

New Annual PATA Summit To Attract World Leaders In Travel & Tourism

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The Pacific Asia Travel Association (PATA) has confirmed initial details of the first-ever Annual PATA Summit, a unique forum for the world's travel and tourism leaders to focus on the big strategic issues impacting the industry.

Speaking after the PATA Board of Directors Meeting in Vancouver, Canada, last month, PATA President & CEO Peter de Jong, announced that PATA had formed a partnership with two powerful organisations specialising in the hospitality investment and aviation sectors to support the Summit, scheduled for April 2008.

"I'm delighted to say that the Burba Hotel Network (BHN) and the Centre for Asia Pacific Aviation (CAPA) have agreed to partner with PATA on the Summit," Mr de Jong said.

"BHN and CAPA are the recognised leaders in their respective fields, with a reputation of excellence in convening conferences that draw a broad cross-section of industry leaders and keynote speakers and an enviable track record of CEO attendance."

BHN President & CEO, Jim Burba, said he was excited about the Summit because it created an opportunity for leaders of all elements of the industry - including destinations, hotels, attractions, tour operators, airlines and cruise lines - to come together to focus on strategic business issues from a cross-sectoral perspective.

CAPA Executive Chairman Peter Harbison said the Summit would provide a unique platform for the public and private sectors of travel and tourism to focus on the highest levels of critical business issues relating to policy and regulation.

Mr de Jong also announced the venue of the inaugural Summit would be Bangkok Thailand, noting that PATA had received bids from five Asia Pacific destinations to host the event.

The Tourism Authority of Thailand (TAT) Governor, Mrs Phornsiri Manoharn, who attended the PATA Board Meeting, said TAT was delighted to be selected to host such an important event on the international tourism calendar.

"Thailand has hosted numerous PATA events in the past and we are honoured to be entrusted by the Association to host the first Annual PATA Summit in 2008. We look forward to working together with PATA, BHN and CAPA to ensure that the summit is a resounding success," she said.

Mr de Jong said that PATA was still reviewing the theme of the first Summit but that it would centre on a "crucial, strategic business issue that demanded the immediate attention of travel and tourism decision-makers".

"PATA's unique connectivity across the private and public sectors, together with its mandate to 'position, promote and protect' the Asia Pacific travel industry means we are well-placed to assume this responsibility and to accept this challenge." Mr de Jong added.

ABOUT PATA

Mission statement: "The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region."

Founded in 1951, PATA is the recognised authority on Asia Pacific travel and tourism. PATA provides leadership and advocacy to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to dozens of PATA chapters worldwide. PATA is a not-for-profit organisation. Find out more at www.PATA.org.

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