



Hosted by



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

Co-hosted by



PATA ANNUAL SUMMIT 2024 | Macao

“Reimagining Tourism”

MAY
15-17

The Grand Lisboa Palace Resort
Macao, China



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

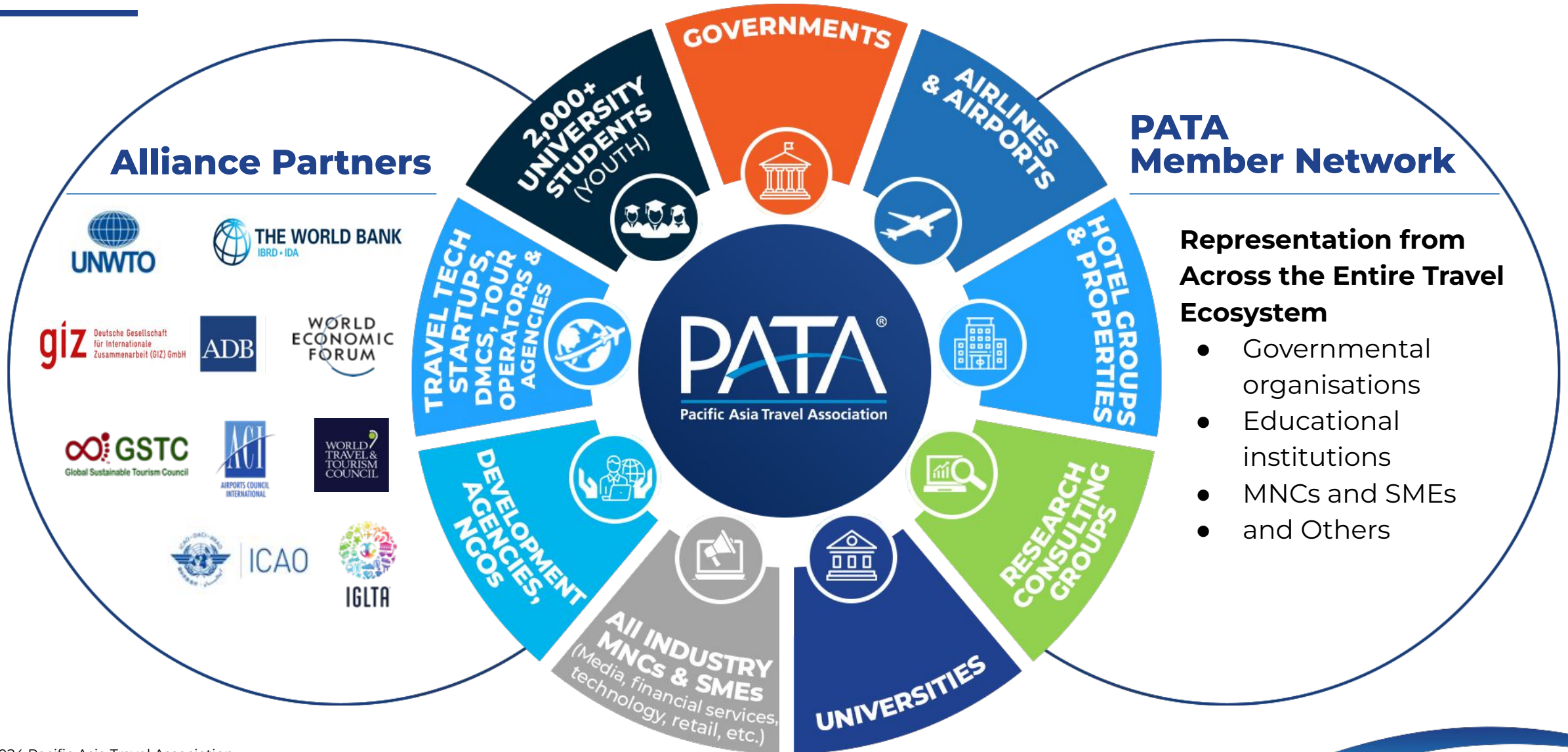
To advance travel as a force for good.
Become the most respected, most valued and
industry-leading travel association for the
Asia Pacific region

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.

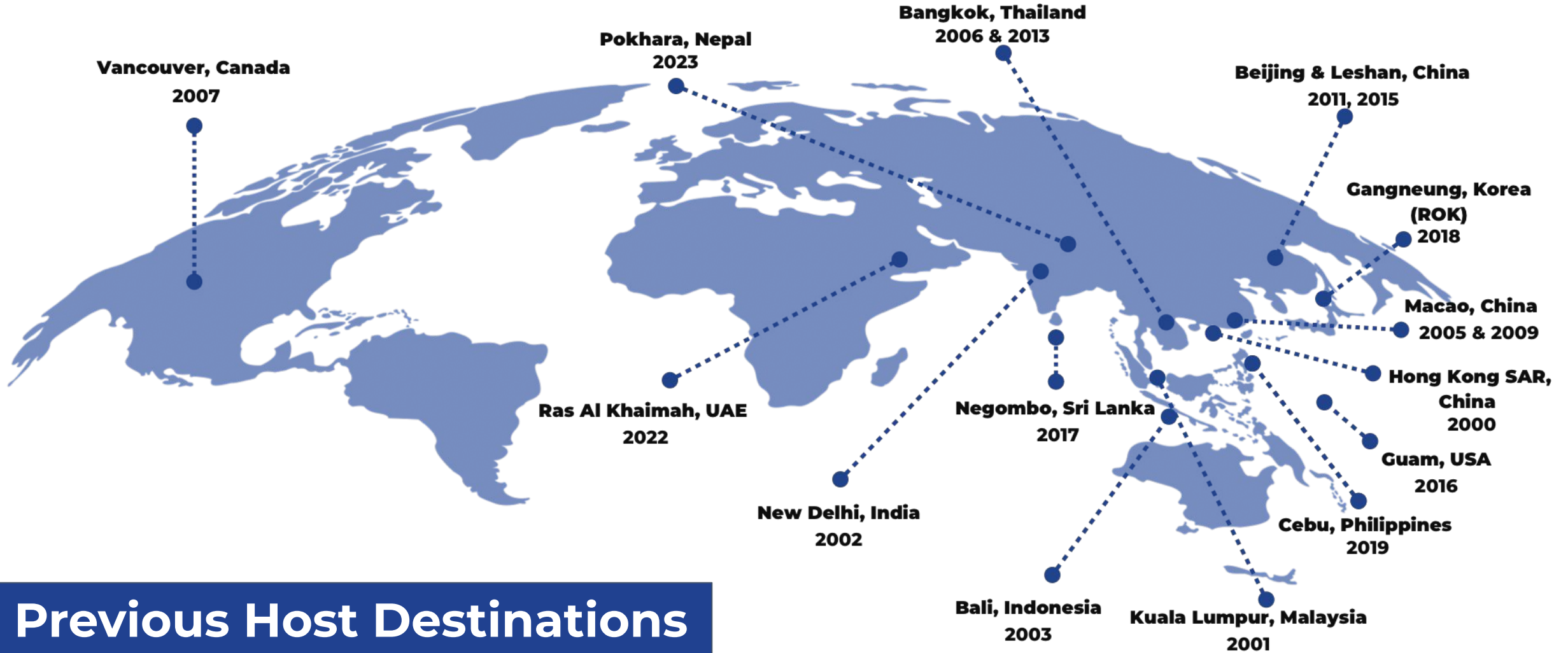
Concept

PATA ANNUAL SUMMIT 2024

The PATA Annual Summit 2024, generously hosted by the Macao Government Tourism Office and supported by SJM Resorts, S.A., embraces a global tourism forum that brings together international thought leaders, industry shapers and senior decision-makers who are professionally engaged in driving tourism to, from, and within the Asia Pacific region.

The extensive programme, comprised of plenary sessions, breakout sessions, the PATA Executive Board and Board meetings, and Annual General Meeting, will provide a platform for PATA's public and private sector members and partners, and most importantly PATA Chapters and PATA Youth from around the world to discuss the challenges, issues and opportunities facing the industry as it looks towards the responsible and sustainable growth, value, and quality of tourism in the region.

Reference from The Past Events



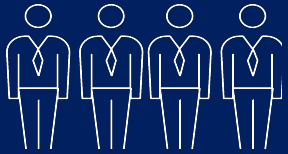
Previous Host Destinations

Reference from The Past Events

PATA ANNUAL SUMMIT & ADVENTURE MART 2023

May 30 - June 2 | Pokhara, Nepal

Post Show Report



222

Total Delegates



115

Organisations

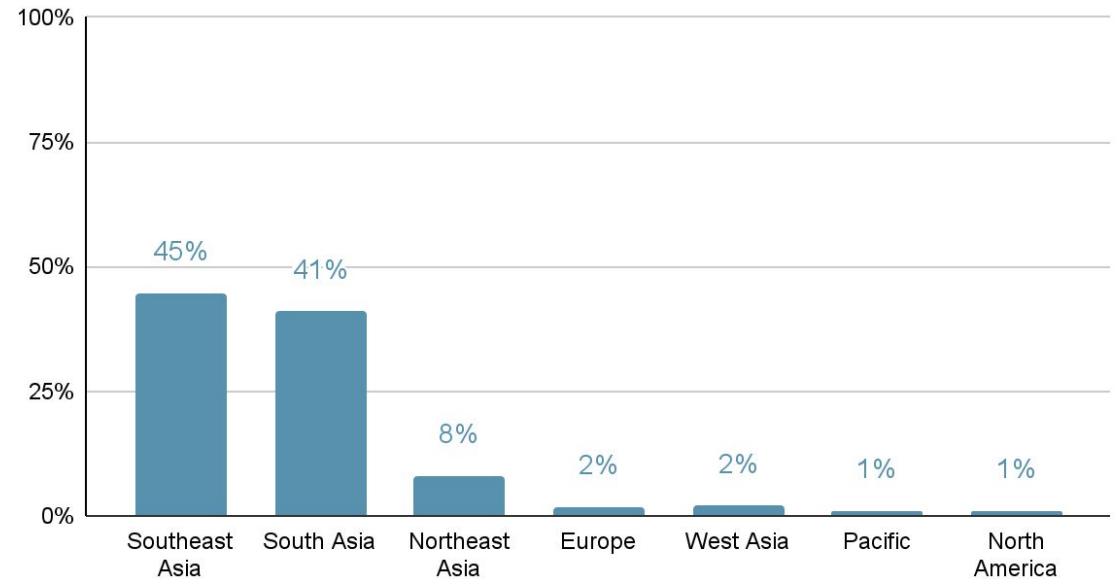


22

Destinations

Delegate by Region

Total Delegates: 222



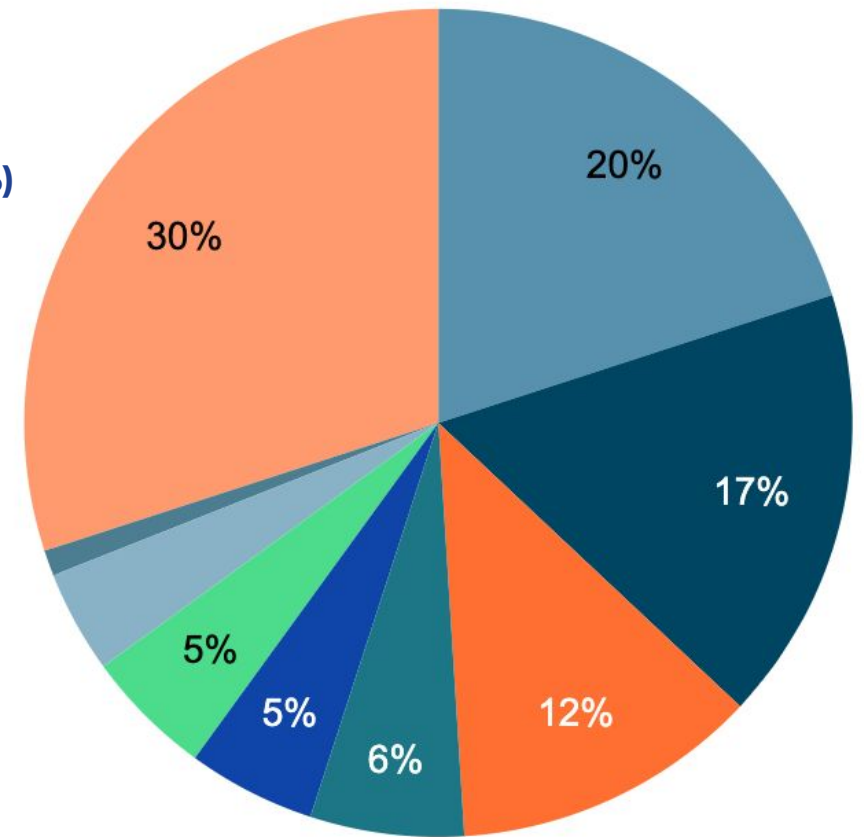
PATA ANNUAL SUMMIT

PATA ANNUAL SUMMIT 2023

Delegate by
Business Profile

Total Organisations: 115

- National Tourism Organisation (20%)
- Hospitality / Hotel (17%)
- Tour Operator / Travel Agent (12%)
- Travel / Business Consultant (6%)
- Education Institute (5%)
- Other Government Agency (5%)
- Travel Technology (4%)
- Event Organiser (1%)
- Other (30%)



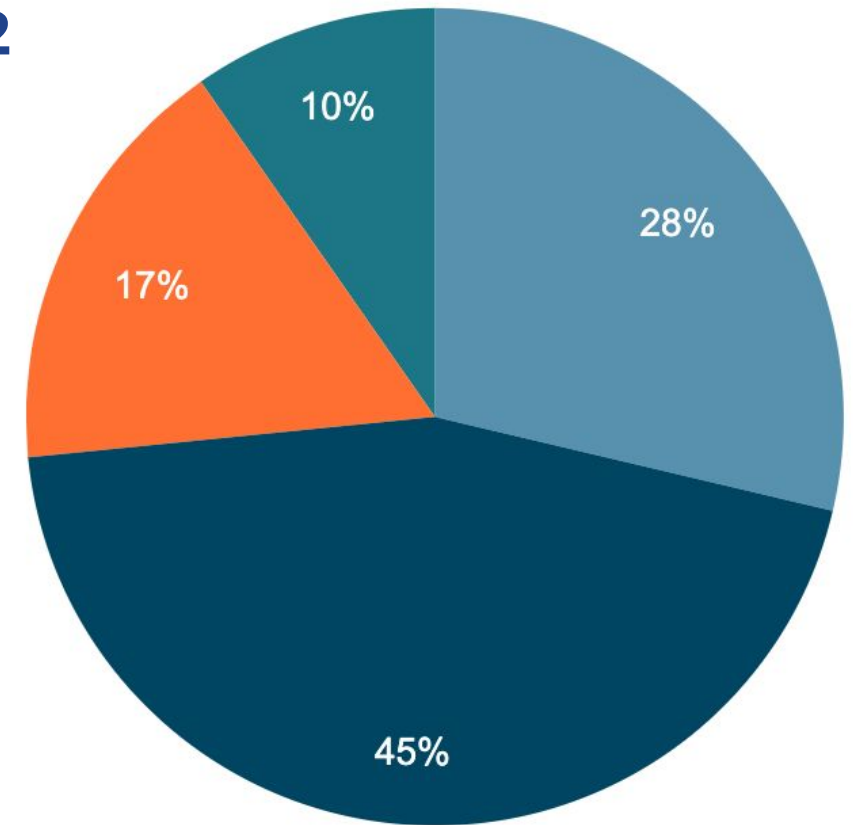
PATA ANNUAL SUMMIT

PATA ANNUAL SUMMIT 2023

Management
Level

Total Organisations: 222

- Top-Level Management (VP Level or higher) (28%)
- Middle-Level (Manager level, Director Level or higher) (45%)
- Operation Management (Supervisory Level) (17%)
- Other (10%)



PATA ANNUAL SUMMIT 2024

Proposal



May 15-17



300
Attendees



Target attendance:

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

PATA ANNUAL SUMMIT 2024

Event Programme



1.5 Day-
conference



Networking
Event



1 Day-
Board
Meeting



Breakout
Sessions



Social events



Knowledge
and insight
sessions



Education
Experience



PATA Youth
Symposium



1.5-day Conference with:

- Main Conference
- Breakout Sessions
- Offsite Educational Experience
- Networking

PROGRAMME STRUCTURE

3 Days – Programme
(subject to change)

Wednesday, May 15

Morning

- Registration
- PATA Executive Board Meeting

PATA Executive Board and Delegate Lunch
Hosted by SJM

Afternoon

- PATA Board Meeting
- PATA Annual General Meeting (AGM)
- PATA Life Member Get-together

PATA Executive Board and Board Dinner
Hosted by MGTO

Thursday, May 16

CONFERENCE

Morning

- Government Roundtable & Industry Roundtable
- Government Bilateral Meeting
- PATA Chapter Congress
- PATA China Dialogue by World Tourism Cities Federation (WTCF)

Delegate Lunch Hosted by SJM

Afternoon

- Main Conference
- Press Conference

PAS 2024 Welcome Dinner Reception & PATA Award Presentation
Hosted by MGTO

Friday, May 17

CONFERENCE

Morning

- Main Conference
- Breakout Session 1-3

Lunch Hosted by SJM

- Offsite Experience
- Main Conference
- Breakout Session 4-6
- Closing

PATA MARKETING REACH

+18,600

Member contacts

+1,700

Travel media outlets

+300M

Total potential reach (View)

\$2.8M

Advertising Value Equivalency

PATA ANNUAL SUMMIT 2024 | Macao

Sponsorship Opportunities

Why Sponsor a PATA Event

Business Growth



Expand their network and grow their business

Networking



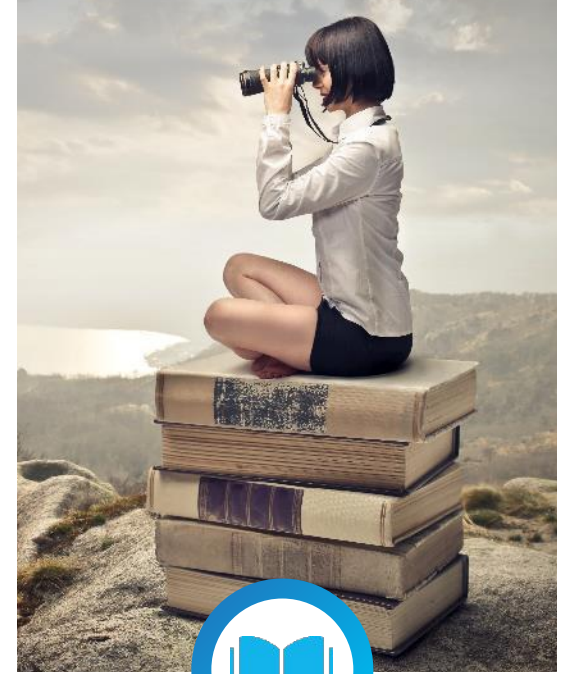
Meet influential and senior contacts

Branding



Acknowledgement of your organisation on PATA event marketing collaterals

Education



Gain travel/tourism insights and knowledge

PAS 2024

PLATINUM SPONSORSHIP

US \$20,000

Details

1.	Opportunity to provide a four (4) minute speech introducing opening keynote speaker	✓
2.	Acknowledgement in welcome speech	✓
3.	Complimentary conference registrations include carbon offset (VIP)	5 (Five)
4.	Business Table top to display promotional products (to be placed near the registration area)	1 (One)
5.	Dedicated blog post from sponsor to be posted on PATA website and shared via PATA social media channels and PATA newsletter	✓
6.	VIPs seat at the conference	✓
7.	VIPs seat at the Welcome Dinner	✓

Promotion and Publicity:

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

PAS 2024

GOLD & SILVER SPONSORSHIP

Details		US \$8,000	US \$3,500
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

- Opportunity to provide a two (2) minute speech introducing presentation speaker
- 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

PAS 2024

Thought Leadership sponsorships

MAIN STAGE - CLOSING KEYNOTE SPONSOR

Sponsorship cost:
US \$ 8,000

PAS 2024

- Opportunity to provide a two (2) minute speech introducing closing keynote speaker
- 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 - SESSION SPONSOR

Sponsorship cost:
US \$ 8,000

- Opportunity to provide a 2-3 minute speech introducing the sponsored session
- One (1) complimentary conference registration include carbon offset
- 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 sponsored 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

PAS 2024

Thought Leadership sponsorships

BREAKOUT SESSION SPONSOR

Sponsorship cost:
US \$ 8,000

*5 opportunities available
Topics of each session TBA*

PAS 2024

- Opportunity to be a moderator or as a panel speaker at a sponsored session
- One (1) complimentary conference registration include carbon offset
- One (1) Business Table top to display promotional products (to be placed near the registration area)

** Each breakout session is 60 minutes long*

Promotion and Publicity:

- Company logo on stage monitors and during sponsored 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

Brand Awareness Opportunities

BUSINESS TABLE TOP

Sponsorship cost:
US \$3,000

4 opportunities available
May 16 & 17, 2024

PAS 2024

- 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

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

PAS 2024

PATA Youth

PATA Youth Sponsor

Sponsorship cost:
US \$500

Sponsored youth will receive:

- Accommodation and/or Flight Subsidy
- Complimentary Post Tour
- Complimentary access to all social functions listed in the programme including dinners, lunches and coffee breaks
- Airport Transfer to/from official hotels
- Daily transfer from the official hotels to the venue
- 10 USD Carbon Offset

Sponsor Benefits:

- Accredited as a PATA Youth Sponsor on the PATA Annual Summit 2024
- Accredited as a PATA Youth Sponsor at PATA Youth Symposium during PAS 2024
- Invited to be a mentor during PATA Youth Symposium during PAS 2024

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

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