



PATA Japan Newsletter Volume 4

December 2003 – January 2004

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

PATA Chapter Newslines – First Edition Released

The first edition of the new PATA Chapter Newslines e-mail bulletin was released on December 1st, 2003 (<http://www.patanet.org/chapters/dec03.htm>). The newsletter included information on various Chapter activities, honours and events, and also included the “Question of the Month”, answered by our very own Chapter Chairman, Mr. Nobutaka Ishikure.

(<http://www.patanet.org/chapters/qofm1203.htm>)

PATA Japan Chapter January Event

The next PATA Japan Chapter event will be held at the Hotel Grand Palace in Tokyo on Thursday, January 22nd, 2004. The event will involve a Board Meeting, followed by a presentation by Mr. Kanazawa of the Ministry of Land, Infrastructure and Transport. There will also be a brief presentation by KNTO, giving information relating to the PATA Annual Conference to be held in Jeju Island, Korea in April. The event will close with a New Year Party, which will be a great opportunity for networking and to meet your fellow PATA Japan Chapter Members. Chapter Members will receive an application form to be submitted to the Secretariat. If any prospective members would be interested in participating in the event, please contact the PATA Japan Chapter Secretariat (Tel: 03-5367-3320; Fax:03-3225-0071; info@patajapan.com). We look forward to seeing you at the event!

PATA’s Vision for the Mekong Region

The 9th PATA Mekong Tourism Forum (MTF), held from March 26-28, 2004 in Chiang Mai, Thailand will be based on the theme “Protect, Position and Promote” to reflect PATA’s new advocacy role. Much of the MTF’s program will focus on these three “Ps”. Three breakout sessions in the afternoon of the second day will “brainstorm” how to protect, position and promote Greater Mekong Sub-region (GMS) tourism. The 9th PATA MTF is hosted by the Tourism Authority of Thailand and is supported by ADB, UNESCAP and Thai Airways. For more information, please visit:

<https://www.pata.org/frame.cfm?pageid=2>.



PATA Travel Mart 2005 in Kuala Lumpur, 2006 in Hong Kong

PATA Travel Mart (PTM) 2005 in Kuala Lumpur, Malaysia will take place September 27-30, 2005 at the Kuala Lumpur Convention Center. The PATA Board of Directors Meeting (BOD) will follow the Mart from September 30 – October 2, 2005 at a Kuala Lumpur venue yet to be confirmed.

PTM 2004 will be held at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand, September 22-24. The BOD will follow at the JW Marriott Hotel Bangkok, September 24-26, 2004.

Hong Kong has won the bid to hold the PATA Travel Mart in 2006.

SIC Statistics Selling as a Set

PATA Strategic Intelligence Centre's (SIC) two best selling publications, the *PATA 2002 Annual Statistical Report* and *Pacific Asia Tourism Forecasts 2003-2005* (including the post-SARS update), are now available together as a value set. Save up to US\$200 by purchasing a set of these reports before December 31, 2003. The price for one set is US\$400 (usually US\$600) for PATA members, and US\$650 (usually US\$849) for PATA chapters and non-members.

For further information, or to order these reports, please contact PATA Coordinator-Publications, Ms. Patcharin (Maew) Hongprapat. Tel: (66-2)658-2000 ext. 121. Fax: (66-2)658-2010.

E-mail: publications@pata.th.com

Airline to Woo Women Travelers

Skynet Asia Airways plans to woo female passengers with an all male cabin crew. The airline is offering all-male cabin service for up to 300 passengers on its round trip flight between Tokyo and the resort of Miyazaki. Four male cabin attendants between the ages of 20 and 40 will be providing the service on board. Instead of cutting fares, which are already the airline's lowest ever, Skynet Asia Airways plans to add value by having well-groomed athletic males to provide onboard services. The airline feels that, just as women cabin crew are more acceptable to male passengers, male cabin attendants may be more acceptable to its women passengers.

IATA Upbeat About Growth, PATA Report Corroborates

Giovanni Bisignani, Director General and CEO of IATA, announced that



“International passenger traffic growth in September has given us cause for celebration. For the first time since February, when SARS and Iraq so radically impacted our industry, we can write our monthly traffic figure with black ink”. Overall PRK’s for September 2003 show a 1% improvement over results for the same month of the previous year. Although small, this is a significant increment, as it confirms the steady traffic rise of the past three months. Robust growth in Europe (3.6%) and high growth in the Middle East (19.4%) contributed to this worldwide result.

A new PATA SIC report entitled “PATA Market Map: Airline Seat Capacity Trends to the PATA Region: 3rd Quarter 2003” corroborates this, showing that airlines increased overall capacity to Asian destinations in the third quarter of 2003. “In terms of increases in net seats, Japan (624,000), Thailand (375,000) and Malaysia (264,000) led the PATA region in the third quarter of 2003,” said PATA Director-Development, Mr. Stephen Yong. “However, among the PATA destinations showing considerable capacity growth during the period were the south and central Pacific destinations Cook Islands (+92%), Fiji (+80%) and Tonga (+77%).”

The PATA Market Map report is priced at US\$100 for PATA members and US\$200 for PATA chapter members and non-members. To order the report, please contact PATA Coordinator-Publications, Ms. Patcharin (Maew) Hongprapat. Tel: (66-2)658-2000 ext. 121. Fax: (66-2)658-2010.

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