



PATA Membership Benefits for Hospitality - Corporate Members 2024

For more info:  memberteam@pata.org

**PATA BUILDS YOUR
BUSINESS | NETWORK | PEOPLE | BRAND | INSIGHTS
SINCE 1951**

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.

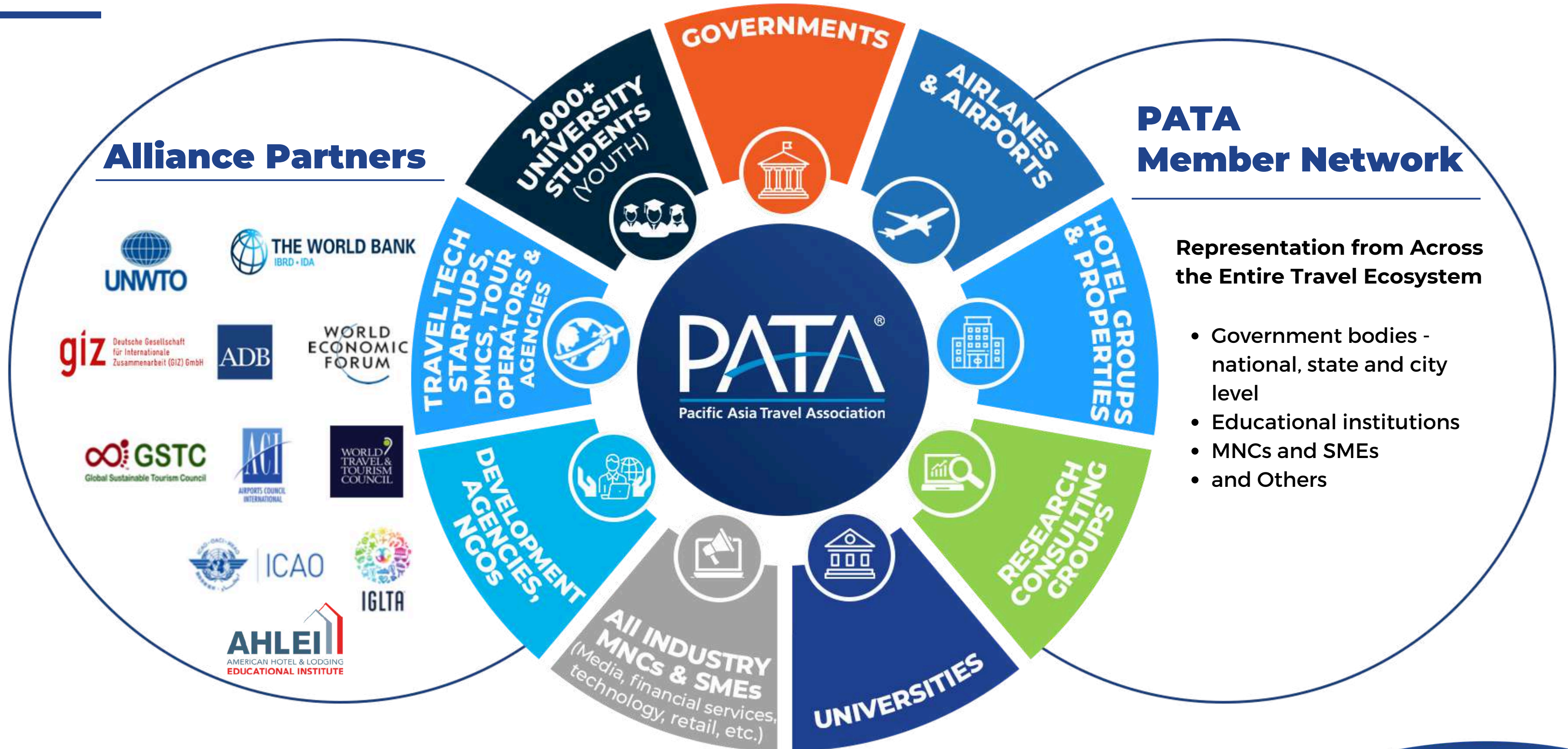
VISION

MISSION

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



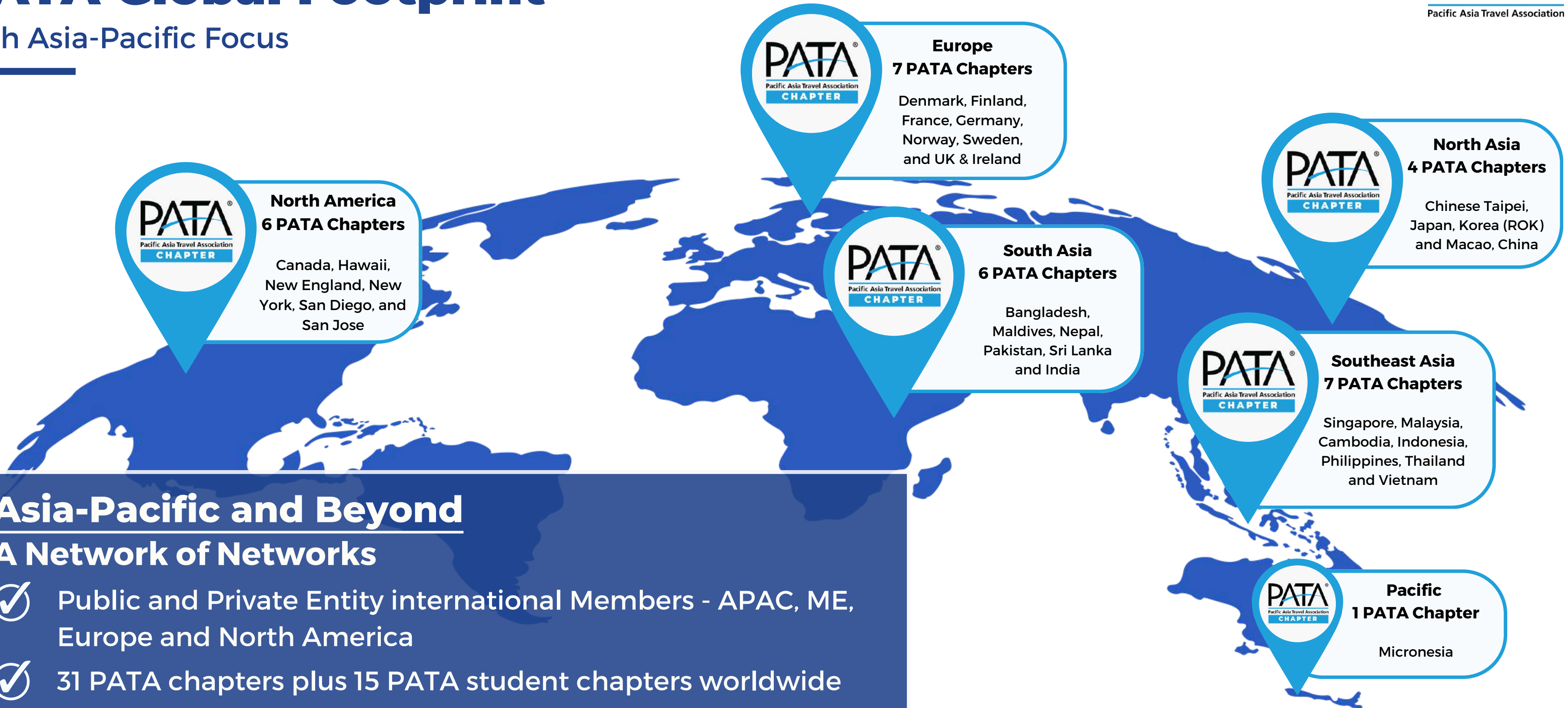
Our Valued Partners & Members



and **MORE!** Check out our [Online Member Listing](#)

PATA Global Footprint

with Asia-Pacific Focus



Asia-Pacific and Beyond A Network of Networks

- ✓ Public and Private Entity international Members - APAC, ME, Europe and North America
- ✓ 31 PATA chapters plus 15 PATA student chapters worldwide
- ✓ 1,479 chapter members in total (Estimated number)
- ✓ Affiliate Partnerships

PATA: A Network of Networks

A note on PATA Local Chapters

PATA HQ & PATA Local Chapters are sister organisations that share the same mission & branding, but serve different audiences.

PATA HQ's membership demographic, benefits, databases & fees are independent of local chapters.

Becoming a PATA HQ member does not automatically make you a member of a PATA Local Chapter.





RESEARCH

Latest insights & trends, reliable research, data & publications



NETWORK

Member to Member opportunities, online & in-person



BRANDING

Communicate your organisation's value to the industry



PERSONAL DEVELOPMENT

Raise your profile as an industry thought leader



ALIGNED ADVOCACY

For the interest of all members and sustainable development

Top 3 Most Popular member benefits frequently used by **Hospitality - Corporate Members (US\$4000)**

are:

1. Position yourself & your brand as a thought leader within the industry with speaking opportunities on PATA's stage
2. Data, Publications, Reports and insights to make informed, high-level business decisions for your operations in different destinations
3. Network with our diverse community of Government, MNCs, SMEs, Consulting Firms, Universities and NGOs

Join us at PATA Events in 2024!

RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY



DEPARTMENT OF TOURISM PHILIPPINES **LOVE THE PHILIPPINES** PATA Pacific Asia Travel Association

PATA INTERNATIONAL CONFERENCE ON **WOMEN IN TRAVEL**

Learn more 

March 20-22, 2024 | Bohol, Philippines

www.PATA.org



Hosted by PATA Pacific Asia Travel Association Co-hosted by  

PATA ANNUAL SUMMIT 2024 | Macao "Reimagining Tourism"

MAY 15-17 | The Grand Lisboa Palace Resort Macao, China

Learn more 

www.PATA.org



25th of PATA In Thailand PATA Pacific Asia Travel Association

PATA TRAVEL MART 2024 | Thailand

August 27-29 | Queen Sirikit National Convention Centre Bangkok



www.PATA.org



THAILAND MICE MEET THE MAGIC TCEB  amazing THAILAND PATA Pacific Asia Travel Association

PATA DESTINATION MARKETING FORUM 2024

Authentic Prosperous Journeys: Nurturing Culture, Culinary Delights, and Community Wisdom

NOVEMBER 12-14 | Cha-Am, Phetchaburi, Thailand

Learn more 

www.PATA.org

... and more!

- Organic networking experiences.
- From thought leadership conferences to trade shows, each PATA Event attracts a different type of audience.
- Member prices, Early bird discounts, Member-only Networking sessions and internal Association meetings such as PATA Board Meetings, Annual General Meetings (AGM), Chapter Congress, Committee meetings, etc

Gain Latest Insights via PATA Reports, Publications & Data

PATA Reports



PATA Reports & Publications included in an Industry - Corporate Membership:

- 5 out of 39 Destination Forecast reports
 - valued at US\$4,000 per report
- Asia Pacific Visitor Forecasts
 - Executive summary, Full Report & mid-year updates
 - valued at US\$4000 per report
- Issues & Trends Reports
 - valued at US\$400
- PATA Annual Tourism Monitor
 - valued at US\$1,300
- PATA Quarterly Tourism Monitor
 - valued at US\$1,000

Gain Latest Insights via PATA Reports & Publications

Release date: Feb 2024

Asia Pacific Visitor Forecasts 2024 – 2026

What you'll learn in this report:

- Forecast international visitor numbers for Asia Pacific between 2024 and 2026 by destination region, sub-region, and destination, highlighting changing opportunities in the post-COVID era.
- Forecasts and growth patterns for 39 individual destinations facilitating the development of appropriate strategies over the next three years
- Highlights of the key source markets within each Asia Pacific destination region over the forecast period of 2024 to 2026.

Release date: June 2024

Destination Forecasts 2023-2025

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 facilitating the development of strategies over the next three years.

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 between 2023 and 2025 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 top source market, year, and scenario.
- Seasonality pattern;
- Quarterly changes in scheduled international inbound air seat capacity to 3Q 2022.
- Economic, income and expenditure outlook & trends, and domestic tourism.

PATA Insights all year round

PATA Reports are published all year round & accompanied by webinars. Our webinar speakers are a cross section of experts from the private section & academia.

RESEARCH PUBLISHING SCHEDULE

PATA Reports for Industry - Corporate Members	2024 Publishing schedule
Destination Forecasts	6 June
Asia Pacific Visitor Forecast	7 & 29 February, 6 June
PATA Annual Tourism Monitor	October
PATA Quarterly Tourism Monitor	May, August, November, February
Issues & Trends	March, June, September, November

+ Special publications done with knowledge partners on an ad-hoc basis.

PATA Research Webinars

PATA Webinar

The Scientific Crystal Ball: Forecasting the Future Tourism Market

JOIN US!
 Wednesday, February 7, 2024 | 4:30 PM Singapore
 8:30 AM London | 2 PM New Delhi | 3:30 PM Bangkok | 7:30 PM Sydney | 9:30 PM Auckland
 REGISTRATION: Open to Public | 1hr 10m Session

REGISTER NOW!

PATA Webinar:

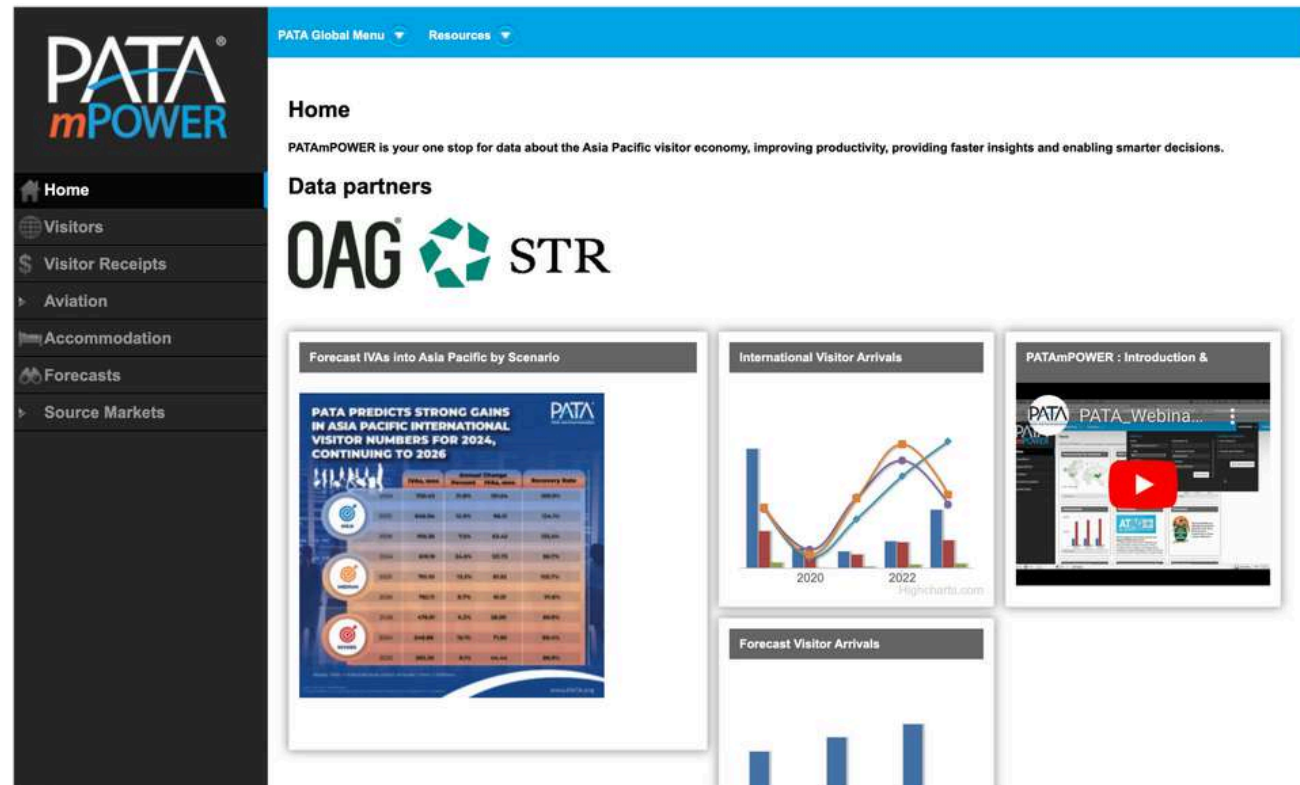
Influencer Marketing & User-Generated Content

JOIN US!
 Thursday, September 21, 2023, 4 PM Singapore
 9 AM London | 1:30 PM New Delhi | 3 PM Bangkok | 6 PM Sydney | 8 PM Auckland
 REGISTRATION: Open to Public | 1hr Session

Register now!

Gain Latest Insights via PATA Reports, Publications & Data

PATAmPower



Source : National Tourist Offices (NTOs), National Statistics Agencies (NSAs) and partners



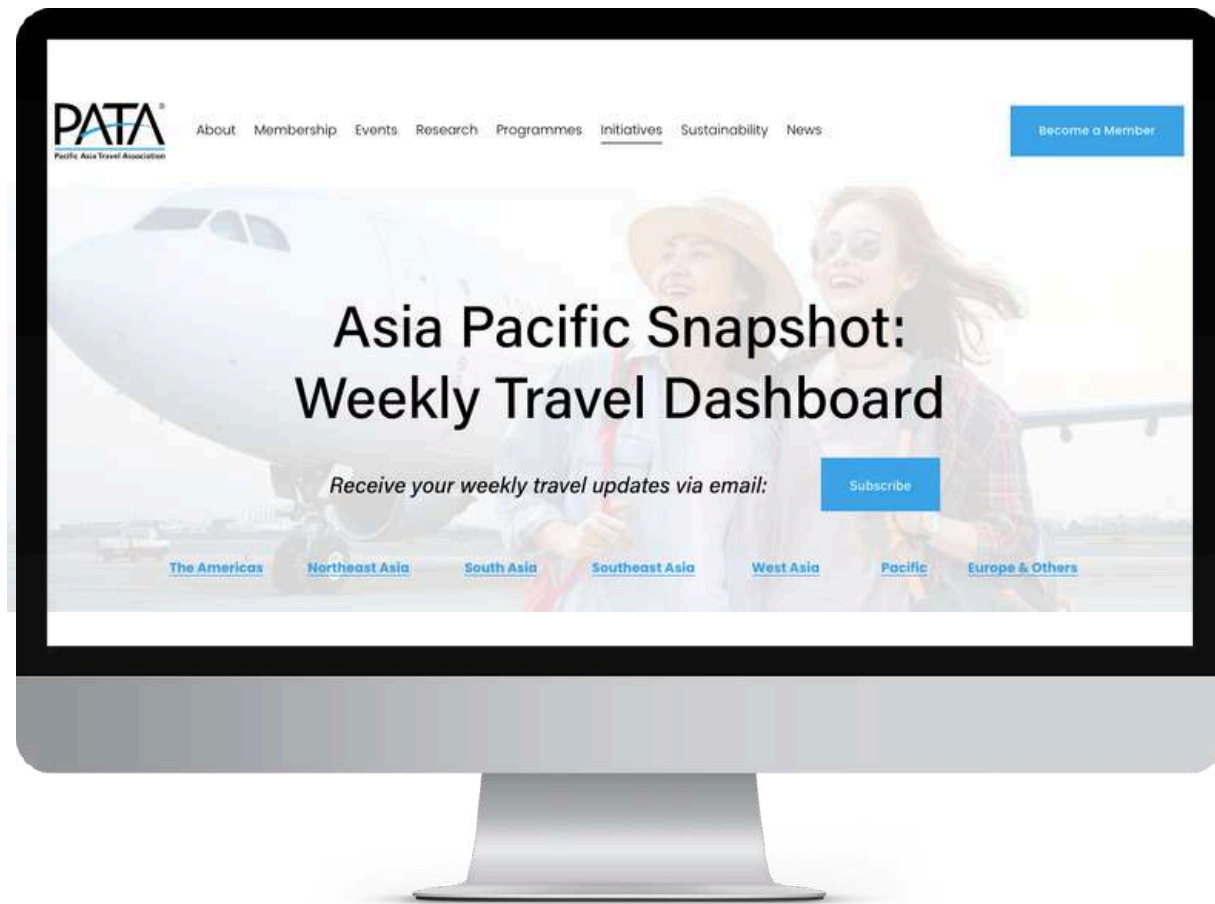
Video Tutorial

The screenshot shows a video player interface for a 'PATAmPOWER tutorial'. The video title is 'PATAmPOWER tutorial' and the description asks 'What is PATAmPOWER?'. The text explains that PATAmPOWER is a Data-as-a-Service (DaaS) software platform that aggregates data about the Asia Pacific visitor economy. It lists three benefits: 'Improve productivity', 'Provide faster insights', and 'Enable smarter decisions'. Below the text, there is a 'Strategic level' section with a video player icon and the text 'Introduction to PATAmPOWER platform (Timestamp 00:00)'. At the bottom, there are two video player icons: 'Visitors (Timestamp 03:20)' and 'Accommodation (Timestamp 12:48)'. The PATA logo is visible in the top right corner of the video player.

PATAmPOWER is a one-stop Travel Intelligence Platform with Customizable Industry Data Platform on IVA, Air Capacity, Hotel Bookings & Visitor Forecast Data.

Industry - Corporate members receive the highest level of access at Strategic level, for all content and all destinations on this platform.

Gain Latest Insights



- Stay informed via PATA's weekly Asia Pacific travel updates. This dashboard provides weekly updates on Asia Pacific destinations' travel policy changes and important tourism industry news.
- Members receive weekly updates straight in their email inbox. Also available on PATA Website.
- **For Government / Destination members only:** Your destination will be featured on this dashboard to 20k subscribers.

PATA Insights via Webinars all year round

PATA Webinars featuring Experts in Our Network

PATA x ForwardKeys Webinar

Charting the Course for 2024:
Unveiling APAC Travel Trends

JOIN US!
Tuesday, November 28, 2023 | 4 PM Singapore
8 AM London | 1:30 PM New Delhi | 3 PM Bangkok | 7 PM Sydney | 9 PM Auckland
REGISTRATION: Open to Public | 1hr Session

REGISTER NOW!

PATA X Airbnb Webinar

Trends in APAC Visitor Spending

JOIN US!
Thursday, December 7, 2023 | 4 PM Singapore
8 AM London | 1:30 PM New Delhi | 3 PM Bangkok | 7 PM Sydney | 9 PM Auckland
REGISTRATION: Open to Public | 1hr Session

REGISTER NOW!

PATA WEBINAR

Supercharging the Travel Industry for a More Inclusive World

JOIN US
Thursday, June 15, 2023 | 4 PM Singapore
1:30 PM New Delhi | 3 PM Bangkok | 5 PM Tokyo | 6 PM Sydney | 8 PM Auckland
1hr 15min Session | REGISTRATION: Open to Public

REGISTER NOW!

PATA X Euromonitor International Webinar

PATA Innovation Series:
Analysing Sustainable Transformations in Innovation, Digitalisation and Luxury Travel

JOIN US!
Thursday, October 12, 2023 | 4 PM Singapore
9 AM London | 1:30 PM New Delhi | 3 PM Bangkok | 7 PM Sydney | 9 PM Auckland
REGISTRATION: Open to Public | 1hr Session

Register now!

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.

Network with PATA Members in-person

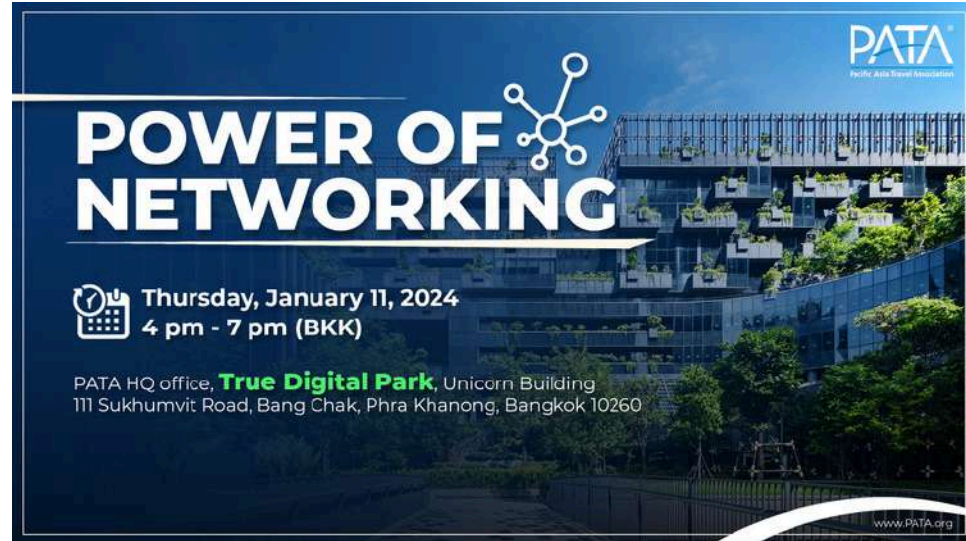
RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY



If you are interested in sponsoring a PATA Power of Networking session in a specific target market, please contact the Membership Team for more information



More sessions coming soon!

Communicate your value via PATA Marketing Channels

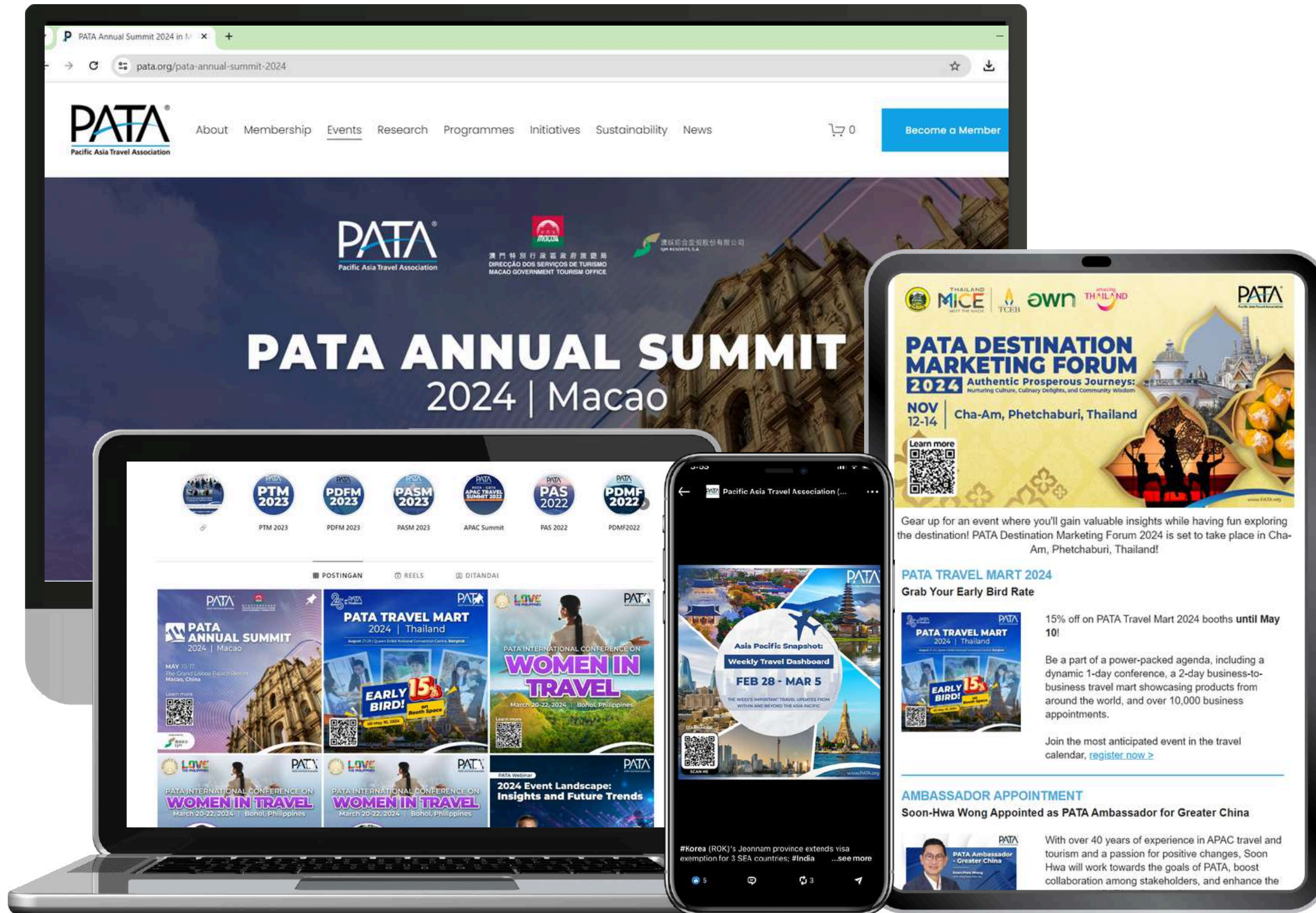
RESEARCH

NETWORK

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PERSONAL DEVELOPMENT

ALIGNED ADVOCACY



PATA Website

- 27.3K Views/Month on average
- Member News
- SDG Matters
- PATA Blog
- For Members, By Members
- Online listing

Social Media

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter

Total followers:
54.3K



Newsletters

- Bi-weekly to the industry, with 15K subscribed industry contacts, 21% open rate
- Bi-weekly Members Bulletin, with 1.5K high-level C-suite Members-only contacts, 31% open rate

Communicate your value via PATA Marketing Channels

RESEARCH

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Member News on the PATA Website

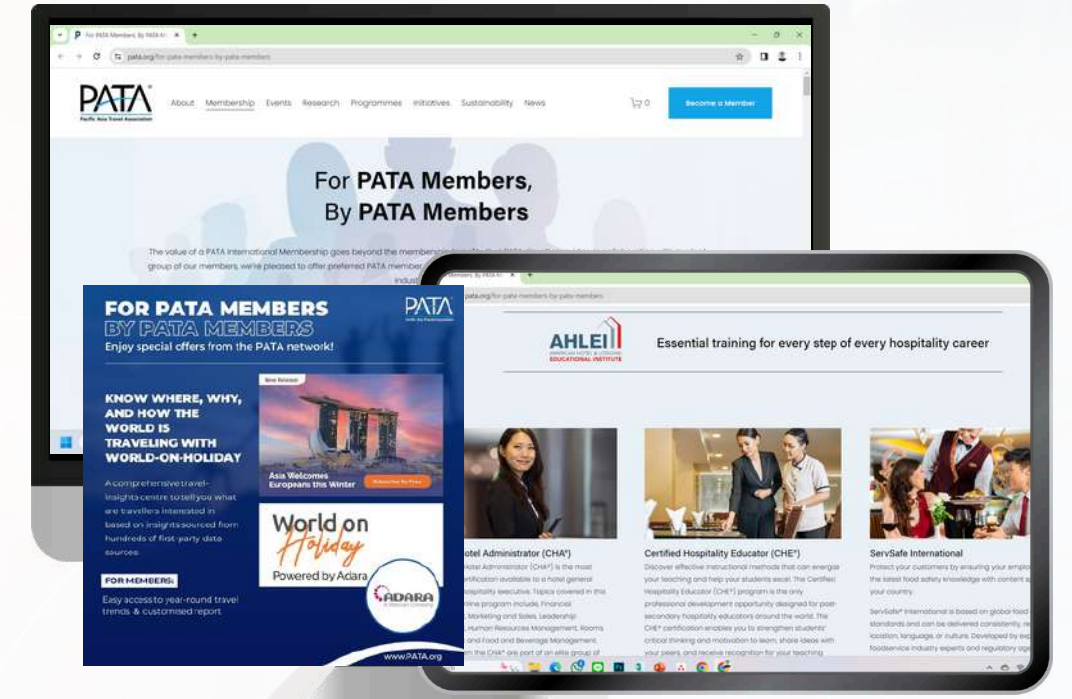
Member & Chapter News

- 
ForwardKeys – “The APAC Race to Recovery: India, Fiji, and Australia”
 Mar 22, 2022 · Member News
- 
Announcing a New Collaboration SIGMUND + NYU
 Mar 22, 2022 · Member News
- 
Ministry of Tourism, Cambodia: Passengers Will No Longer Be Required for PCR Tests 72 Hours Prior To Arrival And Rapid Tests on Arrival
 Mar 21, 2022 · Member News

PATA Blog



For Members, By Members



Featured in the PATA Newsletter

EXCLUSIVE UPDATES FOR PATA INTERNATIONAL MEMBERS

NEW WEBINAR: DIGITAL MARKETING FOR SME

 **PATA Innovation Series: Digital Marketing for Small Businesses**





JOIN US
 Thursday April 27, 2023 | 2 PM Singapore
 11:30 AM New Delhi | 1 PM Jakarta | 3 PM Tokyo | 5 PM Sydney

REGISTRATION Open to Public

How can small businesses and destinations attract their desired tourist profile? Peek into the mind of a high-spending tourist via Tripadvisor's latest research: The Economic Portrait of the Traveller. Understand the "Why?" and "How?" behind optimising your online reputation.

Ad-hoc branding opportunities at PATA Events



Communicate your value via PATA Marketing Channels

Member News on the PATA Website

Member & Chapter News



ForwardKeys — "The APAC Race to Recovery: India, Fiji, and Australia"
Mar 22, 2022 · Member News



Announcing a New Collaboration
SIGMUND + NYU
Mar 22, 2022 · Member News



Ministry of Tourism, Cambodia:
Passengers Will No Longer Be
Required for PCR Tests 72 Hours
Prior To Arrival And Rapid Tests on
Arrival
Mar 21, 2022 · Member News



www.pata.org/member-chapter-news

Featured in the PATA Newsletter



April 6, 2023 [View this email in your browser](#)

EXCLUSIVE UPDATES FOR PATA INTERNATIONAL MEMBERS

NEW WEBINAR: DIGITAL MARKETING FOR SME

Tripadvisor
PATA Innovation Series:
Digital Marketing for Small Businesses

Julien Patel | Hishit Goel | Reshma Tharakan

JOIN US
Thursday April 27, 2023 | 2 PM Singapore
11:30 AM New Delhi | 1 PM Jakarta | 3 PM Tokyo | 5 PM Sydney
REGISTRATION: Open to Public

How can small businesses and destinations attract their desired tourist profile? Peek into the mind of a high-spending tourist via Tripadvisor's latest research: The Economic Portrait of the Traveller. Understand the "Why?" and "How?" behind optimising your online reputation.

- **MEMBER NEWS:** Highlight newsworthy press releases on PATA Website (30K Views/Month on average)
- Send your Press Releases to Memberteam@PATA.org (Up to twice a month)
- Chance to be further highlighted in our industry newsletter (15K industry contacts) and/or the Members Bulletin (1.5K high-level contacts) (Up to once per quarter)

Communicate your value via PATA Marketing Channels

RESEARCH

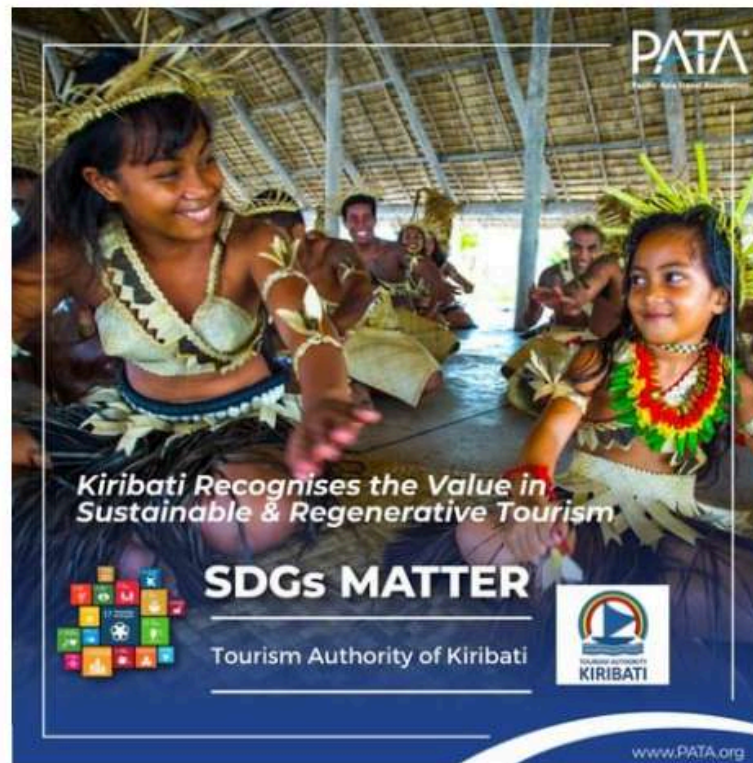
NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY

PATA Blog



- Submit Sustainable initiatives for SDG Matters Blog, which will be included in PATA's Newsletters (15K Industry specific contacts and 1.5K member-only high level contacts) and social media channels. (Up to once per month.)

Communicate your value via FOR PATA MEMBERS BY PATA MEMBERS

The value of a PATA International Membership goes beyond the membership benefits that PATA directly provides. As a PATA International Member, redeem discounted rates for essential travel products & services.

NEW
INITIATIVE

Special Offers from:



and more....

- Gain extensive visibility and build brand awareness for your organization by offering other PATA Members a discount on your products and services.
- Be featured on PATA's website & marketing channels throughout the year.

*PATA has full editorial control over the content and final approval on the product and services to be featured.

Communicate your value via FOR PATA MEMBERS BY PATA MEMBERS

Examples of special offers and promotion via PATA Social Media posts:

FOR PATA MEMBERS BY PATA MEMBERS
Enjoy special offers from the PATA network!

LIGHTBLUE

RECONCILING SUSTAINABILITY WITH BUSINESS EXCELLENCE
For commercial kitchens, the **FIT Food Waste Tech** is an agile solution for monitoring food waste that's scalable and personalised to optimise operations and financial performance.

USD 200 off Yearly Contract, only for PATA Int'l Members

www.PATA.org

FOR PATA MEMBERS BY PATA MEMBERS
Enjoy special offers from the PATA network!

Why Choose Jalan.ai?

- Global Reach, Local Expertise:** Our team travels to partners in every corner of the world, offering you localised knowledge with a global perspective.
- Seamless Process:** We handle the complexities of international business expansion, so you can focus on what you do best - growing your brand.
- Flexible and Affordable:** We accommodate the needs of modern entrepreneurs, whether you're a solo traveller or leading a growing team, we have a plan that fits.

UNLOCK AI'S POWER THROUGH WHATSAPP!
Jalan.ai's custom WhatsApp AI solutions, including personal travel guides and efficient customer service chatbots are designed to enhance member experiences, providing instant, reliable support and local insights for global travellers.

Exclusive to PATA Members

www.PATA.org

FOR PATA MEMBERS BY PATA MEMBERS
Enjoy special offers from the PATA network!

KNOW WHERE, WHY, AND HOW THE WORLD IS TRAVELING WITH WORLD-ON-HOLIDAY

A comprehensive travel-insights centre to tell you what are travellers interested in based on insights sourced from hundreds of first-party data sources.

FOR MEMBERS:
Easy access to year-round travel trends & customised report

World on Holiday
Powered by Adara
A RateGain Company

www.PATA.org

Communicate your value via PATA Marketing Channels

RESEARCH

NETWORK

BRANDING

PERSONAL DEVELOPMENT

ALIGNED ADVOCACY

Ad-hoc branding opportunities at PATA Events



At the PATA Booth within the PATA Travel Mart, the Membership Team likes to give the spotlight to our members, to showcase the diversity of PATA's Member Community.

These are ad-hoc branding opportunities for Members to join in the fun as Lucky Draw Sponsors! Additional features on PATA's Marketing Channels are included. Each ad-hoc opportunity will be tailored accordingly!



Communicate your value via Industry Awards

PATA Gold Awards has been running since 1984.

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**.



PATA GOLD AWARDS 2023



PATA wishes to acknowledge the generous support of the Macao Government Tourism Office in sponsoring the PATA Gold Awards.

Communicate your value via Industry Awards: 2024 Categories for PATA Gold Awards

RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

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ADVOCACY



14 Gold Awards and 1 Grand Title

1. Business Article
2. Destination Article
3. Digital Marketing Campaign
4. Marketing Campaign (National - Asia)
5. Marketing Campaign (National - Pacific)
6. Marketing Campaign (National - The rest of the world)
7. Marketing Campaign (State and city - Global)
8. Marketing – Carrier
9. Marketing - Hospitality (Hotel, resort, or management company)
10. Marketing - Industry (Any other travel organisation and private sector)
11. Marketing – Start-up
12. Printed Marketing Campaign
13. Travel Photograph
14. Travel Video

11 Gold Awards and 1 Grand Title

1. Tourism Destination Resilience (Global)
2. Tourism Destination Resilience (Asia Pacific)
3. Climate Change Initiative
4. Community Based Tourism
5. Corporate Social Responsibility
6. Culture (Traditional performance and visual arts)
7. Heritage (Manmade or natural cultural inheritance)
8. Human Capital Development Initiative
9. Tourism for All
10. Women Empowerment Initiative
11. Youth Empowerment Initiative

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Communicate your value via PATA Marketing Channels ALL YEAR ROUND

Increase brand presence on PATA's marketing channels by utilising the following membership benefits regularly:



Member News



Frequency: Up to 2 times a month

Send your press releases to MemberTeam@PATA.org
PATA Website Traffic: Av. 30k views / month

Newsletter



Frequency: Up to once a quarter

Member News has a chance of being featured in
Bi-Weekly Newsletters to 15k industry contacts +
1.5k member contacts

SDG Matters



Frequency: Up to once a month

Let's talk about your sustainability initiatives!

- Your content will be promoted on SDG Matters blog post, newsletters and PATA social media channels

For Members, By Members



Frequency: All year long

- Feature your products or services at special rates for other PATA Members.
- Offers will be promoted on the website, newsletters and social media channels

PATA Gold Awards



Frequency: Up to once a month

Gaining industry recognition for your amazing work!

- Applications open in March
- Winners are presented with the award at annual PATA Travel Mart
- Winners are featured on PATA Marketing channels all year round
- Enhance chances of speaking opportunities when applicable

Please note that PATA has full & final editorial control over our Marketing Channels and content.

Give back to the industry as a thought leader

RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY

Demonstrate your expertise and value in voluntary roles such as:

- Expert Task Forces (ETFs)
- PATA Board & Executive Board
- Mentor for PATA Youth



Expert Task Forces (ETFs)

- Consist of experts from public, private and academic sectors.
- Established to address issues of interest to the industry.



For more info

Give back to the industry as a thought leader on the PATA Board & Executive Board

RESEARCH

NETWORK

BRANDING

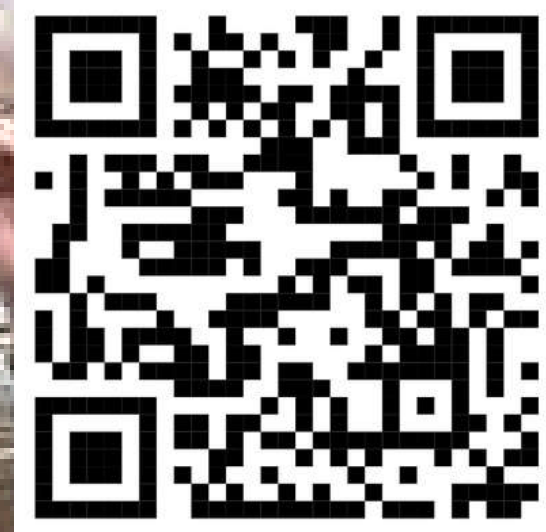
PERSONAL DEVELOPMENT

ALIGNED ADVOCACY

All PATA Board positions are elected and voluntary. PATA Members must meet the requirements, run for elections, engage in campaigning and be voted in to sit on the PATA Board. PATA Board meetings happen alongside PATA Signature Events such as the PATA Annual Summit & the PATA Travel Mart.

In the meantime, be engaged as a member by attending and voting at Annual General Meetings, and attend PATA Board Meetings as an observer.

ROLES & RESPONSIBILITIES:



NOMINATIONS & ELECTIONS:



Different membership categories Tailored to your needs

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

RESEARCH

NETWORK

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ALIGNED ADVOCACY

Hospitality - General

Gain access to PATA's Member Network, the latest insights, branding opportunities all year round.

US\$1000 / year

Hospitality - Corporate

All the benefits of Industry - General plus speaking opportunities & increased levels of access to PATA Reports & Data.

US\$4000 / year

Membership Benefits	Members-only benefits		Available to the industry
	Hospitality-Corporate (US \$4000)	Hospitality-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			
PATA Connect: Member to Member Referrals - 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	✗
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	✗	✗	✗
Physical Events - Standard Booth 9 sqm at PATA Events (in-person)	From US \$2000	From US \$2000	US \$3360

Review the List of Benefits to compare & contract which level of access will suit your needs best.

PATA Membership Benefits

Hospitality - General Member US\$1000/Year Typical Hospitality - General members have 1-20 employees and annual turnover of under US \$1 Million. Business operations are usually in a single country.		Hospitality - Corporate Member US\$4000/Year Typical Hospitality - Corporate members are multi-national organizations having turnover of several million dollars and medium-large staff sizes.	
	All Hospitality - General Member Benefits, plus:		
Networking	Invitations to in-person, hybrid & virtual PATA events & Member-only networking sessions. Member-to-Member Referrals: 2 per year	Member-to-Member Referrals: 10 per year	Networking
Research	Access to PATA Reports & Publications, with 50% discount and International Level Access to PATAmPower.	Significantly Increased Access to PATA Reports & Publications: Select 5 out of 39 individual Destination Forecasts reports and highest level of access to data on PATAmPOWER	Research
Personal Development	Attend PATA webinars & workshops online, receive recordings, presentations and webinar highlights after each webinar.	Given priority for one (1) speaking opportunity at either PATA Events or Online Webinars (panel discussion format), where available and applicable.	Branding + Thought Leadership
Branding	Promote your Press Releases via Member News. Promote your sustainable initiative via SGD Matters. Offer a service & product at a preferential rates to other PATA Members. Submit content regularly to be featured all year round on PATA Marketing Channels.	Receive higher visibility on PATA Website & Marketing channels when you submit content.	Branding

HEAR FROM OUR MEMBERS

RESEARCH

NETWORK

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DEVELOPMENT

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Ha Lam
Founder, The Happy Firm

“PATA plays a very important role in my travel journey. If I just stay in Vietnam and explore my network in Vietnam, I will be limited to inbound travel. I see PATA as an important partner that introduces a new destination or a very interesting one to me! When I need it, PATA delivers. So, Thanks Thanks Thanks a lot PATA!”

“PATA is an important partner for Airbnb in our efforts to work collaboratively with governments to rebuild tourism across the Asia Pacific in a way that empowers both individuals and communities to share in the benefits of travel.”



Steven Liew,
Director of Public Policy for APAC,
Airbnb

PATA MARKETING REACH

+2000

Member contacts

+1,400

Travel media
outlets

+2,300

VIRTUAL
ATTENDEES

+3.3B

Total potential
reach (View)

\$ 30.6M

Advertising Value
Equivalency

PATA[®]

Pacific Asia Travel Association

www.PATA.org
Memberteam@pata.org

THANK YOU