



## **PATA Japan Newsletter Vol. 2**

**October, 2003**

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

#### **PATA Japan Chapter Website Up and Running!**

The PATA Japan Chapter's new bilingual website is up and running, and can be found at <http://www.patajapan.com>. The website features regular news items from the travel trade that are of interest to our members, and news of chapter events. It also features a list of Japan Chapter members with contact details and links to the members' own websites. An application form for those interested in joining the PATA Japan Chapter can also be downloaded from the site. As we want to make the website as useful for our members as possible, we would like to receive news of events, special offers etc. from our members to be included in the website. Please send submissions to [koseki@marketinggarden.com](mailto:koseki@marketinggarden.com) or to [chilton@marketinggarden.com](mailto:chilton@marketinggarden.com). We look forward to receiving your news!

#### **PATA Travel Mart 2003**

The 26th PATA Travel Mart opened in Singapore on October 1<sup>st</sup>, with sellers taking up 56.5 percent more exhibition space than last year. PATA President and CEO, Mr. Peter de Jong, reported that this year's 2,325 square metres of net booth space was a major improvement on last year's figure of 1,485 square metres. He said that representatives from 213 seller organisations from 33 Asia Pacific countries exhibiting at the Mart would meet with 190 registered buyers from 46 countries during the three-day trade event.

Mr. de Jong told delegates he was very pleased with the strong turnout but that PATA Travel Mart 2003 was more about "balance and quality of buyers" than purely numbers.

Since resuming total operational and marketing control of the event last year, PATA has strived to reposition the Mart for future expansion. PATA Events policy is to apply strict quality criteria to buyers – a factor essential to attracting a broad range of travel product sellers. "PTM 2003 is the start of the repositioning of the Mart," said Mr. de Jong. "Our region deserves a large mainstream travel trade show. This is an exciting first step."

Chairman of the PATA Travel Mart advisory committee, Mr. Kevin Murphy, said the turnout after the challenges the industry had faced in the last few months was a "very good start – everybody is keen to get back to business".

#### **PATA Upgrades TravelWithPATA.com**

PATA has launched an additional 21 destination guides on its new consumer website [www.TravelWithPATA.com](http://www.TravelWithPATA.com). With text from world-renowned travel information provider,

Lonely Planet, the latest 21 country guides cover destinations within the PATA region: Bangladesh, Brunei, Cambodia, DPR Korea, Fiji, Guam, Maldives, Mexico, Micronesia, Myanmar, Nepal, New Zealand, Papua New Guinea, Pakistan, Samoa, Sri Lanka, Tahiti, Timor-Leste, Tonga, USA and Vietnam.

PATA is also asking all interested members to provide travel deals to the site. Since the launch of the site on August 14<sup>th</sup>, only PATA members that supported Project Phoenix were able to offer travel deals and promotions on the travel portal. This option is now open to all members of our Association. The website delivers hotel and airline travel bargains in its travel deals section, and allows visitors to view Asia Pacific maps, exchange rates and time zones. The travel advisories section encourages visitors to read travel advisories from a variety of sources.

Thirty-nine destinations are now featured on the site and a further nine destination guides will be uploaded within a month. For each destination guide there are sections describing history, culture, transport, activities, attractions, travel advisories, travel tips and costs.

#### **PATA Launches Destination Guides on BBC World**

On September 17<sup>th</sup> BBC World launched a series of 60-second vignettes called "Asia Pacific Guides", promoting key destinations in the region. The campaign is part of PATA's Project Phoenix campaign, aiming to restore consumer confidence in travel to and within Asia Pacific following the recent travel industry setbacks. The guides show the best of Australia, Canada, Hong Kong, India, Macau, Malaysia, Singapore and Taiwan. Each vignette gives viewers a brief insight into what to see and do in each destination. The eight-week campaign will air exclusively on BBC World Asia Pacific and Europe feeds, reaching 74 million households.

#### **IATA Study Shows Civil Aviation on the Way to Recovery**

The Director General and CEO of IATA (International Air Transport Association) Mr. Giovanni Bisignani brought cheer to the aviation industry as he released IATA's traffic figures for July, confirming that traffic is well on its way to recovery. Although still below last year's levels, the year will close only 2% down over 2002. After numerous setbacks, it seems that the aviation industry has overcome the problems associated with 9/11 and the SARS outbreak, helped along by price incentives offered by airlines that have helped stimulate growth in the market.

#### **Singapore named as "Best Business City in the World" for the Third Year**

Readers of Business Traveler Asia-Pacific Magazine have voted Singapore the Best Business City in the World for the third year, with Singapore's Changi Airport being named as the World's Best Airport. Mr. Lim Neo Chian, Deputy Chairman and Chief Executive of the Singapore Tourism Board, received the award on behalf of the city at a gala presentation ceremony in Hong Kong. "In Singapore, we want to provide the business traveler with fun too. It is more than just our excellent infrastructure and top-notch business facilities which make Singapore the favored business city," said Mr. Lim. The award will be a great boost for Singapore, which was badly affected by the SARS outbreak.