



PATA Japan Newsletter Volume 10
November, 2004

Hot News coming straight to you from the PATA Japan Chapter Secretariat

PATA Travel Mart 2004 – Japan Booth proves to be a Great Success

The 2004 PATA Travel Mart was held from September 22nd - 24th at the Queen Sirikit National Convention Centre in Bangkok, Thailand. The 27th PATA Travel Mart was the largest ever, with 345 buyers from 45 countries and 702 sellers from 37 countries, representing a total of 342 companies and organisations, participating in the event. Additionally, a total of 171 media representatives from around the world were in attendance. Compared to last year's event held in Singapore, the number of participants increased by 70%, reflecting the industry-wide determination for the worldwide travel industry to overcome recent disasters and make a full recovery. Following this trend, the PATA Japan Chapter, with the Visit Japan Campaign, hosted two booths under the theme of "Japan Tourism" for the first time. Ms. Emiko Iwasa of the Japan Hotel Association, Mr. Kazuaki Saiga of Japan Airlines, and Mr. Kohei Miyagishima of All Nippon Airways, represented Japan at the booth, and made great efforts to showcase the attractions and sales points of Japan to the attending buyers. The Japan Tourism Booth was also a venue for Chapter Members that were unable to attend the Travel Mart to display their own pamphlets and sales materials, which were kindly distributed by the aforementioned representatives. The PATA Japan Chapter would like to express our thanks to the Japan Hotel Association and the Visit Japan Campaign for their organizational efforts and the provision of materials, as well as All Nippon Airways for providing discounted airfares. The PATA Japan Chapter was able to host the Japan Tourism Booth this year as a result of discussions with PATA HQ that led to the decision that, since it would be a great waste not to have Japan representation at such an important event, PATA HQ would provide the booth free of charge. We hope to be able to use this kind of event as an opportunity to promote Japan as a destination and as a venue for our Chapter members' sales activities in the future.

New-look www.pata.org website launched

PATA HQ has launched a new-look website, www.pata.org. The website features information in a number of Asian languages, including Japanese. The new PATA.org is a much larger site than the old one, packed with information and resources about the Association and its many activities. The Web site's contemporary design and navigability ensure a more enriching browsing experience for PATA members, the industry and media. PATA members can now nominate their own usernames and passwords to enter the members-only zone of PATA.org.

New features coming soon include:

- Secure online membership application and dues payment by January 1, 2005
- Secure online events registration and fees payment by January 2005
- An advanced searchable publications catalogue with secure online shopping cart and credit card payment by December 15, 2004



- An advanced searchable membership directory by December 15, 2004
- Interactive maps and destination information in "About Asia Pacific" by December 2004
- Topical discussion forums

PATA Board of Directors Meeting

The PATA Board of Directors Meeting was held in Bangkok from September 25th-26th. Mr. Nobutaka Ishikure, Executive Officer, Industry Affairs at Japan Airlines and Chairman of the PATA Japan Chapter, and Mr. Kiyotaka Kaburaki, of Travel Journal, attended the meeting as representatives from Japan. Topics discussed included the 2004 PAC held in Jeju, Korea in April this year, next year's PAC 2005 in Macau, and reports from the Executive Committee, Treasurer, and PATA Foundation amongst others.

PATA Gold Awards Open until December 1st

The PATA Gold Awards 2005 are open for submissions until December 1st, 2004 only. The PATA Gold Awards competition is the Asia Pacific travel industry's premier awards programme recognizing excellence, innovation and dedication across the whole spectrum of travel and tourism endeavors in the region. Within the Gold Awards, PATA will also present Grand Awards in the following categories:

- Environment
- Marketing
- Education & Training
- Heritage & Culture

Gold Awards will be awarded in the above categories, as well as in the following categories:

- Travel Journalism
- Public Relations
- Advertising

PATA Gold Awards recipients will be honored during a special luncheon on April 18th, 2005 during the PATA Annual Conference in Macau. The Grand Award recipients will be recognized during the opening ceremony of the Conference. Winners will receive a plaque and will also be featured in the TTG Asia Conference Daily newspaper. The winning entries will be on display at the Conference for all delegates to enjoy. All winning entries will be profiled in a special souvenir winners' booklet and on the PATA website. The Gold Awards programme is only open to PATA-member organisations, with the following exceptions: PATA Chapters may enter the Environment, Heritage & Culture and Education & Training categories. The Travel Journalism category is open to all published writers and photographers.

There is still a little time left to apply, so please take up the challenge! In last



year's Gold Awards, Japan Airlines won an award for their TV commercial featuring popular group Southern All Stars in the "Travel Advertisement Awards Tourism Promotion Video" category.

New Chapter Member Announcement

The PATA Japan Chapter is delighted to welcome Hirata Tourism Company as a new Chapter Member:

Hirata Tourism Company
2 Banchi, Misaki-cho
Ishigaki-shi, Okinawa-ken

Chief Executive Officer – Mr. Naoshi Hirata
Administrative Director – Mr. Takafumi Okudaira

2005 New Year Event and Reception

The PATA Japan Chapter is planning to hold a New Year Event and Reception at the beginning of January. Details will follow, so please be sure to keep your schedule open for what is sure to be an enjoyable event!

PATA Annual Conference 2005 in Macau

The 54th PAC will be held from April 17th – 21st in Macau under the theme of "Connecting Tourism's Stakeholders". Pamphlets for the event have arrived at the PATA Japan Chapter Secretariat, so if you would like to obtain one, please contact us here at the office, or see www.pata.org for further details of the event.

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