



PATA Membership Benefits for Industry - Corporate Members 2023

For more info:  memberteam@pata.org

**PATA is your trusted partner on the
road to tourism recovery.**

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

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

MISSION

PATA Global Network

with Asia-Pacific Focus

Alliance Partners



GOVERNMENTS

INDUSTRY BODIES

HOTEL GROUPS & PROPERTIES

RESEARCH AND CONSULTING GROUPS

UNIVERSITIES

All INDUSTRY MNCs and SMEs
(Media, financial services, technology, retail, etc.)

DEVELOPMENT AGENCIES, NGOs

TRAVEL TECH STARTUPS, DMCS, TOUR OPERATORS & AGENCIES

2,000+ UNIVERSITY STUDENTS (YOUTH)

PATA Member Network

Representation from Across the Entire Travel Ecosystem

- Government bodies - national, state and city level
- Educational institutions
- MNCs and SMEs
- and Others

Our Valued Partners & Members



airbnb



tripadvisor[®]



mastercard.



EUROMONITOR
INTERNATIONAL



BANYAN TREE
HOTELS & RESORTS



WORLDHOTELS[™]
COLLECTION



ACCOR



avis budget group

Trip.com Group[™]



TRAVELPORT

hotelbeds

Go CITY



DISCOVA

TRAVELZOO[®]

Vpon



QUILT.AI

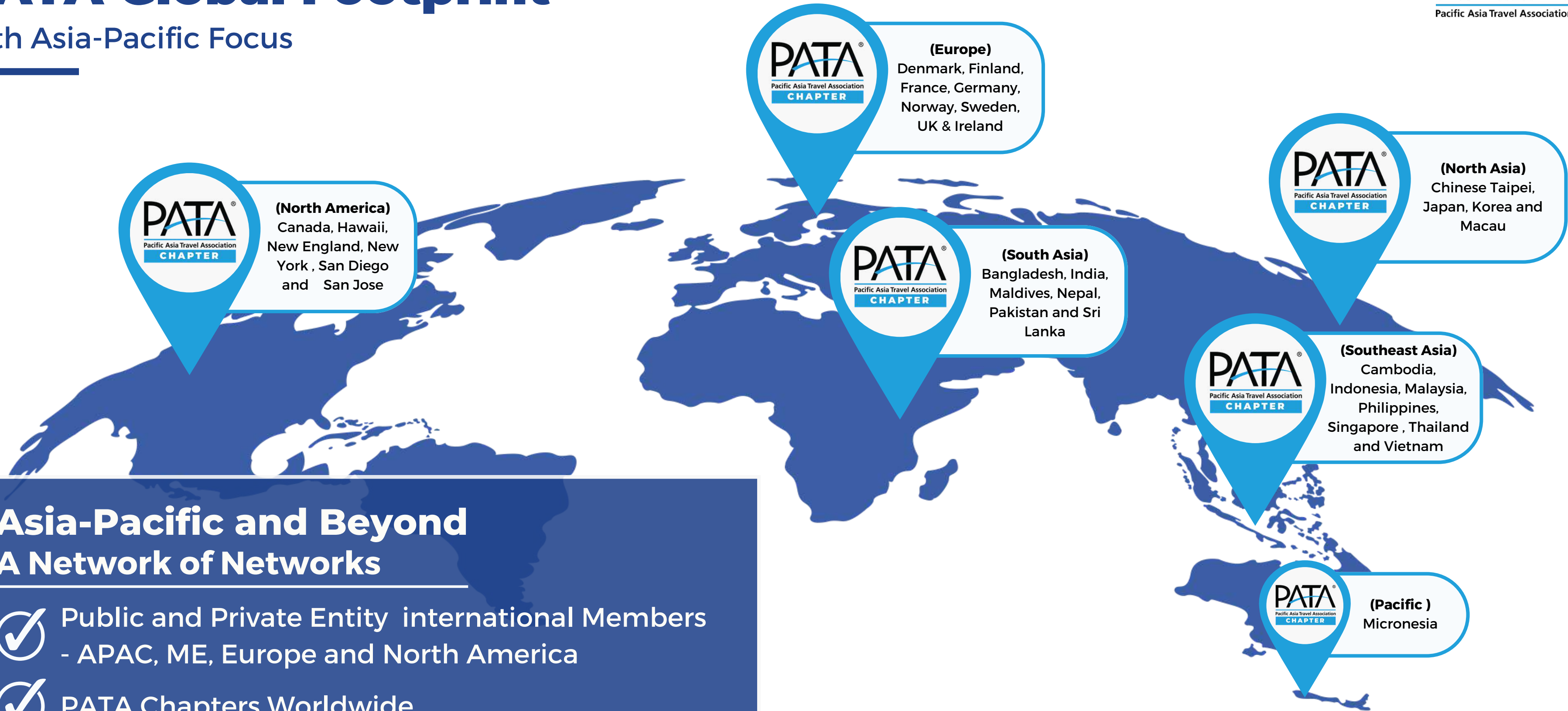
FREE GROUP[®]



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
- ✓ PATA Chapters Worldwide
- ✓ Affiliate Partnerships



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 Industry - Corporate Members are:

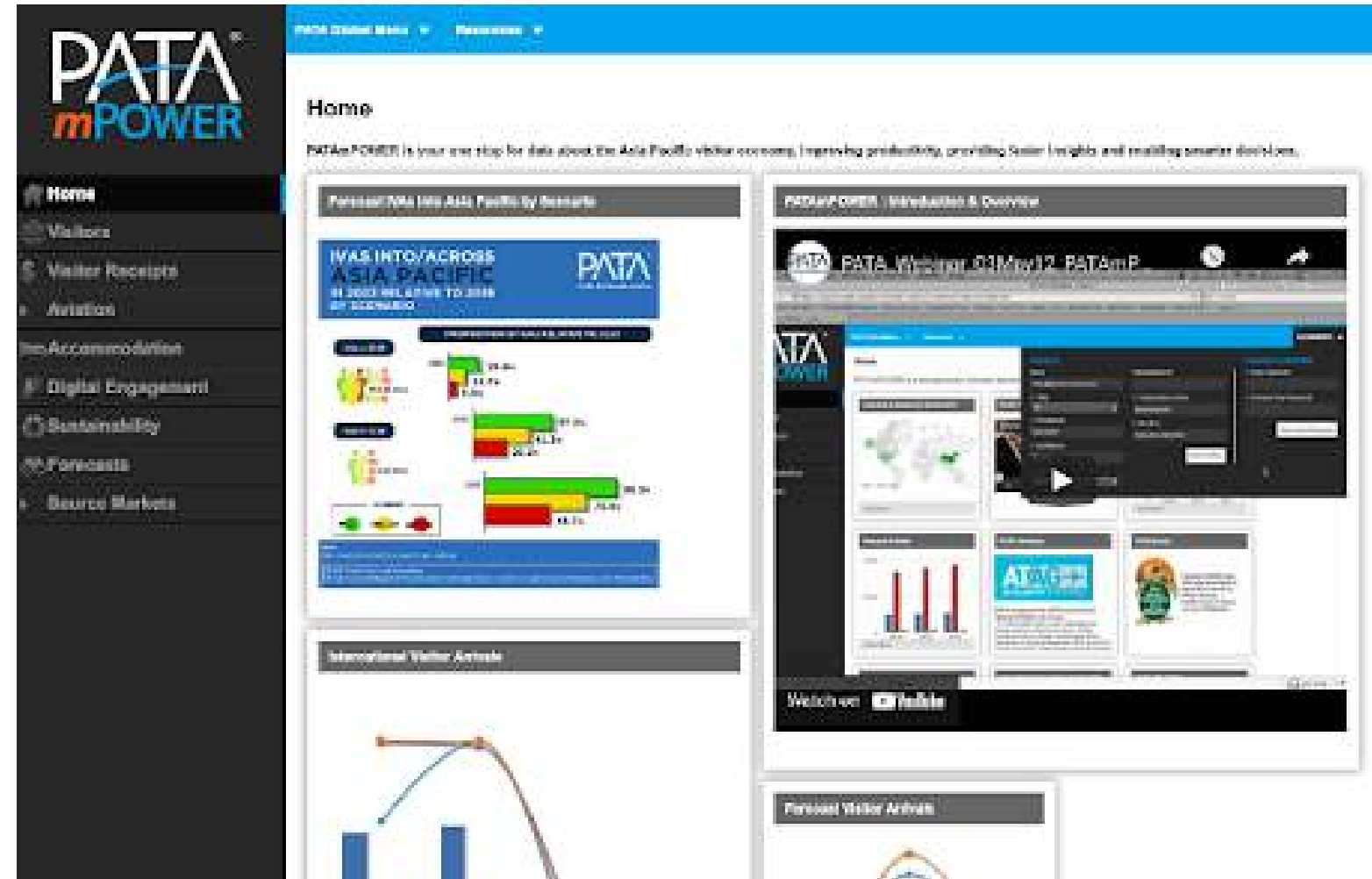
1. Position yourself & your brand as a thought leader within the industry
2. Data, Publications, Reports and insights to make informed, high-level business decisions for your operations in different destinations
3. Network with our diverse community of Government, MNCs, SMEs, Consulting Firms, Universities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

Gain Latest Insights via PATA Reports, Publications & Data

PATA Reports



PATAmPower



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



- 5 out of 39 Destination Forecast reports
- Asia Pacific Visitor Forecasts (with quarterly updates) included.
- Plus Issues & Trends Reports (x2), PATA Annual Tourism Monitor, PATA Quarterly Tourism Monitor.
- **PATAmPOWER: One-stop Travel Intelligence Platform with Customizable Industry Data Platform on IVA, Air Capacity, Hotel Bookings**

PATA Insights via Webinars all year round

RESEARCH

NETWORK

BRANDING

PERSONAL DEVELOPMENT

ALIGNED ADVOCACY

PATA Webinars featuring experts in our network

PATA CAREER DEVELOPMENT SERIES:

Maximising Data Analytics in the Hospitality Industry

Stephen Hood
VP, Research and Founding Director, STR SHARE Center

Melissa Gan
Chief Commercial Officer, WorldHotelsPAC

TRAVEL IN THE NEW NORMAL:

Rethinking Technology & Cyber Risk

Chng Tien San (TS)
Vice President, Cybersecurity, C&I, APJ, Mastercard

Maheshwari Rajat
Vice President, Digital Identity and Biometrics, Cyber & Intelligence Solution, Mastercard

PATA INNOVATION SERIES

Innovation and Next Generation Technology in Travel

Caroline Bremner
Head of Travel Research, Euromonitor International

PATA Research Webinars

PATA Visitor Forecast Updates – Recovery Paths for Asia

Professor Haiyan Song
Associate Dean and Chair Professor of Tourism, Mr and Mrs Chan Chak Fu Professor in International Tourism in School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Caroline Bremner
Head of Travel Research, Euromonitor International

Olivier Henry-Biabaud
CEO, TCI Research

James Wong
Vice President, Strategy, Content & Intelligence, APAC, Mastercard

Fenella White
Business Development Manager, APAC, STR

LIVE WEBINAR:

Scenario Planning for International Visitor Arrival in Asia Pacific - 2021-2023

Professor Haiyan Song
Associate Dean and Chair Professor of Tourism, Mr and Mrs Chan Chak Fu Professor in International Tourism in School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Caroline Bremner
Head of Travel Research, Euromonitor International

Olivier Henry-Biabaud
CEO, TCI Research

PATA Destination Series

PATA DESTINATION INSIGHT SERIES FEATURING MICRONESIA

PRESENTED BY PATA & BBC

Gerald Perez
Vice President, Guam Visitors Bureau

Petero Manufolu
CEO, Tourism Authority of Kiribati

Ngilal Tmetochi
Minister of Human Resources, Culture, Tourism Development, Palau

Jamie Chambers
Vice President, Advertising & Distribution, ANZ, BBC Global News

Gain Latest Insights

Learn more

Asia Pacific Snapshot: Weekly Travel Dashboard

PATA
Pacific Asia Travel Association

www.PATA.org

2,776

Asia-Pacific Snapshot: Travel Recovery Dashboard

DESTINATION	PANDEMIC STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	VACCINATION BOOSTER
AUSTRALIA	OPEN	OPEN	OPEN	84.7% 55.1%
AZERBAIDAN	OPEN	OPEN	OPEN	48.3% 33.3%
BHUTAN	OPEN	OPEN	OPEN	90.8% 76.1%
CAMBODIA	OPEN	OPEN	OPEN	94.4% 63.2%
CANADA	OPEN	OPEN	OPEN	83.0% 56.9%
CHILE	OPEN	OPEN	OPEN	92.2% 70.4%
CHINA	PARTIAL	PARTIAL	PARTIAL	90.2% 56.9%
CHINESE TAIPEI	PARTIAL	PARTIAL	PARTIAL	84.6% 79.2%
COOK ISLANDS	OPEN	OPEN	OPEN	86.4% 59.2%
FUJI	OPEN	OPEN	OPEN	72.0% 17.8%
FRENCH POLYNESIA	OPEN	OPEN	OPEN	66.9% 30.9%
GUAM	OPEN	OPEN	OPEN	82.9% 40.9%
HAWAII	OPEN	OPEN	OPEN	79.3% 70.4%
HONG KONG SAR	PARTIAL	OPEN	OPEN	87.0% 65.0%
INDIA	OPEN	OPEN	OPEN	69.9% 8.6%

- 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.

Network with PATA Members in person & online

IN-PERSON SESSION

MEMBER

MEMBER NETWORKING EVENT

APAC's Evening North America's Morning Europe's Afternoon
ONLINE SESSION
WEDNESDAY, JULY 27, 9 PM SGT (2 PM GMT+1 | 3 PM CEST | 9 AM NYC)
60-minute session

PATA DESTINATION MARKETING FORUM
in Hat Yai, Songkhla, Thailand
IN-PERSON SESSION
WEDNESDAY, AUGUST 3, 6 PM BKK
45-minute session
**FOR ALL PATA INTERNATIONAL MEMBERS ATTENDING PDMF.*

ONLINE SESSION

MEMBER NETWORKING EVENT

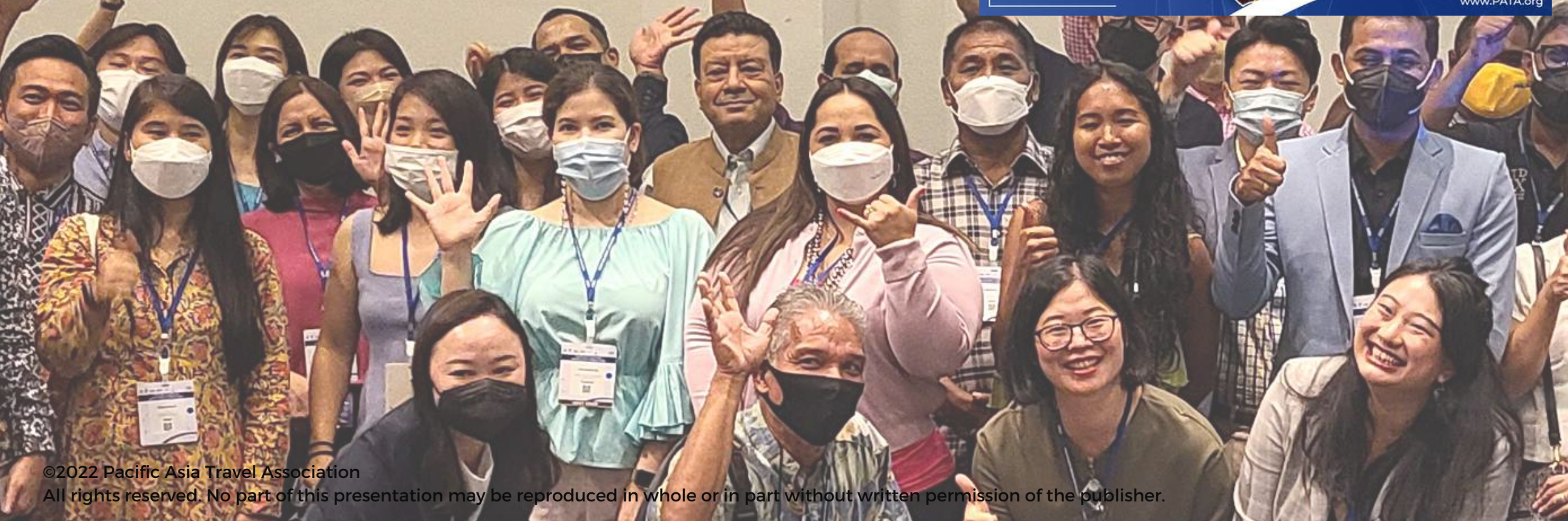
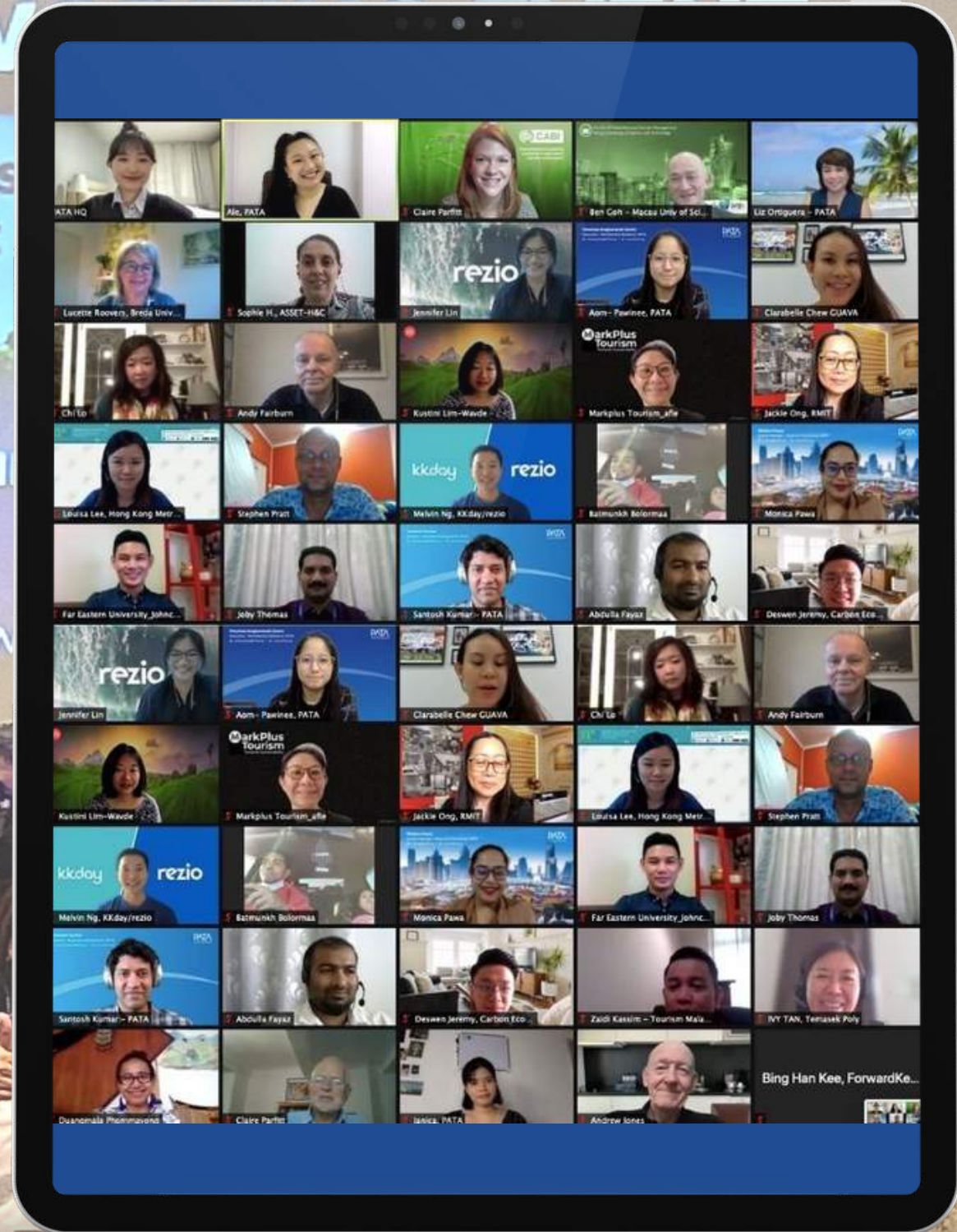
APAC's Afternoon | Europe's Morning | North America's Evening

TUESDAY, JANUARY 17, 2023

2 PM Singapore	6 AM London	11:30 AM New Delhi
5 PM Sydney	Jan 16, 10 PM Los Angeles	

Register Now!

www.PATA.org



JOIN US AND REGISTER TODAY!



PATA
Pacific Asia Travel Association

MACAO
澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

PATA ANNUAL SUMMIT

2024 | Macao

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

Learn more

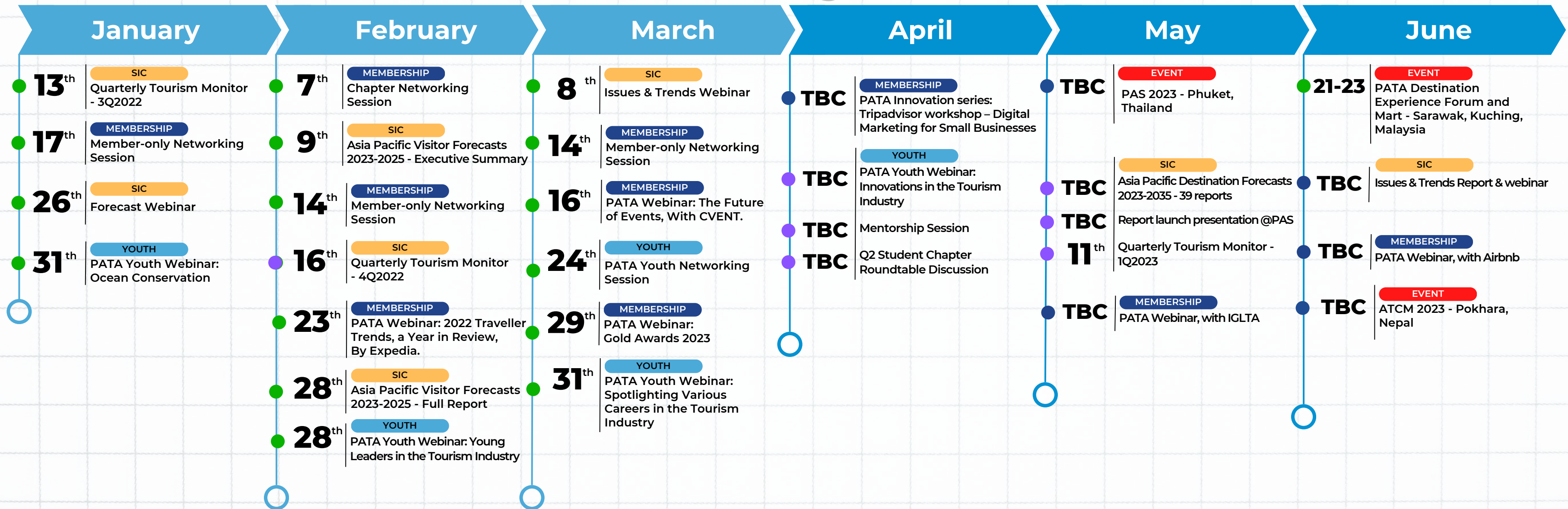
Supported by

www.PATA.org

Conference Delegate	
PATA International Member	\$120 <i>Early Bird: \$108</i>
PATA Chapter / Local - Based in Macao	\$130 <i>Early Bird: \$117</i>
Non-Member	\$160 <i>Early Bird: \$144</i>
PATA Youth: Member	\$40
Non-Member	\$99

Q1

Q2

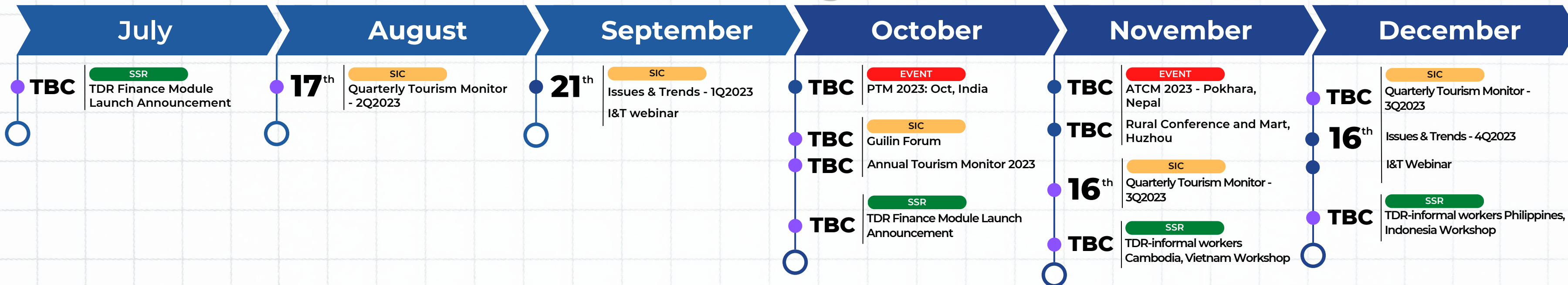


● CONFIRMED
 ● PROPOSED
 ● TENTATIVE

**Online Networking sessions
 On Tuesdays, third week of every month (Subject to changes on public holidays!)*

Q3

Q4



● CONFIRMED
 ● PROPOSED
 ● TENTATIVE

**Online Networking sessions
 On Tuesdays, third week of every month (Subject to changes on public holidays!)*

Communicate your value via Speaking Opportunities or Expert Task Forces



Speaking opportunities are based on
expertise → fill up our Members
Expertise Survey

Demonstrate your expertise in voluntary roles:

- Expert Task Forces
- Committees
- PATA Board & Executive Board

Communicate your value via PATA Marketing Channels

RESEARCH

NETWORK





BRANDING

PERSONAL DEVELOPMENT

ALIGNED ADVOCACY

PATA Blog



 <p>Horus Development & Consulting's Podcast Series Read More</p>	 <p>Greenview & Cornell Report Reveals Continued Hotel Carbon Footprint Reduction Read More</p>	 <p>Royal Mountain Travel Sustainability Series Read More</p>	 <p>Can Tourism Save the Orangutan? Read More</p>
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PATA Website

Member & Chapter News

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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

PATA Newsletter

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

EXCLUSIVE UPDATES FOR PATA INTERNATIONAL MEMBERS

NEW WEBINAR: DIGITAL MARKETING FOR SME

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

- Submit Sustainable initiatives for SDG Matters Blog, which will be included in PATA’s Industry Newsletter (17K Industry specific contacts)
- Highlight newsworthy press releases on PATA Website (30K Views/Month on average)
- Send your Press Releases to Memberteam@PATA.org
- Chance to be further highlighted in our industry newsletter (17k industry contacts) and/or the Members Bulletin (2k high level contacts)

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, alongside brands like Skift, Euromonitor, Cirium and more.

*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!



rezo
Streamline Travel Booking Workflow with Rezio.
your most powerful system to manage your tours and activities product and orders.

REZIO ONLINE BOOKING SYSTEM FOR ATTRACTIONS, TOURS, & ACTIVITIES COMPANIES.
All-in-one Travel SaaS system enabling booking websites that work with multiple payment gateways and do real-time inventory management across different channels.

Exclusive to PATA International Members

www.PATA.org

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




SIGHTSEE AND SAVE AT LEAST 40% WITH GO CITY® ACROSS 30+ CITIES WORLDWIDE
Say goodbye to multiple entry fees and paper tickets. With us, it's one price, one pass, and everything you need, right there on your phone.

Exclusive to PATA International Members

www.PATA.org

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



EUROMONITOR INTERNATIONAL

MARKET RESEARCH ON THE TRAVEL INDUSTRY.
Euromonitor reports feature a wealth of standardized and cross-comparable statistics including total market sizes, market share and brand share data, distribution and industry trends.




Exclusive to PATA International Members

www.PATA.org

Communicate your hiring opportunities via the PATA Job Board

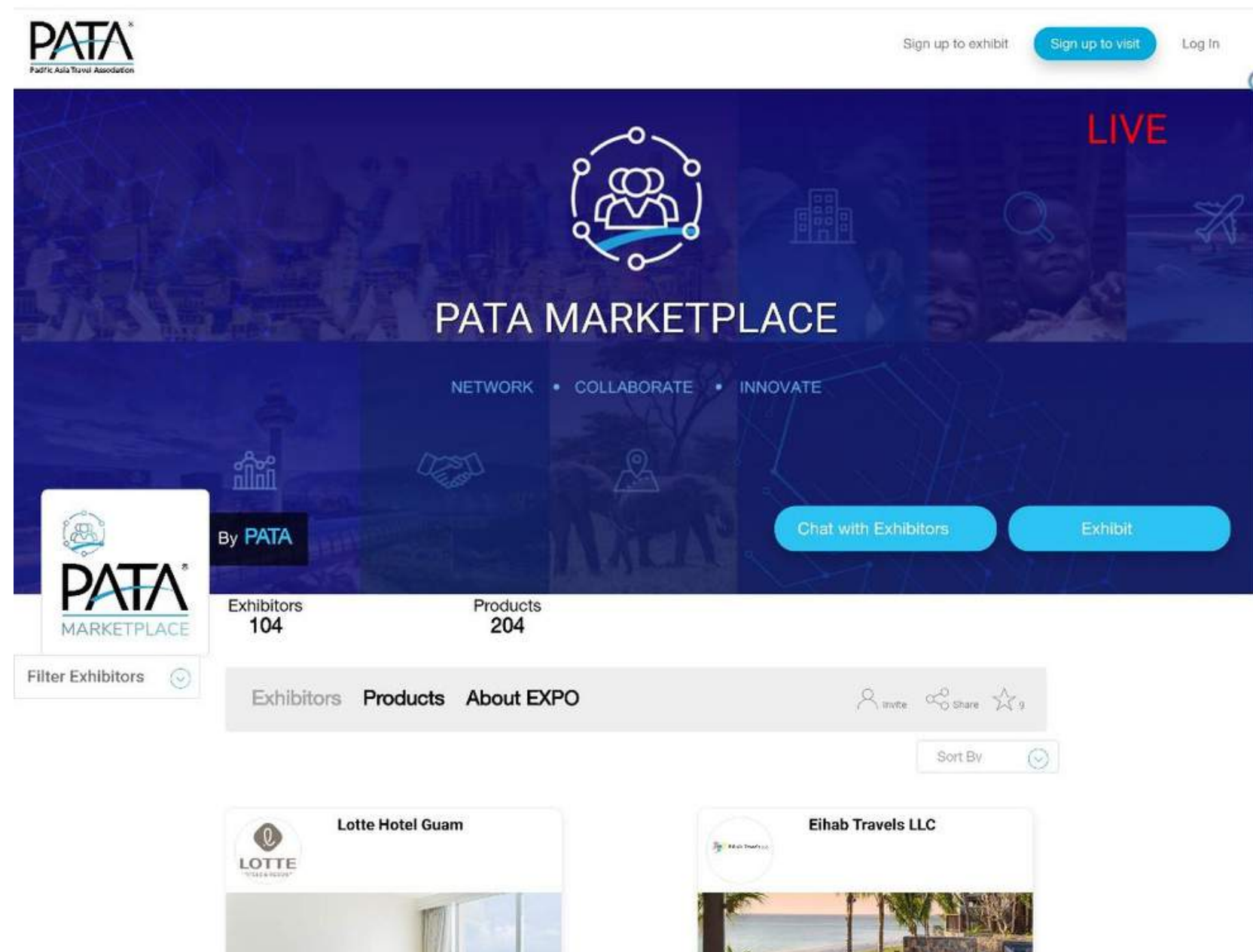
PATA Job Board is a platform to connect our members in need of quality human capital with our network of Youth, Young Tourism Professionals, and Industry leaders. To post job/internship opportunities here, email YTP@PATA.org.

NEW
INITIATIVE

		
Office Administrator	Content Marketing Executive	Operations Executive
Singapore (On-site)	Hong Kong SAR (On-site)	Japan (On-site)
Posted on: September 20 2022	Posted on: October 4 2022	Actively Recruiting
Actively Recruiting	Actively Recruiting	More information
More information	More information	More information
Apply Now	Apply Now	Apply Now

Communicate your value via PATA Marketplace

A Digital 24/7 Showroom to showcase PATA members
& Online Community for registered visitors



- Showcase your organization profile through images, videos and descriptions
- Engage with prospects via chat, audio/video call features or inbox messaging DIRECTLY from the platform
- Get notified of relevant customer requests for specific products and services
- Increase your chances of being discovered

Industry - Corporate Membership Benefits

US\$4000/year



INDUSTRY-CORPORATE vs INDUSTRY-GENERAL PATA Pacific Asia Travel Association

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			
Member to Member Referrals - Industry expert referrals with a personal touch. - done via our community managers or association leaders - excludes introduction to our government members	Max 10 per year	Max 2 per year	✗
Membership Directory - Build and update your organisation's profile in our Info Hub, powered by Growthzone - Connect directly with other members - Access is strictly for Members only. - Deluxe listings have higher visibility + the ability to upload videos & images	✓ Deluxe Listing	✓ Standard Listing	✗

Membership Benefits for Industry - Corporate Members is valued at over US\$95,400.

The annual membership fee is US\$4000.

PATA Membership Benefits

Industry - General Member US\$1000/Year

Typical Industry - General members have 1-20 employees and annual turnover of under US \$1 Million. Business operations are usually in a single country.

Industry - Corporate Member US\$4000/Year

Typical Industry - Corporate members are multi-national organizations having turnover of several million dollars and medium-large staff sizes.

All Industry - 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.	Increased Access to PATA Reports & Publications: Select 5 out of 39 individual Destination Forecasts reports	Research
Personal Development	Attend PATA webinars & workshops online, receive recordings, presentations and webinar highlights after each webinar.	Priority speaking opportunity at PATA Webinars & Events. Entitled to one (1) PATA webinar or panel discussion, on a mutually agreed upon topic.	Branding + Thought Leadership
Branding	For Members, By Members. Offer other PATA Members a discount on your products and services, and be featured on PATA's website & marketing channels, alongside brands like Skift, Euromonitor, Cirium and more.	Receive higher visibility on PATA Website & Marketing channels when you offer a discount on your products and services as part of For Members, By Members.	Branding

PATA MARKETING REACH

+18,600

Member contacts

+1,700

Travel media
outlets

+1,000

VIRTUAL
ATTENDEES

+300m

Total potential
reach (View)

\$ 2.8M

Advertising Value
Equivalency



www.PATA.org
Memberteam@pata.org

Thank you