abu Dhabi
- Ivan Jakovljevic, Sector Lead Travel, Finance & Government,

- Middle East and North Africa, Google
- Ali Nimer, Head of IT, Miral Asset Management
- Sanjay Nadkarni, Director of Research & Innovation, The Emirates Academy of Hospitality Management, Jumeirah Group
- Albert Dias, Co-Founder/CTO, Musafir.com

11:00 COFFEE AND NETWORKING BREAK

11:30 PANEL DISCUSSION: DESIGNING NEXT GENERATION AIRPORTS TO OPTIMISE CUSTOMER EXPERIENCE, EFFICIENCY AND PROFITABILITY

- Working towards optimum efficiency through integrating cutting edge technology that caters for the customer of the future
- Designing state-of-the-art airports as catalysts for economic development
- Exploring the critical success factors and frameworks required to ensure success, cater to demand and remain competitive on a global scale
- Integrating smart technology to improve the sustainability, environmental efficiency and future-proof airport infrastructure
- Discussing the evolution of destination through by allowing greater accessibility through low cost chartered flights
- Reflecting on the impact of security and safety on tourism and travel, understanding the timeframes for recovery and resilience strategies

Confirmed panelists:

- Omar Mohammed Al Busaidy, Head of Accessibility and Tour operators, Department of Culture and Tourism Abu Dhabi
- Kashif Khalid, Campaign Manager, Gulf Region, IATA

- Dr. Jocelyne Napoli, Head of Master 2 International Management of Air Transport and Tourism (MITAT), Toulouse University
- Nikos Papagiannopoulos, Senior Project Manager, Athens International Airport
- Léa Bodossian, Secretary General, Airport Regions Conference (invited)
- David Holm, Architect Director, Cox Architecture (invited)

12:15 PANEL DISCUSSION: DEVELOPING AND PROMOTING A LUCRATIVE MICE DESTINATION

- Exploring the economic value associated with meetings, incentives, conferences, and exhibitions and leveraging opportunities
- Adopting a three step approach to increasing MICE business offerings and developing a structured approach to capturing more MICE market share
- Assessing the MICE tourism ecosystem and success factors including products, services and enablers
- Forging a strategy to win more MICE business by understanding the countries offering and unique sector/event/location propositions
- Developing an appropriate governance model for MICE tourism respective to culture and objectives
- Predicting the future of MICE in the GCC and the potential growth and opportunity areas

Confirmed panelists:

- Ajay Bhojwani, Managing Director, MCI Middle East
- Nick McElwee, Sales and Marketing Director, ADMM/Yas Marina Circuit
- Filippo Sona, Director-Head of Hotels- MENA Region, Colliers International

- Laurent A. Voivenel, Senior Vice President, Operations & Development for Middle East, Africa & India, Swiss-Belhotel International

13:00 NETWORKING LUNCH

14:00 PANEL DISCUSSION: DESIGNING WORLD CLASS THEME PARKS AND ENTERTAINMENT CENTERS

- Understanding the Middle East's transformation into a world-class leisure and entertainment destination through a regional review
- Reviewing the impact of strategic spatial architecture and entertainment design on the overall success of the destination
- Exploring the local and regional disruptors changing the face of theme parks globally including; virtual reality and audience interactivity
- Discussing the future of KSA as a destination of choice and debating its ability to compete globally
- Balancing the demands of managing a profitable theme park, juggling cutting-edge technologies and ROI
- Considering the future of the Middle East Theme Park industry

Confirmed panelists:

- Olivier Garaïalde, CEO, Farah Experiences
- Glenn Davidson, Director of Development, Project Development FLPM, Farah Experiences
- Markus Mack-Even, Chief Project Officer, IMG Worlds of Adventure
- Michael Carroll, Director - Media Production, Dubai Parks and Resorts

- Mohammed Attia, General Manager, Abdullah Al Othaim Leisure & Tourism Company
- Kevin Barbee, Senior Vice President & Chief Creative Officer, IRMS - International Resort Management Services

14:45 EXECUTIVE DEBATE: ALL INCLUSIVE DESTINATIONS GENIUS OR DISASTER?

- This session will provide to opposing views on the hotly debated topic of all-inclusive destinations and explore the viability and impact of the rise of all-inclusive in the Middle East.
- Topics of debate will include:
 - Do all inclusive holidays provide an access to new clientele and families on a tight budget and employment for local people – or deny local communities a fair share of tourism revenues?
 - Does the means justify the end in regard to energy, water and waste, or is it a high price to pay for little commercial return?
 - Debating the short term versus long term gains and risks of an increased all-inclusive culture?
 - Reviewing local case studies

Confirmed panelists:

- David Prince, Area Vice President of Dubai, Northern Emirates and Bahrain, Rotana Hotel Management Corporation
- Luca de Stefano, General Manager, InterContinental Hotels Group (IHG)

15:30 END OF YAS ISLAND CONFERENCE DAY



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