



## Join a **community** of travel industry leaders

PATA is a membership association formed to drive the responsible development of the Asia Pacific travel and tourism industry. By creating strong partnerships between our private and public sector members, the Association enhances the sustainable growth, value and quality of travel-and-tourism to, from and within the region.

Join a community of travel and tourism professional that spans over 40-countries/destinations. Forge mutually beneficial relationships that drive your business and form partnerships essential for further success in the dynamic world of travel-and-tourism.

## Stay ahead with **progressive** solutions

As the travel-and-tourism industry evolves and new issues arise, PATA remains as relevant today as it ever was.

PATA adopts the use of the latest technology in its methods of communication as well as in helping members conduct business. PATA is proactive, maintaining a sharp focus on the travel horizon, fearlessly confronting challenges, and seeking out new opportunities to share with its dynamic community of members.

## Stand with the **authority** on Asia Pacific travel

For six decades of operation, PATA has been the authority on travel-and-tourism in Asia Pacific. The Association provides leadership and advocacy to the collective efforts of 80 national, state and city tourism bodies, over 40 airlines and cruise lines, and hundreds of travel-related enterprise.

Thousands of travel professionals belong to PATA Chapters worldwide, adding value to their business through their affiliation with the industry's most trusted authority. PATA members recognise that their membership offers a unique benchmark for quality – respected both within and outside the industry.

## Benefit from unrivalled **intelligence** and insight

PATA is built on a basis that values knowledge, offering incomparable experiences, up-to-the-minute information and future trends.

The Strategic Intelligence Centre acts as an industry think-tank, collecting valuable statistics, making forecasts and providing insightful analysis made available to its members through in-depth and easy-to-use knowledge products.

A PATA membership will provide all of the above at US\$1,000 per annum.

Corporate hotel chains, please contact PATA at [membership@PATA.org](mailto:membership@PATA.org) for special deals.

## Join now!

Please click on, or download the link for [membership application form](#)

## Tick your interests

### **Marketing cost advantages for a member**

- Promote your company brand and profile on [www.PATA.org](http://www.PATA.org) and begin to network with other PATA members.
- Showcase your news and events in the PATA eNewsletter distributed globally to industry professionals
- Participate and win in the PATA Gold Awards, which recognise exceptional achievement in a variety of fields such as marketing, advertising and public relations
- Discounts to attend PATA events:
  - ✓ Asia's premier B2B business contracting and networking event - PATA Travel Mart. (Member saving - US\$1,100 per booth + delegate discounts)
  - ✓ PATA Adventure Travel & Responsible Tourism Conference. (Member saving - US\$400+ per booth+ delegate discounts)
  - ✓ PATA Conference. (Member saving - US\$300 per person+ delegate discounts)
  - ✓ PATA Indigenous Tourism Conference
- Free copy of Compass magazine
- Discounts to attend PATA endorsed events:
  - ✓ WTM
  - ✓ ITB
  - ✓ Asia Connect
  - ✓ Mekong Tourism Forum
  - ✓ Routes
  - ✓ International Hotel Investment Forum Asia Pacific
- PATA also negotiates discounts at other Industry events on behalf of its members

**\*The membership value of the above discounts, if acted upon, is in excess of US\$5,000.**

### **Receive research and intelligence analysis as a member**

- Free real time data via TIGA (Travel Intelligence Graphic Architecture) for:
  - ✓ International visitor arrivals
  - ✓ Forecast of international visitor arrivals to Asia Pacific
  - ✓ Hotel development pipeline
  - ✓ Airline seat capacities
  - ✓ Tourism economics/GDP
  - ✓ Exclusive access to research directly or indirectly affecting the travel-and-tourism industry.
- Eligible to purchase PATA reports at substantial discounts Annual Tourism Monitor's, Asia Pacific Tourism Forecasts, Total Tourism Study and Tourism Snapshots
- Eligible to purchase proprietary reports at substantial discounts such as China Outbound, India Outbound and Germany Outbound etc.
- Free copy of VISA-PATA Travel Intentions Survey

**\*Membership gives you access to research worth more than US\$ 100,000 of commercial value, not otherwise available to the public.**

### **Leadership and advocacy opportunities for a member**

- Eligible to share your area of expertise by joining a PATA Taskforce
- Voice your opinion, influence and impact tourism within your region
- Create a niche for yourself by joining Young PATA and interacting with other young enthusiasts
- Achieve sustainable objectives through our Green project

### **Unique networking opportunities for a member**

- Connect to a community of more than 8,000 PATA members worldwide
- Associate with more than 40-Chapter's globally
- Volunteer your services on PATA Committee that address industry issues such as Crises Management, Healthcare, Sustainability etc
- Eligible to serve on PATA Board of industry peers to set and influence Tourism trends.
- Network across sectors of the Tourism industry at PATA events
- High-profile speaking opportunities at events organised and endorsed by PATA
- Right to use the PATA logo and collaterals