SUSTAINABILITY & SOCIAL RESPONSIBILITY POLICY

PATA believes that in order for the complete visitor economy to thrive for generations, all activities should be conducted in the most socially responsible and holistically sustainable way possible. To protect our very reason for being, we must be sustainable.

The Pacific Asia Travel Association (PATA) is a not-for-profit membership association that acts as catalyst for the responsible development, sustainable growth, value, and quality of travel and tourism to, from and within the Asia Pacific region.

Founded in 1951, PATA provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 95 government, state and city tourism bodies, 20 international airlines and airports, 102 hospitality organisations, 70 educational institutions, hundreds of travel industry companies in Asia Pacific and beyond, as well as over 4,000 youth members across the world. Thousands of travel professionals belong to the 31 local PATA chapters worldwide while hundreds of students are members of the 22 PATA Student Chapters globally. PATA’s Head Office has been in Bangkok since 1998, with official offices or representation in Beijing, and London.

PATA is committed to treading lightly on the planet; we work in concert with our partners and private and public sector members to contribute to the Sustainable Development Goals and strive towards carbon neutral growth. We empower our members to leave a positive impact on the surrounding environments in which they operate. We aim to demonstrate leadership by being the voice for members on the travel industry and sustainable tourism issues that must be addressed, and by ultimately promoting the mainstreaming of sustainability in the tourism sector.

PATA is committed to ethical business operations and complies with all relevant legislation and regulations. PATA has a dedicated staff member who manages PATA’s sustainability and social responsibility programming, including improving PATA’s overall sustainability performance.

We encourage our staff to promote our commitment to sustainability and social responsibility in the travel and tourism sector, and in their daily lives. Where resources allow, PATA is also committed to the procurement of fair trade and locally sourced products and services, and to the implementation of responsible meetings and events practices. PATA respects labour-related human rights, and children’s rights, including non-discrimination, health and safety, and fair wages; it is our policy to ensure there is equal opportunity without discrimination or harassment on the basis of race, color, religion, gender, sexual orientation, gender identity or expression, age, disability, marital status, citizenship, genetic information, or any other characteristic protected by law. We aim to strengthen the understanding of sustainable tourism issues amongst PATA staff and PATA members through training, provision of information resources, and generating awareness, and encourage our members to be a part of our journey.

We will demonstrate our commitment by forging relationships with sustainability and social responsibility-minded organisations, by seeking advice from the PATA Sustainability & Social Responsibility Committee, by greening events, and by implementing the EarthCheck Environmental Management System in our operations. We strive to minimise our footprint by implementing initiatives that reduce the use of energy, water, and paper at our International Headquarters. We aim to continue benchmarking assessment of PATA’s operational performance and strive towards maintaining Benchmarked Sustainability Certification at our Headquarters.

Dr. Mario Hardy
Chief Executive Officer, PATA

NOTE: This policy is a public document and will be reviewed annually. January 2021