

INDUSTRY-CORPORATE vs INDUSTRY-GENERAL

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	✗
PATA Member Meet Up (In-person & Virtual) Tuesdays, the third week of every month. Subject to change due to public holidays. Virtual sessions will be replaced by in-person sessions at PATA Events on event months	✓	✓	✗
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.	✓	✓	At non-member prices
Complimentary registration to ticketed PATA events	✗	✗	✗
Seller / Exhibitor Booth Benefits for PATA Members at PATA Events with exhibitor opportunities			
Virtual Events - Standard Booth (name only) - Enhanced Booth (name & logo) - Premium Booth (custom design, branding and visibility) - Upgrades available at extra cost, starting from US\$ 500	✓ Enhanced	✓ Standard	From US \$799
Physical Events - Standard Booth 9 sqm at PATA Events (in-person)	From US \$2000	From US \$2000	US \$3360
- Raw Booth 18 sqm at PATA Events (in-person)	From US \$3990	From US \$3990	US \$6195
INSIGHTS: PATA provides you with critical industry data, research and knowledge			
Exclusive PATA Reports & publications Access and download your reports via the PATA Catalog. Each Member organisation can have up to 2 PATA Catalog accounts.			
Destination Forecasts - Suite of 39 individual Destination Forecast reports Released in Q2 <i>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.</i> 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, 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 source region, year, and scenario; - Quarterly changes in scheduled international inbound air seat capacity to 2022; and - Economic, income and expenditure outlook & trends, and domestic tourism. These scenarios, when combined with other relevant metrics, provide hard data on how travel demand preferences could play out in these destinations and how they might recover under various scenario conditions. Scheduled international inbound air seat capacity, for example, shifts relatively quickly according to demand. In other words, understanding the likelihood of when and where capacity increases become a useful barometer of potential demand that can translate into increased arrivals.	5 destination reports included	50% Discount	US \$4000
Asia Pacific Visitor Forecasts - Includes an Executive Summary Report and a Full Report - Released once per year in Q1, with quarterly and/or mid-year updates. - What you will learn from this report: Forecast international visitor numbers for Asia Pacific between a period of 3 years, by destination region, sub-region, and destination, highlighting changing demand preferences in the post-COVID	✓	50% Discount	US \$4000

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PATA Annual Tourism Monitor The PATA Annual Tourism Monitor (ATM) includes tourism-related information of Asia Pacific destinations and year-to-date overviews of tourism trends across the Asia Pacific region. The bulk of the data presented in this report are provided by national tourist organisations and/or national statistics agencies, with additional sources from other providers. Released in Q3 each year	✓	50% Discount	US \$1300
PATA Quarterly Tourism Monitor The Quarterly Tourism Monitor (QTM) provides a quantitative view of inbound travel for all major destinations in Asia Pacific on a quarterly basis, including visitor arrivals data by source market and percentage changes compared to the same quarter in the previous year. Released in Q2 and Q4 each year	✓	50% Discount	US \$1000
Issues & Trends Report Released quarterly and accompanied by a Webinar	✓	✓	US \$400
Other Industry Leading Reports produced through Partner Collaborations: - Partners include ADB, GIZ, Visa, and Agoda as examples	✓	✓	✗
Online Webinars & tailored workshops			
- Industry Experts share data and analysis on the latest trends and insights - Thought leaders in sustainability share case studies and best practices - Experts conduct interactive online workshop formats to upskill your human capital.	Priority speaking opportunity	✗	✗
Statistical Dashboard – PATAmPower - Real-time data accessible			
Data available: - Visitors – International Visitor Arrivals (IVAs), IVA by Origin, Average Length of Stay, Gender, Mode of Transport, Purpose of Visit, City Visitors; - Visitor Receipts – Total Receipts, Average Expenditure per Visitor, Average Daily Expenditure; - Source Markets; - Aviation – Flight Frequency, Seat Capacity; - Accommodation – Room Supply, Development Pipeline, Occupancy, RevPAR, ADR; - Digital Engagement – Internet Users %, Mobile Users %; - Forecasts – Forecast Visitor Arrivals, Forecast Arrivals by Origin.	Strategic level access "S" Valued at US\$8000	International level access "I" Valued at US\$2000	✗
Strategic level access: All Content, All Destinations International level access: All Destinations, Limited Content Local level access: Limited to One (1) Destination, Limited Content			
BRANDING: PATA helps communicate your value			
Share your press releases, sustainability initiatives, and other newsworthy updates* through PATA's communication channels:			
Industry-wide news broadcast on the PATA Website (which receives 27.3k views on average per month) via Member News + promotion through our Twitter account	2 times per month	2 times per month	✗
Member News promotion through our industry newsletter (with 15k industry specific contacts) and/or our Members-only Newsletter (1.5k high level contacts) (up to once per quarter)	✓	✓	✗
SDGs MATTERS, to promote the Sustainable Development Goals. SDG related news feature on the PATA Blog, weekly newsletter and social media posts across 4 channels (maximum promotion of once per month)	✓	✓	✗
PATA Press Release to primary travel trade media contacts	✗	✗	✗
Dedicated eDM	✗	✗	✗
<i>*The above is subject to Marketing approval - PATA has full editorial control of its marketing channels</i>			
"Meet our Members" Featured on Website + Newsletters			
Priority Feature: Your Organisation's Logo will be featured on PATA's website landing page for 2 weeks with higher visibility + PATA Industry Newsletter (15k industry specific contacts). Standard Feature: Your Organisation's Logo will be featured on PATA's website landing page for 2 weeks with standard visibility + PATA Members-Only Newsletter (1.5k high-level contacts).	Priority Feature	Standard Feature	✗
"Welcome New Members" Featured on Website + Newsletter + Social Media Channels Monthly Feature for New Members Only	If Applicable	If Applicable	✗
Ad Banners on PATA Website Available at Extra Cost	✓	✓	✗
For Members, By Members Offer other PATA Members a discount on your products and services, and be featured on PATA's website, newsletters & social media channels.	Priority Listing	Standard Listing	✗
Priority Listing: displayed prominently on PATA Website + promoted on PATA's Newsletters & Social Media Channels + Priority given for 5 minute speaking opportunity at PATA Members Meet ups (online sessions only)			
For Members, By Members Enjoy the special offers of up to 30% discount from PATA members, including ForwardKeys, Go City, GSTC, AHLEI and more! Email Memberteam@PATA.org to redeem a discount on essential travel services and products.	✓	✓	✗

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Eligibility to be featured in / speak at PATA Webinars and Events			
- Given priority for speaking opportunities at PATA Events & Online Webinars, where available and applicable. Your organisation will be invited to share thought leadership at one (1) PATA Webinar or panel discussion. - Promoted with 1x dedicated eDM, 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.	✓	Fee based add-on (US \$5000)	✗
Additional webinar features or panel discussion participation (upon Member request and subject to PATA's editorial approval)	✓	✗	✗
Display your PATA Member Logo and Certificate	✓	✓	✗
ALIGNED ADVOCACY & MORE:			
PATA's Aligned Advocacy approach is to represent and to protect the interests of all members by challenging policies, regulations, taxes and business practices that threaten the viability of the 'complete visitor economy'. We help, wherever possible, to remove the obstacles to growth and to push aside barriers to developing responsible and sustainable tourism.			
PATA Gold Awards Gain industry-wide recognition as a winner of the PATA Gold Awards In 2022, the PATA Gold Awards had a media reach of 14,830,532 and Advertising Value Equivalency of US\$ 137,182.	Entry fee is US \$40-120, depending on category	Entry fee is US \$40-120, depending on category	Entry fee is US \$60-240, depending on category
PATA Face of the Future Award Nominate Your Exceptional Staff members	✓	✓	✗
PATA Job Board Post your job opportunities to the PATA Job Board and be promoted to the PATA Youth Community of students, aspiring fresh graduates and young tourism professionals. Full Time, Part Time, Internships and Remote opportunities are accepted. Please contact our PATA Youth Ambassador for more information at YTP@PATA.org	✓	✓	✗
Volunteer to mentor PATA Youth Members at the PATA Youth Symposium and/or virtually, all year round	✓	✓	✗
Eligibility for a position on the PATA Board Give back to the industry and PATA international community, via participation with the PATA Board & PATA Annual General Meeting	✓	✓	✗
PATA Crisis Resource Center A public resource aiding in the rapid, robust, and responsible renewal of the Asia Pacific travel and tourism industry	✓	✓	✓
Consulting Services			
Sustainability and Social Responsibility We provide consultation and facilitation for needs analysis workshops for higher management to elevate their operations to a higher level of resilience and sustainability.	Fee-based add-on	Fee-based add-on	✗
Research Produce and publish exclusive industry reports and whitepapers in collaboration with PATA.	Fee-based add-on	Fee-based add-on	✗
<i>Note: These benefits are reviewed typically on an annual basis, and only PATA may, in its sole discretion, modify, add or delete any of the Membership benefits in whole or in part at the time of its choosing.</i>			