



GLOBAL TOURISM  
ECONOMY FORUM  
世界旅遊經濟論壇  
FÓRUM DE ECONOMIA  
DE TURISMO GLOBAL

# GLOBAL TOURISM ECONOMY FORUM MACAO 2017

OCTOBER 16-17, 2017: MACAO SAR, PEOPLE'S REPUBLIC OF CHINA

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## 2017 AGENDA OVERVIEW

MONDAY, OCTOBER 16    TUESDAY, OCTOBER 17

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### PROGRAM OVERVIEW

#### *Regional Collaboration Towards a Better Future*

In six short years, THE GLOBAL TOURISM ECONOMY FORUM (GTEF) has become a much-anticipated annual gathering for world leaders, tourism ministers, global CEOs and leading experts in travel and tourism. As the first forum to make the ground-breaking introduction of the “Belt and Road Initiative” in the context of international tourism, GTEF pioneers topics at the top of the public-private agenda. These include cross-border public and private collaboration, tourism as a driver of sustainable economic development, and the ever-changing consumer habits driving global travel.

Chinese Premier Li Keqiang has cited GTEF as one of 19 key initiatives undertaken by the Macao SAR Government to enhance its economy, a major acknowledgement GTEF's relevance and success. As the city moves towards becoming a World Centre of Tourism and Leisure, the Forum has played a key supporting role in diversifying and creating sustainable development of Macao's economy.

The Forum also aims to build global partnerships by capitalizing on face-to-face exchanges. Each year GTEF features one international country partner as well as one China provincial partner. GTEF has proven to be an effective platform for trade networking and business-matching that enables delegates from China and around the world to create future alliances and partnerships. All of this and more makes the GTEF the place for productive and future discussions on sustainable tourism.

The Forum will convene around the following topics:

- Embracing regional collaboration for collective growth
- Promoting a shared vision through regional collaboration
- Elevating technology in tourism to the next level
- The Greater Bay Area – visionary collaboration in the making
- Building a brighter future for cities through collaboration
- Consumption upgrade & market strategies
- Asia tourism trends

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## SUNDAY, OCTOBER 15, 2017

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12:00 PM  
-  
6:00 PM

**DELEGATE REGISTRATION**  
*Macau Tower*

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## MONDAY, OCTOBER 16, 2017

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9:00 AM  
-  
6:00 PM

**GTEF EXHIBITION & BUSINESS MATCHING**  
*Macau Tower Grand Hall 1-2*

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10:30 AM  
-  
12:00 PM

**GTEF 2017 OPENING CEREMONY**  
*(Guests seated by 10:15am)*  
*Grand Hyatt Macau, Grand Ballroom*

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12:00 PM  
-  
12:30PM

**SPECIAL KEYNOTE INTERVIEW**  
*Grand Hyatt Macau, Grand Ballroom*

*Interviewee: **Taleb Rifai**, Secretary-General, UNWTO*  
*Interviewer: **Pansy Ho**, Vice Chairman & Secretary-General, GTEF*

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12:30 PM  
-  
2:00 PM

**2017 FEATURED CHINESE PROVINCE - GUIZHOU PRESENTATION LUNCH  
(\*BY INVITATION ONLY)**  
*Grand Hyatt Macau, Junior Ballroom*

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12:30 PM  
-  
2:30 PM

**TRANSPORTATION FROM GRAND HYATT TO MACAU TOWER**

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1:30 PM  
-  
2:30 PM

**DELEGATE BUFFET LUNCH**  
*Café 360, Macau Tower*

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**PRESENTATION OF UNWTO/GTERC JOINT RESEARCH PROJECT**  
*Macau Tower L4 Theatre*

**Asia Tourism Trends 2017**  
2:30 PM  
-  
2:38 PM

Asia and the Pacific, the world's largest region by population, continues to lead tourism development. In this joint World Tourism Organization and Global Tourism Economy Research Centre report, UNWTO representative will present tourism trends and outlook of the region; showcase how technology is driving revolutionary changes in the tourism industry; highlight the importance of regional collaboration, an integral element of the celebration of the UN 2017 International Year of Sustainable Tourism for Development; and identify UNWTO's key tourism agendas in the region.

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**FACE TO FACE, MINISTERS AND PRIVATE SECTOR CEOS  
(IN COLLABORATION WITH UNWTO)**  
*Macau Tower L4 Theatre*

**Embracing Regional Collaboration for Collective Growth**  
2:40 PM  
-  
4:00 PM

The global exchange of people and ideas continues to be driven by strong proponents of free trade and cross-border cooperation. China's Belt and Road Initiative has been a prominent champion of such policies, creating a number of collaborative economic frameworks such as the "16+1" with the Central and Eastern European Countries. These frameworks will serve as the foundations of future regional alliances, of which cooperation in the travel economy will become a prominent topic. In this session, international leaders from both the public and private sectors will discuss how regional and trans-regional collaboration can create positive developments that expand beyond geographic regions. What constitutes the scope of cooperation for these partnerships in the travel economy? When it comes to building a travel economy, what forms of cross-border collaboration are most viable? What formats of public-private partnership create the best long-term results? How can governments create incentive for the private sector to promote sustainable growth? How can individual countries and markets benefit from regional alliances?

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4:00 PM  
-  
5:00PM

**2017 PARTNER REGION - CEECS PRESENTATION**  
*Macau Tower L4 Theatre*

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5:00 PM  
-  
6:00PM

**NETWORKING RECEPTION ORGANISED BY MACAO TRADE AND INVESTMENT PROMOTION INSTITUTE (IPIM)**

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5:15 PM  
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6:00PM

**TRANSPORTATION FROM MACAU TOWER TO WYNN PALACE**

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6:30 PM  
-  
9:00 PM

**WELCOME DINNER HOSTED BY MACAO SAR GOVERNMENT  
(\* BY INVITATION ONLY)**  
*Wynn Palace, Ballroom*

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## TUESDAY, OCTOBER 17, 2017

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9:00 AM  
-  
6:00 PM

**GTEF EXHIBITION & BUSINESS MATCHING**  
*Macau Tower Grand Hall 1-2*

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8:30 AM

**ACFIC/CHINA CHAMBER OF TOURISM BREAKFAST (\*BY INVITATION ONLY)**  
*Lua Azul, L3 Macau Tower*

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8:55 AM

**OPENING OF DAY 2**

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9:00 AM  
-  
12:30 PM

**PANEL SESSIONS**  
*Macau Tower L4 Theatre*  
  
*Choice of Panel Sessions*

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### **REGIONAL COLLABORATION – PUBLIC SECTOR PERSPECTIVE (SUPPORTED BY PATA)**

#### **Promoting a Shared Vision through Regional Collaboration**

Sharing the common goal of promoting their distinct region as a single tourism destination, 3 very special alliances continue to be the driving forces in regional collaboration. Experts will shed lights on the historic context in which these alliances were created. What is the impact of these alliances on their regional tourism economy? How do they leverage common history and culture to share one story with global audiences? How do they balance pursuit of increased connectivity, improved competitiveness and greater sense of community with the need to create sustainable tourism models?

### **REGIONAL COLLABORATION – TECHNOLOGY PERSPECTIVE (SUPPORTED BY PATA)**

#### **Elevating Technology in Tourism to the Next Level**

Fast-changing technologies in bookings, payments, mobility and transportation are enabling travelers to maximize their travel experience at the touch of a screen. In this session, industry leaders will talk about how technology in tourism can contribute to regional collaboration. How can technology enable tourism stakeholders to custom-make travel experience for single and regional markets? How do mobile and platform-integrated technologies transform travelers' pre-trip, on-the-ground and post-trip experiences across regions? What is the impact of successful collaborative projects that leverage mobile and social media apps?

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### **REGIONAL COLLABORATION – CHINA PERSPECTIVE**

#### **The Greater Bay Area – Visionary Collaboration in the Making**

Chinese Premier Li Keqiang's announcement of the Central Government's plan for the "development of a city cluster in the Guangdong-Hong Kong-Macau Greater Bay Area" has injected new momentum into the economic concept of a Greater Bay Area in South China. The plan aims to elevate regional development

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to economic growth efficiency in the hub as a whole, while giving full play to the distinctive strengths of the Guangdong Province (with its 9 cities), Hong Kong and Macau. In this session, government officials and academia will share their outlook on the Greater Bay Area, home to over 67.6 million people, with a total GDP of over US\$1.3 trillion in 2016. What are the policies that drive this ambitious regional collaboration initiative? What role will the Greater Bay Area play in this area's tourism economy and in the global tourism economic supply chain? What kind of new opportunities can this regional collaboration bring to tourism growth and development?

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## **SUSTAINABILITY - YOUTH LEADERSHIP PERSPECTIVE (IN PARTNERSHIP WITH CHINA DAILY)**

### **Innovative Responsible Entrepreneurs**

Since the adoption of the 2030 Agenda for the Sustainable Development and its 17 Sustainable Development Goals (SDGs) in September 2015, the global community has continued to show its commitment to end poverty, protect the planet and build a more sustainable world. Government leaders, industry leaders, civil society and academia have continued to formulate strategies to achieve the SDGs. In this session, young leaders will talk about their organizations' unique path to contributing to the building of a more sustainable world under their command. What are their thoughts on responsible entrepreneurship and good corporate citizenship? How do they formulate their corporate missions and measure their corporate achievement in the context of sustainability? How do they use entrepreneurship and innovation to achieve the sustainable development goals of ending poverty, empowering youth, and preserving the planet? What are the challenges they encounter? How do they turn these challenges into opportunities that increase social benefits and improve lives for future generations?

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9:00 AM

12:30 PM

## **CONCURRENT SESSIONS & WORKSHOPS**

*Macau Tower Grand Hall 3*

*Choice of Concurrent Sessions*

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## **CHINA OUTBOUND TOURISM WORKSHOP – EUROPE SPECIAL (ORGANISED BY IVY ALLIANCE)**

### **Consumption Upgrade & Market Strategies**

After 20 years' high-speed growth, Chinese Outbound Tourism has entered the new phase of transformation and upgrade. Changes are happening in many aspects: the structure of travel demand, the structure of tour product and the market format. The "Millennial Generation" is growing into the major source of Chinese outbound travellers. F.I.T., customized and themed tour products are more and more favoured by the market. The Workshop will share the following contents: new features, latest trends and tourist-generating regions of Chinese outbound tourism market; quality tourism and rebuilding the business chain under new policy/market environment; potentials of Chinese citizens visiting Europe and product transformation; effective China market strategies for Central and Eastern European countries; how to develop the "WOW" tour product; how can tourism suppliers provide quality services to Chinese tourists; how can European tourism organizations/suppliers cooperate with Chinese outbound tour operators in the 2018 Sino-Europe Tourism Year.

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## **UNESCO SESSION (IN PARTNERSHIP WITH UNESCO)**

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## **REGIONAL COLLABORATION - WORLD CITIES PERSPECTIVE (PRESENTED BY WTCF)**

### **Building a Brighter Future for Cities through Collaboration**

The world urbanization rate has exceeded 54%. UN's Department of Economic and Social Affairs forecasts that by 2050, 66% of the world's population is projected to be urban. WTCF's report shows that cities have been playing a more and more important role in global social, economic and tourism development since they are the main destinations, tourist generators and innovation explorers. In the context of regional collaboration and sustainable development, cities are expected to contribute more through collaboration. In this session, panelists will speak on the topics of City Clusters and Tourism Development, the B&R Initiative and Cities' Collaboration, Tourism Collaboration in the World Famous Bay Areas, and Cities' Collaboration for Sustainable Tourism; and will address the following questions: What is the relationship between city cluster and tourism development? What are the mechanisms and best practices of tourism collaboration for different city clusters? How to diversify the channels of tourism collaborations among cities along B&R, particularly the pillar cities? What are the experiences of world famous bay areas in terms of tourism collaboration? What can cities learn from each other in terms of sustainable tourism?

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12:30 PM

-  
2:00 PM

**CLOSING CEREMONY & UNESCO HERITAGE AWARDS CEREMONY LUNCH**

*Macau Tower L3 Banquet Hall*

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2:00 PM

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2:30 PM

**GTEF POST-FORUM PRESS CONFERENCE (TBC)**

*Macau Tower*

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2:00PM

-  
5:00PM

**HIGHLIGHT TOUR OF MACAO HERITAGE SPONSORED BY MGTO (\*PRE-REGISTRATION ONLY)**

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Partner Region 合作地區  
CEES 中東歐十六國



Partner Province 主賓省  
GUIZHOU 貴州



Host 主辦單位



澳門特別行政區政府社會文化司  
SECRETARIA PARA OS ASSUNTOS SOCIAIS E CULTURA  
GOVERNO DA REGIÃO ADMINISTRATIVA ESPECIAL DE MACAU  
SECRETARIAT FOR SOCIAL AFFAIRS AND CULTURE  
GOVERNMENT OF THE MACAO SPECIAL ADMINISTRATIVE REGION

In Collaboration with 夥伴單位



聯合國世界旅遊組織  
WORLD TOURISM ORGANIZATION

Co-organizer 協辦單位



中国全域旅游商会  
China Chamber of Tourism

Coordinator 籌辦單位



GLOBAL TOURISM  
ECONOMY RESEARCH  
CENTRE  
世界旅遊經濟研究中心

Supporting Units 支持單位



中華人民共和國國家旅遊局  
CHINA NATIONAL TOURISM ADMINISTRATION



中華全國工商業聯合會  
ALL-CHINA FEDERATION  
OF INDUSTRY & COMMERCE

中央人民政府  
駐澳門特別行政區聯絡辦公室  
LIAISON OFFICE OF THE CENTRAL  
PEOPLE'S GOVERNMENT IN THE MACAO  
SPECIAL ADMINISTRATIVE REGION

中華人民共和國外交部  
駐澳門特別行政區特派員公署  
OFFICE OF THE COMMISSIONER  
OF THE MINISTRY OF FOREIGN AFFAIRS  
OF THE PEOPLE'S REPUBLIC OF CHINA  
IN THE MACAO SPECIAL ADMINISTRATIVE REGION



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE



Pacific Asia Travel Association



世界旅遊城市聯合會  
World Tourism Cities Federation



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