



PATA Japan Newsletter Volume 6

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

Mr. Satoru Kanazawa to address the PATA Korea Chapter

Approximately 500 participants, not only from Korea but from all over the world, are planning to take part in the PATA Korea Chapter Annual General Meeting, to be held April 17th -19th before the opening of the PATA Annual Conference (PAC) in Jeju Island, Korea. Mr. Satoru Kanazawa, Director General of the Tourism Department, Policy Bureau Ministry of Land, Infrastructure and Transport, will participate as representative of Japan in the Tourism Forum session, co-sponsored by the Korea, Japan and China PATA Chapters, from 16:00-17:00 on April 18th. The Forum will discuss the three PATA Chapters' proposed joint sightseeing promotions, how these three nations can improve their tourism promotions by working together, and an introduction of the Japanese Government's Visit Japan Campaign. Participation is free for registered PAC participants, so please take this opportunity to participate in the event. The PATA Korea Chapter AGM will be held at the Ramada Plaza Cheju hotel, close to the airport, and can be easily accessed from the PAC official hotels by the frequent shuttle bus services available during the conference. After the closing of the PATA Korea Chapter AGM, buses will be in service to ferry participants to the Jeju World Cup Stadium for the "Welcome to Korea" reception, held from 19:30. More than 20,000 colorfully clad Jeju residents will join PAC delegates at the official welcome reception, and the numerous events and shows put on for the reception will be broadcast nationwide by Korean Television. Mr. Kanazawa will also be attending the reception and the opening ceremony of the PAC the following day.

PATA Japan Chapter To Be Represented at the PAC Silent Auction by AIBO

As decided at the PATA Japan Chapter Board of Directors meeting, and in fitting with the image of "New PATA Japan", the Chapter's donation to the Silent Auction is a Sony Robot Dog, otherwise known as AIBO. AIBO-chan will be on display for the 5 days of the conference, along with the name of the PATA Japan Chapter. Seeing as AIBO-chan is a living, breathing creature (almost...!) no doubt he will attract lots of attention and will have great PR value for the Chapter. The Silent Auction began in 1991, and has since then been a must-see attraction at the PAC. Funds raised by the auction go to the PATA Foundation which assists grassroots tourism-related projects throughout Asia Pacific. Donations must have a minimum value of US\$300, and in the past have included tour packages, resort accommodation, airline tickets and gift items, amongst other things. We are sure that this is the first time such a unique donation has been made, and have no doubt that AIBO-chan will become the main attraction of the auction, focusing attention not only on the robot's tricks, dancing and even singing, but also firmly on the PATA Japan Chapter.



PATA Japan Chapter Press Conference at the PATA Annual Conference

The PATA Japan Chapter will host a press conference about Japanese tourism promotion from 09:15 to 10:00 on Wednesday, April 20th at the PATA Annual Conference. The speakers will discuss the Japanese Government's Visit Japan Campaign to increase the number of inbound visitors, and Prime Minister Koizumi's new promotional video will also be shown. Also, PATA Japan Chapter members participating in the PAC will also be in attendance to answer questions and provide insight into their specific fields of knowledge.

Mr. Stephen Yong To Visit Japan

Mr. Stephen Yong, Business Development Director at PATA Headquarters, will be visiting Japan in May to discuss the roles of PATA and the PATA Japan Chapter and how we can work together for mutual benefit. The PATA Japan Chapter would like to hold our Annual General Meeting to coincide with this visit and as an opportunity to welcome Mr. Yong to Japan. The AGM will be held in Tokyo on Tuesday, May 18th.

Apply for a PATA Executive Scholarship

The Pacific Asia Travel Association (PATA) is inviting applications for four scholarships to the Executive Development Institute for Tourism (EDIT) programme in Hawaii. Two PATA scholarships, one PATA Foundation scholarship and one Jerome A. Keller Memorial Scholarship will be awarded to promising young executives to help them get ahead in the travel and tourism industry. EDIT, held June 7-25, 2004 at the University of Hawaii's School of Travel Industry Management (TIM), is an intensive three-week executive tourism programme featuring lectures, class discussions, case studies, group presentations and field visits. EDIT is open to 24 individuals with management responsibilities in travel and tourism-related organisations. Pre-requisites for enrolment are a college degree or equivalent work experience in the tourism industry, plus reasonable proficiency in the English language.

For further information and an EDIT application form, please contact at Tongchan Srinava (Mr.)_tel: (66-2) 658-2000 ext. 115; fax: (66-2) 658-2010;_e-mail: aye@pata.th.com.; Web site: <http://www.tim.hawaii.edu/edit/>.

Chapter Awards Go to Micronesia, Singapore

PATA has announced the winners of the 2004 PATA Chapter Awards, which PATA will present to Chapter leaders during the 53rd PATA Annual Conference opening ceremony on Jeju Island. The 2004 Spirit of PATA Award will go to the PATA Singapore Chapter. "The award recognises the Chapter's innovative and wide-reaching initiatives over several years," said PATA Vice President-Development, Mr. Peter Semone. For example, in April 2003, at the 52nd PATA Annual Conference in Bali, the Chapter purchased SG\$10,000 worth of



local Balinese handicrafts and donated them to the PATA Foundation Silent Auction. Mr. Semone added: "This unique approach benefited the local Balinese community as well as the PATA Foundation." PATA will present the 2004 Award of Excellence to the PATA Micronesia Chapter. "Of all PATA chapters, Micronesia Chapter members have the most difficulty keeping in touch with each other," said Mr. Semone. "Despite the distances between each island group, the Chapter still manages to conduct quarterly chapter meetings, monthly teleconferences and a full programme of chapter activities."

PATA Announces Gold Awards Winners

PATA is pleased to announce the winners of the 2004 PATA Gold Awards. This year the awards honour the achievements of 24 travel-related organisations and individuals. The winners will receive their awards during the 53rd PATA Annual Conference April 18-22, 2004. The honours include three Grand Awards and 27 Gold Awards. The 2004 PATA Grand Award for Marketing will be presented to Tourism New Zealand for its "100% Pure New Zealand" campaign. The Grand Award for Heritage will go to Banyan Tree Hotels and Resorts for its "Museum Shop by Banyan Tree". The Grand Award for Education and Training will go to the Trisakti Institute of Tourism in Jakarta for its "Reforming the Education System". In addition to the three Grand Awards, 27 PATA Gold Awards will be presented to the winners. Multiple awards went to several of this year's entrants, such as Tourism New Zealand, Kerala Tourism, the Department of Tourism, Government of India, and Banyan Tree Hotels and Resorts. The winning campaigns were selected from over 332 Gold Award entries by panels of international experts in each category. The awards are open to PATA and PATA chapter members, with the exception of the journalism awards, which are open to all published writers and photographers. The PATA Gold Awards are generously sponsored by the Macau Government Tourist Office. Grand Award winners will receive their trophies during the opening ceremony of the 53rd PATA Annual Conference on April 19, 2004. The Gold Award winners will be presented their trophies during a special luncheon on the same day.

Pacific Asia Tourism Forecasts 2004-2006

The updated version of the Pacific Asia Tourism Forecasts by noted academics Professor Lindsay W. Turner and Professor Stephen F. Witt, covers predicted travel flows to and within the region for the years 2004, 2005 and 2006. With over 300 tables and charts, this report provides a detailed coverage of overall travel trends to 40 destinations within the region and applies a rigorous econometric model to produce best estimates for travel demand in the short- to medium-term. Also included in the report are estimates for revenues from tourism, departures from key regional source markets and, where data is available, future accommodation stock requirements. Taken collectively, these forecasts provide a timely and authoritative perspective on the immediate possibilities for tourism within the wider Pacific Asia region, and allow marketers and planners to make informed judgments about resource allocations for



optimal returns. Purchasers of last year's book, Pacific Asia Tourism Forecasts 2003-2005, are entitled to a 30 percent discount. Price: US\$350 for PATA members. For further information on the above publications please contact Ms. Patcharin (Maew) Hongprapat (patcharin@pata.th.com) at PATA HQ, Bangkok.