

# INDUSTRY-CORPORATE vs INDUSTRY-GENERAL

## Membership Benefits

### Members-only benefits

### Available to the industry

Industry-Corporate  
(US \$4000)

Industry-General  
(US \$1000)

Non-Members

#### NETWORKING: PATA offers you access to its network of networks

Become part of our diverse international community of Government, MNCs, SMEs, Consulting Firms, Universities and NGOs	✓	✓	✗
VIP Seating at PATA Conferences (if available)	By Invitation Only	✗	✗
Roundtable discussions with industry leaders:	By Invitation Only	By Invitation Only	✗

#### Connecting Members

<b>PATA Connect: Member to Member Referrals</b> - Industry expert referrals with a personal touch - Done via our community managers or association leaders via email or in-person at PATA Events - Excludes introduction to our government members	Max 10 per year	Max 2 per year	✗
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#### Networking at PATA Events - virtual, hybrid, and in-destination

Participate as a buyer, seller or conference delegate at special prices for Members only, in our signature events such as the PATA Travel Mart, PATA Annual Summit, Adventure Travel Conference & Mart, PATA Destination Marketing Forum and more.	✓ Member Discount	✓ Member Discount	At non-member prices
Complimentary registration to ticketed PATA Conferences	✗	✗	✗
<b>Physical Events</b> - Standard Booth 9 sqm at PATA Events (in-person)	From US \$2000	From US \$2000	US \$3360
- Raw Booth 18 sqm at PATA Events (in-person)	From US \$3990	From US \$3990	US \$6195

#### INSIGHTS: PATA provides you with critical industry data, research and knowledge

<b>Exclusive PATA Reports &amp; publications</b> Access and download your reports via the PATA Catalog with a Discount Code. Discount codes are refreshed regularly, please ask the PATA Membership Team for your discount code.	✓	✓	At non-member prices
<b>Destination Forecasts</b> - Suite of 39 individual Destination Forecast reports - 2024 Publishing schedule: 6 June 2024  <i>Sponsored by Visa and with data and insights from Euromonitor International, this suite of reports builds on the current forecasts by delving deeper into the changing dynamics of travel and tourism into and across the Asia Pacific region at the single destination level.</i>  Each of these 39 reports covers a specific destination in the Asia Pacific and individually provides:  - Annual forecasts of visitor arrival numbers into each destination, by scenario and source region; - Recovery rates for international visitor arrival (IVA) growth back to the 2019 benchmark; - Annual changes in relative visitor share by source region, year, and scenario; - Quarterly changes in scheduled international inbound air seat capacity to 2022; and - Economic, income and expenditure outlook & trends, and domestic tourism.  These scenarios, when combined with other relevant metrics, provide hard data on how travel demand preferences could play out in these destinations and how they might recover under various scenario conditions. Scheduled international inbound air seat capacity, for example, shifts relatively quickly according to demand. In other words, understanding the likelihood of when and where capacity increases become a useful barometer of potential demand that can translate into increased arrivals.	5 destination reports included	50% Discount	US \$4000
<b>Asia Pacific Visitor Forecasts</b> - Includes an Executive Summary Report, a Full Report and a mid-year update - 2024 Publishing schedule: 7 February, 29 February, 6 June 2024 - What you will learn from this report:  Forecast international visitor numbers for Asia Pacific between a period of 3 years, by destination region, sub-region, and destination, highlighting changing demand preferences in the post-COVID era;	✓	Executive Summary included 50% Discount for the full report & Mid-year update	US \$4000
<b>PATA Annual Tourism Monitor</b> The PATA Annual Tourism Monitor (ATM) includes tourism-related information of Asia Pacific destinations and year-to-date overviews of tourism trends across the Asia Pacific region. The bulk of the data presented in this report are provided by national tourist organisations and/or national statistics agencies, with additional sources from other providers. Released in Q3 each year - 2024 Publishing schedule: October 2024	✓	50% Discount	US \$1300
<b>PATA Quarterly Tourism Monitor</b> The Quarterly Tourism Monitor (QTM) provides a quantitative view of inbound travel for all major destinations in Asia Pacific on a quarterly basis, including visitor arrivals data by source market and percentage changes compared to the same quarter in the previous year. Released in Q2 and Q4 each year - 2024 Publishing schedule: May, August, November 2024 and February 2025	✓	50% Discount	US \$1000
<b>Issues &amp; Trends Report</b> Released based on partner's schedule and accompanied by a Webinar	✓	✓	US \$400
<b>Other Industry Leading Reports produced through Partner Collaborations:</b> - Partners include ADB, GIZ, Visa, and Agoda as examples	✓	✓	✗

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#### Online Webinars & tailored workshops

- Industry Experts share data and analysis on the latest trends and insights
- Thought leaders in sustainability share case studies and best practices
- Experts conduct interactive online workshop formats to upskill your human capital.
- Each webinar is promoted with 1x dedicated eDM, minimum 1x newsletter content feature, and 3x social media posts.

Priority speaking opportunity

×

×

#### Statistical Dashboard – PATAmPower - Real-time data accessible

##### Data available:

- Visitors – International Visitor Arrivals (IVAs), IVA by Origin, Average Length of Stay, Gender, Mode of Transport, Purpose of Visit, City Visitors;
- Visitor Receipts – Total Receipts, Average Expenditure per Visitor, Average Daily Expenditure;
- Source Markets;
- Aviation – Flight Frequency, Seat Capacity;
- Accommodation – Room Supply, Development Pipeline, Occupancy, RevPAR, ADR;
- Digital Engagement – Internet Users %, Mobile Users %;
- Forecasts – Forecast Visitor Arrivals, Forecast Arrivals by Origin.

Strategic level access "S" Valued at US\$8000

International level access "I" Valued at US\$2000

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**Strategic level access:** All Content, All Destinations

**International level access:** All Destinations, Limited Content

**Local level access:** Limited to One (1) Destination, Limited Content

#### BRANDING: PATA helps communicate your value

Share your press releases, sustainability initiatives, and other newsworthy updates\* through PATA's communication channels. Please note that PATA has full editorial control of its marketing channels and the PATA Marketing Team makes the final decision.

**Member News:** Industry-wide news broadcast on the PATA Website (which receives 30K views on average per month) + promotion through our Twitter account

✓  
2 times per month

✓  
2 times per month

×

**Further promotion of Member News** through our industry newsletter (with 15k industry specific contacts) and/or our Members-only Newsletter (1.5k high level contacts)

✓  
Priority status

✓  
up to once per quarter

×

#### SDGs MATTERS, to promote the Sustainable Development Goals.

SDG related news feature on the PATA Blog, weekly newsletter and social media posts across 4 channels (maximum promotion of once per month)

✓

✓

×

#### PATA Press Release to primary travel trade media contacts

×

×

×

#### Dedicated eDM

×

×

×

#### "Meet our Members" Featured on Website + Newsletters

✓

✓

×

#### "Welcome New Members" Featured on Website + Newsletter + Social Media Channels

Special Feature for new members only, within 2 months upon joining.

If Applicable

If Applicable

×

#### Ad Banners on PATA Website

Available at Extra Cost

✓

✓

×

#### For Members, By Members

Offer other PATA Members a discount on your products and services, and be featured on PATA's website, newsletters & social media channels.

✓  
Priority Listing

✓  
Standard Listing

×

**Priority Listing:** displayed prominently on PATA Website + promoted on PATA's Newsletters & Social Media Channels

**Standard Listing:** on PATA Website + promoted on PATA's Newsletters & Social Media Channels

#### For Members, By Members

Enjoy the special offers of up to 30% discount from PATA members! Email Memberteam@PATA.org to redeem a discount on essential travel services and products.

✓

✓

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#### Eligibility to be featured in / speak at PATA Webinars and Events

- Given priority for one (1) speaking opportunity at either PATA Events or Online Webinars (panel discussion format), where available and applicable.
- Promoted with 1x dedicated eDM, minimum 1x newsletter content feature, and 3x social media posts.
- PATA has full editorial control and final decision over its webinars and events, including their topics, length/duration, and audience.

✓

Fee based add-on  
(US \$5000)

×

Additional webinar features or panel discussion participation (upon Member request and subject to PATA's editorial approval)

✓

×

×

#### Display your PATA Member Logo and Certificate

✓

✓

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#### ALIGNED ADVOCACY & MORE:

**PATA's Aligned Advocacy approach is to represent and to protect the interests of all members by challenging policies, regulations, taxes and business practices that threaten the viability of the 'complete visitor economy'. We help, wherever possible, to remove the obstacles to growth and to push aside barriers to developing responsible and sustainable tourism.**

	50% discount on entry fee for Members	50% discount on entry fee for Members	US\$400
<b>PATA Gold Awards</b> Gain industry-wide recognition as a winner of the PATA Gold Awards In 2023, the PATA Gold Awards was featured in 162 media articles, resulting in a total media reach of 227.8 million views, with a total advertising value equivalent of US\$ 2.1 million.			
<b>PATA Face of the Future Award</b> Nominate Your Exceptional Staff members	✓	✓	✗
<b>Volunteer to mentor PATA Youth Members</b> at the PATA Youth Symposium and/or virtually, all year round	✓	✓	✗
<b>Eligibility for a position on the PATA Board</b> Give back to the industry and PATA international community, via participation with the PATA Board & PATA Annual General Meeting	✓	✓	✗
<b>Expert Task Force (ETF)</b> Established to address issues of interest to the industry. Consist of experts from public, private and academic sectors	✓	✓	✗
<b>PATA Sustainability Resource Center</b> (src.pata.org) A public repository of resources and tools to help kickstart & navigate the Asia Pacific travel and tourism industry towards a resilient and sustainable future. EG: Risk management tools, Tourism Destination Resilience for Destinations & businesses, Food and plastic waste reduction	✓	✓	✓
<b>Consulting Services</b> We offer bespoke consultations, workshops, research, and facilitation services for destinations and the private sector. Our programs are meticulously crafted to initiate, sustain, or elevate resilience and sustainability levels. They encompass the entire tourism value chain, catering to a diverse audience from destination decision-makers to informal sector workers.			
<b>Research</b> Produce and publish exclusive industry reports and whitepapers in collaboration with PATA.	Fee-based add-on	Fee-based add-on	✗
<b>Human Capital Development building programme</b> Intensive, interactive and Customised Capacity Building workshops, designed to the requirements of the host. These incorporate classroom interactions coupled with practical activities and networking opportunities. EG: Digital and Content Marketing, Hospitality Management & Service (basic to advance), Sustainable and Responsible Tourism, Risk Mitigation, Crisis Communications and Tourism Resilience.	Fee-based add-on	Fee-based add-on	✗

**Note: These benefits are reviewed typically on an annual basis, and only PATA may, in its sole discretion, modify, add or delete any of the Membership benefits in whole or in part at the time of its choosing.**