Activities
2020
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PATA – WHO WE ARE

When the Pacific Asia Travel Association – or PATA (www.pata.org) – was founded in Honolulu, HI, U.S.A., in 1951, its goal was to promote tourism to and from and also within the Asian-Pacific area. Today, 69 years down the road, Asia and the Pacific region are rightly considered one of the fastest-growing tourism destinations worldwide, and it is becoming increasingly important for the travel-happy German market as well.

Over the years, more than one hundred countries, territories, and regions from Asia and the Pacific Rim have carried PATA’s founding philosophy out into the world. Numerous institutions on government, state, and local levels, plus over 2,000 companies from the aviation and shipping, hospitality and travel industries have turned PATA into one of the world’s leading tourism associations today.

The organization’s headquarters, originally located in San Francisco, CA, U.S.A., moved to Bangkok, Thailand, a couple of years ago. In addition, regional offices were set up in Beijing (China), Dubai (Gulf Region), Macau (Asia), and Sydney (Pacific), and 58 regional chapters represent the association in many countries of the world, including Germany.

The German chapter, PATA Deutschland e.V., is registered as a non-profit organization in Frankfur/ Main and served by the Administrative Office in Bielefeld. The main goal of PATA Deutschland e.V. is to represent the philosophy of the Pacific Asia Travel Association in Germany and to promote tourism from here to the Asian-Pacific region through its numerous marketing and communication activities.

Today, PATA Germany chapter has more than 90 members from all walks of the travel and tourism industry, including airlines, tourist offices, hotel groups, and tour operators. For many years, trade show organizers, tourism agencies, and service providers have also been part of the organization.

In 2015, PATA Deutschland e.V. was honored with the PATA Excellence Award as the best regional chapter within the association.

Always available for PATA Germany members

Christian Handschell
Petra Koslowski

Fon: +49 (0)521 32975701
E-Mail: office@pata-germany.de
10 GOOD REASONS FOR YOUR PATA MEMBERSHIP

Being a member of PATA Deutschland e.V. will be of great value to you and your organization, because ...

1. you will be part of the largest tourism organization for the Asian-Pacific region, and you will benefit from this excellent network, for example at our networking events.

2. you will reach more than 850,000 consumers directly by joining us on our affordable, attractive, state-of-the-art trade-show stand on large and regional B2C tourism fairs.

3. you will get directly in touch with approximately 1,500 travel agents a year at our roadshows and training sessions.

4. your news will reach 22,000 travel agents every month through our electronic newsletter …

5. as well as 600 media representatives.

6. you will benefit from our active public-relations work that includes regular press releases.

7. you will be represented on our attractive, state-of-the-art website, www.pata-germany.de, with your contact data, a brief profile, and a direct link.

8. your own presence in social media will be linked to PATA Germany’s Facebook page.

9. you will never be alone: Any issues relating to PATA Deutschland e.V. and their activities can always be addressed to the PATA Administrative Office for Germany.

10. we are a non-profit organization, not a commercial enterprise. For this reason, your membership dues and participation fees will always remain low.

PATA – THE ORGANIZATION YOU WANT TO BE PART OF!

As a member of PATA Germany Chapter you are part of a global community of interests, that is aiming at connecting Asian and Pacific Destinations with its regional source markets. Additionally, you will profit from a number of great benefits that a Full Membership in PATA’s Germany Chapter (PATA Deutschland e.V.) has to offer! Your membership fee already includes:

1. support from the German PATA Branch Office in Bielefeld during regular business hours.

2. web page on www.pata-germany.de with your contact details, a profile, and a direct link to your own website.

3. option to be included in the monthly PATA Newsletter via e-mail to 22,000 travel agents and 600 media contacts.

4. Participation in networking events such as our General Annual Meeting and the PATA Get Together and regional events for members.

5. As a Full Member, you also have the option to participate in all B2C and B2B events and activities listed in this activity plan at the specified terms and conditions. These include trade road shows in Germany, a number of one-day events like Asia Pacific Workshops and Culinary Sessions in medium sized German cities.
NEWS 2020 | MANAGEMENT SUMMARY

OUR BOARD: ALWAYS AT YOUR SIDE!
The entire board was re-elected at the AGM in October 2019. The chairman Martin Klug (destineo), treasurer Christine Parnet (Malaysia Tourism Board) as well as Helmut Kutzner (Sales Executive Star Clipper Cruises) and Michael Metzner (CEO of Tischler Reisen AG) are looking forward to another three years working together for PATA Germany Chapter.

This is how you reach the board directly: firstname@pata-germany.de

PATA LITE SEMINARS
After successfully launching the two-week PATA Live Seminar Bali with 80 travel agents, two years ago, in 2019 we and our partner Star Clippers hosted 26 travel agents in Bali and launched another Live Seminar with 39 travel agents in Vietnam. In total, we have trained 65 travel agency experts on-site. We will continue the format of the Live Seminars in Asia and the Pacific region in 2020.

TRAVEL AGENCIES JOIN PATA GERMANY CHAPTER
Interested travel agencies can become a member of PATA Germany by 2020. The membership costs 49 EUR and is linked to a number of benefits.

“ASIENSPEZIALIST” POWERED BY PATA
Parallelly to opening up PATA Germany Chapter to travel agencies, we will establish a certification process for travel agents by 2020. After completing a number of online trainings, travel agents can qualify as “Asienspezialist” (Asia Expert).

NEW MEMBERS
Since 1 January 2019, we welcomed the following new members:
Air Tahiti Nui, Eastern Favourites Representation, Explorer Fernreisen, Furaveri Maldives, Herget Representation & Networking, Tourism Board of India, Minor Hotels, Pure Touristik Solutions, Scoot und Taruk.

ACTIVITIES IN DETAIL

PATA GERMANY CHAPTER ONLINE

NEW: YOUR PERSONAL E-LEARNING POWERED BY PATA GERMANY
Do you want to launch your own e-learning in cooperation with PATA Germany? No problem. We support you from conception to roll-out as well as the marketing of your e-learning. Certified travel agents who complete your e-learning-course can recertify themselves as Asia Experts.
Contact us: office@pata-germany.de.

Included services: Joint development of an e-learning-course up to 20 slides, rollout and hosting, at least a one-year term, application, and marketing of your e-learning.
Charges: We provide you with a tailor-made offer.
Suitable for: All members who want to train travel agents within the PATA e-learning about their company, brands, products, and news.

FACEBOOK PAGE
In 2019, we were able to increase the number of PATA Germany’s followers by 29 %. On Facebook, we announce our events, report on our activities and involve travel agents to our Facebook page by, among other things, photo competitions during Live Seminars. Posts from PATA Germany reached up to 6,500 users weekly during the Live Seminar in Vietnam.

All members have the option to link their own social media presence to PATA Germany’s Facebook page and post on our page.

OUR WEBSITE: WWW.PATA-GERMANY.DE
The official website of PATA Deutschland e.V. (www.pata-germany.de) aims to provide consumers as well as travel agents, journalists, and organization members with an attractive, informative, up-to-date point of contact. All members have the option to present themselves and their product with a profile, pictures, their logo, and a link to their own website and Facebook page.

On our new website, PATA Deutschland promotes and maintains events, such as trainings, roadshows, trade fairs, and Live Seminars. PATA Germany Chapter uses an application form to manage registrations economically.

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On our new website, PATA Deutschland promotes and maintains events, such as trainings, roadshows, trade fairs, and Live Seminars. PATA Germany Chapter uses an application form to manage registrations economically.
WORK ON BEHALF OF PATA GERMANY CHAPTER

NEWSLETTER TO MEMBERS, TRAVEL AGENTS, AND MEDIA

The PATA Germany newsletter is sent by email to 22,000 trade contacts and 600 media contacts in Germany, Austria, and Switzerland on a monthly basis. In 2016, we started addressing separate and different newsletters to the industry and to the media.

The newsletters contain general information on tourism in the Asian-Pacific region as well as specific news items relating to the region and provided by the organization’s Full Members. In addition, there is a special section of the newsletter reserved for PEP offers from PATA members, providing an added value of the newsletter to its recipients.

In 2018, we increased to number of maximum items per newsletter edition to 18 to a maximum of 20. Items will be published in the newsletter on the basis of relevance, the number of previous publications, and the order in which they were received. Since January 2019, an average of 30% more member-contributions reached branch office.

Please do not simply include us in your press-release distribution but wait for a request by the PATA branch office, which will regularly solicit up-to-date releases for each issue of the newsletter.

After distribution, all issues are available on www.pata-germany.de.

TRAVEL AGENT TRAININGS AND EVENTS

Networking events, trainings and other event formats which connect our members with travel experts in Germany, Austria and Switzerland are at the heart of PATA Germany’s activities.

In 2020, PATA Germany will expand its digital content with its own e-learning and the certification of travel agents as Asia Experts. At the same time, PATA Germany is refining its presence formats in cooperation with its members.

ROADSHOWS

One of the organization’s key marketing activities are travel agent trainings. The experience of recent years has shown that a mix of medium-sized and larger cities is very appealing to our partners.

The summer roadshow is a classic in the range of PATA Germany’s marketing activities. As in 2019, the organization is offering and planning two roadshows within Germany in 2020.

The event will follow a tried and tested format. It will be conducted in the form of an evening function with seated dinner. We are expecting between 50 and 80 travel agents – depending on the size of the town and its catchment area.

Target group: Travel agents (maximum of three participants per company) from the respective city and its catchment area.

SOMMER ROADSHOW NORTH
When: 15th - 18th June 2020
Where: Hamburg, Oldenburg, Osnabrück, Cologne
Participants: Maximum of 13 presenters/130 minutes of presentation, ca. 60-80 travel agents per event.
What’s included: Complete organization of the event and invitation management, your booked presentation time, participation travel mart, digital product brochure, support and presentation by PATA Germany branch office, catering, follow-up.
Costs: approximately between 2,390 EUR for 10 minutes presentation and 3,990 EUR for 20 minutes presentation. Travel mart only and brochure distribution only are also still possible.
Suitable for: All members who want to reach out to travel agents in major cities in the north, east and west of Germany.

SOMMER ROADSHOW SOUTH
When: 21st - 24th September 2020
Where: Hanau, Nuremberg, Augsburg, Konstanz
Participants: Maximum of 13 presenters/130 minutes of presentation, ca. 60-80 travel agents per event.
What’s included: Complete organization of the event and invitation management, your booked presentation time, participation travel mart, digital product brochure, support and presentation by PATA Germany branch office, catering, follow-up.
Costs: approximately between 2,390 EUR for 10 minutes presentation and 3,990 EUR for 20 minutes presentation. Travel mart only and brochure distribution only are also still possible.
Suitable for: All members who want to reach out to travel agents in major cities in the north, east and west of Germany.

The monthly e-newsletter of PATA Germany
ASIA PACIFIC WORKSHOPS

Out Asia Pacific Workshops are short and to the point and draw on a round table concept. They give presenters an opportunity to get in touch with travel agents, and they are almost intimate, given an upper limit of eight speakers and 44 travel agents.

2020 cost per presenter will range between 600 and 800 EUR per event, depending on the total number of presenters.

PATA CULINARY SESSION

The cuisines of Asia and the Pacific region are unrivalled. And cooking and eating together connects people all over the world. PATA Culinary Session is playing with these ideas – members meet travel agents, talk, train, cook and eat together – Vietnamese or Thai, Indonesian or Chinese, Japanese or Korean or Aussie style. Depending on the venue we will offer the PATA Culinary Session and a cooking event or a themed dinner.

ASIA PACIFIC MEETS WESTPHALIA

We team up again with Stephan Töpler, who is a successful travel agent in Westphalia, a four million inhabitant region in the west of Germany, and his „Paderborner Reisebüro-Stammtisch“ ("Paderborn travel agent regular"), for another round of Asia Pacific Meets Westphalia in 2020. 2018 and 2019 we had 50 participants, Maximum of 44 travel agents.

PATA LIVE SEMINARS

After successfully launching the Live Seminars in 2018, PATA organised two Live Seminars together with committed partners in 2019.

In August 2019 PATA Germany Chapter and our premium partners Star Clippers, Marriott Hotels & Resorts, Destination Asia Indonesia, and Thai Airways hosted the PATA Live Seminar for 26 travel agents on the island of Bali and the waters surrounding it. The agents stayed on board of the four master vessel Star Clipper.

In September 2019 39 travel agents discovered Vietnam during a Live Seminar. The participants were divided into two groups, started at the south and north, travelled Vietnam, and eventually met up in Vietnam’s centre. Arrived in central Vietnam, the travel agents took part in workshops. Our premium partners were Vietnam Airlines, Marriott Hotels & Resorts, ICS Travel Group, Accor Hotels, Anantara Hotels & Resorts, Avani Hotels und Pilgrimage Village.

In total more than ten stakeholders and sponsors joined to make this event happen. The participating travel agents’ feedback was consistently positive.

We are planning to host the next Live Seminar from 27th March until 5th April in India. More Live Seminars should take place in summer and autumn.

We invite all members, especially airlines, tourism boards, tour operators, hotel (groups), and destinations management companies, to join us if they are interested in the concept.
TRAVEL FAIRS 2020/2021

PATA JOINT STAND

PATA’s joint stand provides participating partners with an attractive platform to present themselves and their products to interested consumers inexpensively.

In 2020, PATA will be attending the following consumer and trade fairs with a joint stand and provides PATA members with access up to 850,000 consumers all across Germany:

<table>
<thead>
<tr>
<th>Fair Name</th>
<th>City</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reisemarkt Rhein-Neckar-Pfalz</td>
<td>Mannheim</td>
<td>04.01.-06.01. 2020</td>
</tr>
<tr>
<td>CMT</td>
<td>Stuttgart</td>
<td>11.01.-19.01. 2020</td>
</tr>
<tr>
<td>Reisen</td>
<td>Hamburg</td>
<td>05.02.-08.02. 2020</td>
</tr>
<tr>
<td>f.re.e</td>
<td>Munich</td>
<td>19.02.-23.02. 2020</td>
</tr>
<tr>
<td>URF</td>
<td>Friedrichshafen</td>
<td>18.03.-22.03. 2020</td>
</tr>
</tbody>
</table>

During the 2020/2021 season, a PATA joint stand is planned for the following fairs:

<table>
<thead>
<tr>
<th>Fair Name</th>
<th>City</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touristik &amp; Caravaning</td>
<td>Leipzig</td>
<td>18.11.-22.11. 2020</td>
</tr>
<tr>
<td>Tourisma &amp; Caravaning</td>
<td>Bielefeld</td>
<td>27.11.-29.11. 2020</td>
</tr>
<tr>
<td>Reisemarkt Rhein-Neckar-Pfalz</td>
<td>Mannheim</td>
<td>tba.</td>
</tr>
<tr>
<td>CMT</td>
<td>Stuttgart</td>
<td>23.01.-01.01. 2021</td>
</tr>
<tr>
<td>Reisemesse</td>
<td>Dresden</td>
<td>tba.</td>
</tr>
<tr>
<td>Reisen</td>
<td>Hamburg</td>
<td>10.02.-14.02. 2021</td>
</tr>
<tr>
<td>f.re.e</td>
<td>Munich</td>
<td>24.02.-28.02. 2021</td>
</tr>
<tr>
<td>ITB</td>
<td>Berlin</td>
<td>10.03.-14.03. 2021</td>
</tr>
<tr>
<td>URF</td>
<td>Friedrichshafen</td>
<td>24.03.-28.03. 2021</td>
</tr>
</tbody>
</table>

Each exhibitor at PATA’s joint stand will continue to have a dedicated counter included a sign with their logo plus a dedicated brochure display rack. In addition, each exhibitor will have access to the lounge area, to which they may also invite guests or clients. In that area, drinks and snacks will be provided.

The rates for Full Members will approximately amount to 1,800 EUR for one counter and up to 6,400 EUR for a corner with four counters, depending on the individual trade fair. Rates in the official and binding invitation may vary.

PATA STAND FOR REGIONAL FAIRS

Since 2018, PATA used its own stand on the travel fairs in Mannheim, Dresden, Friedrichshafen, Bremen, and Leipzig. The stand can be constructed flexibly between 9 and 21 square meters. With this stand, PATA Deutschland e.V. offers its members cost effective options to participate in smaller regional fairs as well. The rates for Full Members will probably amount to approximately between 1,500 EUR for one and 4,000 EUR for four Counters.

OUR STAND EXCLUSIVELY FOR YOU?

You want to book PATA’s own stand exclusively and design it to your liking? The standard options offered by the trade fair companies is not your cup of tea? No problem. PATA Germany Chapter offers an inexpensive yet high quality stand design that can be adapted to your specific needs – any size between 9 and 21 square meters. Contact us!

DID WE FORGET „YOUR“ FAIR?

You are interested in exhibiting at a travel fair we did not mention in our activities plan (not yet):

Please contact us, we make it happen!

FURTHER ACTIVITIES

The PATA Get-Together at the CMT travel fair in Stuttgart has proven a successful event in previous years. The 2017, 2018, and 2019 editions of the Get Together at the Echterdinger Brauhaus were fully booked. Reason enough to repeat it on 12th January 2020.

Our General Annual Meeting 2020 is scheduled to take place on 23rd October 2020, probably in Frankfurt/Main.
## PATA Germany Chapter Activities | Save the Dates 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>January</td>
<td></td>
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<tr>
<td>04.01. - 06.01.</td>
<td>B2C travel show Mannheim</td>
<td>Mannheim</td>
</tr>
<tr>
<td>11.01. - 19.01.</td>
<td>B2C travel show CMT</td>
<td>Stuttgart</td>
</tr>
<tr>
<td>12.01.</td>
<td>PATA Get-together</td>
<td>CMT Stuttgart</td>
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<tr>
<td>February</td>
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<tr>
<td>05.02. - 09.02.</td>
<td>B2C travel show Reisen Hamburg</td>
<td>Hamburg</td>
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<tr>
<td>19.02. - 23.02.</td>
<td>B2C travel show f.re.e</td>
<td>Munich</td>
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<tr>
<td>March</td>
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<tr>
<td>18.03. - 22.03.</td>
<td>B2C travel show URF</td>
<td>Friedrichshafen</td>
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<tr>
<td>28.03. - 05.04.</td>
<td>PATA Live Seminar</td>
<td>India (tba.)</td>
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<tr>
<td>April</td>
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<tr>
<td>27.04.</td>
<td>Culinary Session</td>
<td>Bielefeld</td>
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<tr>
<td>May</td>
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<tr>
<td></td>
<td>Eight-day PATA Live Seminar</td>
<td>Kazakhstan/Uzbekistan (tba.)</td>
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<tr>
<td>June</td>
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<tr>
<td>15.06. - 18.06.</td>
<td>Summer Roadshow North</td>
<td>Hamburg, Oldenburg, Osnabrück, Cologne</td>
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<tr>
<td>July/August</td>
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<tr>
<td></td>
<td>Eight-day PATA Live Seminar</td>
<td>Thailand (tba.)</td>
</tr>
<tr>
<td>September</td>
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<tr>
<td>21.09. - 24.09.</td>
<td>Summer Roadshow South</td>
<td>Hanau, Nuremberg, Augsburg, Konstanz</td>
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<tr>
<td>October</td>
<td></td>
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<tr>
<td>23.10.</td>
<td>Annual General Meeting</td>
<td>Frankfurt am Main</td>
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<tr>
<td>26.10.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Heidelberg</td>
</tr>
<tr>
<td>27.10.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Saarbrücken</td>
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<tr>
<td>November</td>
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<tr>
<td>09.11.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Regensburg</td>
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<tr>
<td>10.11.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Passau</td>
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<tr>
<td>18.11. - 22.11.</td>
<td>B2C travel show TC</td>
<td>Leipzig</td>
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<tr>
<td>23.11.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Koblenz</td>
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<tr>
<td>24.11.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Aachen</td>
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<tr>
<td>27.11. - 29.11.</td>
<td>B2C travel show Tourism &amp; Caravanning</td>
<td>Bielefeld</td>
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<tr>
<td>December</td>
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<tr>
<td>07.12.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Leipzig</td>
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<tr>
<td>08.12.</td>
<td>Asia Pacific Workshop/Culinary Session</td>
<td>Dresden</td>
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