



TEAM BAHRAIN

Routes is delighted to announce Team Bahrain as the sponsor of the Tourism and Air Services Summit. It is particularly apt that Team Bahrain, a partnership between Bahrain International Airport, Bahrain Tourism and other major stake holders of the Kingdom of Bahrain, are the sponsors of this second TAS Summit. Team Bahrain have for some time, embraced the notion that tourism and air service development are interdependent and they will once again be demonstrating how the sum of the combined forces of these two organisations creates a significantly more attractive proposition for the world's airlines.

2009 TAS Contributors



The 3rd TAS will be co-located with World Routes, The 16th World Route Development Forum Vancouver, Canada, 19-21 September 2010.

For further information please contact Vera Watson on vera.watson@routedevgroup.com or visit www.routesonline.com for further details.

**Denotes speaker confirmed.

*Please note as with all conferences, the programme and speakers are subject to change without prior notice at the discretion of the organizers. Official language of this conference is English. Correct at time of printing 28th August 2009

The 2nd World Tourism & Air Services (TAS) Summit



Co-organised by the World Route Development Forum (Routes) and the Pacific Asia Travel Association (PATA)

The 2nd World Tourism and Air Services (TAS) Summit will focus on the relationship between national tourism organisations, airlines and airports and discuss some of the key issues affecting Tourism Authorities in today's challenging times.

Sunday 13th September 2009

14.00 – 16.30

Beijing

Location:

Room W105,
Ground Floor,
New China
International
Exhibition Centre
(NCIEC)

www.routesonline.com



PROGRAMME*



Co-organised by the Pacific Asia Travel Association (PATA)



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Sunday 13th September

The 2nd Annual World Tourism and Air Services Summit (TAS)

This year's TAS summit is supported by PATA and sponsored by Team Bahrain and co-located with World Routes in Beijing.

With the lines between airlines and tour operators becoming increasingly blurred there are now more reasons than ever before for tourism authorities to involve themselves in the route development process. This topical summit focuses on the relationship between national tourism offices, airlines and airports to discuss how successful tourism is created and supported by air services.

Many tourism authorities have tended to leave relations with airlines to their local airport but in the present climate of airlines seeking more tourism traffic, it is essential to all parties that Tourism Authorities must become more involved. This year's sessions topics include;

- How can tourism authorities impact on the route development process?
- Destination Marketing – What the airlines want to know?
- Destination Recovery – The contribution of air services.

The speakers are all senior air service specialists from national tourism organisations, airlines and route development organisations. The TAS Summit takes place in the NCIEC from 14.00 – 16.30 and is open to all delegates.

13.30 - 14.00

Registration at World Routes Registration Desk

14.00 - 14.05

Opening Remarks by RDG and PATA

RDG Welcome Remarks, Gerard Brown, Tourism Development Director, RDG **

PATA Welcome Remarks, Gregory Duffell, President and CEO, PATA **

14.05 - 14.50

Session One – How can tourism authorities impact on the Route Development Process?

Moderator: John Koldowski, Managing Director - Strategic Information Centre, PATA **

Sayed Mohammed Mehdi, Director, Marketing and Promotion, Bahrain International Airport **

Mark Gill, Manager Access Development, S. Australian Tourism **

Alfredo Gonzalez, VP of Tourism Sales and International Business Development, Greater Fort Lauderdale Convention and Visitors Bureau **



14.50 - 15.00

Anita Mehra Homayoun, Vice President Marketing, Dubai International Airport **

Q & A Session

Refreshment Break

15.00 – 15.45

Session Two – Destination Marketing – What airlines and tour operators want to know

Moderator: Rick Antonson, President & CEO, Tourism Vancouver **

Manuel Mascarenhas, Managing Director, Wendy Wu Tours **

Tony Everitt, Chief Executive Officer, South Pacific Tourism Organisation **

Brook Sorem, Director Capacity Planning, Southwest Airlines **

Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia **

Q & A Session

15.45 - 16.30

Session Three – Destination Recovery – the contribution of air services

Moderator: Aaron Heslehurst, Presenter, BBC World **

Larry Johnson, Manager Commercial Development, Louis Armstrong New Orleans International Airport **

Prashant Sukul, Joint Secretary, Indian Ministry of Civil Aviation **

Edward Koh, Regional Director (Greater China), Singapore Tourism Board **

Scott Laurence, VP Network Planning, Jet Blue **

Q & A Session

Closing Remarks, Gregory Duffell, CEO, PATA,

16:30

16:30

World Routes Welcome Reception, Hosted by BCIA in the Routes Networking Village

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