“Marketing Vietnam as a Destination for American Travelers”
(All sessions simultaneously translated into Vietnamese, or delivered in Vietnamese)

Sponsored by:

Dr. Rich Harrill
Georgia Institute of Technology, Economic Development Institute

Dr. Harrill, a Ph.D. expert in tourism and destination marketing, wrote the textbook on “Guide to Best Practices in Tourism and Destination Management.” He will act as moderator for a simulating seminar with presentations and discussions from United Airlines Asia-Pacific Regional Vice President, Marriott Corporation Global Sales Pacific Vice President, Pacific Asia Travel Association (PATA) Foundation Chairman, Royal Garden Resorts Chairman and CEO, Cathay Pacific Southeast Asia Regional Vice President, Galileo Internet Travel Reservations System Asia-Pacific. These international travel industry leaders will be joined by Vietnam’s travel industry leaders and practitioners, including Vietnam Airlines, Saigon Tourist, and many others.

You’ll hear the presentations and join in the discussions on
- Destination Marketing and Profile of the American Traveler: what is “destination marketing”? Who are the customers? What is their profile in terms of travel patterns and spending? How to get them to come to VN?
- Marketing Vietnam as a Destination: Getting More Americans to Visit: How to deliver the advertising message?
- Current & Future Infrastructure to Support American Travel to Vietnam: The Air Service Agreement between VN and the USA provides a framework. How can the “hard” and “soft” infrastructure be improved so that travel to Vietnam is a convenient, enjoyable, and high value for money experience?

Don’t miss the opportunity -Gain valuable information- Meet key contacts!

<table>
<thead>
<tr>
<th>Date:</th>
<th>Friday, May 14, 2004, 08:00 – 13:30 (includes lunch)</th>
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<tbody>
<tr>
<td>Place:</td>
<td>New World Hotel Saigon</td>
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<td>76 Le Lai Street, District 1, Ho Chi Minh City</td>
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<td>Cost:</td>
<td>VND 450,000/person/Seminar and Lunch</td>
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Fax this form to AmCham (08) 824 3572 or drop form at Room 323, New World Hotel. Tickets must be purchased before 12:00 noon on Thursday, May 13.

Name, Title __________________________________________________
                                          __________________________________________________
Tel/Fax ________________________________ ________________________________
Company __________________________________________________
“Developing & Marketing Vietnam as a Destination for the American Traveler”
New World Hotel Saigon, 76 Le Lai Street, District 1, Ho Chi Minh City, Vietnam
Friday, May 14, 2004

8:00 – 8:30a  Registration

8:30 – 8:45a  Opening Ceremony: Welcome Remarks
Introduction: AmCham Vice Chair Jeff Puchalski
Welcome: U.S. Consul General Emi Lynn Yamauchi
Welcome: HCMC People’s Committee Chairman Le Thanh Hai
Welcome: Saigon Tourist Vice General Director Ho Hung Van

8:45a – 9:00a  Intro: Dr. Rich Harrill, Economic Development Institute, Georgia Tech
Destination Marketing and Profile of the American Traveler
Who are the customers? What are their income levels? How much do they spend on travel? What activities they enjoy when traveling? Where do they live? Where do they get their travel information? How to deliver the message to them?

9:00a – 10:15a  Marketing Vietnam as a Destination: Getting More Americans to Visit
How to deliver the message to Americans? Advertising, word-of-mouth, television, movies, print media, internet advertising, FAM Tours? Budgets? Synergy with other ASEAN countries
Panelists: 7 minute highlights on Destination Marketing
Mr. Mark Russell, Managing Director, Pacific South, United Airlines
Ms. Bernadette Dennis, Vice President Pacific, Global Sales, Marriott Corp.
Mr. Dave Paulon, Chair, PATA Foundation
Discussion Leaders: Lead questions & answers discussion
Mr. Duong Tri Thanh, Director, Passenger Marketing, Vietnam Airlines
Mr. Bob Jones, The Travel Frugalist
Mr. Jeff Puchalski, Vice President, Danao Properties, Ho Chi Minh Vietnam

10:15a – 10:45a  Coffee/Tea Break

10:45a – 12:15p  Current & Future Infrastructure to Support American Travel to Vietnam
International, Regional, Domestic Air Transportation
Global Distribution System (GDS): Integrating into Future Booking Systems
Hotels and Domestic Infrastructure
Getting to Vietnam is a significant cost in terms of time and money. How can these costs be made more attractive to increase the number of American visitors? How can we cooperate to develop the “hard” and “soft” infrastructure to support more American business and leisure travel?
Panelists/Speakers: 7 minute highlights on travel infrastructure
Mr. William Heinecke, CEO, The Minor Group
Mr. Ivan Chu, Regional Manager, SE Asia, Cathay Pacific
Mr. Simon Nowroz, Director of Sales, Asia-Pacific, Galileo
Discussion Leaders: Lead questions & answers discussion
Mr. Ho Hung Van, Vice General Director, Saigon Tourist

12:30 – 2:00p  Lunch Mekong BallRoom
Dr. Rich Harrill, Economic Development Institute, Georgia Tech
Author: “Best Practices in Tourism & Destination Management”
Highlights, Summary and Recommendations for Next Steps