



PATA Japan Newsletter Volume 3

November, 2003

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

New PATA Chapters Newsletter "PATA Chapter Newslite" due out in November

PATA Communications will launch a new monthly e-newsletter, called PATA Chapter Newslite, focusing on news and activities of PATA'S global chapter network. To subscribe to PATA Chapter Newslite monthly newsletter from PATA Headquarters in Bangkok, simply e-mail to chapters@pata.th.com with "subscribe" in the subject line. This newsletter provides a great opportunity to get PATA Japan Chapter members' activities known in the wider world. If you have any news of activities, promotions or campaigns conducted by your organization or company, please send us the information for inclusion in the PATA Japan homepage as well as the PATA Communications monthly e-newsletter. Please send submissions to koseki@marketinggarden.com or to chilton@marketinggarden.com.

PATA Board Gathers to Protect Travel Industry

The PATA Board of Directors Meeting was held in Singapore from October 3rd-5th, with Board and Committee members meeting to discuss the next steps in implementing PATA's strategic agenda. The meeting saw a very strong turnout, with some 143 Board and committee members from 25 countries being joined by 27 observers. PATA aims to build on the opinions of PATA Board members who represent diverse concerns such as national tourism offices, airlines, airports, hotels, tour operators, payment companies and global distribution systems, in order to expand its ability to defend travel and tourism in Asia Pacific, especially in times of crisis. PATA President and CEO, Peter de Jong, identified five key areas for the Board members to address: aviation issues, impediments to travel, raising the tourism portfolio in the political arena, the competitiveness of Asia Pacific travel and tourism, reputation management for the region, and the next steps in PATA's cultural and environmental protection agenda. He also stated that "The lesson from the last six months has been that travel and tourism is simply too important to the people in our region for us to allow the industry to be hurt by setbacks such as SARS again."

PATA Chairman underlines PATA's Advocacy Role

At the PATA Board of Directors Meeting held in Singapore from October 3rd-5th, PATA Chairman and Philippine Tourism Secretary, Mr. Richard J. Gordon, reiterated PATA's commitment to tourism advocacy and the Association's "New Strategic Agenda". He pushed for further recovery initiatives following reports that prospects for growth are improving, whilst also cautioning PATA members not to be complacent, as the region



remains vulnerable to other crises. According to Mr. Gordon, the biggest threat to Asia Pacific's recovery is "unfair travel advisories that threaten the very livelihood that tourism creates in every destination". Mr. Gordon proposed that PATA adopt poverty alleviation as a "common cause", stating that a robust travel and tourism industry alleviates poverty and therefore helps to fight terrorism. He also proposed that PATA lobby developed nations to convert part of their existing aid packages for developing nations into "Tourism Advertising Aid Packages".

PATA Releases "2002 Annual Statistical Report"

PATA has released the PATA 2002 Annual Statistical Report, the most authoritative barometer for travel and tourism performance in the Asia Pacific region. The report shows that arrivals to the Asia Pacific region held steady during most of 2002, despite continuing economic, political and social upheavals. Arrivals to Asia grew more than 6%, with China recording almost 98 million arrivals. The report shows that from 1998 to 2002, there was a significant shift in market share. Northeast and Southeast Asia have gained international arrivals market share at the expense of the Americas. The report also includes other valuable data such as average length of hotel stay, visitor expenditure, currency exchange rates, average hotel room occupancy rates, national tourism organization budgets, and international air frequency and capacity. The PATA 2002 Annual Statistical Report is priced at \$250 for PATA members and \$350 for PATA Chapter members and non-members. To order, please contact PATA Coordinator – Publications, Ms. Patcharin Hongprapat (publications@pata.th.com).

Be a Lucky PATA Annual Conference Earlybird

The Korea Host Committee is sponsoring five digital cameras for a lucky draw at the 53rd PATA Annual Conference (PAC 2004). To be eligible, register early for the Conference. All PAC 2004 registrations received by PATA Headquarters by December 15, 2003 will go into the draw. Delegates must be present at the draw, which will be conducted at the International Convention Centre Jeju (ICC Jeju) during the Conference. E-mail events@pata.th.com for more details.

9th PATA Mekong Tourism Forum

The 9th PATA Mekong Tourism Forum will be held in Chiang Mai, Thailand from March 26th-28th, 2004. Organized in collaboration with the Asian Development Bank (ADB) and United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), the event will be hosted by the Tourism Authority of Thailand (TAT). The theme for the forum is "Protect,



Position and Promote”, and issues pertaining to responsible and sustainable tourism development, market intelligence and private sector investment will be covered in detail. If you would like to register to attend the forum, please contact the PATA Japan Chapter Secretariat for more details.

PATA Member-to-Member Marketplace is now Online

PATA has launched the PATA Member-to-Member Marketplace. PATA members are encouraged to take advantage of this site to access exclusive deals from PATA members and, in the spirit of PATA membership, to offer exclusive deals to fellow members. PATA members are able to find the link to the Marketplace in the members-only section of www.pata.org.

PATA Gold Awards Add Carrier, Spa and E-Newsletter Categories

PATA has announced additional categories for the PATA Gold Awards 2004. They are Carrier (Air, Land, Water) for Domestic, Regional and International operators, Spas and E-Newsletters. The PATA Gold Awards competition is the Asia Pacific travel industry’s premier awards program 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, and Heritage & Culture. Gold Awards will be given in these categories and in others such as travel journalism, public relations and advertising. The PATA Gold Awards competition is sponsored by the Macau Government Tourist Office, and award recipients will be honored during a special luncheon on April 19th, 2004 during the 53rd PATA Annual Conference.