

WORLD TOURISM CONFERENCE 2016
“TOURISM DELIGHTS: DELIVERING THE UNEXPECTED”
17-19 OCTOBER 2016, PENANG

DATE / TIME	PROGRAMME	VENUE
MONDAY, 17 OCTOBER 2016		
07:00 hrs – 09:00 hrs	Media Registration	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
09:30 hrs – 10:30 hrs	WTC 2016 Opening Ceremony	Grand Ballroom Heritage Wing, E&O Hotel
<u>Programme:</u>		
09:00 hrs	Arrival of Participants	
09:20 hrs	Arrival of VIPs	
09:25 hrs	Arrival of VVIPs	
09:30 hrs – 09:45 hrs	Welcome Remarks by The Hon. Mr. Lim Guan Eng, Chief Minister of Penang	
09:45 hrs – 10:00 hrs	Congratulatory Remarks by H.E. Dr. Taleb Rifai, Secretary General of World Tourism Organization (UNWTO)	
10:00 hrs – 10:30 hrs	Keynote Address by The Hon. Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia	
	Coffee / Tea Break	
10:30 hrs – 11:00 hrs	WTC Press Conference	VIP Holding Room Heritage Wing, E&O Hotel
11:00 hrs – 12:30 hrs	Session 1: Tourism a Sunrise Industry? Now and Beyond	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
12:30 hrs – 13:30 hrs	Panel Discussions / Q & A Session	
13:30 hrs – 14:30 hrs	Lunch	Sarkies Annexe and Sarkies Corner Heritage Wing, E&O Hotel
14:30 hrs – 16:00 hrs	Session 2: Tourism Experiences: Breaking New Grounds	Macalister Ballroom Level 5 Victory Annexe E&O Hotel

16:00 hrs – 16:30 hrs	Coffee / Tea Break	The TOP Komtar, Penang
16:30 hrs – 17:30 hrs	Panel Discussions / Q&A Session	
20:00 hrs – 22:30 hrs	Welcome Dinner Hosted by The Hon. Minister of Tourism and Culture Malaysia	
TUESDAY, 18 OCTOBER 2016		
09:30 hrs – 11:00 hrs	Session 3: Tourism: Prospering Communities, endless Opportunities	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
11:30 hrs – 11:30 hrs	Coffee / Tea Break	Sarkies Annexe and Sarkies Corner Heritage Wing, E&O Hotel
11:30 hrs – 12:30 hrs	Panel Discussions / Q&A Session	
12:30 hrs - 13:30 hrs	Lunch	
13:30 hrs – 15:00 hrs	Session 4: Tourist First: Maximizing the Power of Marketing	Macalister Ballroom Level 5 Victory Annexe E&O Hotel
15:00 hrs – 15:30 hrs	Coffee / Tea Break	
15:30 hrs – 16:30 hrs	Panel Discussions / Q&A Session	
16:30 hrs – 17:30 hrs	Conclusion and Recommendations	
WEDNESDAY, 19 OCTOBER 2016		
Morning - Noon	Technical Tour Option 1: City Tour – East Meets West Option 2: Heritage Tour – George Town Heritage	Penang