



PATA ANNUAL SUMMIT & ADVENTURE MART 2023

Sponsorship Opportunities

For more info:  sponsorship@pata.org

In Person Event

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**.



Connecting both **private & public** sector members



Our Approach

- Global issues with local relevance
- Insights and intelligent travel solutions
- Catalyst for partnerships and opportunities

To serve as a catalyst for the development of responsible travel and tourism to, from and within the Asia-Pacific region.

MISSION

VISION

To advance travel as Force for Good. Become the most respected, most valued and industry-leading travel association for the Asia-Pacific region

PATA Global Network

with Asia-Pacific Focus

Alliance Partners



GOVERNMENTS

INDUSTRY BODIES

HOTEL GROUPS & PROPERTIES

RESEARCH & CONSULTING GROUPS

UNIVERSITIES

All INDUSTRY MNCs & SMEs
(Media, financial services, technology, retail, etc.)

DEVELOPMENT AGENCIES, NGOs

TRAVEL TECH STARTUPS, DMCS, TOUR OPERATORS & AGENCIES

2,000+ UNIVERSITY STUDENTS (YOUTH)

PATA Member Network

Representation from Across the Entire Travel Ecosystem

- Government bodies - national, state and city level
- Educational institutions
- MNCs and SMEs
- and Others

Sustainability Commitment for PATA events

PATA is committed to hosting carbon neutral events. We believe that it is our responsibility to minimise our impact on the environment and to create a more sustainable future.

Join us in delivering sustainable and responsible events.

Carbon Reduction Strategy

Every PATA event is benchmarked with the carbon footprint of flights, local transportation, accommodation and meeting venues. The calculations follow international best practices developed and supported by our PATA members.



Assess

Demand, consumption and impacts



Reduce

Resources demand and consumption



Implement

Reduction strategies



Offset

Offset and benchmark

Onsite Green Events Initiatives

At our events, we take carbon reduction seriously. From selecting high-efficient venues, ensuring waste is recycled, and reducing single-use plastics, we strive to minimise our carbon footprint.



Available shared transportation and public transport



Air-con temperature in meeting rooms set around 25 deg C



Meeting rooms that offer natural daylight



Serving locally-sourced food

Offsetting

We understand that it is not always possible to reduce carbon emissions to zero. That is why we also opt for carbon offsets. They help to balance out the remaining emissions through projects that reduce or remove carbon dioxide from the atmosphere. By investing in these projects, we are able to make a tangible positive impact.

Health & Safety Protocols for PATA events

ON-SITE PROTOCOLS



Hand washing to be encouraged per basic hygiene protocols



Masks are recommended at all times to protect yourself and others



Hand sanitizer to be provided at the facility



Facility staff to conduct disinfection regularly in areas frequently touched by visitors

If you are feeling unwell and/or experiencing symptoms of COVID-19 onsite, please do not attend any functions and contact a PATA staff member immediately.

Concept



nepal

PATA[®]
Pacific Asia Travel Association

PATA ANNUAL SUMMIT & ADVENTURE MART

2023

Sustainability through Tourism

MAY 30 - JUNE 2

Pokhara Grande Hotel, Pokhara, Nepal

Learn more

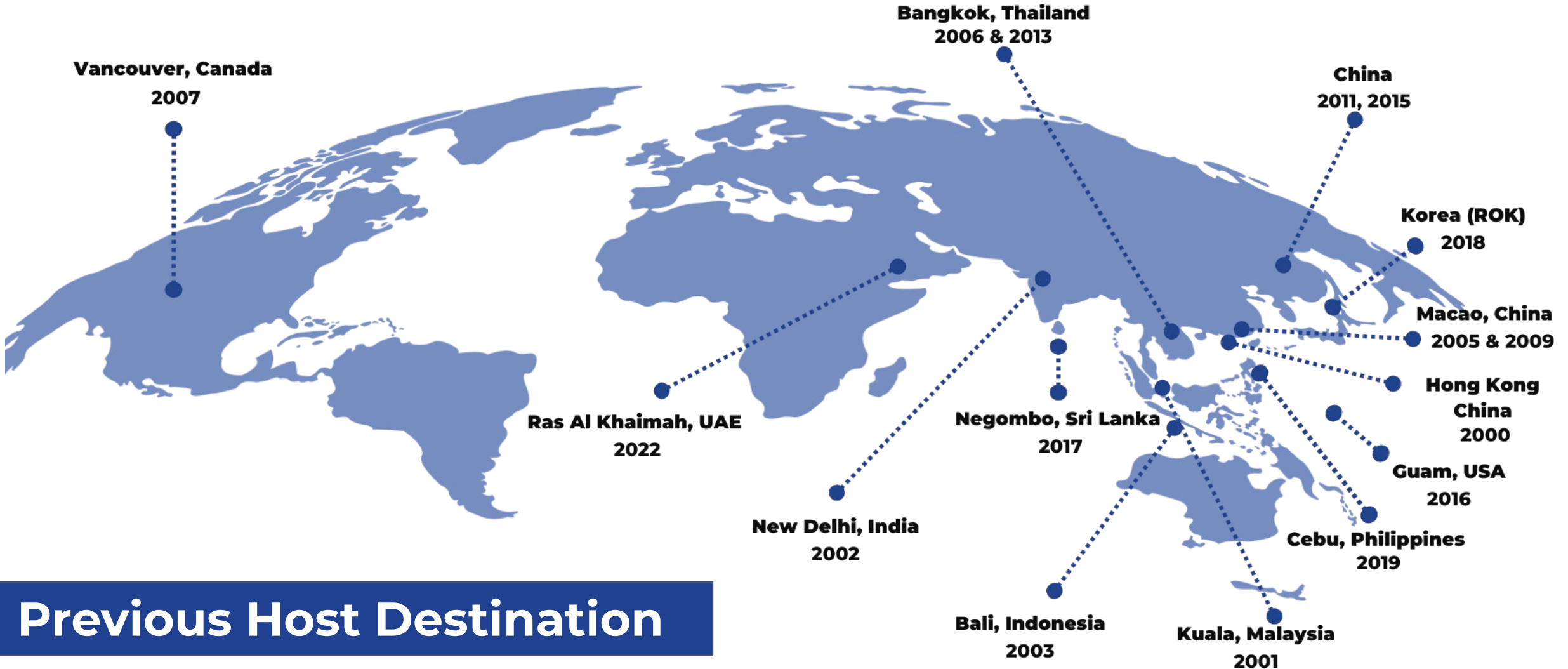


PATA ANNUAL SUMMIT & ADVENTURE MART 2023

The PATA Annual Summit and Adventure Mart embraces a global tourism forum that brings together international thought leaders, industry shapers and senior decision-makers from both the public and private sectors to address issues and opportunities in the development of a responsible and sustainable travel and tourism industry in the Asia Pacific region. In conjunction with the event, the Association's Annual General Meeting (AGM) and the PATA Executive Board & PATA Board Meeting, as well as advisory committee meetings, take place during this time.

The Adventure Travel Mart component brings together tourism professionals involved in adventure travel and responsible tourism for unparalleled networking and contracting opportunities to help them access decision makers, meet new clients, expand their networks, estab

Reference from The Past Events



Previous Host Destination

PATA ANNUAL SUMMIT & ADVENTURE MART 2023

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The target attendance for each session/function



12
for the PATA
Executive board
meeting



70-100
for PATA Advisory
board meeting



100
for the 2023-2024
annual general
meeting session



100
Youth Participation



300-400
Delegates for the
one and a half-day
conference



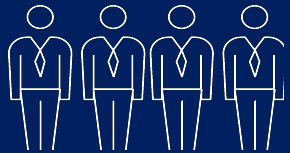
100
Delegates for the
PATA Chapter
Congress

Reference from The Past Events

PATA ANNUAL SUMMIT 2022

October 25 - 27 | Ras Al-Khaimah, UAE

Post Show Report



237

Total Delegates



126

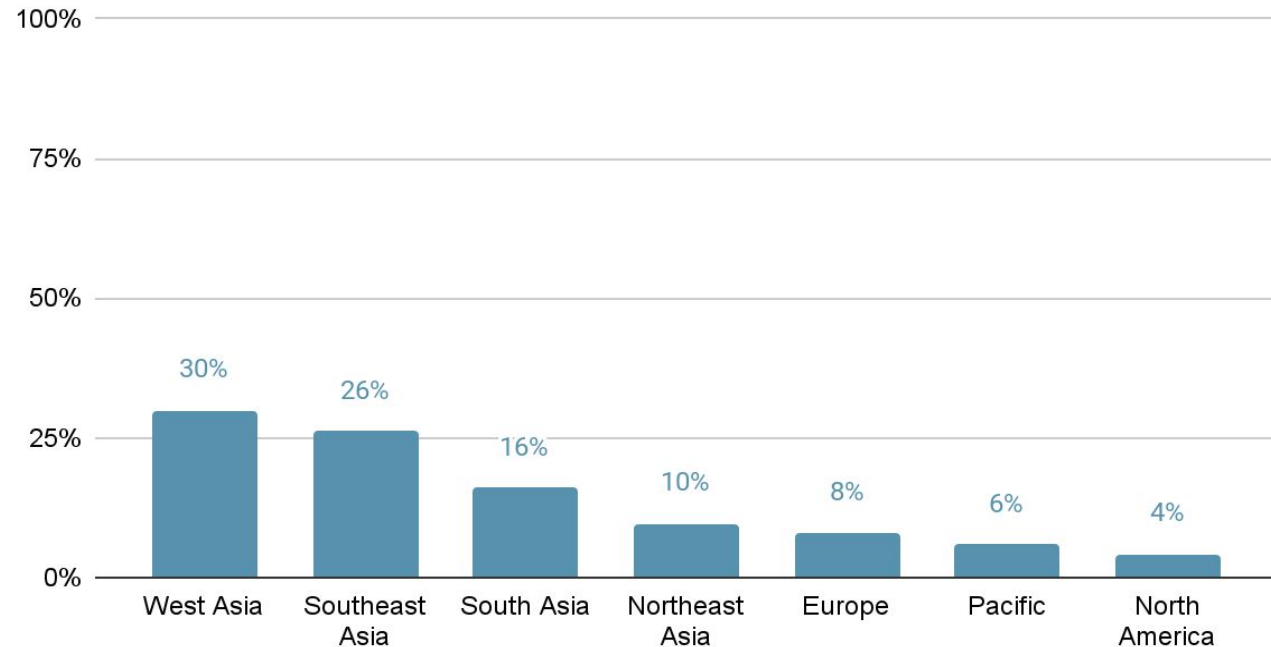
Organizations



36

Destinations

Delegate by Region



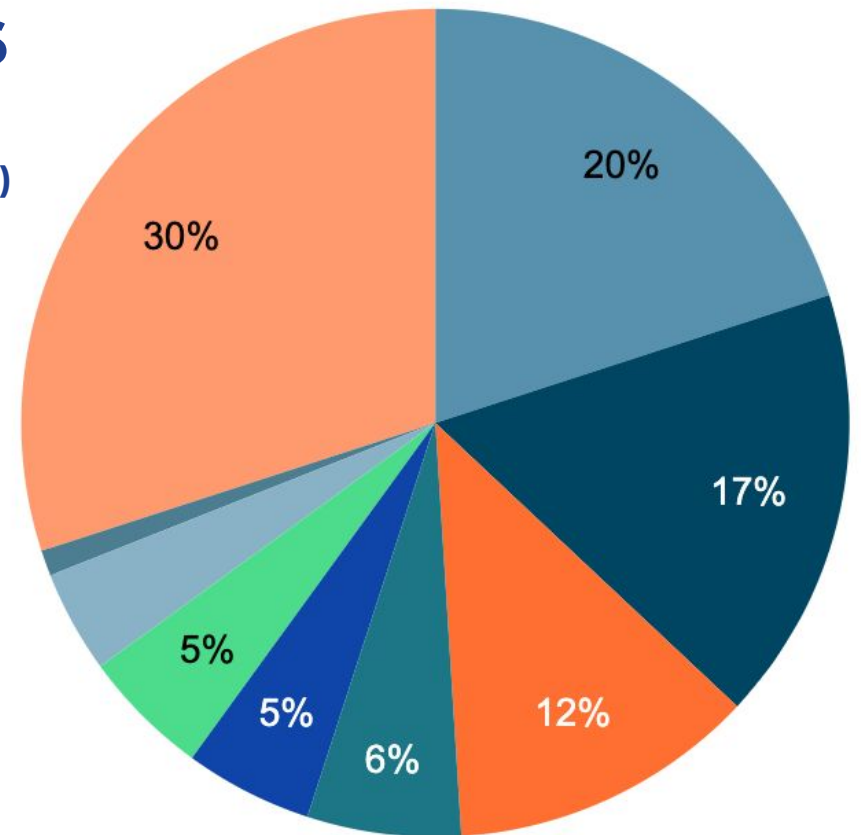
PATA ANNUAL SUMMIT

PATA ANNUAL SUMMIT 2022

Delegate by
Business Profile

Total Organizations: 126

- National Tourism Organization (20%)
- Hospitality / Hotel (17%)
- Tour Operator / Travel Agent (12%)
- Travel / Business Consultant (6%)
- Education Institute (5%)
- Other Government Agency (5%)
- Travel Technology (4%)
- Event Organizer (1%)
- Other (30%)



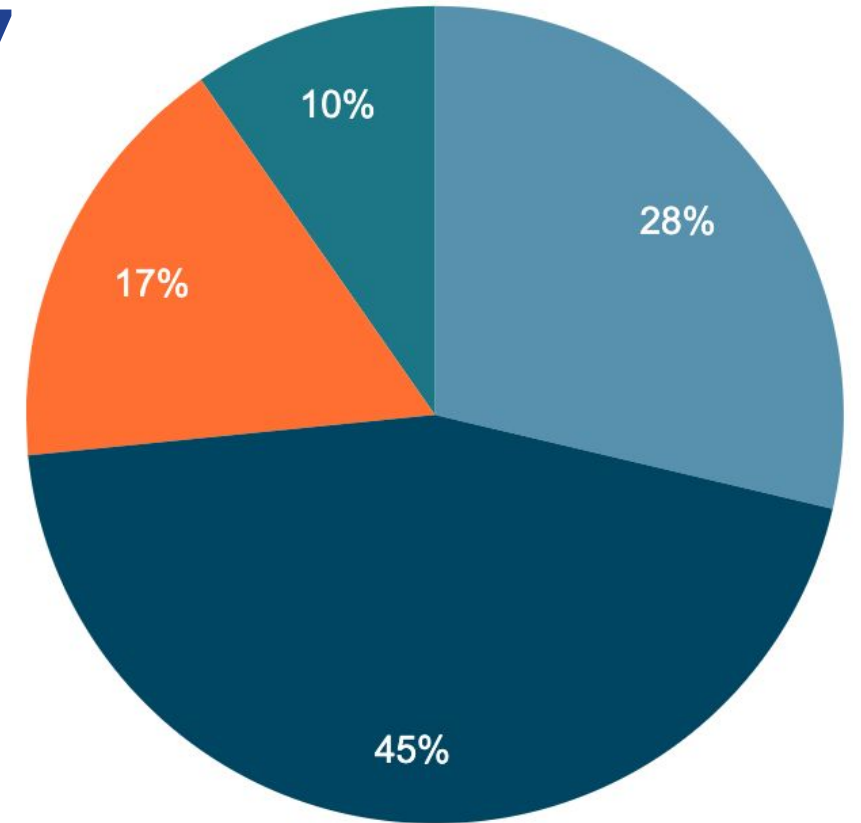
PATA ANNUAL SUMMIT

PATA ANNUAL SUMMIT 2022

Management
Level

Total Organizations: 237

- Top-Level Management (VP Level or higher) (28%)
- Middle-Level (Manager level, Director Level or higher) (45%)
- Operation Management (Supervisory Level) (17%)
- Other (10%)



PATA ANNUAL SUMMIT AND ADVENTURE MART 2023

Proposal



May 30- June 2



200-250

Sellers/Buyers
60/60 pax



Total Potential Reach:
+ 10,000 pax

PATA ANNUAL SUMMIT & ADVENTURE MART 2023

Event Program



1.5 Day-
conference



Trade show



60 Sellers
&
60 Buyers



Networking
Event



1 Day-
Board
Meeting



Educating
local
Stakeholders



Social events



Knowledge
and insight
sessions



Destination
Experience



PATA Youth
Symposium



This year's topic of focus will include:

- Industry forecasts
- Market trends,
- Crisis management
- Social media marketing.

1.5 days Conference with:

- Main conference
- Destination Experience (Soft adventure)

PROGRAM STRUCTURE

4 Days – Programme
(subject to change)

Click here for

[View Full Program](#)

Tuesday, May 30

Morning

- Registration
- PATA Executive Board Meeting
- Networking Break hosted by NTB
- Government Bilateral Meeting
- PATA Chapter Congress
- Government Meeting

PATA Executive Board and Delegate Lunch

Afternoon

- PATA Board Meeting
- Networking Break hosted by NTB
- PATA Annual General Meeting
- Member only Networking Session
- **Opening Ceremony**

Welcome Dinner and PATA Awards Presentation hosted by NTB

Wednesday, May 31 CONFERENCE & TRAVEL MART

Morning

- Main Stage (Welcome by PATA)
- The Briefing
- Insights into the Future of Tourism in the Asia Pacific
- Networking Break hosted by NTB
- The Challenges and Opportunities for a Responsible Tourism Industry
- How to Drive Higher Value Tourism

Networking lunch hosted by NTB

Afternoon

- The Return of the Chinese Traveller
- The Opportunity of the Indian Market
- Surprising Drivers for Tourism Today
- Networking break hosted by NTB
- Travel Mart Appointment Sessions

Delegate dinner hosted by NTB

Thursday, June 1 CONFERENCE & TRAVEL MART

Morning

- 14 Peaks and Beyond Possible
- Film Tourism
- Managing Crises and Challenges in the Post Pandemic World
- Networking Break
- Activating Partnerships with Communities for Sustainability
- How to work with influencers on social media
- Wrap up

Lunch

Afternoon

- Travel Mart Appointment Sessions
- PATA Youth Symposium
- Networking Coffee Break hosted by NTB

Delegate dinner hosted by NTB

Friday, June 2 Destination Experience

- Half Day Complimentary Destination Experience

Departure

PATA MARKETING REACH

+18,600

Member contacts

+1,700

Travel media outlets

+1,000

Virtual Attendees

+300m

Total potential reach (View)

\$2.8m

Advertising Value Equivalency

PATA ANNUAL SUMMIT & ADVENTURE MART 2023

Sponsorship Opportunities

PASM 2023

SPONSORSHIP OPPORTUNITIES

		GOLD	SILVER
No.	Premium Sponsorships	US \$ 8,000	US \$ 3,500
1	Exhibitor booth	2	1
2	Complimentary conference delegate registrations include carbon offset	2	2
3	Featured logo on Event App under 'Sponsors' tab with company profile	✓	✓
4	Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)	✓	✓
5	Brand exposure on PATA post-event wrap up eDM	✓	✓
6	Full attendee list with name, title and company (GDPR compliance). Sent once before and after the event	✓	✓
7	Play up to 90 sec. video at registration area (non exclusive, on rotation basis)	✓	
8	Website banner ad on the PATA website	1 Month	

CONFERENCE SESSIONS

OPENING KEYNOTE SPONSOR

Sponsorship cost:
US \$ 8,000

- Opportunity to provide a two (2) minute speech introducing opening keynote speaker with 90 seconds promotional video at the registration area, non exclusive and on rotation basis
- Two (2) complimentary conference registrations include carbon offset (Include VIP seats at the conference and Welcome Dinner)
- One (1) exhibition booth (2x2m)

Promotion and Publicity:

- Logo on stage monitors and in room during session
- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

PASM 2023

CONFERENCE SESSIONS

SESSION SPONSOR

Sponsorship cost:
US \$8,000

2 opportunities available

- Opportunity to be a moderator or as a panel speaker at main stage
- One (1) complimentary conference registration include carbon offset
- One (1) exhibition booth (2x2m)

Promotion and Publicity:

- Logo on stage monitors and in room during sponsored session
- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

PASM 2023

NETWORKING SESSION

BUYER ONLY LUNCH (TBC)

Sponsorship cost:
US \$10,000

- Invite up to 50 buyers to the lunch
- Two (2) complimentary conference registrations include carbon offset
- Strategic placement of sponsor's table
- Opportunity to select up to 5 guests to join sponsor's table
- Acknowledgement from PATA Chair during lunch
- Opportunity to provide welcome address to attendees prior to the lunch

Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

PASM 2023

BRAND AWARENESS

CONFERENCE ROOM BRANDING WALL

Sponsorship cost:

Option 1: US \$5,000

Option 2: US \$3,000



- Opportunity to feature your company logo and/or message where the delegates would notice while attending the conferences.
(Banner size: 8 x 5 feet)

<p>Option 1 US \$5,000</p>	<p>Option 2 US \$3,000</p>
<p>Three banners Position: Left and right side + at the back of the room (*Front row - first come first serve)</p>	<p>One banner Position: At the back of the room (center)</p>
<p>One (1) Complimentary Conference Registration include carbon offset</p>	<p>No Complimentary Conference Registration included</p>

PASM 2023

BRAND AWARENESS

SELFIE STATION SPONSOR

Sponsorship cost:
US \$5,000

- Opportunity to interact and network for social media engagement at a prominent heavily trafficked part of the venue
- Prominent placement of logo on the selfie station branded unit to draw attention to your logo in the photos shared on social media; co-branded with PATA and main event sponsor logo
- Opportunity to place a sustainable giveaway in the area and host a contest to drive traffic / engagement
- One (1) complimentary conference registration include carbon offset

Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

PASM 2023

BRAND AWARENESS

EVENT APP

Sponsorship cost:
US \$5,000

- Exclusive sponsorship of mobile app
- One (1) complimentary conference registration include carbon offset
- Logo recognition on home page of event app
- Sponsor mention in communication to all delegates announcing the mobile app live date

Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

PASM 2023

PATA YOUTH

PATA Youth Sponsor

Sponsorship cost:
US \$500

PASM 2023

Sponsored youth will receive:

- Accommodation at Pokhara, Nepal
- Flight subsidisation of minimum \$170
- Complimentary access to the Mart Area
- Complimentary Post Tour
- Complimentary access to all social functions listed in the programme including dinners, lunches and coffee breaks
- Airport Transfer to/from official hotels
- Daily transfer from the official hotels to the venue
- 10 USD Carbon Offset

Sponsor Benefits:

- Accredited as a PATA Youth Sponsor on the PATA Annual Summit & Adventure Mart 2023
- Accredited as a PATA Youth Sponsor at PATA Youth Symposium during PASM 2023
- Invited to be a mentor during PATA Youth Symposium during PASM 2023

Promotion and Publicity:

- Acknowledgement of sponsor on PATA event website, event app, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

CONTACT

For more information

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