<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAMME</th>
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<tbody>
<tr>
<td><strong>27 November 2022 (Sunday)</strong></td>
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<tr>
<td>1500 – 2000</td>
<td><strong>Participant registration</strong> (Venue: Kinabatangan Foyer, Level 2, Sabah International Convention Centre, SICC)</td>
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<tr>
<td>1800 – 2000</td>
<td><strong>WTC 2022 Welcoming Reception</strong> (By invitation only) (Venue: TBC)</td>
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<tr>
<td><strong>28 November 2022 (Monday) – Day 1</strong></td>
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<tr>
<td>0730 – 0900</td>
<td><strong>Participant registration</strong> (Venue: Kinabatangan Foyer, Level 2, SICC)</td>
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<tr>
<td>0800 – 1800</td>
<td><strong>WTC 2022 Exhibition</strong> (Venue: Sipadan Foyer, Level 4, SICC)</td>
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<tr>
<td>0900 – 1000</td>
<td><strong>Opening Ceremony</strong> (Venue: Sipadan I, Level 4, SICC)</td>
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<tr>
<td></td>
<td>• Overture Performance</td>
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<tr>
<td></td>
<td>• Welcoming Remarks by Hon. Chief Minister of Sabah</td>
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<td></td>
<td>• Welcome and Opening Remarks by Hon. Minister of Tourism, Arts and Culture Malaysia</td>
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<td></td>
<td>• Opening remarks by UNWTO Executive Director</td>
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<tr>
<td></td>
<td>• Launching of WTC 2022 &amp; Group Photo Session</td>
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<tr>
<td>1000 – 1020</td>
<td><strong>Keynote Presentation</strong></td>
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<tr>
<td>1020 - 1030</td>
<td><strong>WTC 2022 Press Conference</strong> (Venue: Imbak Lounge, Level 3, SICC)</td>
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<tr>
<td>1030 - 1045</td>
<td><strong>Launch of Community-Based Tourism (CBT) Roadshow</strong> (Venue: Kinabatangan I, Level 2, SICC)</td>
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<tr>
<td>1045 – 1100</td>
<td><strong>Morning Coffee Break</strong> (Venue: Sipadan Foyer, Level 4, SICC)</td>
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<tr>
<td>1100 – 1300</td>
<td><strong>Session 1: Decoding Tourism Futures – Foresight &amp; Scenarios</strong> (Panel Discussion)</td>
</tr>
<tr>
<td>1300 – 1430</td>
<td><strong>Hosted Lunch by the Ministry of Tourism, Arts and Culture Malaysia</strong> (Venue: Sipadan II, Level 4, SICC)</td>
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<tr>
<td>1430 – 1700</td>
<td><strong>Session 2: Discovering Niche Opportunities for Growth</strong> (Panel Discussion)</td>
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<tr>
<td>1600 – 1615</td>
<td><strong>Afternoon Coffee Break</strong> (Venue: Sipadan Foyer, Level 4, SICC)</td>
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<tr>
<td>1830</td>
<td>Depart for WTC 2022 Official Dinner</td>
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<tr>
<td>1930 – 2130</td>
<td><strong>WTC 2022 Official Dinner hosted by Sabah State Government</strong> (Venue: Sipadan II-III, Level 4, SICC)</td>
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*End of Day 1*
<table>
<thead>
<tr>
<th>TIME</th>
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<tbody>
<tr>
<td>29 November 2022 (Tuesday) – Day 2</td>
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</tr>
<tr>
<td>0800 – 1800</td>
<td>WTC 2022 Exhibition</td>
</tr>
<tr>
<td>0930 – 1100</td>
<td>Session 3: Redefining Tourism Success – Inspiring Stories (TED-Style Presentations)</td>
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<tr>
<td>1100 – 1115</td>
<td>Morning Coffee Break</td>
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<tr>
<td>1115 – 1230</td>
<td>Session 3: Redefining Tourism Success – Inspiring Stories (Continued)</td>
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<tr>
<td>1230 – 1430</td>
<td>Hosted Lunch by the Ministry of Tourism, Arts and Culture Malaysia</td>
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<tr>
<td>1430 – 1600</td>
<td>Session 4: Rebuilding Tourism Resilience &amp; Readiness (Panel Discussion)</td>
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<tr>
<td>1600 – 1615</td>
<td>Afternoon Coffee Break</td>
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<tr>
<td>1630 – 1700</td>
<td>WTC 2022 Closing Ceremony</td>
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<td><strong>End of Day 2</strong></td>
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<tr>
<td>30 November 2022 (Wednesday) – Day 3</td>
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</tr>
<tr>
<td>0900 – 1700</td>
<td>Technical Tour for International Delegates only (Venue: Kinabalu National Park/Tunku Abdul Rahman Park/Mari Mari Cultural Village)</td>
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<td>Pick-up &amp; Drop-off: WTC 2022 Partner Hotels &amp; SICC</td>
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<td><strong>End of Day 3</strong></td>
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WT C 2 0 2 2
“Tourism Futures Reimagined”

Opening Ceremony
28 November 2022, 9.00 am

Hon. Datuk Seri Panglima Haji Hajiji Noor
Chief Minister of Sabah
- Welcoming Remarks

Hon. Dato’ Sri Nancy Shukri
Minister, Ministry of Tourism, Arts and Culture Malaysia
- Welcome & Opening Remarks

Ms. Zoritsa Urosevic
UNWTO Executive Director
- Opening Remarks
Session 1: Decoding Tourism Futures - Foresight & Scenarios
28 November 2022, 11.00 am

- Dr. Wouter Geerts, Head of Research, Skift
  - Tourism in transition - Megatrends & scenarios
- Dr. Johanna Loehr, Postdoctoral Research Fellow, Griffith University
  - Tourism futures & implications for sustainability
- Dr. Ian Yeoman, Professor of Tourism Futures, Victoria University of Wellington
  - Tourism scenarios - Country case study
- Ms. Lau Yin May, Group Chief Marketing Officer, Malaysia Airlines
  - Future of mobility - Understanding tomorrow’s traveller

- Mr. Javier Ruescas, Senior Programme Officer, UNWTO
  - International tourism trends & outlook
Session 2: Discovering Niche Opportunities for Growth
28 November 2022, 2.30 pm

Ms. Jane Lim
Vice President, Global Markets, Tripadvisor
- Market shifts - here to stay or business as usual?

Ms. Mich Goh
Head of Public Policy, Southeast Asia, Airbnb
- Digital nomads - From the margins to the mainstream?

Mr. Yusno Yunos
CEO & Founder, Evenesis
- Should tourism go metaverse?
Session 2: Discovering Niche Opportunities for Growth (cont.)

28 November 2022, 2.30 pm

Dr. László Puczkó
CEO & Co-Founder, Health Tourism Worldwide, Hungary
- Luxury or lifestyle - Health & wellness tourism insights

Dr. Amran Hamzah
Professor in Tourism Planning, Universiti Teknologi Malaysia
- Regenerative community-based tourism

Dr. Maklarin Lakim
Director, Sabah Parks
- Adventure & nature-based tourism
W T C 2 0 2 2
“Tourism Futures Reimagined”

Session 3: Redefining Tourism Success – Inspiring Stories
29 November 2022, 10.00 am

Mr. Gary Bowerman
Director, Check-in Asia
- The power of narratives in revitalising tourism

H.E. Dr. Abdulla Mausoom
Minister of Tourism, Maldives
- One Island, One Resort - Maldives’ remarkable recovery

Ms. Martha Domenech
Director-General, Tourism Catalunya, Spain
- Reconnecting Catalonia with gastronomy

Mr. Brent Anderson
Regional General Manager, Tourism Australia
- Reimagining the visitor economy - THRIVE 2030
Session 3: Redefining Tourism Success – Inspiring Stories (cont.)
29 November 2022, 11.15 am

Ms. Natalie Kidd  
Chief People and Purpose Officer, Intrepid Travel
- Innovative solutions by Intrepid Travel

Ms. Jessica Yew  
Co-founder & Director, Sticky Rice Travel
- Meaningful adventures in Malaysian Borneo

Mr. Albert  
Co-Founder, Traveloka
- Lifestyle Super App powered by FinTech

Mr. Chin Yoon Khen  
Founder & CEO, LokaLocal
- Immersive virtual experiences with a human touch
Session 4: Rebuilding Tourism Resilience & Readiness
29 November 2022, 2.30 pm

- Dr. Raymond Rastegar
  Researcher and Lecturer, The University of Queensland, Australia
  - Sustainability transitions and tourism in the face of global crises

- Ms. Carol Mackenzie
  Group Head of Crisis Management & Business Continuity, TUI Group
  - Preparing tourism firms for future crises - The case of TUI

- Dr. S. Mostafa Rasoolimanesh
  Director, Centre for Research and Innovation in Tourism (CRiT), Taylor’s University
  - Sustainable Tourism Index: Scorecard for future success

- Prof. Jafar Jafari
  Professor of Hospitality & Tourism, University of Wisconsin-Stout
  - Post-pandemic human resource development strategies
W T C 2 0 2 2
“Tourism Futures Reimagined”

Closing Ceremony
29 November 2022, 4.30 pm

Mr. Harry Hwang
UNWTO Regional Director for Asia and the Pacific

• Concluding Remarks

Datuk Hajah Saraya Arbi
Secretary-General, Ministry of Tourism, Arts and Culture Malaysia

• Closing Remarks