



PATA Membership Benefits for Education Members 2023

**PATA is your trusted partner on the
road to tourism recovery.**

SINCE 1951

PATA is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from, and within the Asia Pacific region.



Connecting both **private & public** sector members



Our Approach

- Global issues with local relevance
- Insights and intelligent travel solutions
- Catalyst for partnerships and opportunities

To serve as a catalyst for the development of responsible travel and tourism to, from and within the Asia-Pacific region.

VISION

To advance travel as Force for Good.
Become the most respected, most valued and industry-leading travel association for the Asia-Pacific region

MISSION

PATA Global Network

with Asia-Pacific Focus

Alliance Partners



GOVERNMENTS

INDUSTRY BODIES

HOTEL GROUPS & PROPERTIES

RESEARCH AND CONSULTING GROUPS

UNIVERSITIES

All INDUSTRY MNCs and SMEs
(Media, financial services, technology, retail, etc.)

DEVELOPMENT AGENCIES, NGOs

TRAVEL TECH STARTUPS, DMCS, TOUR OPERATORS & AGENCIES

2,000+ UNIVERSITY STUDENTS (YOUTH)

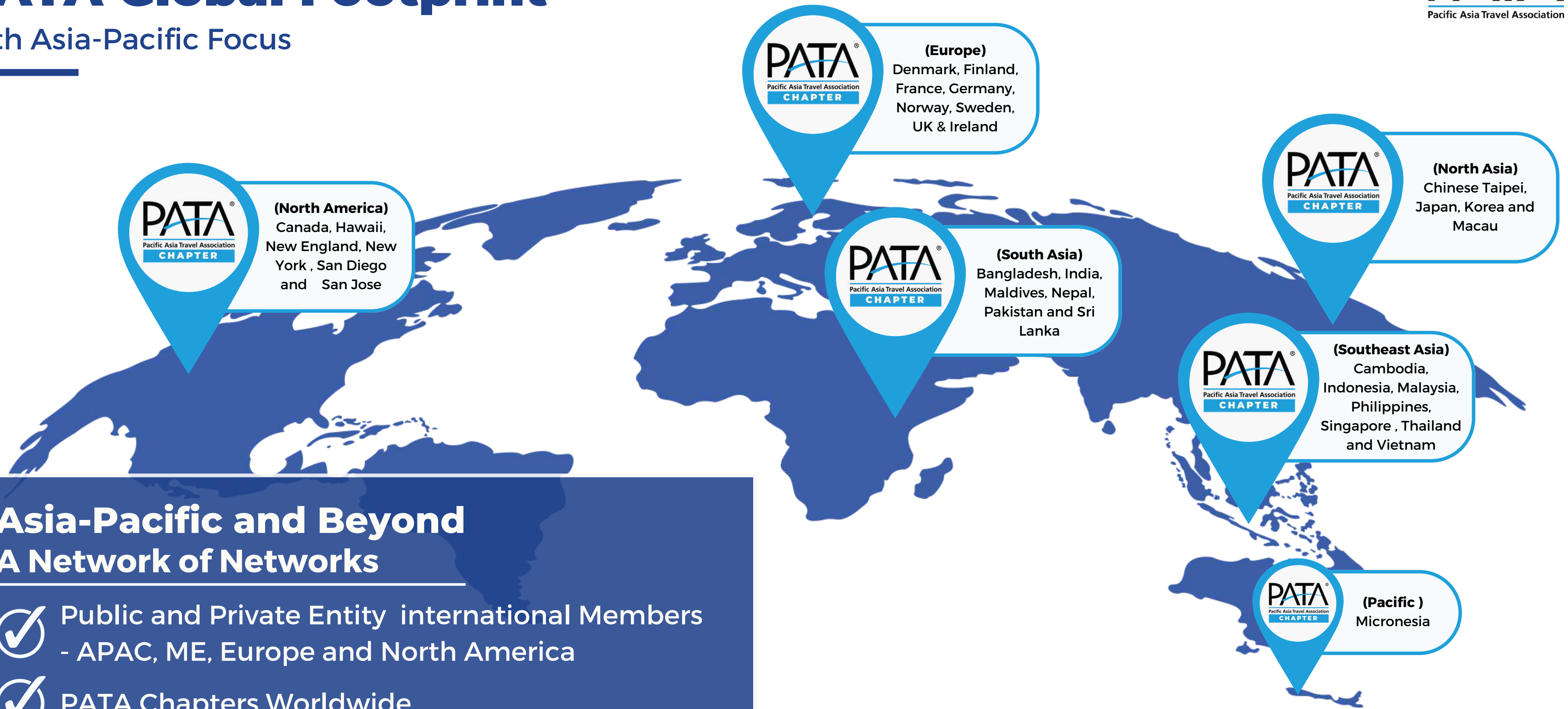
PATA Member Network

Representation from Across the Entire Travel Ecosystem

- Government bodies - national, state and city level
- Educational institutions
- MNCs and SMEs
- and Others

PATA Global Footprint

with Asia-Pacific Focus



Asia-Pacific and Beyond A Network of Networks

- ✓ Public and Private Entity international Members - APAC, ME, Europe and North America
- ✓ PATA Chapters Worldwide
- ✓ Affiliate Partnerships

PATA is the industry thought leader for the Asia Pacific region and beyond, connecting global issues with local relevance.

Our Benefits



RESEARCH

Latest Insights & Trends
Reliable Research, Data & Publications



NETWORK

Member to Member opportunities, online & in person



BRANDING

Communicate your organisation's value to the industry



PERSONAL DEVELOPMENT

Raise your profile as an industry thought leader



ALIGNED ADVOCACY

For the interest of all members and sustainable development

PATA is the industry thought leader for the Asia Pacific region and beyond, connecting global issues with local relevance.

PATA Member benefits are carefully tailored to bring positive impacts to your business, your stakeholders, and greater industry network.

As an EDU Member, you have the choice of leveraging our tailored benefits for your **staff only** OR for **your staff & students**.

Education - Basic

Invest in your
faculty members
(Staff only)

US\$500 / year

Education - Premium

Invest in your
faculty members
AND students.

US\$1500 / year

PATA EDU Membership Benefits

Education - Basic US\$500 / year Invest in your faculty members (Staff only)		Education - Premium US\$1500 / year Invest in your faculty members + students Everything in Basic Tier, plus:	
Networking	Networking at & Access to PATA Events (For Staff Only)	Networking at & Access to PATA Events (For Students)	Networking
Branding + Recognition	Nominate Talent (Staff only) for Face of the Future + Eligible to participate in Gold Awards	Eligible to set up a PATA Student Chapter, apply for Student Chapter Award of Excellence + other Student Chapter Benefits	Branding + Recognition
Insights	Limited Access to PATAmPower (Local level) + Discounts for PATA Publications	Increased Access to PATAmPower (International level) *NEW*	Insights
Insights	PATA Webinars & Workshops (Live access For Staff and Students, Certificates and Recordings not available to students)	PATA Main Webinars & Workshops Recordings (Certificates & Recordings Available to students)	Insights
Insights	PATA Youth Program (Limited Access for students)	Full Access to PATA Youth Program & Symposium (For all students) (Students are eligible to apply for limited and highly popular Mentorship sessions. and Sponsorship to attend in person Events)	Networking + Insights
Branding	Post press releases on Member News (30,000 views/month of PATA Website)	Collaborate on PATA Youth Webinars Organise virtual events + speaking opportunities for Student Chapter leaders	Branding
Branding	Eligible to be featured in SGD Matters	Priority access to PATA Internship & PATA Job Board	Opportunities



Top 3 Most Popular member benefits frequently used by Education - Premium Members

1. Kickstarting a PATA Student Chapter
2. Participate fully in the PATA Youth Program
3. Collaborate on a PATA Youth Webinar or PATA Youth Symposium

Top 3 Most Popular member benefits frequently used by Education - Basic Members:

1. Network with other industry Professionals (For Faculty only)
2. Gain latest industry trends necessary for making informed business decisions (For Faculty & students)
3. Participate in the PATA Youth Program (Limited for Students)

PATA Student Chapters:

What are they?

PATA Student Chapters around the world have made a huge impact in their respective communities.





PATA Indonesia Lombok Tourism Polytechnic Student Chapter: Fighting plastic pollution by supporting UNWTO's Global Tourism Plastics Initiative (GTPI)

Lombok, Indonesia, March 2022 Lombok Tourism Polytechnic as a part of a vocational higher institution under the Ministry of Tourism and Creative Economy has the responsibility in supporting and promoting sustainable tourism. Thus, this institution becomes one of the signatories of the "Global Tourism Plastics Initiative (GTPI)".



PATA Capilano University Student Chapter Released New Podcast Episode About Women in Tourism

Vancouver, Canada, 1st March, 2021 - The PATA Canada Vancouver Student Chapter's dedicated executive members are still working diligently to produce the podcasts. This podcast is the second episode to be released during the 2021 series.



PATA India Christ University Student Chapter Webinar: "Sustainable Cities and Communities"

Bangalore, India, 23rd July 2022 - PATA India Christ University Student Chapter conducted a seminar based on the 11th and 12th UNWTO sustainable goals. The seminar was based on sustainable cities and communities and responsible production and consumption.

Examples of Student Chapter Updates
Posted on PATA Website (30,000 views/month)

Student Chapters are run by students, for students. Student leaders are empowered to organise activities that benefit the entire student body. (eg: knowledge based Webinars, networking events with industry experts, international collaborations)

Associated Benefits with setting up & maintaining a PATA Student Chapter

PATA Student Chapter Award of Excellence + other chapter awards such as Best Sustainability Initiative	Recognition + Branding
Post on Student Chapter Updates (30,000 views/month on PATA Website)	Branding
Student Chapter Roundtable Discussion (Invite-only)+ more activities & events exclusively for SCs, happening all year round	Speaking Opportunity
Networking: Peer-to-peer + with industry experts giving students international exposure & industry exposure.	Networking
Support from PATA HQ (Speakers, Event execution, and more)	Resources

PATA Education - Premium Members

with Student Chapters

As of Dec 2022



...and more!

More Details about the PATA Youth Program

1. PATA Youth Program & Youth Symposium
2. Testimonials from PATA Youth & Student Chapter Leaders
3. Student-Led Events by PATA Student Chapters
4. PATA Youth Individual Membership

More Details about PATA Membership Benefits

1. Membership Benefits: Webinars
2. Membership Benefits: Research & Publications
3. Membership Benefits: PATAmPOWER
4. Membership Benefits: Networking
5. PATA Events Calendar 2022
6. Membership Benefits: Communicate your value
7. Membership Benefits: For Members, By Members
8. Membership Benefits: PATA Marketplace
9. Membership Benefits: PATA Gold Awards
10. Membership Benefits: Expert Task Forces



PATA Youth Program & Symposium



PATA YOUTH SYMPOSIUM 2022

4 EVENT SEGMENTS

HIGHLIGHTS

AT A GLANCE

- 550+ Delegates**
- 12 Mentors & 8 Expert Speakers**
- 3 PATA EDU Members Co-organised & 4 Collaborated**
- Multiple Speaking Opportunities for Youth**

2021/22 PATA Youth Program, where we provided:

- Industry insights in our webinars tailored for youths
- Opportunities to learn skills in our workshops
- Networking sessions for exposure to international peers & industry experts
- Speaking opportunities for the youth to lead conversations that they were passionate about.

The Virtual PATA Youth Symposium 2022 attracted 550+ delegates from 25+ global destinations. Our symposiums consist of:

- Insight-driven keynote speeches by industry experts
- Skill-based Workshops
- Mentorship sessions with industry leaders (Our most popular session & exclusive session.)
- Multiple speaking opportunities for PATA Student Chapter Leaders to present their initiatives

PATA Youth Program & Symposium



The Voices of the Next Generation



Big Thank You to Our Youth Sponsors!



PATA Annual Summit 2022 brought together student volunteers, youth delegates representing their institutions, and PATA interns from all around the world.

Key Highlights

- 30+ Youth participation
- Speaking opportunity for youth
- Youth networking with industry leaders
- Peer-to-peer networking
- Youth sponsorship from PATA Members

PATA Student Chapters: Student Testimonials

“The biggest lesson I've learned in being with PATA is that collaborating with strangers, especially foreign strangers is much more different from collaborating with friends and classmates. And it's very important for me as a hospitality student to learn how to communicate better with people from different cultures.”

Nicole Chua

Director of Events
PATA Philippines Enderun Colleges Student Chapter

“PATA is committed to providing meaningful and educational field trips and activities to the members, in which you can broaden your horizons or enlarge memorable experiences, especially in the hospitality and tourism domain.”

Huishi Lyu

Representative from
PATA Macau Student Chapter

PATA Student Chapters: Student-led Events

Let's Join Us!

LOMBOK TOURISM POLYTECHNIC INTERNATIONAL WEBINAR
SUSTAINABLE BUSSINESS IN TOURISM VILLAGE

FREE CERTIFICATE

Link Registration : <https://bit.ly/37eqRoF>

MONDAY
May 9th 2022
Time : 09:00 AM - 03:00 PM
Pacific Time (US and Canada)
<https://bit.ly/39eVRAP>

www.pata.org | @poltekarlombok | @pata.poltekarlombok

Department of Tourism Management
School of Business and Management

CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE - INDIA

THE RURAL REVOLUTION

Alta Vista

Exploring the Exurban

DATES: 22nd & 23rd November

CHRIST (Deemed to be University)
Bannerghatta Road Campus

WORLD TOURISM DAY 2022
'RETHINKING TOURISM'

PATA MALAYSIA CHAPTER- TAYLOR'S UNIVERSITY
YOUTH SYMPOSIUM
27 SEPTEMBER 2022 (TUESDAY)
2PM - 4PM
TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

KEYNOTE SPEAKER

MODERATOR

PANEL SPEAKERS

YBhg. Dato' Zainuddin Abdul Wahab
Director General
Tourism Malaysia

YBhg. Prof. Datuk Seri Victor Wee
School of Hospitality, Tourism and Events,
Taylor's University

YBhg. Datuk Musa Hj. Yusof
Chairman of PATA Malaysia Chapter
Deputy Director General (Promotion)
of Tourism Malaysia

Prof. Dr. Neethiahnathan Ari Ragavan
Executive Dean
Faculty of Social Sciences and
Leisure Management,
Taylor's University

Mr. Uzaidi Udanis
President
Malaysia Inbound Tourism
Association (MITA)

Ms. Angelica Chan
Country Manager
Traveloka Malaysia

Organised by :
TAYLOR'S UNIVERSITY | SCHOOL OF HOSPITALITY, TOURISM & EVENTS | PATA MALAYSIA CHAPTER

Supported by :
TOURISM MALAYSIA | MITA | traveloka | PATA MALAYSIA CHAPTER

Scan **HERE** to register

<https://wtd22ys.edatix.com>

PATA Student Chapters hold events that resonate what they, youths, believe in and are most interested in. Ranging from Webinars to Inter-Collegiate Competitions and even to Youth Symposiums, Student Chapters are collaborating with each other and maximising the international network of PATA to bring positive changes to the tourism industry.

PATA Webinars Series & Thought leadership conferences

PATA CAREER DEVELOPMENT SERIES

Maximising Data Analytics in the Hospitality Industry

Stephen Hood
VP, Research and Founding Director, STN SHARE Center

Melissa Gan
Chief Commercial Officer, WorldHotelsPAC

PATA INNOVATION SERIES

Innovation and Next Generation Technology in Travel

Caroline Bremner
Head of Travel Research, Euromonitor International

PATA DESTINATION INSIGHT SERIES
FEATURING MALAYSIA

PRESENTED BY PATA & BBC

YB Dato' Sri Hajah Nancy Shukri
Minister of Tourism, Arts and Culture, Malaysia

Dato' Hj. Zaluuddin Abdul Wahab
Director General, Tourism Malaysia

Noredah Othman
CEO, Sabah Tourism

Sharzede Dato Hj Salleh Askor
CEO, Sarawak Tourism Board

Andreas Spycher
Principal, Mastercard

Nick Marsh
Senior Journalist, BBC Global News

TRAVEL IN THE NEW NORMAL:

Rethinking Technology & Cyber Risk

Chng Tien San (TS)
Vice President, Cybersecurity, C&I, APJ, Mastercard

Maheshwari Rajat
Vice President, Digital Identity and Biometrics, Cyber & Intelligence Solution, Mastercard

PATA YOUTH X IGLTA WEBINAR:

Building Bridges, Breaking Barriers

Bella Yongvisitsin
Co-founder and CEO, Inclusive Tourism Asia

LoAnn Halden
VP-Communications, International LGBTQ+ Travel Association

Mohamed Amine Gabbouj
Intern, International LGBTQ+ Travel Association

TUE JUN 1, 3 PM (GMT+7)

CO-HOSTED BY: CABI, PATA, PATA, PATA, PATA, PATA

ORGANISED BY: PATA YOUTH, IGLTA

WORLD RURAL TOURISM CONFERENCE

WRTO

VIRTUAL RURAL TOURISM AND SUSTAINABLE DEVELOPMENT CONFERENCE 2021

Gain Latest Insights via PATA Reports & Publications

RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY



PATA Reports are published all year round & accompanied by webinars. Our webinar speakers are a cross section of experts from the private section & academia.

Research Publications:

- Asia Pacific Visitor Forecasts
- Released once per year with quarterly updates
- Destination Forecasts
- Suite of 39 individual Destination Forecast reports
- PATA Annual Tourism Monitor
- PATA Quarterly Tourism Monitor
- Issues & Trends Report Released twice per year

... and more

Network with PATA Members in person & online

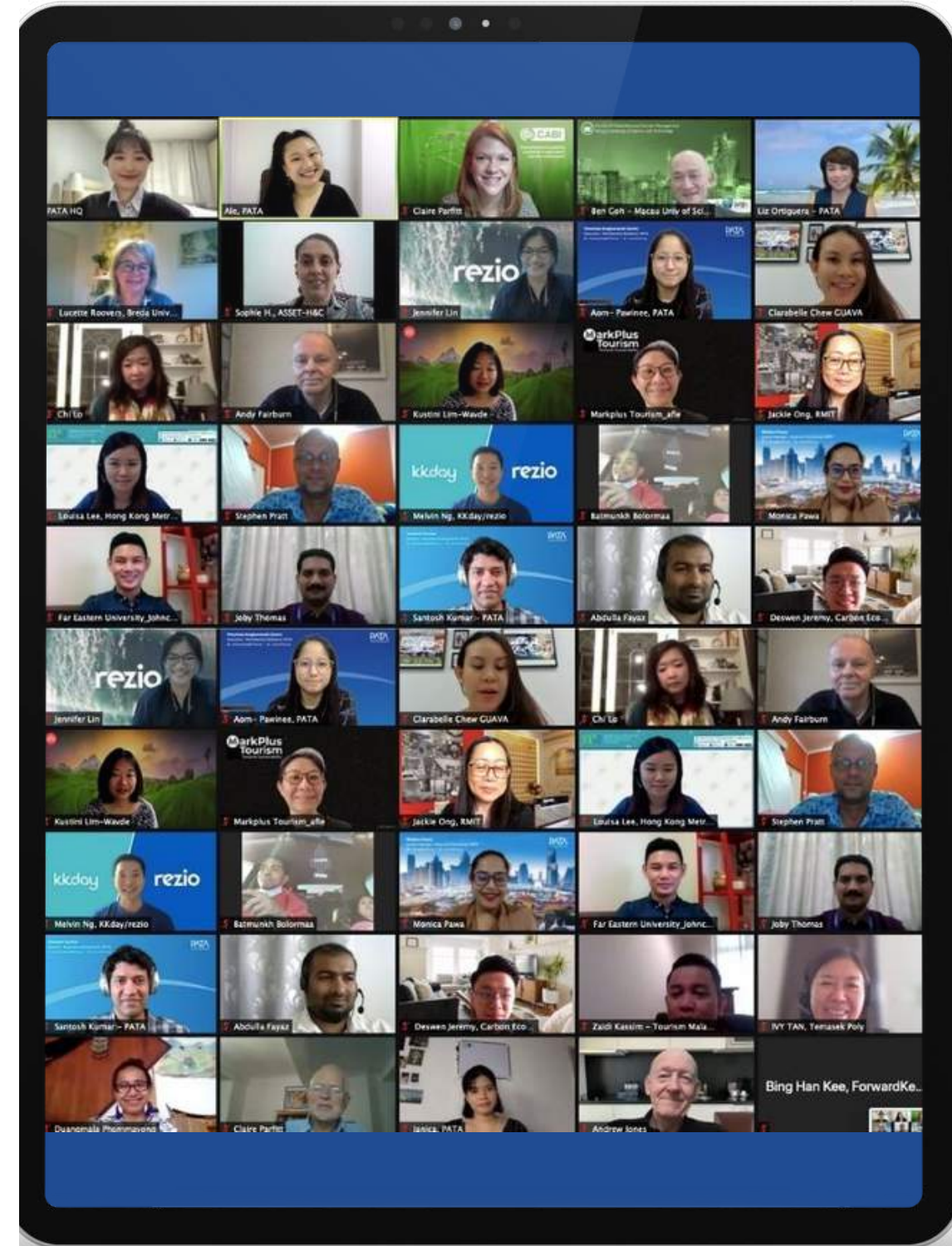
RESEARCH

NETWORK

BRANDING

PERSONAL
DEVELOPMENT

ALIGNED
ADVOCACY



Communicate your value via PATA Marketing Channels

RESEARCH

NETWORK





BRANDING

PERSONAL DEVELOPMENT

ALIGNED ADVOCACY

PATA Blog



 <p>Horus Development & Consulting's Podcast Series Read More</p>	 <p>Greenview & Cornell Report Reveals Continued Hotel Carbon Footprint Reduction Read More</p>	 <p>Royal Mountain Travel Sustainability Series Read More</p>	 <p>Can Tourism Save the Orangutan? Read More</p>
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PATA Website

Member & Chapter News

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ForwardKeys – “The APAC Race to Recovery: India, Fiji, and Australia”
Mar 22, 2022 · Member News
- 

Announcing a New Collaboration SIGMUND + NYU
Mar 22, 2022 · Member News
- 

Ministry of Tourism, Cambodia: Passengers Will No Longer Be Required for PCR Tests 72 Hours Prior To Arrival And Rapid Tests on Arrival

PATA Newsletter

April 6, 2023 [View this email in your browser](#)

EXCLUSIVE UPDATES FOR PATA INTERNATIONAL MEMBERS

NEW WEBINAR: DIGITAL MARKETING FOR SME

Tripadvisor
PATA Innovation Series:
Digital Marketing for Small Businesses

- Submit Sustainable initiatives for SDG Matters Blog, which will be included in PATA’s Industry Newsletter (17K Industry specific contacts)
- Highlight newsworthy press releases on PATA Website (30K Views/Month on average)
- Send your Press Releases to Memberteam@PATA.org
- Chance to be further highlighted in our industry newsletter (17k industry contacts) and/or the Members Bulletin (2k high level contacts)

PATA MARKETING REACH

+18,600

Member contacts

+1,700

Travel media
outlets

+1,000

VIRTUAL
ATTENDEES

+300m

Total potential
reach (View)

\$ 2.8M

Advertising Value
Equivalency

Communicate your value via FOR PATA MEMBERS BY PATA MEMBERS

The value of a PATA International Membership goes beyond the membership benefits that PATA directly provides. As a PATA International Member, redeem discounted rates for essential travel products & services.

NEW
INITIATIVE

Special Offers from:



and more....

- Gain extensive visibility and build brand awareness for your organization by offering other PATA Members a discount on your products and services.
- Be featured on PATA's website & marketing channels, alongside brands like Skift, Euromonitor, Cirium and more. via this opportunity.

*PATA has full editorial control over the content and final approval on the product and services to be featured.

Communicate your value via **FOR PATA MEMBERS BY PATA MEMBERS**

Examples of special offers and promotion via PATA Social Media posts:

OFFERS FOR EDU



STR Certification Training



The Certification in Hotel Industry Analytics (CHIA), offered jointly by STR and AHLEI, is the leading certification in hotel analytics. Recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas, and methodologies that are used by the hotel industry. Having the designation demonstrates an ability to analyze various types of hotel industry data and to make strategic inferences based upon that analysis.



The Certification in Advanced Hospitality and Tourism Analytics (CAHTA) is a natural progression beyond the popular CHIA with a focus on experiential learning and industry relevance. The CAHTA is a comprehensive training program on popular hotel and tourism research. Participants demonstrate step-by-step analytical skills, observe a range of case scenarios, and then apply what they have learned to complete their own research project.



Essential training for every step of every hospitality career



Certified Hotel Administrator (CHA[®])

The Certified Hotel Administrator (CHA[®]) is the most prestigious certification available to a hotel general manager or hospitality executive. Topics covered in this self-paced, online program include, Financial Management, Marketing and Sales, Leadership Management, Human Resources Management, Rooms Management and Food and Beverage Management. Those who earn the CHA[®] are part of an elite group of hospitality professionals who, by combining education and experience with dedication to the industry, have achieved a high level of expertise. [Learn more](#)



Certified Hospitality Educator (CHE[®])

Discover effective instructional methods that can energize your teaching and help your students excel. The Certified Hospitality Educator (CHE[®]) program is the only professional development opportunity designed for post-secondary hospitality educators around the world. The CHE[®] certification enables you to strengthen students' critical thinking and motivation to learn, share ideas with your peers, and receive recognition for your teaching abilities from students, colleagues, and the industry. [Learn more](#)



ServSafe International

Protect your customers by ensuring your employees have the latest food safety knowledge with content specific to your country. ServSafe[®] International is based on global food safety standards and can be delivered consistently, regardless of location, language, or culture. Developed by experienced foodservice industry experts and regulatory agency specialists, this ten-chapter course is available in 30 languages, offered in both online and classroom delivery formats, and can be completed in 6 hours on average. [Learn more](#)




START

START (S... and con... hospital... at a lodg... Represen... Mainten... (CBA). Tr... designa...

Communicate your hiring opportunities via the PATA Job Board

PATA Job Board is a platform to connect our members in need of quality human capital with our network of Youth, Young Tourism Professionals, and Industry leaders. To post job/internship opportunities here, email YTP@PATA.org.

NEW INITIATIVE

		
<p>Office Administrator Singapore (On-site) Posted on: September 20 2022 Actively Recruiting More information</p> <p>Apply Now</p>	<p>Content Marketing Executive Hong Kong SAR (On-site) Posted on: October 4 2022 Actively Recruiting More information</p> <p>Apply Now</p>	<p>Operations Executive Japan (On-site) Actively Recruiting More information</p> <p>Apply Now</p>

PATA Job Board
Actively Recruiting

 <p>Commercial Sales Executive Australia (On-site)</p>	 <p>Marketing Communications Executive Reservations Officer Japan (On-site)</p>	 <p>Operations Executive (Discova Educational Travel) Vietnam (On-site)</p>
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LEARN MORE

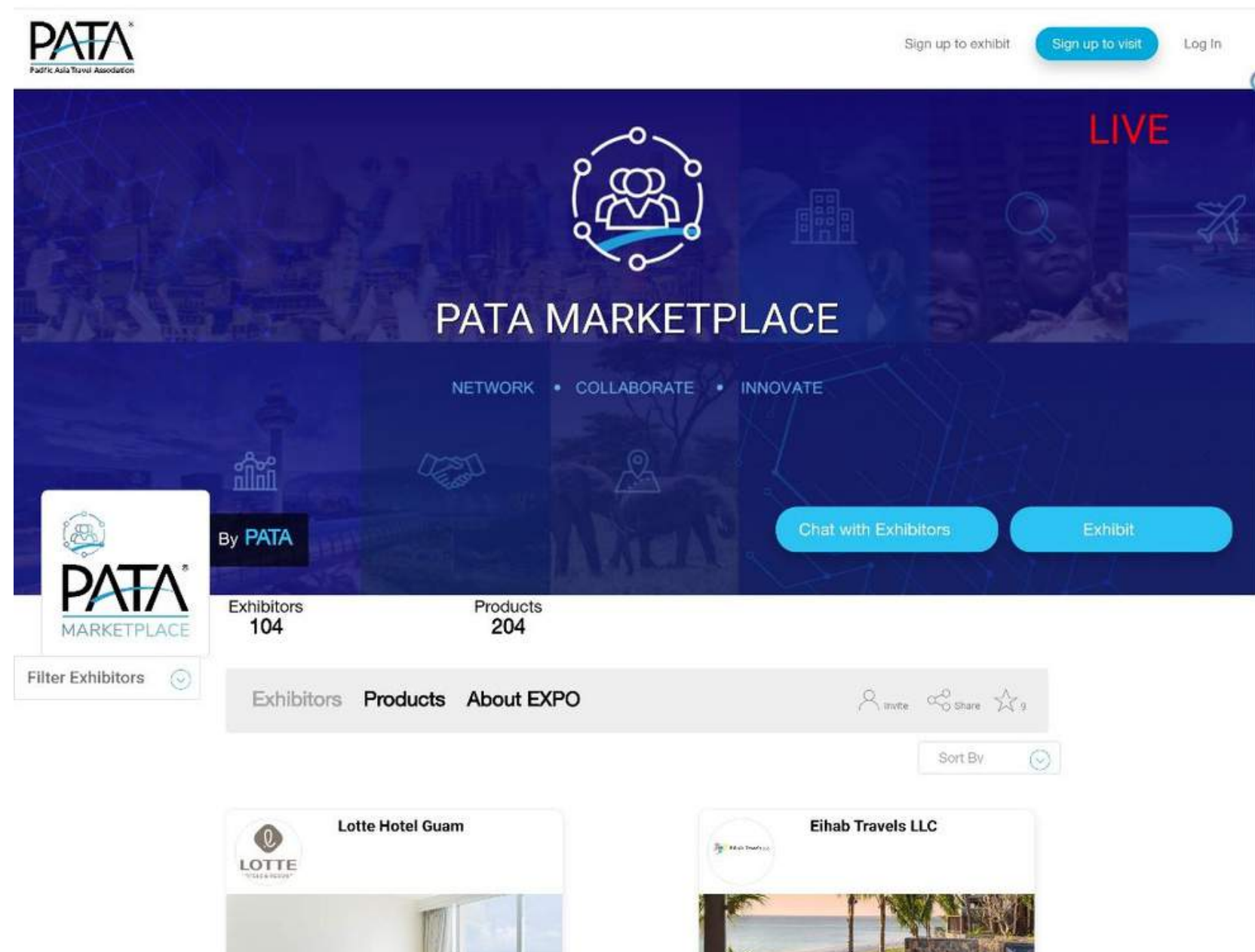


PATA Members can post job and internship opportunities here.
Please email YTP@PATA.org

www.PATA.org

Communicate your value via PATA Marketplace

A Digital 24/7 Showroom to showcase PATA members
& Online Community for registered visitors



- Showcase your organization profile through images, videos and descriptions
- Engage with prospects via chat, audio/video call features or inbox messaging DIRECTLY from the platform
- Get notified of relevant customer requests for specific products and services
- Increase your chances of being discovered

Communicate your value via Industry Awards



PATA Gold Awards has been running since 1984.

In 2021, the PATA Gold Awards had a total media reach of 300 million views, with a total advertising value equivalent of US\$3 million.

SECTION III: PATA GOLD AWARDS 2020

PATA GRAND TITLE WINNERS 2020

PATA MARKETING
Human By Nature Campaign
Kerala Tourism, India

PATA SUSTAINABILITY
Anurak Community Lodge
YAANA Ventures, Thailand

PATA HUMAN CAPITAL DEVELOPMENT
Unleashing Greatness – MGM's Human Capital Development Initiative
MGM China, Macao, China

Some categories are no longer available in 2020

SECTION III: PATA GOLD AWARDS 2020

PATA GOLD AWARDS 2020

MARKETING CAMPAIGN (NATIONAL - ASIA) Macao's Mobile Cafe 2019 Macao Government Tourism Office USA, Macao, China	MARKETING CAMPAIGN (STATE AND CITY - GLOBAL) Script Your Adventure 2019 Department of Tourism, Government of Karnataka, India	MARKETING - CARRIER Next Door Neighbors SriLankan Airlines Ltd., Sri Lanka
MARKETING - HOSPITALITY Pu'er Red Panda Manor Mekong River Tourism, China	MARKETING - INDUSTRY Slow Travel Myanmar Sampan Travel, Myanmar	DIGITAL MARKETING CAMPAIGN Sustainable Gastronomy - The Great Green Food Journey Macao Government Tourism Office, Macao, China
PRINTED MARKETING CAMPAIGN Taichung - Perfect Weekend Tourism and Travel Bureau, Taichung City Government, Chinese Taipei	TRAVEL VIDEO Travelston Kazakh Tourism National Company JSC, Kazakhstan	TRAVEL PHOTOGRAPH A Beautiful Bond, Ban Nong Bua Elephant Village, Surin Tourism Authority of Thailand, Thailand
DESTINATION ARTICLE Thai Left Bank Dr. John Borthwick, Australia		

Give back to the industry as a thought leader



Demonstrate your expertise and value in voluntary roles such as:

- Expert Task Forces
- Committees
- PATA Board & Executive Board



Expert Task Forces consist of experts from public, private and academic sectors. ETFs are established to address issues of interest to the industry.

Similar to the ASEAN Tourism Crisis Communication Team, June 2021, of which PATA CEO Liz Ortiguera contributes to. (pictured above)

2023 PATA In-Person Events



Logo: **nepal** | PATA Pacific Asia Travel Association

PATA ANNUAL SUMMIT & ADVENTURE MART 2023

MAY 30 - JUNE 2
Pokhara Grande Hotel,
Pokhara, Nepal

Learn more



Logos: **STB** SARAWAK TOURISM BOARD, **RESPONSIBLE TOURISM**, **Sarawak** Make it Count, **PATA** Pacific Asia Travel Association

PATA DESTINATION EXPERIENCE FORUM & MART 2023

JUNE 21-23
Borneo Convention Centre Kuching (BCCCK)
Kuching, Sarawak, Malaysia

Learn more



Logo: **Incredible India** www.incredibleindia.org | **PATA** Pacific Asia Travel Association

PATA TRAVEL MART 2023

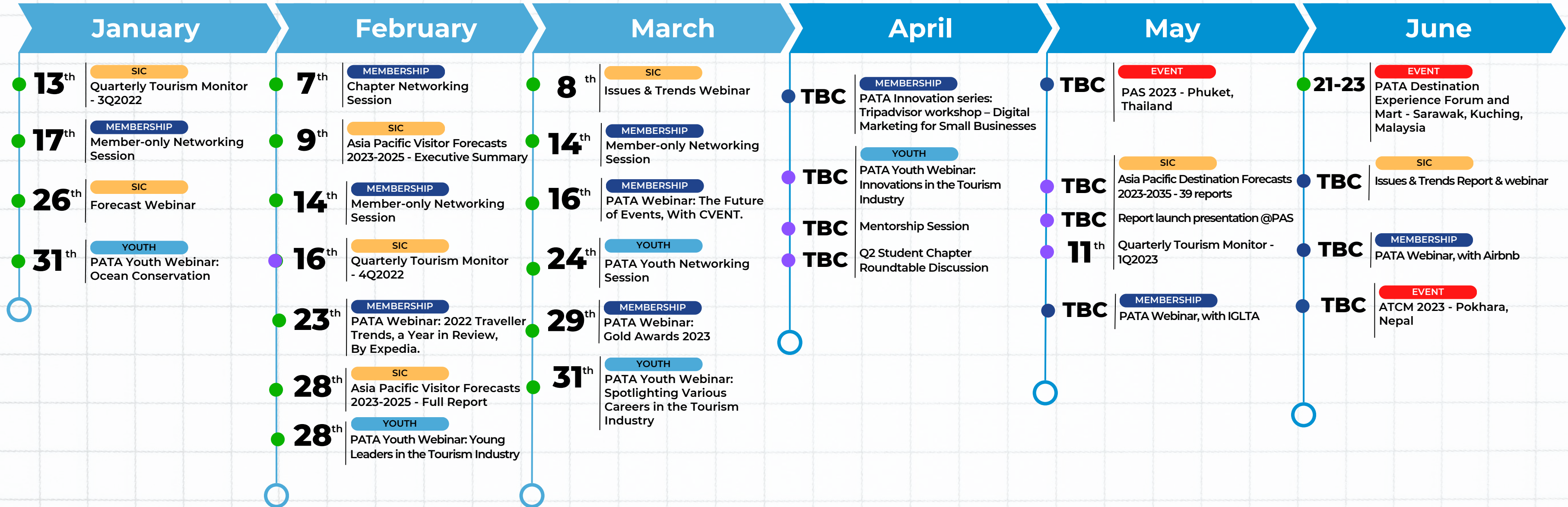
OCTOBER 4-6
New Delhi, India

Learn more



Q1

Q2

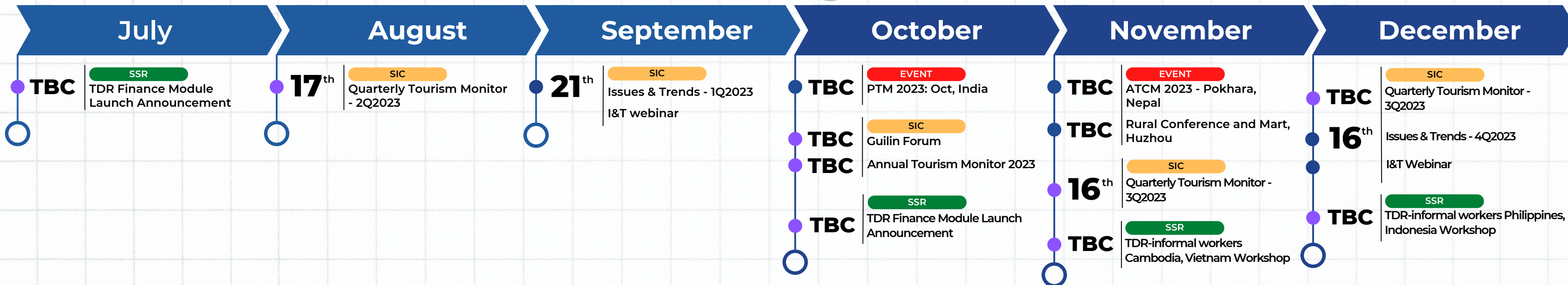


● CONFIRMED
 ● PROPOSED
 ● TENTATIVE

**Online Networking sessions
 On Tuesdays, third week of every month (Subject to changes on public holidays!)*

Q3

Q4



● CONFIRMED
 ● PROPOSED
 ● TENTATIVE

**Online Networking sessions
 On Tuesdays, third week of every month (Subject to changes on public holidays!)*



www.PATA.org
Memberteam@pata.org

Thank you