



## **PATA Japan Chapter Newsletter Vol. 1**

**September 2003**

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

### **“TravelWithPATA.com” Website Launched**

The Pacific Asia Travel Association (PATA) has launched TravelWithPATA.com ([www.travelwithpata.com](http://www.travelwithpata.com)), a one-stop consumer website offering travelers credible region-wide information on travel in Asia Pacific. The site features travel news, explanations and samples of travel advisories, airline and hotel offers, weather information, maps and currency exchange guides. Global media campaigns will drive thousands of visitors to the site over the next few months, said PATA President and CEO, Mr. Peter de Jong. “Consumers will come back to TravelWithPATA because we will be the only site providing a balanced region-wide perspective. We aim for TravelWithPATA to become the first place travellers will go to when they need authoritative and insightful information about travel in Asia Pacific,” he said. PATA Japan Chapter’s own new website, which will feature information about chapter members, giving them a chance to promote their own activities and special deals, will be launched early next month and will feature a link to TravelWithPATA.com.

<http://www.TravelWithPATA.com>

### **PATA America’s Asian Tourism Mission**

PATA Americas Division invites IATA-qualified PATA and PATA Chapter members to register their interest in the Asian Tourism Mission, to be conducted September 25<sup>th</sup>-October 4<sup>th</sup>. This Project Phoenix initiative gives invited participants a choice of three nights in Chinese Taipei, Bangkok, Kuala Lumpur or Hong Kong, plus three working days at PATA Travel Mart 2003, to be held October 1<sup>st</sup>-3<sup>rd</sup> in Singapore. China Airlines is sponsoring business class departures from US gateways New York (JFK), San Francisco, Los Angeles and Honolulu. Also sponsoring the mission are Shangri-La Hotels and Resorts and Singapore Airlines. Mission participants and PATA member sellers will discuss the latest programs in the recovery of travel and tourism to and within Asia Pacific. For more information, contact PATA Director-North America, Mr. James Ferguson. Tel: (1-510) 625-2055; Fax: (1-510)625-2044; E-mail: [jim@pata.org](mailto:jim@pata.org)

### **CNN, Time and Fortune**

Bangkok: CNN International broadcast its new “Welcome Back!” 60-second TV advert to restore travel consumer confidence in Asia Pacific. The colourful and upbeat advert, which



will reach 128 million households in Europe and Asia Pacific, is part of a US\$ 1 million global TV and print campaign entitled "Welcome Back!" created by PATA Premier Partners CNN, TIME and FORTUNE. The objective is to boost consumer confidence in travel to and within Asia Pacific. The initiative dovetails with the objectives of PATA's Project Phoenix. Over the next two months, the CNN advert will be broadcast throughout the day on CNN international's Asia Pacific and European feeds. The final frame of the advert includes the logo for PATA's new consumer site TravelWithPATA.com. Download the CNN advert at <http://patanet.org/downloads/>. Viewers will need Windows Media Player and audio capability.

As part of its Project Phoenix Campaign, CNN International broadcast its new "Welcome back!" 60-second TV advertisement on August 18<sup>th</sup> to restore travel consumer confidence in Asia Pacific. The colourful and upbeat advert, which will reach 128 million households in Europe and Asia Pacific, is part of a US\$1million global TV and print campaign entitled "Welcome back!" created by PATA Premier Partners CNN, *TIME* and *FORTUNE*. The objective is to boost consumer confidence in travel to and within Asia Pacific. The initiative dovetails with the objectives of PATA's Project Phoenix. Over the next two months, the CNN advert will be broadcast throughout the day on CNN International's Asia Pacific and European feeds. The final frame of the advert includes the logo for PATA's new consumer site TravelWithPATA.com.

### **JAL 2003 Seoul Beijing Bicycle Tour – "Peace Through Tourism"**

Following the success of the 2002 China Bicycle Tour, the 2003 Seoul Beijing Bicycle Tour has been organized under the theme of "Peace through Tourism" and "Peace on the Korean Peninsula". The trip will take place from October 12<sup>th</sup>-19<sup>th</sup>, 2003, and participants will travel from Seoul, Korea, to Beijing, China, cycling approximately 50-100 km a day, and travelling by ferry between Incheon and Dalian. Experienced cyclists and beginners are welcome to join the tour, priced at ¥207,600 (departures from Tokyo, Osaka and Nagoya) and ¥197,600 for departures from Fukuoka. Details of the tour can be found as follows:

JAL Travel

2003 Seoul Beijing Bicycle Tour Committee

03-5436-6732

<http://www.bikenavi.net/tours/>

### **53<sup>rd</sup> PATA Annual Conference to be held April, 2004 in Jeju**

The 53<sup>rd</sup> PATA Annual Conference will take place in Jeju Island, Korea, from April 18<sup>th</sup>-22<sup>nd</sup>, 2004. The theme of the conference is "Tourism is Everybody's Business", and issues



related to the Pacific Asia travel industry.

### **PATA Japan Chapter New Members**

#### **TONICHI TRAVEL SERVICE CO., LTD.**

4th Fl., Tsukiji KY Bldg., 4-7-5, Tsukiji, Chuo-ku, Tokyo, 104-0045

(Executive) Mr. Kei Takahashi, Chief Executive Officer

(Primary Contact) Mr. Hirofumi Sato, General Manager

TEL 81-3-5148-1733 FAX 81-3-5148-1736

URL <http://www.tonichi.co.jp>

#### **Macau Government Tourist Office**

3rd Fl., Sanden Bldg., 5-5, Kojimachi 3-chome, Chiyoda-ku, Tokyo 102-0083

(Executive) Mr. Fumihiro Sakakibara, Director

(Primary Contact) Ms. Takako Nambu, Marketing

TEL 81-3-5275-2537 FAX 81-3-5275-2535

URL <http://www.tabicom.com/macau>