



ARE YOU FUTURE READY?

Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association

PACIFIC ASIA TRAVEL ASSOCIATION

We believe Asia Pacific's travel industry is stronger as one. Our potential is powered by our connections to the world

PATA has representation from 98 government organisations and over 850 corporate members worldwide



THE STORY YOU NEVER HEAR

TODAY

Today, we're living in the most peaceful and abundant time in the history of our planet, and it's likely to only continue getting better. In the last hundred years, we've seen a drastic decrease in global poverty, a massive increase in global health and literacy, and a global adoption of democracy.

GLOBAL LITERACY RATE

32%
100 yrs ago

Today
85%

NUMBER OF DEMOCRACIES

16
100 yrs ago

Total Today
123

LIFE EXPECTANCY*

51
100 yrs ago

Today
81 YRS

POPULATION IN POVERTY**

82%
100 yrs ago

Today
9%

* In the developed world

** Poverty here is defined on living on less than \$1.90 per day. When looked at historically, this number is adjusted for inflation.

Source: ourworldindata.org



<http://bit.ly/hubworldgettingbetter>

EXPONENTIAL GROWTH

The tourism sector is experiencing exponential growth beyond all expectations

However, it is not evenly distributed



2018 BIGGEST RISKS

Although our world is at its best compared to 100 years ago

“A slew of security, financial, and environmental threats will pose the greatest risk to businesses around the world in 2018” (WEF)

THE 4TH INDUSTRIAL REVOLUTION

FinTech (Blockchain/Crypto)
Autonomous Vehicles
AI

These are just some of the technologies that will impact our industry in the coming years

Disruptions will come in/from unexpected places...





THE FUTURE OF JOBS

Pad 15:41 61%
bbc.com

Will a robot take your job?

11 September 2015 | Technology [Share](#)

Type your job title into the search box below to find out the likelihood that it could be automated within the next two decades.

About 35% of current jobs in the UK are at high risk of computerisation over the following 20 years, according to a study by researchers at Oxford University and Deloitte.

I am a...

Can't find your job? [Browse the full list](#)

[Find out my automation risk >](#)

<http://www.bbc.com/news/technology-34066941>



EXPONENTIAL LEADERSHIP

“ We are local and linear thinkers in an exponential world”

“ We see the future events as a new version of the past”

OUR VISION

We currently live in an environment of nonstop volatility, uncertainty, complexity and ambiguity (VUCA)
“Quote: Lisa Kay Solomon”.

Creating certainty in an uncertain world
Become Leaders that Changes Leaders
Exponential thought leader, a trusted partner and an effective advocate

PATA 2018 - INITIATIVES

Young Tourism Professionals

Gender Equality

Building an Understanding For Food
Excess in Tourism (BUFFET)

Building Bridges & Connecting People



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MARIO HARDY
CEO
PATA
mario@PATA.org

www.PATA.org