

EDUCATION-PREMIUM vs EDUCATION-BASIC

Membership Benefits

Members-only benefits

Available to the industry

Education-Basic
(US \$500)

Education-Premium
(US \$1500)

Non-Members

NETWORKING: PATA offers you access to its network of networks

Become part of our diverse international community of Government, MNCs, SMEs, Consulting Firms, Universities and NGOs	✓	✓	✗
VIP Seating at PATA Conferences (if available)	✗	✗	✗
Roundtable discussions with industry leaders:	By Invitation Only	By Invitation Only	✗

Connecting Members

Member to Member Referrals

- Industry expert referrals with a personal touch.
- done via our community managers or association leaders
- excludes introduction to our government members

Max 2 per year

Max 5 per year

✗

Membership Directory

- Build and update your organisation's profile in our Info Hub, powered by Growthzone
- Connect directly with other members
- Access is strictly for Members only.
- Deluxe listings have higher visibility + the ability to upload videos & images

✓
Standard Listing
Staff only

✓
Deluxe Listing
Staff only

✗

PATA Member Meet Up (In-person & Virtual)

Tuesdays, the third week of every month. Subject to change due to public holidays. Virtual sessions will be replaced by in-person sessions at PATA Events on event months

✓
Staff only

✓
Staff only

✗

Networking at PATA Events - virtual, hybrid, and in-destination

Participate as a buyer, seller or conference delegate at special prices for Members only, in our signature events such as the PATA Travel Mart, PATA Annual Summit, Adventure Travel Conference & Mart, PATA Destination Marketing Forum and more.

✓

✓

At non-member prices

Complimentary registration to ticketed PATA events

✗

✗

✗

Seller / Exhibitor Booth Benefits for PATA Members at PATA Events with exhibitor opportunities

Virtual Events

- Standard Booth (name only)
- Enhanced Booth (name & logo)
- Premium Booth (custom design, branding and visibility)
- Upgrades available at extra cost, starting from US\$ 500

✓
Standard

✓
Enhanced

From US \$799

Physical Events

- Standard Booth 9 sqm at PATA Events (in-person)

From US \$2000

From US \$2000

US \$3360

- Raw Booth 18 sqm at PATA Events (in-person)

From US \$3990

From US \$3990

US \$6195

INSIGHTS: PATA provides you with critical industry data, research and knowledge

Exclusive PATA Reports & publications

Access and download your reports via the PATA Catalog. Each Member organisation can have up to 2 PATA Catalog accounts.

Destination Forecasts

- Suite of 39 individual Destination Forecast reports
- Released in Q2

Sponsored by Visa and with data and insights from Euromonitor International, this suite of reports builds on the current forecasts by delving deeper into the changing dynamics of travel and tourism into and across the Asia Pacific region at the single destination level.

Each of these 39 reports covers a specific destination in the Asia Pacific and individually provides:

- Annual forecasts of visitor arrival numbers into each destination, by scenario and source region;
- Recovery rates for international visitor arrival (IVA) growth back to the 2019 benchmark;
- Annual changes in relative visitor share by source region, year, and scenario;
- Quarterly changes in scheduled international inbound air seat capacity to 2022; and
- Economic, income and expenditure outlook & trends, and domestic tourism.

These scenarios, when combined with other relevant metrics, provide hard data on how travel demand preferences could play out in these destinations and how they might recover under various scenario conditions. Scheduled international inbound air seat capacity, for example, shifts relatively quickly according to demand. In other words, understanding the likelihood of when and where capacity increases become a useful barometer of potential demand that can translate into increased arrivals.

50% Discount

50% Discount

US \$4000

Asia Pacific Visitor Forecasts

- Includes an Executive Summary Report and a Full Report
- Released once per year in Q1, with quarterly and/or mid-year updates.
- What you will learn from this report:

50% Discount

50% Discount

US \$4000

Forecast international visitor numbers for Asia Pacific between a period of 3 years, by destination region, sub-region, and destination, highlighting changing demand preferences in the post-COVID

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PATA Annual Tourism Monitor The PATA Annual Tourism Monitor (ATM) includes tourism-related information of Asia Pacific destinations and year-to-date overviews of tourism trends across the Asia Pacific region. The bulk of the data presented in this report are provided by national tourist organisations and/or national statistics agencies, with additional sources from other providers. Released in Q3 each year	50% Discount	50% Discount	US \$1300
PATA Quarterly Tourism Monitor The Quarterly Tourism Monitor (QTM) provides a quantitative view of inbound travel for all major destinations in Asia Pacific on a quarterly basis, including visitor arrivals data by source market and percentage changes compared to the same quarter in the previous year. Released in Q2 and Q4 each year	50% Discount	50% Discount	US \$1000
Issues & Trends Report Released quarterly and accompanied by a Webinar	✓	✓	US \$400
Other Industry Leading Reports produced through Partner Collaborations: - Partners include ADB, GIZ, Visa, and Agoda as examples	✓	✓	✗
Online Webinars & tailored workshops			
- Industry Experts share data and analysis on the latest trends and insights - Thought leaders in sustainability share case studies and best practices - Experts conduct interactive online workshop formats to upskill your human capital.	✓ Full access for Staff and Students	✓ Full access for Staff and Students	✗
Statistical Dashboard – PATAMPower - Real-time data accessible			
Data available: - Visitors – International Visitor Arrivals (IVAs), IVA by Origin, Average Length of Stay, Gender, Mode of Transport, Purpose of Visit, City Visitors; - Visitor Receipts – Total Receipts, Average Expenditure per Visitor, Average Daily Expenditure; - Source Markets; - Aviation – Flight Frequency, Seat Capacity; - Accommodation – Room Supply, Development Pipeline, Occupancy, RevPAR, ADR; - Digital Engagement – Internet Users %, Mobile Users %; - Forecasts – Forecast Visitor Arrivals, Forecast Arrivals by Origin.	Local level access "L" for 1 Destination	International level access "I" for All Destinations	✗
Strategic level access: All Content, All Destinations International level access: All Destinations, Limited Content Local level access: Limited to One (1) Destination, Limited Content			
BRANDING: PATA helps communicate your value			
Share your press releases, sustainability initiatives, and other newsworthy updates* through PATA's communication channels:			
Industry-wide news broadcast on the PATA Website (which receives 27.3k views on average per month) via Member News + promotion through our Twitter account	✓ 2 times per month	✓ 2 times per month	✗
Member News promotion through our industry newsletter (with 15k industry specific contacts) and/or our Members-only Newsletter (1.5k high level contacts) (up to once per quarter)	✗	✓	✗
SDGs MATTERS, to promote the Sustainable Development Goals. SDG related news feature on the PATA Blog, weekly newsletter and social media posts across 4 channels (maximum promotion of once per month)	✓	✓	✗
PATA Press Release to primary travel trade media contacts	✗	✗	✗
Dedicated eDM	✗	✗	✗
<i>*The above is subject to Marketing approval - PATA has full editorial control of its marketing channels</i>			
"Meet our Members" Featured on Website + Newsletters			
Priority Feature: Your Organisation's Logo will be featured on PATA's website landing page for 2 weeks with higher visibility + PATA Industry Newsletter (15k industry specific contacts). Standard Feature: Your Organisation's Logo will be featured on PATA's website landing page for 2 weeks with standard visibility + PATA Members-Only Newsletter (1.5k high-level contacts).	✗	✓ Priority Feature	✗
"Welcome New Members" Featured on Website + Newsletter + Social Media Channels Monthly Feature for New Members Only	If Applicable	If Applicable	✗
Ad Banners on PATA Website Available at Extra Cost	✓	✓	✗
For Members, By Members Offer other PATA Members a discount on your products and services, and be featured on PATA's website, newsletters & social media channels.	✓ Standard Listing	✓ Priority Listing	✗
Priority Listing: displayed prominently on PATA Website + promoted on PATA's Newsletters & Social Media Channels + Priority given for 5 minute speaking opportunity at PATA Members Meet ups (online sessions only)			
For Members, By Members Enjoy the special offers of up to 30% discount from PATA members, including ForwardKeys, Go City, GSTC, AHLEI and more! Email Memberteam@PATA.org to redeem a discount on essential travel services and products.	✓	✓	✗

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Eligibility to be featured in / speak at PATA Webinars and Events			
- Given priority for speaking opportunities at PATA Events & Online Webinars, where available and applicable. Your organisation will be invited to share thought leadership at one (1) PATA Webinar or panel discussion. - Promoted with 1x dedicated eDM, 1x newsletter content feature, and 3x social media posts. - PATA has full editorial control and final decision over its webinars and events, including their topics, length/duration, and audience.	Fee based add-on US \$5000	50% discount	✗
Additional webinar features or panel discussion participation (upon Member request and subject to PATA's editorial approval)	Fee based add-on US \$5000	50% discount	✗
Display your PATA Member Logo and Certificate	✓	✓	✗
ALIGNED ADVOCACY & MORE:			
PATA's Aligned Advocacy approach is to represent and to protect the interests of all members by challenging policies, regulations, taxes and business practices that threaten the viability of the 'complete visitor economy'. We help, wherever possible, to remove the obstacles to growth and to push aside barriers to developing responsible and sustainable tourism.			
PATA Gold Awards Gain industry-wide recognition as a winner of the PATA Gold Awards In 2022, the PATA Gold Awards had a media reach of 14,830,532 and Advertising Value Equivalency of US\$ 137,182.	Entry fee is US \$40-120, depending on category	Entry fee is US \$40-120, depending on category	Entry fee is US \$60-240, depending on category
PATA Face of the Future Award Nominate Your Exceptional Staff members	✓	✓	✗
PATA Job Board Post your job opportunities to the PATA Job Board and be promoted to the PATA Youth Community of students, aspiring fresh graduates and young tourism professionals. Full Time, Part Time, Internships and Remote opportunities are accepted. Please contact our PATA Youth Ambassador for more information at YTP@PATA.org	✓ Standard Access to Job Opportunities	✓ Early Access to Job Opportunities	✗
Volunteer to mentor PATA Youth Members at the PATA Youth Symposium and/or virtually, all year round	✓	✓	✗
Eligibility for a position on the PATA Board Give back to the industry and PATA international community, via participation with the PATA Board & PATA Annual General Meeting	✓	✓	✗
PATA Crisis Resource Center A public resource aiding in the rapid, robust, and responsible renewal of the Asia Pacific travel and tourism industry	✓	✓	✓
Consulting Services			
Sustainability and Social Responsibility We provide consultation and facilitation for needs analysis workshops for higher management to elevate their operations to a higher level of resilience and sustainability.	Fee-based add-on	Fee-based add-on	✗
Research Produce and publish exclusive industry reports and whitepapers in collaboration with PATA.	Fee-based add-on	Fee-based add-on	✗
Curriculum Advisory (For EDU Only) To represent the voice of the industry, PATA provides consultation for an EDU Member's advisory curriculum committee.	Fee-based add-on	✓	✗
PATA YOUTH PROGRAM & PLATFORM			
PATA Youth Webinars & Workshops (Virtual) - Industry-led learning opportunities covering a variety of topics	✓	✓	✓
Collaborate with PATA Youth to organise Webinars & Workshops (Virtual) together - Learning opportunity for students	✗	Max 4 per year	✗
PATA Youth Workshop (In-person) - Industry-led Learning opportunity for students	Fee based, starting from US\$ 2000	Fee based, starting from US\$ 2000	✗
Certificate for attendance for all PATA Youth Webinars, Workshops and Symposiums	✗	✓	✗
Mentorship Session (virtual) Small group mentorship with Industry mentors for students	✗	✓	✗
PATA Internship Programme Provides students with the opportunity to learn about PATA and the travel & tourism industry on international scale	✓	✓ Priority Application for students	✓
PATA Job Board Connecting the industry and talents, our job board aims to make recruitment and job search experience outstanding for our members	✓	✓ Priority update via email to Staff	✓
PATA Youth Symposium (Virtual / in-person)			
Industry-led learning opportunities	✓ Full Access for students	✓ Full Access for students	✓

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Networking with Industry mentors (Virtual / in-person)	✓	✓ Priority Access	✗
Sponsorship Opportunities for PATA Youth to attend PATA Events and the PATA Youth Symposium in person	✗	✓	✗
PATA Student Chapters: Position your school as a thoughtleader and spearhead conversations, activities and events for the international PATA Youth community			
Platform to organise Webinars, Symposiums, Events, activities for school's local community	✗	✓	✗
Speaking opportunities for students at PATA Youth Program & Symposium	✗	✓	✗
Peer-to-peer Networking & Cross Cultural Exchange within the PATA SC network	✗	✓	✗
Participate in Quarterly Roundtable discussions	✗	✓	✗
Student Chapter leaders have direct access to PATA Youth Ambassador for mentorship, collaboration and promotion of own activities via email & Whatsapp group chat	✗	✓	✗
Post Student Chapter Updates on PATA Website (30,000 views per month)	✗	✓	✗
Gain recognition with the Student Chapter Award of Excellence + Best Sustainability Initiative Award	✗	✓	✗
Student Chapter is eligible for election & nomination to PATA Board.	✗	✓	✗
Certificate of recognition for Student Chapter Leaders	✗	✓	✗
View on-demand recordings of all PATA HQ webinars & workshops, Youth webinars & workshops and the PATA Youth Symposium	✗	✓	✗
Individual Access to all the above benefits for Education-Premium Members	✗	✓	✗

Note: These benefits are reviewed typically on an annual basis, and only PATA may, in its sole discretion, modify, add or delete any of the Membership benefits in whole or in part at the time of its choosing.