

PATA Travel Mart 2007

September 25-28
Bali, Indonesia

POST-SHOW REPORT

PTM07 had yet another record-breaking year for both seller and buyer registrations. We celebrated the seller registrations at 376 organisations on a net floor space of 4,294 square metres and delivered 423 buyer delegates from 49 countries. We sincerely thank you for your support!

PTM07 also received support and positive feedback from returning sellers that have attended PTM in past years. Our post-PTM07 eSurvey, to which over 50% registered delegates responded, revealed that the satisfaction rate on both the quality and quantity of PTM07 was higher than 80%. Please see the following diagram:



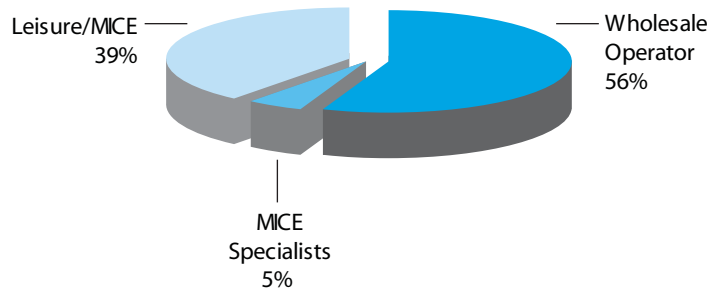
In the following paragraphs of this Post-Show Report, we recapitulate our PTM07 deliverables to you, our buyers and sellers, both on-site and after the show in Bali.

Pre-PTM07 Publicity

- A year-long advertising campaign, both in print and electronic form, was bartered in the following trade publications.
 - TTG Asia
 - TTG China
 - TTG India
 - TTG MICE
 - BTmice China
 - TravTalk India
 - TravTalk Middle East
 - MICE International
 - TravelWeekly
 - TravelWeekly China
- Dedicated PTM07 press releases, PTM07 eNews and multiple mentions in PATA's weekly, monthly, bimonthly and quarterly electronic communications:
 - *Chapter Newsline*
 - News@PATA
 - PATA Travel Mart E-News
 - What's New in Asia Pacific
 - PATA Compass
- A dedicated PTM07 web page on www.PATA.org with progressive mart and destination updates.
- A series of PTM07-specific email messages reaching out to a pool of 5000+ qualified trade personnel.

Buyer Attendance

- A record of 423 buyer delegates from 343 buying organisations from 49 countries/regions attended PTM07.
- We welcomed 40% more first-time PTM buyer delegates from various countries including Cyprus, Malta, Slovakia, Turkey and Fiji.
- The PTM07 buyer profile breakdown was recorded as follows:



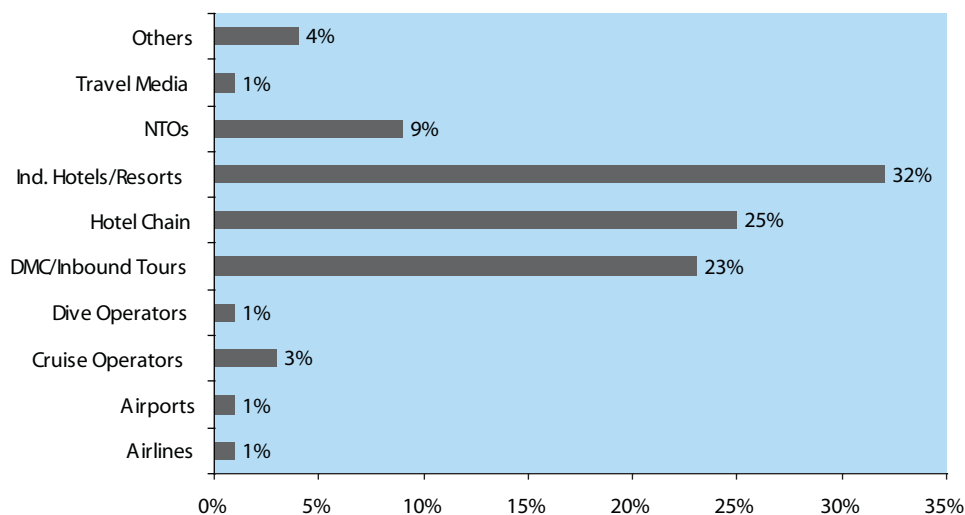
- The following countries/regions recorded significant growth in buyer attendance (PTM07>PTM06):
 - Czech Republic: 9 > 3
 - Germany: 18 > 9
 - The Netherlands: 22 > 11
 - China (PRC): 27 > 14

Trade Visitors

Trade visitors were invited to attend PTM on the last day, September 28. Total registrations were 750, of which 90% were from Indonesia and 10% from overseas.

Seller Participation

- The total gross floor space (including gangway, registration and hospitality areas) occupied by PTM07 in Bali International Convention Centre was 8,600 square metres, of which 4,294 square metres comprised the net floor space occupied by 376 seller organisations from 38 countries/regions.
- A total of 830 registered seller delegates worked the PTM07 show floor.
- PTM07 welcomed sellers from Canada for the very first time.
- The PTM07 seller profile breakdown was recorded as shown in the following diagram:



Media Coverage

One hundred and six bona-fide trade travel editors and journalists from 70 media organisations covered the event. PATA Communications issued several press releases during PTM07, which are hosted, along with downloadable high-resolution pictures, at www.PATA.org/mart2007. This "onsite and online" facility was very well received by international media sources that were not physically in Bali to cover the event.

PTM07 Programme

Each PTM07 business calendar provided delegates with 40 scheduled business appointments. In addition to these 40 appointments, the PTM07 programme also provided delegates with the following networking sessions:

- Five coffee break sessions, two mornings of coffee and croissant sessions, and two social hours at the PTM07 Network Lounge;
- Two open hall sessions where buyers were free to walk around the hall to see sellers that were not in their schedule;
- Three luncheons hosted by the Ministry of Culture & Tourism and one luncheon hosted by Macau Government Tourism Office;
- One buyer-seller breakfast session;
- Four evenings of hosted dinner receptions; and
- Two late night functions.

PTM07 New Features

PATA Silent Auction:

The Silent Auction is a very important part of the Foundation's annual fund-raising effort. Donors offer items of value, such as tour packages, air tickets, cruises, hotel stays and one-of-a-kind items from around the world to be sold during PATA Travel Mart. The bidders are PATA Travel Mart delegates, who browse the auction display and write bids on sheets posted in front of each item. When the auction officially closes, the latest bid for each item wins. All proceeds go to the PATA Foundation. This 16th Silent Auction yielded close to US\$20,000 — we thanked all the donors and bidders.

PATA Gold Awards:

The awards recognize exceptional achievement in a variety of endeavours, bringing acclaim to the best that Asia Pacific's travel industry has to offer. The award entries were from various categories: Environment, Education & Training, Heritage & Culture and Marketing Campaign. Hosted by Macau Government Tourist Office, the 24 Gold Awards plus the additional four Grand Awards were presented at a luncheon at the Grand Hyatt Bali for its first time at PATA Travel Mart. The four best-of-show PATA Grand Award winners were:

Jetwing Hotels "Youth Development Project"

Ministry of Tourism, Government of India's "Incredible India"

Macau Government Tourist Office's "2006 Macau World Heritage Year"

Six Senses Resorts and Spas "Social and Environment Conscience"

The other 24 Gold Awards can be viewed at www.PATA.org/mart2007.

PTM07 Business Appointments

Our post-PTM07 eSurvey confirmed that 66% of PTM07 sellers and 56% of PTM buyers found our appointment matching to be efficient and satisfactory.

The returned Buyer Business Calendars showed:

67% of PTM07 buyers conducted their meetings for both contract negotiation and gathering of information for future business;

8% of PTM07 buyers conducted their meetings only for contract negotiation;

11% of PTM07 buyers conducted their meetings only to gather information; and

14% of PTM buyers conducted their meetings for other purposes.

The total travel and tourism business value contracted by PTM07 buyers who responded to our post-PTM07 eSurvey is reported at US\$4.6 million

PTM07 Buyer and Seller Breakfast Meet (Wednesday, Sep 26)

This session was introduced at PTM05 (KUL) to replace the mandatory on-site appointment scheduling session. From last year's feedback, we enhanced this year's session by:

Increasing networking time from 1 to 1.30 hrs;

Making more PATA staff available to sign off attending buyers' Business Calendars at this session to ensure maximum buyer attendance;

Eliminating seating arrangements to create greater mobility;

Colour grouping buyers in four geographic regions/markets in four different rooms for easy access; and

Differentiating buyer profiles by attaching a different coloured ribbon to the buyer delegate badge.

PTM07 Workshops

The three optional PTM07 workshops organised by PATA's Strategic Intelligence Centre in Bali were well attended. They were:

Asia Pacific's Travel and Tourism's State of Play (30 delegates attended)

China (PRC) Outbound – An Update (109 delegates attended)

USA Outbound – An Update (62 delegates attended)

PTM07 Sponsors

PATA is sincerely grateful to our co-hosts, Ministry of Culture & Tourism, The Republic of Indonesia, Bali Tourism Authority, Garuda Indonesia and the Host Committee for splendidly administrating and hosting PTM07 in Bali.

PATA is also thankful to all PATA member organisations that have contributed in one way or another to the success of PATA Travel Mart 2007, in particular to:

- Accor Hospitality Indonesia
- Amadeus Asia Pacific
- BBC World
- Garuda Indonesia
- Hospitality Marketing Concepts (Asia Pacific) Pte. Ltd.
- Jakarta City Tourism Government Office
- Macau Government Tourist Office
- Ministry of Culture and Tourism, Republic of Indonesia
- TravelWeekly – Reed Business Information Asia
- TTG Asia and Nikko Hotels International
- West Java Culture and Tourism Government Office
- The Wine Travel Group
- PATA Premier Partners
 - Amadeus
 - CNN
 - FORTUNE
 - TIME
 - Visa

Through the Ministry of Culture and Tourism, many local sponsor organisations also contributed in cash and kindness to provide value added hospitalities to our PTM07 delegates for which PATA is extremely grateful.

PTM07 Testimonials

Orbitz Worldwide has attended PATA Travel Mart for the last two years. The Travel Mart in 2007 was an important stop on Orbitz Worldwide's trade show circuit and complements our global strategies in supplier negotiations. Our targeted appointments have proven highly successful and we have already garnered much new business. The social sessions have also proven very successful and further meetings have been organised as a result. A very well-run and organised event.

Melanie Ryan
Sr. Director, Global Strategic Accounts
Orbitz by Travelport
Australia

Just a quick note to say a big thank you for an excellent PATA Travel Mart 2007. As usual, the show was well organised and productive, all due to the hard and efficient work by the PATA team. I really mean it when I say that PATA Travel Mart is the best-organised travel show of them all. Nearly all buyers keep their appointments and we get to meet quality buyers at the show.

Bennett S. Peter
Director of Sales & Marketing
Sanur Paradise Plaza Hotel and Suites
Indonesia

I have just returned from an excellent PATA Travel Mart in Bali. Thank you for a job well done in all the arrangements – I expect all of you are very happy with the event. The 10-minute appointment sessions, in my view, were the best innovation.

Paul Tilling
Brand Manager
Jetlife
UK

It was my first PATA Travel Mart visit, and I'm happy I could make it. I made some very good business contacts in Asia. I was impressed by your organisation and its professionalism. It has been a pleasure meeting you.

Yolanda Zahartzis
Sales Manager
Mayfair Travel
Greece

After attending PTM in Bali in 1985, and many other PTMs in the past, I must say congratulations! This year's Mart has been improved in every area. The two most important parts of this unique PTM – the appointment sessions and networking opportunities – were well arranged. The overall climate has been improved. Excellent!

Danai Wansom
President & CEO
Aprime Hotels & Resorts Co.,Ltd
Thailand

The show is very well structured and punctually organised. The level of exhibitors is extremely high-end, which is perfect for reaching European consumers. In particular, some niche products like ecotourism and diving are very well suited to the needs of the French travel market. The wide number of 5-star and boutique properties with spa facilities are also incredibly interesting for both the French and Italian markets, where these products are in trend.

Serena Valle
Associate Managing Director
Interface Tourism
Italy

After several years of PTM participation, I found PTM2007 very productive and business sessions very active. With pre-scheduled appointments, most time slots are full, with many walk-in appointments adding to the scheduled appointments. Our corporate stand has been so busy that our seller delegates can't even take a break! As such, we have already obtained very good potential business for 2008. Overall, PTM2007 has been very successful for Nikko Hotels. We have found it to be very valuable.

Norihida Ishida
Assistant Vice President
Nikko Hotels International
Japan

MARK YOUR DIARY!!!

PATA TRAVEL MART 2008
September 16-19
Hyderabad International Convention Centre
Hyderabad, India

- PATA promises to continue and further enhance our stringent buyer qualifying procedures to deliver the right geographic and industry mix of quality buyers from key and emerging markets.
- Returning sellers are rewarded with loyalty discounts of up to 15% on space costs, as well as priority booth locations.
- Join us for three full days of serious business-to-business discussions, networking opportunities and a chance to experience "Incredible India" in Hyderabad.
- Register now for PATA Travel Mart 2008!
- E-mail us at ptm@PATA.org or download a registration application from www.PATA.org/mart today.