



**PATA Japan Newsletter Volume 7 – Special Edition  
53<sup>rd</sup> PATA Annual Conference, Jeju, Korea**

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

The 53<sup>rd</sup> PATA Annual Conference (PAC) officially opened on April 19<sup>th</sup> with Mr. Goh Kun, acting President of the Republic of Korea, welcoming 2,145 delegates from 41 countries to the beautiful island of Jeju in Korea. This year's PAC was a record-breaker, seeing the largest number of participants in the event's history. Over 70 participants from the PATA Japan Chapter participated in the conference, which gave attendees the opportunity to hear from some of the most influential speakers from the travel and media world, the chance to network and make valuable new contacts, and the chance to see some of the highlights that Jeju has to offer the visitor. The PAC was preceded by the 2004 PATA Korea Chapter AGM from April 17<sup>th</sup>-19<sup>th</sup>, attended by many PATA Japan Chapter members, and which included the "China/Japan/Korea PATA Chapter Tourism Forum". Further details of the various events that took place throughout the duration of the conference are as follows:

**2004 PATA Korea Chapter AGM, April 17<sup>th</sup>-19<sup>th</sup>, Ramada Plaza Jeju**

The PATA Korea Chapter AGM was well attended by many travel trade representatives from the Pacific Asia region, as well as a large delegation from Russia. Mr. Satoru Kanazawa, Director General, Tourism Department, Policy Bureau of the Ministry of Land, Infrastructure and Transport gave a presentation on Japanese tourism, and discussed plans to make Japan one of the leading Inbound destinations in the next few years.



Mr. Satoru Kanazawa, Director General,  
Tourism Department,  
Policy Bureau of the Ministry of Land,  
Infrastructure and Transport

**PATA Foundation Silent Auction Raises US\$37,000**

The PATA Foundation Silent Auction raised a total of US\$37,000, 22% more than the funds raised at last year's Annual Conference. The PATA Foundation grants donated funds to community-based environmental, cultural heritage and education projects throughout Asia Pacific. The PATA Japan Chapter this year donated an AIBO, a state-of-the-art, futuristic robot dog, which is a fitting symbol of today's modern Japan. As such, the PATA Japan Chapter Secretariat decided that this would be an appropriate and fitting donation to represent the



"New" PATA Japan Chapter, incorporating innovation, forward thinking and a taste for fun. The AIBO proved to be a very popular donation, with a constant stream of people lining up to see exactly what he (she?) could do, as well as trying to get the friendly little AIBO to respond to their instructions. In the end, AIBO managed to raise US\$650 for the PATA Foundation, and has now headed off to his/her new home in Seoul...



The PATA Japan Chapter's donation to the 2004 PATA Foundation Silent Auction - AIBO

### 53<sup>rd</sup> PATA Annual Conference Marketing Display

The PATA Japan Chapter, Japan Airlines and Aichi Expo 2005 jointly hosted a Marketing Display area, providing information on the Chapter and its activities, JAL Special Interest Tours and the upcoming Aichi Expo. The booth saw many visitors, and featured the eye-catching "Yokoso Japan!" posters, which helped to draw the crowds.



The Marketing Display area at the 53<sup>rd</sup> PATA Annual Conference with eye-catching "Yokoso Japan!" posters on display



### **PATA Japan Chapter Media Briefing**

The PATA Japan Chapter held a Media Briefing on April 21<sup>st</sup> attended by about 30 journalists from all over the world. The focus of the briefing was Japanese tourism, the VJC campaign and Aichi Expo 2005. Mr. Nobutaka Ishikure, PATA Japan Chapter Chairman, Mr. Jim T. Moritani, Chairman of Travel Journal, Mr. Kazuaki Saiga of Japan Airlines and representative of the Aichi Expo 2005 all contributed information, thoughts and comments to the discussions. The media briefing also featured Prime Minister Junichiro Koizumi's English-language advertisement for the "Yokoso Japan!" campaign, and was followed by a question and answer session involving the participating journalists.



Mr. Nobutaka Ishikure addresses journalists from around the world at the PATA Japan Chapter Media Briefing

### **PATA Japan Chapter Chairman Named PATA Chairman Elect for 2004-2005**

PATA Japan Chapter Chairman and Chief Industry Affairs Officer of Japan Airlines Mr. Nobutaka Ishikure was named PATA Chairman Elect for 2004-2005 at the closing ceremony of the 53<sup>rd</sup> PAC, and will take over the role of PATA Chairman for the 2005-2006 term. PATA Chairmanship revolves annually among representatives of the three industry sectors: government, industry and carriers.

### **A Big Thank You from the PATA Japan Chapter Secretariat**

The PATA Japan Chapter Secretariat would like to extend our thanks to all of the Chapter members who participated in the 53<sup>rd</sup> PATA Annual Conference and for helping to make it such a successful event. We look forward to seeing you all again next year in Macau!

The draft of Keynote Speech at the PATA Jeju Conference is available. Please contact the PATA Japan Chapter Secretariat ([info@patajapan.com](mailto:info@patajapan.com))