

PATA GOLD AWARDS 2012

PATA[®]

Pacific Asia Travel Association

GOLD AWARDS
2012

- Education and Training
- Environment
- Heritage and Culture
- Marketing Campaign
- Marketing Media
- Travel Journalism



Open to PATA members and non-members

PATA Gold Awards 2012



GOLD AWARDS 2012

The Pacific Asia Travel Association Gold Awards recognises exceptional achievement in a variety of endeavours, acknowledging and rewarding the very best that the Asia Pacific's travel industry has to offer. The winning projects set industry standards for excellence and innovation, serving as examples for others to follow.

In addition to the 26 Gold Awards, PATA will present up to four Grand Awards for best of show entries in the following broad categories: Environment, Education & Training, Heritage & Culture and Marketing Campaign.

All award recipients will be honoured during a special luncheon at the PATA Annual Meeting in Putrajaya, Malaysia. They will also be on display at the conference for all delegates to enjoy.

Winning a PATA Gold Award gives a major boost to a company's marketing and public relations profile. The winning entries will be featured in the conference daily newspaper and will also enjoy the benefit of gaining international media exposure as a result of press releases and other news material issued by the PATA Communications team.

All winners receive complimentary copies of the PATA Gold Awards 2012 winners' showcase CD summarising the highlights of each winning entry.

Entries will be judged by travel industry experts. The deadline for submissions is **December 15, 2011**. We invite you to review the categories, study the requirements and begin preparing your entry today.

We are proud to announce that, once again, the Macau Government Tourist Office is the official sponsor of the PATA Gold Awards.

General Rules

1. Entry details and requirements vary, so please study the award category descriptions carefully.
2. Both PATA member and non-member companies or organisations are welcomed to submit entries. The Travel Journalism category is open to all published writers and photographers.
3. All entries must promote PATA-member destinations or PATA-member companies or organisations. Entries must have been implemented, released or published during the 2011 calendar year. Programmes and products that were significantly revised in 2011 are also eligible.
4. PATA Allied Partner destinations are entitled to participate in the Marketing Campaign Award for Allied Partner category (AP) only.
5. Multiple entries are encouraged, provided that each entry is accompanied by an entry form and fee.
6. Collateral entered as part of a Marketing Campaign category may also be entered for Marketing Media categories but a separate entry fee and entry form must accompany the collateral.
7. IMPORTANT: Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only**, such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download. Entries for the CD-ROM, Travel Promotional Video and Guidebook categories (if they are not readily accessible in electronic formats) may be submitted as hard copies.
8. Entry fees in US dollars must accompany each entry and may be paid by cheque, wire transfer or credit card. Entrants are responsible for all fees incurred in the shipment of their entries, including customs clearance and duties. PATA is not responsible for loss of or damage to entries during shipment.
9. All entries become the property of PATA and may be used as case studies. Hard copy entries will not be returned after judging. Please do not submit irreplaceable items.
10. All entries must be in English. Marketing campaigns or marketing media in languages other than English are eligible but you must submit full English translations with each entry.
11. All winners will receive one plaque. Additional plaques may be ordered for an additional fee.
12. PATA reserves the right to withhold bestowing awards in any category should the quality of a winning entry fall short of previous winners in that category.

Deadline & Notification

All entries must be received by PATA head office in Bangkok on or before **December 15, 2011**. No exceptions or extensions will be made. PATA executives will assemble panels of international experts to evaluate the entries.

Award recipients will be notified by February 3, 2012 in order that a representative may then arrange to be present to receive the award on April 22 at the PATA Annual Meeting 2012.

Transportation and accommodation expenses to attend the presentation luncheon must be borne by the winners. Representatives of the winner will receive complimentary passes to attend the presentation luncheon.

PATA Destinations

The following are the member destinations of the Pacific Asia Travel Association. All entries must promote travel and tourism in one or more of these destinations:

Australia	Hawaii	Micronesia, Federated	Samoa
Bangladesh	Hong Kong SAR	States of	Singapore
Brunei	India	Myanmar	Sri Lanka
Cambodia	Indonesia	Nepal	Tahiti, French Polynesia
Canada	Japan	New Zealand	Thailand
China	Kiribati	Northern Marianas	Timor-Leste
Chinese Taipei	Lao PDR	Pakistan	Tonga
Cook Islands	Korea (ROK)	Palau	USA
DPR Korea	Macau SAR	Papua New Guinea	Vietnam
Fiji	Malaysia	Philippines	
Guam	Maldives		



PATA GRAND AWARD 2011

Education and Training
Accor Yim Kids Foundation and ACT-HIV
Programme in Thailand
Accor Asia Pacific



PATA GRAND AWARD 2011

Marketing
'There's Nothing Like Australia'
Tourism Australia

PATA Gold Awards 2012 – Categories, Fees and Judging Criteria

There are six broad award categories in the PATA Gold Awards 2012 programme, with up to 26 Gold Awards and four Grand Awards on offer:

- 1) Marketing Campaign (*six Gold Awards and one Grand Award*)
- 2) Environment (*three Gold Awards and one Grand Award*)
- 3) Heritage and Culture (*two Gold Awards and one Grand Award*)
- 4) Education and Training (*one Gold Award and one Grand Award*)
- 5) Marketing Media (*nine Gold Awards*)
- 6) Travel Journalism (*four Gold Awards*)

PATA reserves the right to withhold bestowing awards in any category should the quality of a winning entry fall short of previous winners in that category.

MARKETING CAMPAIGN AWARDS

Award Codes:

- PG** Primary Government/Destination (As defined by the PATA membership category)
- SG** Secondary Government/Destination (State or city tourism organisation)
- AP** Allied Partner (Destination, state or city tourism organisation, outside the PATA region)
- CA** Carrier (Airline, cruise, airport, train etc.)
- HO** Hospitality (Individual hotel, resort hotel or management company)
- IN** Industry (Any other travel and tourism organisation)

Entry Fee: US\$ 100 for PATA members and US\$200 for non-members.

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: programme title, budget, short synopsis of programme, evolution of programme, objectives, target markets, purpose of each promotional element, distribution of materials, roles and responsibilities of persons involved, and results of programme.
4. Marketing campaigns that are underway at the time of submission must be at least six months into implementation to qualify.
5. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Development, Objectives, Results, Presentation (Graphics & Video) and Creativity.

ENVIRONMENT AWARDS

Award Codes:

- EC** Ecotourism Project

- CO** Corporate Environmental Programme
- ED** Environmental Education Programme

Entry Fee: US\$100 for PATA members and US\$200 for non members and Chapter members

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: project or programme title, evolution of project with dates of each stage of development, technical details (site area, conservation techniques, etc.), background materials (photographs, new articles and news releases) and roles and responsibilities of persons involved
4. Answers to the following five questions:
 - a) Has your organisation/destination increased its tourism business as a result of environmental initiatives?
 - b) Have environmental issues been the focus of your organisation's/ destination's advertising and/or public relations campaigns within the past year? If so, please give details.
 - c) Is there a senior person responsible for environmental concerns in your organisation/destination?
 - d) Does your organisation/destination have a system in place for employees/stakeholders to make suggestions to help improve environmental standards?
 - e) Does your organisation/destination participate in or actively encourage community environmental programmes?
5. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Benefit, Impact, Effect on the Community, Awareness and Overall Effectiveness.

HERITAGE AND CULTURE AWARDS

Award Codes:

- HE** Heritage (manmade or natural cultural inheritance)
- CU** Culture (traditional performing and visual arts)

Entry Fee: US\$100 for PATA members and US\$200 for non members and Chapter members

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: project title, synopsis, full history of

- project, technical details, cultural or historical impact of project, amount of awareness generated by project, roles and responsibilities of persons involved, uniqueness of the project, financial details (total initial budget, total actual costs, breakdown of costs, sources of funding).
4. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Preservation, Development, Popularity, External Impact and Uniqueness of the Project.

EDUCATION AND TRAINING AWARDS

Award Codes:

- ET** Education and Training (programme, text or curriculum)

Entry Fee: US\$ 100 for PATA members and US\$200 for non members and Chapter members

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: project title, synopsis of programme, evolution of programme with dates of each stage of development, programme objectives, target audience, significance of programme.
4. Supporting documentation, including training manuals, reference materials, studies produced or any other materials used to carry out the programme.
5. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Benefit to Travel Industry, Commitment to Travel Industry, Originality, Informational Value and Overall Effectiveness.

MARKETING MEDIA AWARDS

Award Codes:

- BR** Consumer Travel Brochure
- AD-B** Travel Advertisement Broadcast Media
- AD-P** Travel Advertisement Print Media
- PO** Travel Poster
- VI** Promotional Travel Video
- PR** Public Relations Campaign
- CD** Promotional CD-ROM
- WS** Web Site
- EN** Promotional E-Newsletter

BR Consumer Travel Brochure

Entry Fee: US\$50 for PATA members and US\$100 for non members and Chapter members

Entry Requirements:

1. Please submit entries and representative samples of



PATA GOLD AWARD 2011

Marketing - Carrier
 'THAI 50th Anniversary Project'
 Thai Airways International Public Co.,Ltd.
 Thailand



PATA GOLD AWARD 2011

Environmental Education Programme
 El Nido Resorts' Be G.R.E.E.N. Campaign
 Ten Knots Development Corporation/El Nido Resort
 Philippines

supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only**, such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.

2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: project title, target audience, number and means of distribution, production budget, objectives, names and titles of persons responsible for creating the brochure.
4. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Layout/Design, Photography, Writing and Informational Value and Promotional Value.

AD-B Travel Advertisement Broadcast Media

AD-P Travel Advertisement Print Media

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: entry title, synopsis of advertisement (for electronic media), target audience, publications or markets the ad was distributed in, production and placement budget, names and titles of persons responsible for creating the advertisement.
4. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria for AD-B: Creativity of Script, Video/Sound Quality, Narration/Writing, Motivational Impact and Informational and Promotional Value.

Judging Criteria for AD-P: Layout/Graphic Design, Creativity, Photography, Writing and Informational and Promotional Value.

PO Travel Poster

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of poster or posters (a set of posters based on a common theme may be submitted as one entry, provided it does not include more than four items).
4. A copy of a brief report containing the following information: entry title, target audience, distribution, objective, names and titles of persons responsible for creating the poster.

5. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Layout/Design, Photography, Writing, Informational Value and Promotional Value

VI Promotional Travel Video (Hard copy is acceptable – see Entry Requirements point 5 below)

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: title of entry, target audience, distribution, production and distribution costs, objectives, names of producer and narrator.
4. A signed release letter stating that the entrant has permission from the video owner/producer to enter the video for award consideration and to allow the video to remain at PATA Head Office, from where it may be loaned for promotional purposes on behalf of the entrant.
5. Please send all entries in soft copy to Goldawards@PATA.org. Mail or courier two copies of the Travel Promotional Video in common digital format for use on a PC, with the name and organisation of the sender clearly, to Parita Niemwongse, Unit B1, 28/F, Siam Tower, 989 Rama 1 Rd. Pathumwan Bangkok 10330, Thailand. Tel: +662 (0) 658-2000 ext 116

Judging Criteria: Technical Quality, Visual Appeal, Informational Content, Motivational/Promotional Value, Overall Effectiveness.

PR Public Relations Campaign

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: title of entry, synopsis, target audience, programme details, programme results (print and broadcast stories, public service placements, published opinion pieces, response data), cost of programme, estimated value of return.
4. Samples of programme elements, such as media releases and brochures.
5. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Strategy, Creativity, Presentation (Written), Presentation (Promotional Materials, Graphics), Evaluation, Overall Effectiveness.

CD Promotional CD-ROM (Hard copy is acceptable – see Entry Requirements point 4 below)

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: title of entry, synopsis, target audience, distribution means and area, production budget, objectives, results, names and titles of persons responsible for creating the CD-ROM.
4. Please send all entries in soft copy to Goldawards@PATA.org. Mail or courier two copies of the CD-ROM, with name and organisation of the sender clearly marked to Parita Niemwongse, Unit B1, 28/F, Siam Tower, 989 Rama 1 Rd. Pathumwan Bangkok 10330, Thailand. Tel: +662 (0) 658-2000 ext. 116

Judging Criteria: Creativity/Design, Video/Photography, Narration/Writing, Sound/Music, Informational and Promotional Value.

WS Web Site Award

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. A copy of a brief report containing the following information: title, website address, date of online launch, target audience, frequency of updates, objectives, results (including number of viewers, if available), how the site is promoted, production and maintenance budgets, names and titles of persons responsible for creating the website.
4. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Technical Quality, Effectiveness of Hyperlinks/Ease of Access, Creativity/Design, Informational Content, Promotional Value and Results Generated.

EN Promotional E-Newsletter

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the



PATA GOLD AWARD 2011

Marketing - Secondary Government Destination
'Your Moment is Waiting Campaign'
Kerala Tourism, India



PATA GOLD AWARD 2011

Travel Journalism - Travel Photograph
'Dive Master'
By Eugene Tan, Fah Thai, July-August 2010
INK, Singapore

same organisation can be submitted in one entry form.

3. A copy of a brief report containing the following information: title, target audience, frequency, objectives, results, circulation, production and maintenance budgets, names and titles of persons responsible for creating the e-newsletter.
4. Please send all entries in soft copy to Goldawards@PATA.org.

Judging Criteria: Technical Quality, Effectiveness of Hyperlinks/Ease of Access, Creativity/Design, Informational Content, Promotional Value and Results Generated.

TRAVEL JOURNALISM AWARDS

Award Codes:

- TJ-D** Destination Article (Consumer audience)
TJ-I Industry Business Article (Travel trade audience)
TJ-P Travel Photograph
TJ-G Travel Guidebook (Hard copy is acceptable – see Entry Requirements point 4 below)

Entry Fees: PATA members – US\$20 per article/photograph or US\$50 for three articles/photographs; US\$50 per guidebook. Non-members – US\$30 per article/photograph or US\$80 for three articles/photographs; US\$80 per guidebook.

Entry Requirements:

1. Please submit entries and representative samples of supporting material in soft copy only (DOC or PDF files and common electronic files **low resolution for review only** such as JPG and WMV). All documents and files must be no larger than 1MB, if emailed. In case of multimedia files larger than 1MB, please host them on a server and email the URL for download.
2. A copy of completed entry form. Multiple entries from the same organisation can be submitted in one entry form.
3. Entries submitted by publications or publishing companies rather than the individual writer or photographer must include a waiver letter authorising permission for that person's work to be submitted.
4. Please send all entries in soft copy to Goldawards@PATA.org. Hard copies of guidebooks are acceptable. Please mail or courier two copies of the guidebook, with the name and organisation of the sender clearly marked, to Parita Niemwongse, Unit B1, 28/F, Siam Tower, 989 Rama 1 Rd. Pathumwan Bangkok 10330, Thailand. Tel: +662 (0) 658-2000 ext 116

Judging Criteria for TJ-D: Writing, Informational Value, Motivational Impact

Judging Criteria for TJ-I: Writing, Informational Value

Judging Criteria for TJ-P: Technical Quality, Creativity, Motivational Impact

Judging Criteria for TJ-G: Writing, Informational Value, Motivational Impact, Layout/Design

PATA GRAND AND GOLD AWARD WINNERS 2011

PATA Grand Award 2011

1. **Education and Training**
Accor Yim Kids Foundation and ACT-HIV Programme in Thailand
Accor Asia Pacific
2. **Environment**
'Destination Kumarakom'
Kerala Tourism, India
3. **Heritage**
'The Story of the Legendary Galle Face Hotel'
Galle Face Hotel – ESTD 1864 Sri Lanka
4. **Marketing**
'There's Nothing Like Australia' Tourism Australia

PATA Gold Award 2011

1. **Marketing - Primary Government Destination**
'Amazing Thailand Social Networking'
Tourism Authority of Thailand
2. **Marketing - Secondary Government Destination**
'Your Moment is Waiting Campaign' Kerala Tourism, India
3. **Marketing - Carrier**
'THAI 50th Anniversary Project'
Thai Airways International Public Co., Ltd, Thailand
4. **Marketing - Hospitality**
'Taj Forever Campaign'
Taj Hotels, Resorts and Palaces, India
5. **Marketing - Industry**
'Kuoni Travel Group'
Kuoni Travel (India) Pvt. Ltd, India
6. **Environment - Ecotourism Project**
'Whale Watch Kaikoura'
Whale Watch Kaikoura Ltd., New Zealand
7. **Environment - Corporate Environmental Programme**
'CGH Earth Green Book'
CGH Earth, India
8. **Environment - Environmental Education Programme**
El Nido Resorts' Be G.R.E.E.N. Campaign
Ten Knots Development Corporation/El Nido Resorts Philippines
9. **Heritage**
'In Praise of Borobudur & Prambanan World Culture Heritage' PT. Taman Wisata Candi Borobudur, Indonesia

10. Culture

'World Thai Martial Arts Festival and Wai Khru Muay Thai Ceremony' Tourism Authority of Thailand, Thailand

11. Education and Training

'Corporate Social Responsibility and Market Access Partnership' Thai Ecotourism and Adventure Travel Association, Thailand

12. Marketing Media - Consumer Travel Brochure

'Maharajas Express Luxury Train in India'
Royale Indian Rail Tours Ltd, India

13. Marketing Media - Travel Advertisement Broadcast Media

'Your Moment is Waiting' Kerala Tourism, India

14. Marketing Media - Travel Advertisement Print Media

'Incredible India Domestic Creative- Adventure Down Under' Ministry of Tourism, Government of India

15. Marketing Media - Travel Poster

'Essence' Sri Lanka Tourism Promotion Bureau

16. Marketing Media - Promotional Travel Video

'India is Awesome' Ministry of Tourism, Government of India

17. Marketing Media - Public Relations

'Your Moment is Waiting Premiere'
Kerala Tourism, India

18. Marketing Media - Web site

'There's Nothing Like Australia'
Tourism Australia

19. PATA Gold Award 2011

Travel Journalism – Destination Article
'It's a Mentawai Paddle' By Eddy Patricelli and Brown W Cannon III Islands magazine, April/May 2010, USA

20. Travel Journalism - Industry Business Article

TTGmice - Rebuilding the Team
TTG Asia Media Pte Ltd, November 2010, Singapore

21. Travel Journalism - Travel Photograph

'Dive Master' By Eugene Tan, Fah Thai, July-August 2010 INK, Singapore

22. Travel Journalism - Travel Guidebook

'Hong Kong Living Culture Guide'
Hong Kong Tourism Board

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the rich cultural heritage around the city.*



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www.macautourism.gov.mo

PATA Gold Awards 2012

NAME OF PERSON SUBMITTING ENTRY: Mr/Miss/Mrs

NAME OF ORGANISATION:

PATA MEMBER

PATA MEMBER NUMBER:

NON MEMBER

ADDRESS:

TEL:

FAX:

E-MAIL:

AWARD CODE:

PROJECT TITLE:

DATE ENTRY FIRST RELEASED/PUBLISHED:

ENTRY FEE:

AMOUNT ENCLOSED: US\$ (All fees must be in US dollars)

PAYMENT

CHEQUE/BANK DRAFT made payable to: PACIFIC ASIA TRAVEL ASSOCIATION

Cheque number:

Make your cheque/bank draft payable in US dollars. Please note: Payments by cheque/bank draft not drawn on a US Bank are subject to a bank service charge of US\$35 which should be added to the due amount at the time of payment.

VISA

American Express

MasterCard

Others

Payment by Visa card is subjected to a 3% processing fee ; a 5% processing fee is applied to payment by other credit cards.

Credit card number:

Expiry date:

Signature:

Print name:

WIRE TRANSFER

Wire transfer date:

Include name and PATA Member number and Gold Awards notation with wire transfer:

Send wire transfer to: Bank of the West, Swift Code: BWSTUS66, ABA#121100782, 505 Montgomery Street, San Francisco, CA 94111.

PATA Account Number: 025155101. Any bank wire charges are the responsibility of the company/organisation/individual sending the wire.

Please also fax or e-mail PATA Head office with the date, bank and amount of transfers. Fax: +66(0)2 658-2010.

E-mail: goldawards@PATA.org.

E-mail entries to: goldawards@PATA.org

Mail cheque/bank draft and entries (only where hard copies are acceptable)

Ms Parita Niemwongse
Pacific Asia Travel Association
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Fax: +66 (0)2 658-2010

Please mention your name and your organisation clearly.



Pacific Asia Travel Association

www.PATA.org

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