

**YOU ARE INVITED**

# National Tourism Conference

'Pursuing sustainable growth in tourism through meaningful, cutting-edge transformation.'

**WORLD TRADE CENTER CURAÇAO**

## PROGRAM: WEDNESDAY, THE 26<sup>TH</sup> OF SEPTEMBER

- 08:30 AM - 08:50 AM**      **Opening speech by**  
Dr. I.S. (Steven) Martina, Minister of Economic Development  
Hugo Clarinda, Interim Executive Director of CTB  
Miles Mercera, CEO & President of CHATA
- 08:50 AM - 09:35 AM**      **Progress Tourism Master Plan**  
**Current situation and Challenges ahead**  
by Paul Kok
- 09:35 AM - 10:20 AM**      **Canada's Path to Tourism Competitiveness**  
by Greg Klassen
- 10:25 AM - 10:40 AM**      **Coffee Break**
- 10:45 AM - 11:30 AM**      **Back to the future: New Generation Cruising**  
by Julie-Anne Burrowes
- 11:30 AM - 12:15 PM**      **Choose between the following break-out sessions:**  
• Curaçao Tourism Law  
• Physical Environment  
• Sustainable air connectivity for Curaçao, reality or fiction:  
a regulator's perspective
- 12:15 PM - 14:00 PM**      **Luncheon Presentation: Alternative ways of Funding Tourism**  
by Greg Klassen  
Entrance fee ANG. 55,-
- 14:00 PM - 15:00 PM**      **Choose between the following break-out sessions:**  
• MICE: A potential yet untapped?  
• Cruise Tourism Development: Are we there yet?  
• Vast Opportunities in Tourism stimulate lucrative  
and profitable investment possibilities
- 15:00 PM - 15:05 PM**      **Conference closing**

For more information and to register, go to [curacao.com/ntc2018](http://curacao.com/ntc2018)

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## PROGRAM: THURSDAY, THE 27<sup>TH</sup> OF SEPTEMBER

<b>08:30 AM - 08:40 AM</b>	<b>Review/Summary of Day 1</b>
<b>08:45 AM - 09:30 AM</b>	<b>Smart destination for leisure and business</b> By Franklin Sluis, CEO of BT&P
<b>09:35 AM - 10:20 AM</b>	<b>Values: the secret ingredient for developing an award-winning hospitality brand</b> By Simon Lewis
<b>10:25 AM - 10:40 AM</b>	<b>Coffee Break</b>
<b>10:45 AM - 11:30 AM</b>	<b>The journey to Curacao's new brand positioning</b> By Douglas Spitzer
<b>11:30 AM - 12:15 PM</b>	<b>Choose between the following break-out sessions:</b> <ul style="list-style-type: none"><li>• Customer Journey: Understanding our customer through qualitative research</li><li>• Public Safety and Security</li><li>• Digital Marketing</li></ul>
<b>12:15 PM - 14:00 PM</b>	<b>Luncheon Presentation: The Future of Urban Sustainability and Smart Cities</b> By Christopher Castro Entrance fee ANG. 55,-
<b>14:00 PM - 14:45 PM</b>	<b>Choose between the following break-out sessions:</b> <ul style="list-style-type: none"><li>• The Importance of Ground Transportation for Tourists</li><li>• Sustainable Tourism Development: A shared responsibility</li></ul>
<b>14:50 PM - 15:35 PM</b>	<b>Choose between the following break-out sessions:</b> <ul style="list-style-type: none"><li>• Institutional Attractions and shops/ Culture and History</li><li>• Human Capital Development</li><li>• Tourism quality standards</li></ul>
<b>15:40 PM - 15:45 PM</b>	<b>Conference Closing</b>

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