



LOVE
THE PHILIPPINES

PATA[®]
Pacific Asia Travel Association



PATA INTERNATIONAL CONFERENCE ON **WOMEN IN TRAVEL**

March 20-22, 2024 | Bohol, Philippines

Learn more



www.PATA.org

About PATA

Established 1951 in Hawaii

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**.

VISION

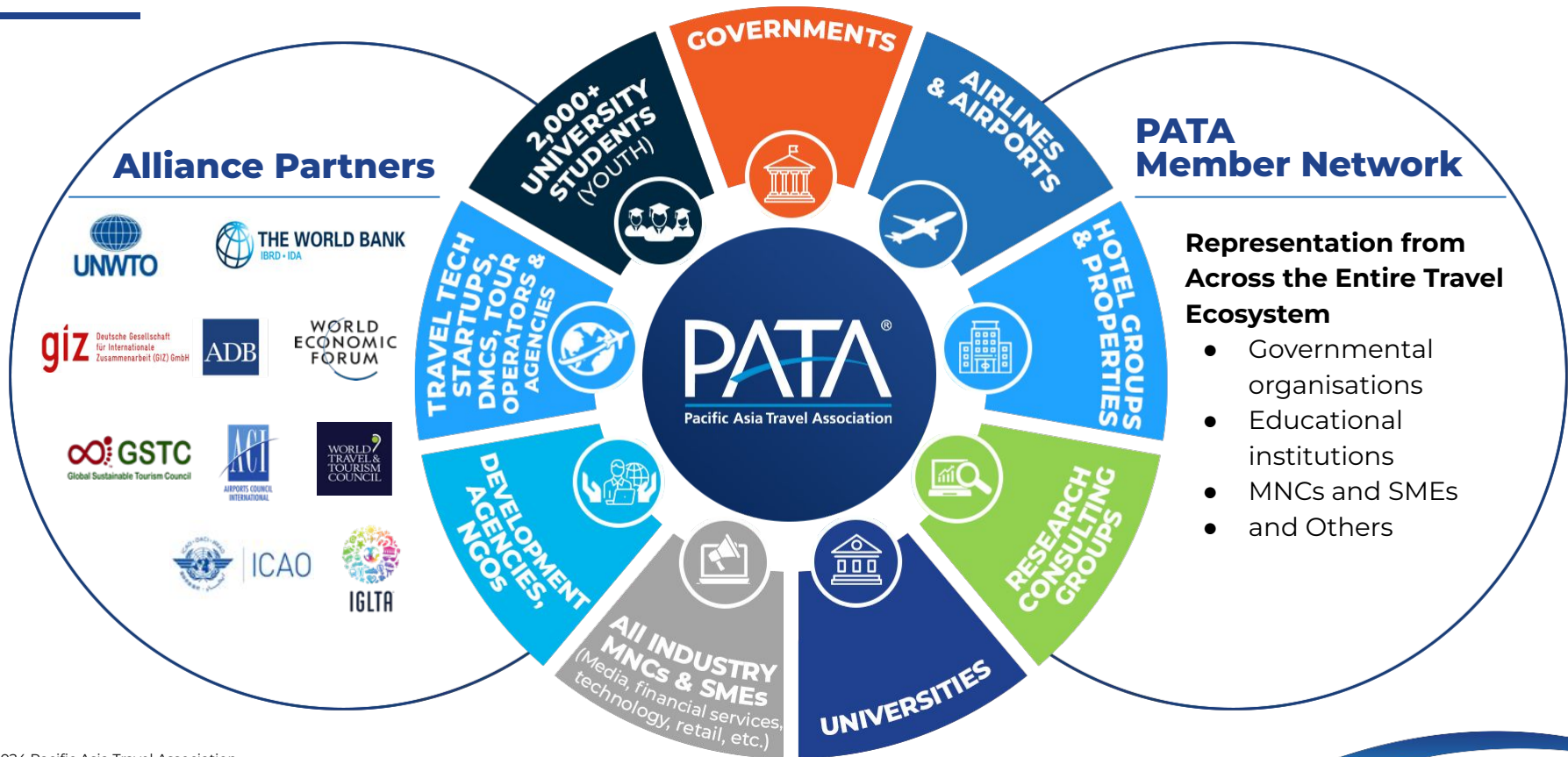
To advance travel as a force for good.
Become the most respected, most valued and
industry-leading travel association for the
Asia Pacific region

5 P's : Advocacy

People | Planet | Prosperity | Partnership | Peace

PATA Global Network

with Asia Pacific Focus



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
- ✓ PATA Chapters Worldwide
- ✓ Affiliate Partnerships

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.

Concept

PATA INTERNATIONAL CONFERENCE ON
WOMEN IN TRAVEL

About Bohol

Nestled in the heart of Philippines' Central Visayas region, Bohol is a captivating destination renowned for its stunning landscapes, such as the iconic Chocolate Hills and the mesmerising Loboc River.

Bohol also caters to marine enthusiasts with dolphin encounters near Pamilacan Island and coral garden exploration at Panglao, Balicasag and Cabilao Islands. Adrenaline seekers can find their thrill at Danao's Adventure Park, while history enthusiasts can delve into Bohol's rich heritage, featuring old houses, centuries-old stone churches, and watchtowers.





PATA INTERNATIONAL CONFERENCE ON
WOMEN IN TRAVEL

Event Description

PATA International Conference on Women in Travel explores the crucial role of women in the travel and tourism industry, Celebrate their achievements, and Discuss strategies for driving progress and promoting equality.

PATA INTERNATIONAL CONFERENCE ON
WOMEN IN TRAVEL



**March
20-22**



300+
Attendees



Target attendance:

- Tourism industry professionals from public and private sectors
- Key thought leaders
- Industry professionals
- Youth

PROGRAMME STRUCTURE

3 Days – Programme
(subject to change)

The PATA International Conference on Women in Travel aims to shed light on the current state of gender diversity in the travel sector, examine empowering initiatives, and discuss strategies for driving progress and promoting equality.

Wednesday, March 20

Registration

Thursday, March 21

- Technical Tour
- Welcome Dinner

Wednesday, March 20

Main Conference Sessions

- Opening Remarks by Atty. Mae Elaine T. Bathan, Undersecretary for Legal and Special Concerns & Chief of Staff, Department of Tourism Philippines
- Keynote address by H.E. Christina Garcia Frasco, Tourism Secretary, Philippines
- Panel Discussion - Breaking Barriers: Women's Empowerment in the Travel Industry
- Women Behind the Scenes
- Gender Equality and Development
- Breaking into Travel Tech
- Tourism Startups
- Leading the Way: Inspirational Women in Travel
- Panel Discussion - Sustainable Travel: Women as Agents of Change
- Closing Keynote

PATA MARKETING REACH

+18,600

Member contacts

+1,700

Travel media outlets

+300M

Total potential reach (View)

\$2.8M

Advertising Value Equivalency

Sponsorship Opportunities

** All sponsorship packages can be tailored to enquiry.*

PLATINUM SPONSORSHIP

US \$25,000

Details

1.	Opportunity to provide a four (4) minute speech introducing opening keynote speaker	✓
2.	Five (5) Complimentary conference registrations include carbon offset	5 (Five)
3.	Acknowledgement in welcome speech	✓
4.	Play up to 30 sec. Video at registration area (non-exclusive, on rotation basis)	✓
5.	Business Table top to display promotional products (to be placed near the registration area)	1 (One)
6.	Selfie Station (Photo booth) - Prominent placement of logo on the selfie station branded unit and opportunity to place a sustainable giveaway in the area and host a contest to drive traffic / engagement	✓
7.	VIPs seat at the conference	2 (Two) seats
8.	VIPs seat at the Welcome Dinner	2 (Two) seats
9.	Dedicated blog post from sponsor to be posted on PATA website and shared via PATA social media channels and PATA newsletter	✓
10.	Website banner ad for thirty (30) days on PATA website	✓

Promotion and Publicity:

11.	Company logo on stage monitors and during session	✓
12.	Featured logo on Event App under 'Sponsors' tab with company profile	✓
13.	Acknowledgement of sponsor on onsite branding (where available and applicable)	✓
14.	Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)	✓
15.	Brand exposure on PATA post-event wrap-up EDM	✓

GOLD & SILVER SPONSORSHIP

Details		US \$8,000	US \$4,500
1.	Complimentary conference delegate registrations include carbon offset	2 (Two)	2 (Two)
2.	Business Table top at registration area (Showcase products/ brochures)	1 (One)	
3.	Full attendee list with name, title, company (GDPR compliance). Sent once before and after the event	✓	✓
4.	Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)	✓	✓
5.	Featured logo on Event App under 'Sponsors' tab with company profile	✓	✓
6.	Brand exposure on PATA post-event wrap up eDM	✓	✓
7.	Play up to 30 sec. Video at registration area (non-exclusive, on rotation basis)	✓	
8.	Website banner ad on PATA website	1 Month	

Thought Leadership sponsorships

MAIN STAGE - PRESENTATION SPONSOR

Sponsorship cost:
US \$ 10,000

PATA INTERNATIONAL CONFERENCE ON
WOMEN IN TRAVEL

- Opportunity to provide a two (2) minute speech introducing presentation speaker
- 30 seconds promotional video at the registration area, non exclusive and on rotation basis
- Two (2) complimentary conference registrations include carbon offset (VIP)
- One (1) Business Table top to display promotional products (to be placed near the registration area)

Promotion and Publicity:

- Company logo on stage monitors and during session
- Featured logo on Event App under 'Sponsors' tab with company profile
- Acknowledgement of sponsor on onsite branding (where available and applicable)
- Acknowledgement of sponsor on PATA event website, programme and other marketing
- collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

Thought Leadership sponsorships

MAIN STAGE - CLOSING KEYNOTE SPONSOR

Sponsorship cost:
US \$ 8,000

PATA INTERNATIONAL CONFERENCE ON
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- Opportunity to provide a two (2) minute speech introducing closing keynote speaker
- 30 seconds promotional video at the registration area, non exclusive and on rotation basis
- Two (2) complimentary conference registrations include carbon offset (VIP)
- One (1) Business Table top to display promotional products (to be placed near the registration area)

Promotion and Publicity:

- Company logo on stage monitors and during session
- Featured logo on Event App under 'Sponsors' tab with company profile
- Acknowledgement of sponsor on onsite branding (where available and applicable)
- Acknowledgement of sponsor on PATA event website, programme and other marketing collateral (as available and applicable)
- Brand exposure on PATA post-event wrap-up EDM

Brand Awareness Opportunities



SELFIE STATION (Photo booth)

Sponsorship cost:
US \$5,000

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

PATA INTERNATIONAL CONFERENCE ON
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Brand Awareness Opportunities



EVENT APP

Sponsorship cost:
US \$5,000

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

Promotion and Publicity:

- Acknowledgement of sponsor on onsite branding (where available and applicable)
- 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

PATA INTERNATIONAL CONFERENCE ON
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Brand Awareness Opportunities

BUSINESS TABLE TOP

Sponsorship cost:
US \$3,000

4 opportunities available

PATA INTERNATIONAL CONFERENCE ON
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- A dedicated table top exhibit space located at the main event registration area
- 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 onsite branding (where available and applicable)
- Acknowledgement of sponsor on PATA event website, 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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www.PATA.org



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