



PATA Japan Newsletter Volume 23

March 2008

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

The PATA Japan Chapter Tourism Seminar & Reception

"The PATA Japan Chapter Tourism Seminar" event was held on Wednesday, March 5 2008 at the conference room of chapter member All Nippon Airways Co., Ltd. in Tokyo. The event began with a presentation by Mr. Yoshiaki Honpo, Deputy Vice Minister for Tourism Policy, Ministry of Land, Infrastructure and Transport, followed by a presentation by Mr. Hiroshi Akimoto, Preparatory member for "Visit World Campaign 20 million Travelers Promotion Office", and ended with a casual reception. Mr. Honpo's presentation about the Policy of Japanese tourism proved to be very interesting and informative, and was well received by the approximately 54 chapter members who participated in the event. Mr. Akimoto's presentation, entitled "Road Map to encourage the Overseas Travel" also proved to be of great interest, describing the future plan to make the Japanese overseas travelers 20 million by 2010.

After these presentations, the PATA Japan Chapter took a few moments to discuss the upcoming 2008 PATA Travel Mart to be held in Hyderabad, India in September 2008, which was followed by a reception. At the reception, a toast was made by Mr. Masahiro Kudo, Vice President, Marketing & Sales of ANA and Vice Chairman of the PATA Japan Chapter, after which the chapter members took the opportunity to catch up with one another and network in a relaxed environment. A number of chapter members mentioned that they would like to have the opportunity to attend this kind of event on a more regular basis, so we will certainly keep this in mind.

If any chapter members would like to receive copies of Mr. Yoshiaki Honpo's presentation materials, please contact the PATA Japan Chapter Secretariat (email: info@patajapan.com). The presentation material by Hiroshi Akimoto is also available.



Chapter members gathered at the reception on March 5, 2008



"Japan Tourism" Booth at PATA Travel Mart 2008 (PTM2008)

The 31st PATA Travel Mart (PTM) will take place from September 16th to 19th 2008 at the Hyderabad International Convention Center in India. This year's event will see 2 booths set aside as the "Japan Tourism Booth" and furthermore 6 booths has been blocked as "Japan Zone" . There are expected to be about 1400 buyers and sellers attending this year's Mart, and advance appointment arrangement (40 sessions of 20 minutes) will allow buyers and sellers to be matched before the event in order to obtain the maximum benefit from this excellent networking opportunity. This year, the Mart will be attended by many buyers with a great interest in Japan, and as such the PTM2008 will be a great business opportunity for PATA Japan Chapter members. In collaboration with Japan Airlines, the PATA Japan Chapter will be organizing the "Japan Tourism Booth" to provide a marketing and PR forum for our PATA Japan Chapter members. We are also looking for Chapter Members who wish to operate the their own booth in the Japan Zone.

PATA Gold Awards Open until April 30, 2008

The PATA Gold Awards 2008 are open for submissions until April 30, 2008. 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
- Travel Journalism
- Public Relations
- Advertising

PATA Gold Awards recipients will be honored during the PATA Travel Mart in Hyderabad, India. The Grand Award recipients will be recognized during the opening ceremony of the event. 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 open to PATA Chapter member as well.

There is still a little time left to apply, so please take up the challenge! In 2006 Gold Awards, Japan National Tourist Organization won an award for their Promotional Video featuring "Yokoso Japan Campaign" in the "Travel Advertisement Awards Tourism Promotion Video" category.

PATA 50 years of membership

56 years have been passed since PATA was established in Hawaii in 1952.... and the following Japanese members were officially recognized for their 50 years of membership achievement with PATA. They are invited to the Welcome Dinner on the night of Saturday, April 5, 2008 during the PATA Board of Directors Meeting in Colombo, Sri Lanka. Among global PATA members, there are only 38 companies/organizations which could achieve 50 years with PATA and 7 members from JAPAN! PATA Japan Chapter Secretariat



respectfully appreciates their continuous contribution.

1. Japan Airlines
2. Japan Hotel Association
3. Imperial Hotel
4. Kinki Nippon Tourist
5. Rihga Royal Hotel
6. Fujiya Hotel
7. Top Tour