PATA is your trusted partner on the road to tourism recovery.

PATA Membership Benefits for Education Members
2022
About
PATA

SINCE 1951

PATA is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from, and within the Asia-Pacific region.

Our Approach
• Responsible tourism development
• Global issues with local relevance
• Insights and intelligent travel solutions
• Highly diverse travel community

Connecting both private & public sector members

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www.PATA.org
PATA’s Global Network

Alliance Partners

Every facet of the travel ecosystem is represented within the PATA network.
What We Do

Industry Thought Leadership
We provide multi-disciplinary expertise in practical research and standards development

Industry Development Collaborations
We collaborate with development agencies to redefine future standards for Asia-Pacific and beyond

Reliable Research
We produce research with knowledge partners, including 50 annual tourism forecasts and 10 travel trend reports

Membership Engagement
We facilitate networking opportunities via webinars, speaker meets, panel participations, and opportunities for Expert Task Force participation

Business Insights and Networking Events
We enable business building and tourism community development through in-destination, hybrid, and virtual events.

Tourism Destination Resilience Blueprint
Pillars of resilience include:
- Environment
- Economy
- Community
- Visitors
- Health and Safety
2022 Upcoming events Calendar

PATA Destination Marketing Forum
Aug 2 - 4
Songkhla, Thailand
Hosted by TCEB, DASTA and SCEB

PATA-GBTA APAC Travel Summit 2022
Mid-Sep
Singapore

PATA Annual Summit
Oct 25-27
Ras Al khaimah, UAE
Hosted by RAKTDA

Aligned Advocacy Dinner
Nov 7
UK, London

PATA Gold Awards
Date: TBA
Hosted by MGTO

PATA Guilin Forum
Date: TBA
Huzhou, China

Rural Conference
Date: TBA

PATA/UNWTO Forum on Tourism trends and Outlook
End of Oct - Nov
Hosted by Guilin, China

TBC events
● July: Maldives Golden Jubilee - Maldives
● Dec: PATA Adventure Travel Conference and Mart - Nepal

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PATA’s 8 Measures to Support the Recovery

1. Govt Member’s COVID Learnings Share Forums: with World Bank
2. Innovation Workshop Series and Idea Hub for Members
3. Vaccine Equity: Support COVAX/UNICEF
4. Frequent Insights/Trends for Members
5. Strengthen the PATA Global Community
6. Collaboration with Global Organisations
7. Destination Resilience Initiative - with GIZ
8. PATA Crisis Resource Center with ADB/GIZ
**PATA** is the industry thought leader for the Asia-Pacific region and beyond, connecting global issues with local relevance.

PATA Member benefits are carefully tailored to bring positive impacts to your business, your stakeholders, and greater industry network.

As an EDU Member, you have the choice of leveraging our tailored benefits for your **staff only** OR for **your staff & students**.

<table>
<thead>
<tr>
<th>Basic Tier</th>
<th>Premium Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in your faculty members (Staff only)</td>
<td>Invest in your faculty members <strong>AND</strong> students.</td>
</tr>
<tr>
<td>US$500 / year</td>
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</tbody>
</table>

**Contact Us**

memberteam@PATA.org
# PATA EDU MEMBERSHIP BENEFITS

<table>
<thead>
<tr>
<th><strong>Basic Tier</strong></th>
<th><strong>Premium Tier</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in your faculty members (Staff only)</td>
<td>Invest in your faculty members + students</td>
</tr>
<tr>
<td><strong>Networking</strong></td>
<td><strong>Everything in Basic Tier, plus:</strong></td>
</tr>
<tr>
<td>Networking</td>
<td><em>NEW</em> PATA Youth Website with members-only space containing Resources &amp; Networking opportunities (Students only)</td>
</tr>
<tr>
<td>Branding + Recognition</td>
<td>Insights + Networking</td>
</tr>
<tr>
<td>Brading</td>
<td>PATA Student Chapters &amp; speaking opportunities for Student Chapter leaders</td>
</tr>
<tr>
<td>Recognition</td>
<td>Networking + Empowering</td>
</tr>
<tr>
<td>Insights</td>
<td>Eligible to apply for Student Chapter Award of Excellence + other Chapter Awards</td>
</tr>
<tr>
<td>Insights</td>
<td>Branding + Recognition</td>
</tr>
<tr>
<td>Insights</td>
<td>PATA Main Webinars &amp; Workshops Recordings (Recordings Available to students, not live session)</td>
</tr>
<tr>
<td>Insights</td>
<td>Insights</td>
</tr>
<tr>
<td>Branding</td>
<td>Full Access to PATA Youth Program &amp; Symposium (For all students) (Students are eligible to apply for limited and highly popular Mentorship sessions.)</td>
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<tr>
<td>Branding</td>
<td>Networking + Insights</td>
</tr>
<tr>
<td>Networking</td>
<td>Networking</td>
</tr>
<tr>
<td>Included in Member Listing &amp; Members-only Directory. Up to 2 PATA facilitated connections</td>
<td>Co-host PATA Youth Webinars</td>
</tr>
<tr>
<td></td>
<td>Branding</td>
</tr>
</tbody>
</table>

*For a comprehensive list of member benefits, please refer to the Table of Membership Benefits attached.*
## PATA EDU PREMIUM MEMBERS:

### Engagement Plan

*Resources to support you in maximizing your Membership Benefits*

### Engagement Plan for Premium EDU members – 20 Jan 2021

**For Premium EDU members**

<table>
<thead>
<tr>
<th>Membership Benefit</th>
<th>For University (Stakeholder #1)</th>
<th>For Staff / Faculty (Stakeholder #2)</th>
<th>For Students (Stakeholder #3)</th>
<th>Frequency (e.g., twice a year, or all year round?)</th>
<th>Notes (Log ins / Access)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PATA Events</strong></td>
<td>Such as PATA Annual Summit, PATA Travel Mart, etc.</td>
<td>Seller / Exhibitor Booth Benefits for PATA Members at PATA Events (such as PATA Travel Mart)</td>
<td>Full Access. Send Staff representatives to attend PATA Events as professionals.</td>
<td>On-Demand Access only. Students can watch recordings on-demand. Conference content helps students stay up-to-date.</td>
<td>Students can access recordings for PATA Events on-demand in a PATA Youth members-only space which they flavors to navigate easily.</td>
</tr>
</tbody>
</table>

*For a comprehensive list of member benefits, please refer to the Table of Membership Benefits attached.*
PATA Student Chapters: What are they?

PATA Student Chapters around the world have made a huge impact in their respective communities.

Associated Benefits
with setting up & maintaining a PATA Student Chapter

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>PATA Student Chapter Award of Excellence</td>
<td>Recognition + Branding</td>
</tr>
<tr>
<td>+ other chapter awards such as Best Sustainability Initiative</td>
<td></td>
</tr>
<tr>
<td>Post on Student Chapter Updates (30,000 views/month on PATA Website)</td>
<td>Branding</td>
</tr>
<tr>
<td>Student Chapter Roundtable Discussion (Invite-only) + more activities &amp; events exclusively for SCs, happening all year round</td>
<td>Speaking Opportunity</td>
</tr>
<tr>
<td>Networking: Peer-to-peer + with industry experts Giving students international exposure &amp; industry exposure</td>
<td>Networking</td>
</tr>
<tr>
<td>Support from PATA HQ</td>
<td>Resources</td>
</tr>
<tr>
<td>Student Chapters are run by students, for students.</td>
<td></td>
</tr>
</tbody>
</table>

Student leaders are empowered to organise activities that benefit the entire student body. (eg: knowledge based Webinars, networking events with industry experts, international collaborations)

Examples of Student Chapter Updates
Posted on PATA Website (30,000 views/month)
For Students from Premium EDU Members and Paid PATA Youth Members (US$100/Year/Student).

The members only area gives access to 📘 Tailored Resources, 📧 Webinar Recordings from PATA HQ, Networking opportunities with 🎤📝 Student Chapter Leaders, and more.

*PATA Youth is pivoting from a free model to a paid model to ensure sustainability of the program. This allows PATA to focus our limited resources on our paid members.*
PATA Student Chapters: A Global Network

As of October 2021

5 PATA Student Chapters (North Asia)
Chinese Taipei, Japan, Korea, Hong Kong and Macau

5 PATA Student Chapters (South Asia)
Bangladesh, India, Nepal, and UAE

13 PATA Student Chapters (Southeast Asia)
Indonesia, Malaysia, Philippines, Singapore, and Vietnam

2 PATA Student Chapters (North America)
Canada, and USA

2 PATA Student Chapters (Europe)
UK, and Spain

2 PATA Student Chapters (Pacific)
Australia, and New Zealand

13 PATA Student Chapters

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PATA Premium EDU Members: Early Adopters

As of Feb 2022

THE UNIVERSITY OF QUEENSLAND

AUSTRALIA

TAYLOR'S UNIVERSITY

Wisdom • Integrity • Excellence

ENDERUN

CHIST UNIVERSITY

BENGALURU, INDIA

The Hong Kong Polytechnic University

香港理工大學

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www.PATA.org
PATA Student Chapters: Student-led Events

World Tourism Day 2021

PATA Malaysia Taylor’s SC collaborated with PATA Singapore Temasek Polytechnic SC, PATA Indonesia Lombok Tourism Polytechnic SC, and PATA Philippines Enderun Colleges SC to hold World Tourism Day 2021 Event with 3 different segments. In the course of this fully student-led event, students actively participated by presenting their travel experiences, lifestyle, and insights on the tourism industry in the post pandemic era.
“The biggest lesson I've learned in being with PATA is that collaborating with strangers, especially foreign strangers is much more different from collaborating with friends and classmates. And it's very important for me as a hospitality student to learn how to communicate better with people from different cultures.”

Nicole Chua  
Director of Events  
PATA Philippines Enderun Colleges Student Chapter

“PATA is committed to providing meaningful and educational field trips and activities to the members, in which you can broaden your horizons or enlarge memorable experiences, especially in the hospitality and tourism domain.”

Huishi Lyu  
Representative from  
PATA Macau Student Chapter
PATA Student Chapters: as change makers

Seeing the impact of our community from around the

In Part 4: Student chapter Roundtable Discussion

26 out of 29 PATA Student Chapters represented. Milestone achieved!

As a community, we raised awareness for:
- The Environment
- Reducing Plastic Waste
- Food Waste
- Gender Equality
- Sexual Assault
- Cultural Heritage

As a community, over a 1 year period, we organised:
- 2 cross-cultures exchanges
- 2 fundraisers for charity
- 2 clean up drives
- 3 partnerships with the industry for internships
- 5 partnerships with local communities and organisations
- 4 social media awareness campaigns
- 5 Mentorship Sessions
- 5 Networking Events
- 5 on-site in-person programs & activities
- 9 Capacity Building Programs & Activities
- 10+++ Webinars / Panel Discussions / Workshops

P.S: This is just an approximate! We definitely did so much more than that!

April 2021:

This is a PATA Youth Symposium, Student Chapter Roundtable Discussion, post-event report.

It demonstrates the positive impact created by PATA Student Chapters, for their own local student communities.
The PATA Youth Program in 2020, where we provided:
• Industry insights in our webinars tailored for youths
• Opportunities to learn skills in our workshops
• Networking sessions for exposure to international peers & industry experts
• 50+ speaking opportunities for the youth to lead conversations that they were passionate about.

The PATA Youth Symposium attracts 3000+ delegates from 90+ global destinations. There are:
• Insight-driven keynote speeches by industry experts
• Skill-based Workshops
• Mentorship sessions with industry leaders (Our most popular session & limited spaces available.)
• A dedicated stage for PATA Student Chapter Leaders to present their activities