



INVITATION

The 9th UNWTO/PATA FORUM ON TOURISM TRENDS AND OUTLOOK

Guilin, China / 19-21 October 2015

We are pleased to inform you that at the gracious invitation of the People's Government of Guilin of China, the World Tourism Organization (UNWTO) and the Pacific Asia Travel Association (PATA) are organising the **9th UNWTO/PATA Forum on Tourism Trends and Outlook** scheduled to be held in Guilin, China from 19-21 October 2015. This year's forum will be organised again in collaboration with The Hong Kong Polytechnic University.

The forum has been successfully held eight times previously in Guilin. Our aim in staging such a forum is to provide an annual Pan-Asia-Pacific platform for policymakers, senior officials, researchers and industry representatives to take stock of global and regional trends and to better understand their potential impacts on tourism development. The event, under the joint umbrella of UNWTO and PATA, will allow participants to share information, analyse current tourism situation, and map out the next course of action for the future. Overarched under the theme of "*Tourism and the Experience Economy*", this 9th Forum aims to deliver on the following objectives:

- To share state-of-the-art research and industry practices in developing tourism in the realm of the experience economy.
- To analyse and update global and regional tourism trends and challenges in connection to tourism and the experience economy.
- To explore and formulate new problems for future research and practice on tourism as an experience economy.

In light of the foregoing, we are extending this invitation to you and your administration or institution to attend this conference and to participate actively in the discussions so as to provide us with insights into the various scenarios facing the tourism industry now and in the years to come.

Please find attached General Information Notes, Technical Notes and a Registration Form for this event. Further information and preliminary programme will be made available at a later date on the forum website: <<http://asiapacific.unwto.org/en/guilinforum>>.

We will be most grateful if you could confirm your attendance before **30 September 2015**. We look forward to receiving your affirmative response to our invitation.