



PATA Japan Newsletter Volume 8

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

PATA Japan Chapter 2004 Annual General Meeting

The PATA Japan Chapter held its 2004 AGM on Tuesday May 18th at the New Takanawa Prince Hotel, a PATA Japan Chapter member. The AGM was well attended, with over 70 Chapter members and representatives present. The event began with a meeting of the Board of Directors, and was followed by the AGM proper, providing a run down of events from the past year, as well as proposals and ideas for the coming year. The PATA Japan Chapter was also delighted to have the opportunity to welcome two important guests from PATA HQ, Mr. KC Sim, Director, and Mr. Stephen Yong, Director – Business Development. Mr. Sim and Mr. Yong made presentations to the participants discussing how best PATA HQ and the PATA Japan Chapter can work together and support each other in the future, as well as introducing the Chapters Integration Plan (see below), PATA Travel Mart 2004 (see below) and the successes of Project Phoenix. The event proved to be a great opportunity for Chapter members to broaden their network, as well as giving everyone a chance to think about greater cooperation and integration in the future. The AGM was followed by an informal reception, providing the ideal atmosphere for participants to exchange ideas with Mr. Sim and Mr. Yong. We also had the pleasure of welcoming two very important guests to the reception; Mr. Akira Moriyama, Secretary General of the Visit Japan Campaign Secretariat, and Mr. Hiroshi Tabata of the Ministry of Land, Infrastructure and Transport. The PATA Japan Chapter is now looking forward to the next year and to further opportunities to work more closely with our fellow members and PATA HQ.

PATA Travel Mart 2004 (PTM04)

The 27th PATA Travel Mart will be held from September 22nd to 24th at the Queen Sirikit National Convention Center (QSNCC) in Bangkok, Thailand. The event will showcase the best and most interesting tourism products from the Asia Pacific region to buyers from all over the world, and is the only such event wholly dedicated to travel and tourism in the Asia Pacific region. Last year's PATA Travel Mart 2003 held in Singapore saw a total of 213 seller organizations from 33 countries, and 190 buyers from 46 countries participating. Buyers who register for the Mart before July 4, 2004, will be able to benefit from pre-matched and on-site appointment sessions to source supply of the best products and services in Asia Pacific. Sellers at PTM04 will be able to benefit from pre-matched sessions to meet with qualified travel planners from Asia Pacific and around the world, as well as having the chance to expose their products and services to buyers from emerging markets such as Russia, Eastern Europe, China, India, the Middle East and Northeast Asia. Further details of the 27th PATA Travel Mart can be found on the PATA website (www.PATA.org) in the Events section. For those who require more specific information on selling and buying at the Mart, please contact Ms. Mam Puangthip (for Sellers) or Mr. KC Sim (for Buyers) at ptm@PATA.org.



Win a US\$1,500 Space at PATA Travel Mart 2004

In June 2004, PATA Events is giving away 9-sqm of shell scheme booth space at the PATA Travel Mart 2004 (PTM04). The space is valued at US\$1,500 (non-member rate)*. There are also two runner-up prizes – a PATA watch and PATA polo shirt. Answer the following 5 questions correctly for a chance to win (*Hint: Answers can be found on www.PATA.org*):

- 1) Who should prospective buyers contact for information about PTM04?
- 2) Who should prospective sellers contact for information about PTM04?
- 3) Who should prospective media delegates contact for information about PTM04?
- 4) Who should prospective sponsors contact for information about PTM04?
- 5) What does QSNCC stand for?

Please send your answers and mailing address to PATA Editor – Communications, Mr. David Gillbanks, at editor@PATA.org before June 29th. Respondents with five correct answers will be entered into a lucky draw for the three prizes. Winners will be announced in the June 30 edition of *News@PATA*, so be sure to subscribe if you haven't done already.

** The prize is not transferable, not refundable, and does not include; 1) the compulsory first seller delegate registration fee of US\$460 (PATA member rate); 2) the optional appointment-matching service worth US\$450; 3) transport to Bangkok; or 4) accommodation in Bangkok. For further information please email ptm@PATA.org.*

PATA Chapters Integration Plan

A three-year Chapters Integration Plan is now underway, following approval by the PATA Board of Directors at the recent 53rd PATA Annual Conference in Jeju, Korea. The Plan seeks to progressively increase the number of Chapter members signing on as PATA members in the period 2004-2007. By the 54th PATA Annual Conference in Macau, 2005, the plan calls for all Chapters to be in compliance with 1991 criteria. In 1991, the PATA Board of Directors passed a resolution allowing non-PATA members to become chapter-only members, with the following compliance responsibilities:

- The Chapter Chair and Vice-Chair must be PATA members
- A minimum of 10 Chapter members must be PATA members
- An updated membership roster and minutes of Chapter meetings must be filed with PATA headquarters

However, as of 2004, only 2 Chapters, or the equivalent of 3% of all 70 Chapters, complied with these requirements. By 2006, 50% of chapter-only members must be PATA members under the plan. By 2007, chapters should be fully integrated, with 100% of members as PATA members. PATA management will also introduce a new member category: Independent Retail Travel Agents. PATA will appoint a dedicated staff liaison to manage the implementation of the



Chapters Integration Plan and to provide ongoing support to chapters. Comments and feedback related to the Chapters Integration Plan can be sent to PATA Vice President – Development, Mr. Peter Semone at pas@PATA.org.

PATA Asian Chapters Conference and Mart

The PATA Philippine Chapter, with the support of the Philippine Department of Tourism, the Philippine Convention and Visitors Corporation and Philippine Airlines, will host the PATA Asian Chapters Conference and Mart at the Westin Philippine Plaza from September 22 – 25, 2004. The 30day event, with the theme “Lets Do Business”, aims to bring together members of PATA Asian Chapters to explore business opportunities and meet new contacts through a 1-day Buyer meet Seller session. Selected regional chapters will present a comprehensive profile of their country’s outbound market. Further information on the event can be obtained by contacting the PATA Asian Chapters Conference and Mart Secretariat at ttu@dotpcvc.gov.ph, or efnelle@tourism.gov.ph

PATA Foundation Calls for Grant Applications

The 2004 deadline for submitting grant applications to the PATA Foundation is July 31. PATA chapters are welcome to nominate projects. Eligible projects are those that serve to sustain or rehabilitate the environment or cultural heritage of an area, and which have a potential positive impact on tourism. A project may also seek to educate local stakeholders and tourists about sustainability issues. For 20 years, the PATA Foundation has disbursed donated funds to community projects throughout Asia Pacific. For further information, please contact PATA Director – Board and Foundation Relations, Ms. Ratana Poopitakchatkaew. Tel: (66-2) 658-2000 ext. 102; email foundation@pata.org.