

行政院及所屬各機關出國報告

出國類別：出席亞太旅行協會 2001 第一次理事會報告書

出席亞太旅行協會

2001 第一次理事會報告書

出國人：服務機關：交通部觀光局

職 稱：副局長

姓 名：蘇成田

出國地區：夏威夷

出國期間：九十年一月十一日至十七日

報告日期：九十年三月一日

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出席亞太旅行協會 2001 第一次理事會報告書

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一、前言

亞太旅遊協會 (The Asia Pacific Travel Association, PATA) 係於 1951 年在夏威夷創立的觀光組織。經過五十年的發展，目前已成為全球擁有一萬七千多個會員，及 81 個分會 (會員總數一萬七千多人) 的最大旅遊組織。PATA 總部原設美國舊金山，1999 年業務總部 (Operational Headquarter) 移到曼谷，行政總部 (Administration Headquarter) 仍留美國，但亦遷移至加州奧克蘭市，現任秘書長為 Joseph MacInery。PATA 每年在不同會員國家舉行一次年會，理事會則每四個月開會一次，開會地點亦分別在不同地點舉行。今年適逢 PATA 成立五十週年，特別安排 2001 年元月份之理事會回到夏威夷召開。

PATA 之會員分三大類，即政府\目的地類、航運類及旅行與旅館等業者類，成員包括政府觀光組織、航空公司、郵輪、旅行業、旅館業、旅遊雜誌、媒體、旅遊顧問公司等。我國除觀光局外計有華航、長榮及業者共 23 個機構加入總會會員。另外亦成立分會，會員數 46 個。

PATA 理事共有 76 位，我國目前除筆者外，華航宗才怡總經理、長榮許總經理瑞源，亦為現任理事，另外史丹頓顧問公司律文川總經理、福樂旅行社張奉文董事長為候補理事。

此次理事會因係 PATA 成立五十週年之首次理事會，故參加人數較往常為多，共有五十餘人與會，我國與會者為筆者、宗總經理、律文川、張奉文兩位候補理事。茲將與會情形報告如后。

二、行程及活動

日期	主要活動
1月11日	下午· 台北→夏威夷行程(當地1月11日下午抵達)
1月12日	上午· 參加PATA永續觀光委員會議 下午· 參訪夏威夷大學觀光管理學院 晚上· 參加夏威夷旅遊會議局歡迎酒會(州長官邸—華盛頓宮)
1月13日	上午· 參加PATA地理範圍專案小組會議及政府類及航運業類理事會聯席會議 下午· 參加全體理事會議 晚上· 參加PATA 50週年紀念晚會
1月14日	上午· 參加全體理事會議 下午· 會後參訪美國海洋退役戰艦米蘇里號
1月15日	全日· 考察Kauai島之觀光設施(夏威夷旅遊會議局孫葦華副局長安排)
1月16日	· 返國行程

三、與會情形

本次會議共安排三天之會議及相關活動（議程如附錄一），元月十二日上午為各委員會會議，下午為參訪夏威夷觀光管理學院。由於本局現正規劃推動生態觀光，筆者乃特於上午參與 PATA 永續觀光委員會之會議旁聽（本人非該委員會成員），瞭解其討論情形。下午亦參觀了夏威夷觀光管理學院。該學院特別為此安排一場由 PATA 終身會員 Bill Lane 先生主持的演講會(Bill Lane 為夏威夷大學成立永續觀光學術研究單位之捐款人)，邀「永續觀光期刊 (International Journal of Sustainable Tourism)」Mr. Bernard Lane 主講：永續觀光—夏威夷之挑戰與機會。

元月十三日上午為業者類理事會議、政府與航運類聯席會議及十二日未排之委員會會議。筆者為 PATA 地理範圍專案小組成員，該小組安排半小時會議討論 APEC（亞太經濟合作委員會）成員國秘魯及智利是否可以加入 PATA 之課題。由於去年十月理事會決議向各政府委員會徵詢意見之結果只獲得四會員國之回覆（我國為其中之一），因此小組尚無法提出共識之意見，而決定請未回覆意見之政府會員表示意見後結束會議。政府與航運類聯席會議並無討論事項，而是依前次聯席會議決議邀請國際機場委員會（Airport Council International, ACI）之太平洋區主席 Toru Nakamdra 先生及相關成員來與本聯席會交換有關國際機場與觀光配合事宜。此項會議長達三小時，主要由 ACI 簡介其組織，並簡報介紹機場噪音及機場資訊科技的發展前景等，PATA 方面則由兩位聯席會議主席提出機場在觀光產業上之角色回應，包括如何提升機場之服務、標誌統一、參與觀光行銷推廣等。重要的一個共識是：The Tourism Industry and Airport Industry shear the same Destination（觀光業與機場共享同樣的旅行目

的)。

元月十三日及十四日下午為全體理事會議時間。本次理事會除一如以往理事會議程的報告及討論外，另外安排有四個特別報告：(一)澳洲 Tasmania 觀光局長 John Ring 報告預訂於 2001 年 10 月 29 日至 11 月舉辦之世界觀光會議 (World Tourism Convention)；(二)PATA 市場推廣處擬在今年 9 月及 10 月在北美辦理的特別推廣計畫 "See you in Asia"；(三)PATA 策略資訊處 (Strategy Information Administration) 提報之 2001 年經濟及觀光業展望；(四)綠色地球亞太 (Green Globe Asia Pacific Pty Ltd) 執行長 Graeme Worboyo 報告該組織推廣「綠色地球 21 (Green Globe 21)」認證計畫。理事會在乎順而略顯冗長的過程中進行，會議之高潮只有韓國與澳門爭取 2005 年年會之票選，由於雙方均認真爭取，勢在必得，因此過程相當嚴肅，結果韓國濟州獲得勝利 (澳門以少數票數落選)。

綜合此次理事會與我國較相關之主要決議事項如下：

- (一) 同意市場推廣處所提北美市場推廣計畫，並將名稱改為 See you in Pacific Asia.
- (二) 同意永續觀光委員會進行研擬「旅遊者對環境及文化永續之責任規範 (The Travel's Code of Responsibility for Environmental and Cultural Sustainability)」(草稿如附錄二)。
- (三) 2001/2002 業務計畫將執行 Washington Resource Consulting Group 所研擬 PATA 組織重整方案之第二階段計畫(按，即三年內調整會員會費之計畫。本局會籍屬政府/目的地類第一級會員，依該計畫應仍維持目前之額度)。
- (四) 2004 年年會地點經票選決定在韓國濟州島舉行。2002 年元月之理事會地點為砂勞越之古晉市 (無競爭之城市)。
- (五) 2001 年理事會及年會日期為 4 月 7~8 日，年會為 4 月 8~12 日，

地點均為馬來西亞吉隆坡。（按，同期間 APEC 將在麻六甲舉辦第一次觀光論壇會議）；本年 8 月之理事會日期為 8 月 21~23 日，在台北市舉行。

（六）2001/2002 年度之主席將由現任副主席紐西蘭 Jasons Travel Media 公司董事長 John Sanford 接任主席，副主席由現任秘書 Sea Cloud Cruises 公司之 Bo W. Long 升任，新任秘書印度 Creation Travel 公司之董事長 Ram Rohli 擔任。

（七）2001/2003 我國政府類理事席位獲續，航運類中華航空公司亦獲續，業者類現任後補理事張奉文升任為正式理事。另律文川先生與另四位會員獲選 PATA 功績獎（Ward of Merit）。

四、感想與建議

（一）與會感想

PATA 雖然只是屬於亞太地區的區域性旅遊協會，但卻是全球會員數最多，最活動的觀光組織。其會員包括亞太地區之政府機構、航空與郵輪業、旅遊業、旅館業及媒體界等與觀光相關之各行業。藉此組織，會員可以彼此接觸、互通信息、瞭解國際觀光產業的發展情形，建立合作關係以助業務之推展及經驗之交流，是一種非官方方式與國際接觸的重要場合。本局於 1957 年加入 PATA 以來，相當積極參與會務活動，1968 年並曾主辦第十八屆年會，時任之交通部長費驊先生且因主辦年會有功，而列為終身會員。前任觀光局長虞為先生、副局長游漢廷先生及現任台灣觀光協會會長嚴長壽先生，為過去活躍於 PATA 理事會的人士。惟迄 1993 年我國會籍名稱遭改為 Chinese Taipei 後，參與會務之活動即轉為冷淡。

鑒於頃近擬訂之「二十一世紀台灣發展觀光新戰略」揭示今後我

國應透過觀光管道融入國際社會，增加國際能見度之政策意旨，本局亦調整我在 PATA 之活動方向。去年十月份理事會經與四個國家角逐後爭取到今年八月份之理事會議在台北市舉行，這將是近十年來 PATA 之活動首次再度來台灣，我國實應藉此機會積極邀集更多理事與會，供其認識台灣近十年的觀光及政經發展情形，俾利爾後再爭取其他 PATA 活動，如年會、研討會等。

此次理事會議的重頭戲之一是韓國與澳門爭取舉辦 2004 年之年會議題，韓國以興建中的會議中心及濟州島的風光為訴求，派出多達十三位重量級人物，以舉辦酒會、送紀念品、各駐外代表事前拜訪各國理事等方式極力爭取。澳門則以先前爭取 1999 年年會時被理事會以會議中心尚未完成而讓與名古屋舉行為由，採低調、動之以情的方式向理事們爭取同情，結果二年前才舉辦過理事會，鄰近香港才剛舉辦過 2000 年會、觀光魅力亦不大的澳門只以數票之差落敗（投票結果主席要求不宣布），實令不少人感到意外，但也佩服澳門與會代表（僅 Antune 局長率一位處長與會）的活動力。

在這項年會爭奪戰中，由於韓國觀光公社金副社長應筆者之託在提名委員會中（渠為提名委員會理事）為本局爭取續任 2001/2003 之理事獲通過（筆者二年任期將於本年四月屆滿），乃與我國三位理事投票支持韓國，以為回報。由此項爭辦年會及爭取保留本局理事席位（依常規，應停任一年）之情形可見，國際間的活動是需要多交朋友並積極活動才能有空間。

不過，由於受中共刻意打壓我國國際活動空間之影響，民間組織性質的 PATA 亦有仰中共鼻息的情形。民國八十二年我國會員名稱因中共要加入 PATA 而遭無理竄改為「中華台北」後，PATA 秘書處對「中華台北」名稱即奉如圭臬，連在觀光上代表旅遊目的地

(Tourist Destination) 的「台灣」字眼都避諱使用，而致 PATA 的宣傳刊物 Compass 上之各種文章均以「中華台北」稱呼台灣的不合理現象。數年來，雖經我國 PATA 前分會會長張奉文先生及筆者數次向 Maclnery 秘書長反應這種不合理情形，渠皆以此事要由我方與中共國家旅遊局商妥為辭推諉，不希望在此問題上引來困擾。然而此種情形亦影響我國在 PATA 相關活動上的權益。去年 PATA 委由美國 Cohner 公司在美加推出的 Asia Specialist 推廣計畫及預定今年由 PATA 市場行銷處辦理的“See you in Asia”推廣活動，由於秘書處不同意我國以「台灣」名稱做宣傳而無法利用該宣傳計畫在美加做推廣，雖然參與該兩項宣傳活動均仍須邀費，但仍令人覺得遺憾。

(二) 建議事項：

- 1.我國為今年八月理事會之地主辦國，本局應及早組織籌辦單位，擬訂工作計畫俾在四月份舉行年會時，廣邀各理事於八月時來台參加理事會議，並於舉行理事會議時廣為宣傳。籌辦單位成員除本局外建議包括臺灣觀光協會、PATA 台北分會、中華航空公司、長榮航空公司、圓山飯店（會議地點）及台北市政府等。
- 2.建議將爭取 PATA 理事會同意我國以「臺灣」名稱在 PATA 各項行銷計畫上做宣傳之課題，列為今後參與會務的工作重點。研訂計畫，利用目前政府類會員之名稱已修改為 Government/Destination Category 之理由，提案要求將我國會籍名稱—Chinese Taipei 與宣傳目的地—Taiwan 分開看待，俾我國能確實享受參與 PATA 組織之利益。
- 3.觀光旅遊業致力生態及環境保護之工作，乃國際上之趨勢，世界觀光組織(WTO)已將 2002 年定為生態觀光年。而依據 1992

年巴西里約地球高峰會所通過之環境永續發展議題 21 (Agenda 21)，在觀光業界亦有相當之回響與行動，除世界觀光旅遊委員會(World Tourism and Travel Committee, WTTC)推動「綠色地球 (Green Globe)」標章外，澳洲之綠色地球亞太公司(Green Globe Asia Pacific Pty Ltd.) 則在此次理事會上介紹其所研擬之「綠色地球 21 (Green Globe 21)」認證計畫，準備在今年推動。我國在「二十一世紀台灣發展觀光新戰略」中，已將推動生態觀光列為今後的觀光發展重點之一，但對於觀光旅遊業界在環境永續的課題方面，則尚無具體方案來配合。為迎合世界觀光旅遊業日漸重視環境保護的潮流，我國亦有必要及時推動業界重視「永續觀光 (Sustainable Tourism)」的課題，並將「綠色地球 21」之 認證制度引入台灣加以推動。

五、附 錄

(一) 2001 年十月份理事會議資料摘要

Board of Directors Meeting
October 21-22, 2000
Le Royal Meridien, Bangkok, Thailand

MINUTES

1. Call to Order

The meeting was called to order by Chairman, Mr. M.P. Bezbaruah. A moment of silence was observed for Hon. Dharmasiri Senanayake, Minister of Tourism and Civil Aviation, Sri Lanka who passed away on July 24, 2000.

The Chairman conveyed apology messages from unattended members. Mr. McInerney corrected Agenda point 2.1 to read "Approval of Minutes of April 30, 2000 Meeting"

It was moved by Mr. Hughes, seconded by Mr. Zecha and approved by the Board that the Agenda be adopted as written in the Working Papers, with the above noted correction.

2. Minutes

2.1 It was moved by Ms. Drew, seconded by Mr. Kohli and approved by the Board that the minutes be accepted.

2.2 Mr. McInerney reviewed the Action on the Minutes as presented in the Working Papers. He reported that the new By-Laws was attached as the Schedule 1 to the Action on the Minutes and will also be placed on PATA website.

Mr. Gee noted following corrections should be made on the By-Laws :

- that on page 61 in the Working Papers, Article XI, line 2, should read "..... Executive Management Committee, Industry Council,...."
- that on page 53 in the Working Papers, Article I, line 2, should read "Conference anytime from the month of January through May."

3. Management

3.1 Executive Committee Report

Chairman reported to the Board that the Committee reviewed Business Plan Progress Report, 1999/2000 and 2000/2001. The Committee also reviewed Financial Statements for the year 1999/2000 and 2000/2001.

The meeting continued with the presentation by Mr. Neil Plimmer on Code of Environmentally Responsible Tourism to be reviewed and updated in line with APEC, WTTC, WTO and other organization. A working group formed within Responsible and Sustainable Tourism Committee would also prepare a draft to be reviewed on January 12, 2001 Executive Committee Meeting.

The Committee also passed the resolution to assign Mr. Kent Liu and Ms. Leslie Deter to be signatories for PATA Administrative Headquarters Pension Plan.

3.2 / 3.3 Mr. McInerney reviewed the Final Progress Report for 1999/2000 Business Plan as presented in the working papers. He then review the Progress Report on the 2000/2001 Business Plan which was provided to each Board Member at check-in.

The CEO highlighted the following items:

- Organisation - The staff changes that have occurred since the Annual Conference including the relocation of Senior Director – Asia Division to Bangkok and her promotion to Senior Director-Events.
- Membership Promotion – In addition to the 50% Commission incentive offered to the Chapters, PATA's membership efforts would target corporate members, airports, CVB's and regional governments.
- Premier Partner – Tesa Locking Systems has become a Premier Partner and that two of their representatives would be attending the Board Meeting.
- Geographical Boundary – The CEO mentioned that the reason he asked the Geographic Boundaries Committee to meet was to consider granting the two APEC Members Chile and Peru who are outside the Associations boundaries the ability to join PATA. Discussion followed regarding Chile who under Article III of the PATA Charter and Bylaws could become a member. As the Easter Island are within the Associations boundaries.
- Task Forces – It was reported that the North Sulawesi Task Force was completed in September, the Guam Task Force was completed last week and the Trang Task Force would take place the week after the Board Meeting. The Vietnam Task Forces is planned for early 2001 and North Korea Task Force is scheduled for March 2001.

Mr. Gee inquired on the termination of PATA Northeast Asia Representative Office. Mr. McInerney replied that they are not as effective as having PATA full time staff to look after the region. The new Northeast Asia Director will be hired to replace Ms. Sheila Leong who will relocate to Bangkok to take the the position of Senior Director – Events when Ms. MacArthur resigns in early December, 2000.

Mr. Gee asked the CEO to allow him and the Board to congratulate Ms. MacArthur on her good work and contributions to PATA throughout her employment with PATA.

3.4 Changes on the Board

In addition to the Changes as written in the Working Paper, Mr. Bo Long announced his new employment at Sea Cloud Cruises.

Mr. Zecha moved, seconded by Mr. Lu and the Board approved the Changes as written.

4. Financial Statements

Mr. McInerney reviewed the Financial Statements according to handouts distributed. He informed that the auditor has recommended our accounting system to be consistent and that the accrual basis should be adopted. This might result in some changes that the Board might see in the future reports.

On Investment, Mr. McInerney reported that Mr. Kent Liu would discuss with Merrill Lynch and look into other investment options with higher return.

5. Reports

5.1 Mr. Koldowski presented Pacific Asia Economic Update Report. Mr. Gee suggested PATA to monitor the impact on the energy/oil crisis that would affect the consumer spending. Mr. Kevin Carton also noted on the missing data on Australia from Mr. Koldowski report. Mr. Koldowski replied that the figure is intended to be collected after the Olympic, to be more realistic.

5.2 Green Globe

Mr. McInerney reported that there would be representatives from Green Globe Group joining the next Board Meeting in Hawaii.

5.3 Membership

Mr. McInerney reported that staff changes have been made to focus on membership development. Christy Jones has now moved to look after America's Division and to implement the changes that will take place in the North America Chapters.

Ms. Leslie Dettler has assumed the responsibility for Membership Development throughout the Association. Ms. Khanitha Jarukirati and Mr. Aaron Tan will also be involved in membership development in Bangkok and in Singapore respectively.

In this fiscal year, PATA received 51 new members and 25 re-instated. There are 1,670 members.

Membership application procedure was also changed in September, 1999. The \$150 application/administrative fee has been waived and the membership fee will have to be received in full together with the application.

✓ PATA also plan to offer 50% commission on first year fees to the Chapters who can assist in signing new members. The America Chapters are happy about it and PATA plans to send this message to all Chapters soon. This hopefully would assist PATA in getting more income from membership dues.

Mr. Murphy asked about the risk of having to pay commission on the renewed members. Mr. McInerney responded that commission would be awarded for new members recruited only, who has not been PATA member for the past 3 years. at least.

5.4 PATA Travel Mart, 2001

Mr. Tom Nutley reported on the 2000 PATA Travel Mart which was attended by 290 buyers from 50 countries and 307 sellers from 30 countries.

The Sales contracted to date was from 43 companies/15 countries, occupying 582 sq.m. There are 15 signed up buyers from 12 countries.
The sales target is for 3,000 sq.m., 350 sellers and 350 buyers.

Reed has planned to step up their marketing campaign which includes aggressive recruitment exercises at other competitive shows of Reed Travel Group.
Mr. J.P. Sho made suggestion on visiting JATA in Japan for possible recruitment of exhibitors from Northeast Asia region. Mr. Nutley responded that his team will definitely take it into consideration. However, as JATA is held near to the time where PTM sales ought to be closed, the visit might not bring much result.

5.5 Category Reports :

Following reports were presented by Category Committee Chairmen :

- Mr. Nagami – Government
- Mr. Hughes – Carrier
- Mr. Hughes – Joint Government-Carrier
- Mr. Ram Kohli – Industry Council

5.6 Committee Reports :

Following reports were presented by Committee Chairmen :

- Mr. Ron Pyszka – Research Committee
- Mr. Tunku Iskandar – 50th Anniversary Committee
Added to the report, Mr. Russ Johnson mentioned that he is doing the video for the 50th Anniversary to be distributed to media members. Therefore, if there is any footing for the video, please forward it to him.

Ms. Gloria Keller also urged all Board Members to plan their travel for the Hawaii meeting and register as soon as possible due to limited time frame and holiday seasons prior to the meeting.

- Ms. Dawn Drew – Responsible and Sustainable Tourism Committee
She highlighted that Committee would prepare the draft on Code of Sustainable Tourism and presented for Executive Committee revision in Hawaii. The Committee also discussed the way to create higher level of visibility to PATA and its programme.

Mr. McNerney added that Mr. Neil Plimmer, Life Member will also work on the overall Code of Ethics in conjunction with the Committee report.

The Chairman emphasized that it is important for PATA to take an initiative on this matter and to set industry norm on responsible tourism.

- Mr. Kevin Carton – Marketing Committee
- Mr. John Rowe – Honors Committee

- Ms. Gloria Keller - 2001 Conference Programme Committee
- Mr. Gee – Educational Development and Certification Committee
The Chairman inquired on the name of the Committee as to why it was not named Human Resource Development Committee.
Mr. Gee responded that the term Human Resource Development includes the element of personnel management, of which the Committee is not focusing now.
- Mr. Ram Kohli – Geographic Boundaries Task Force

5.7 PATA Foundation

Mr. McInerney congratulated Mr. Kevin Murphy, the Chairman of the Dinner & Dance, 2000 organizing committee on the committee great job. The Foundation was able to collect \$17,719 during the party.

The CEO reviewed the progress on the proposed Capital Campaign. The objective would be to raise \$4 million to be paid over 5 years. He would appreciate any suggestions for the Honorary Chairman of the Campaign. It would have to be a well recognized individual.

PATA's management is commitment to the Capital Campaign as the Foundation is an excellent vehicle to enhance the Association's image throughout the region. The CEO, Ms. Leslie Detter, Ms. Khanitha Jarukirati and Roger Solomon would all be actively involved in the Campaign along with PATA Member volunteers.

The Foundations Trustee's would be retained, as their retention would be an asset to the program. It was suggested that some of the old programmes might need to be reviewed to ensure that they are still relevant. Mr. Carton suggested that airport authorities be approached, as potential donors.

Mr. Gee mentioned that from his experience the person who can make most effective fund raising is the CEO. Mr. McInerney responded that he was aware of the commitment and would dedicate and allocate his time as necessary.

6. Future Meeting

Brief presentations from the 3 bidding cities (out of 4) for September, 2001 Board Meeting were made to the Board. They were from Chinese Taipei, Nepal and Palau. Taipei received highest votes from the floor and the Board passed the resolution to have Taipei as the host for PATA Board Meeting in September, 2001.

Mr. Kevin Murphy pointed out that the host should check the date not to be too close to PATA America Meeting in 2001.

The Chairman thanked everyone for their attendance as well as the host committee from the Tourism Authority of Thailand. There being no other business and the meeting was adjourned.

PATA GOVERNMENT/DESTINATION MEETING

Sat 21st Oct 2000

08.30-9.30am

Le Royal Meridian Hotel

BANGKOK, THAILAND

MINUTES

Chairman:

Mr. Masatoshi Nagami, Japan National Tourist Organization

Members:

1. Mr. Charles Leong, Singapore Tourism Board
2. Mr. Tony Tse, Hong Kong Tourist Association
3. Mr. Neil Plimmer, Life Member New Zealand
4. Mr. Bill Calderwood, Australian Tourist Commission
5. Mr. Tony Thirwell, Tourism NSW
6. Mr. Kevin Carton, West Australian Tourist Commission
7. Ms. Jannong Junnapiya, Tourism Authority of Thailand
8. Mr. John Rowe, Life member Australia
9. Mr. C.T.Su, Tourism Bureau, MOTC Chinese Taipei
10. Mr. Jong-Hee Kim, Korean National Tourism Organization
11. Ms. Tantie Koestantia, Department of Culture and Tourism Indonesia
12. Mr. Paisan Wangsai, Tourism Authority of Thailand
13. Mr. Joao Costa Antunes, Macau Government Tourism Office
14. Mr. James Nelson III, Guam Visitors Bureau
15. Mr. Bezburuah, Tourism of India

Staff:

1. Ms. Sheila Leong PATA Asia Division
2. Ms. Sharon Hannaford, PATA Pacific Division

I. Introduction of New Chairman for the Government/Destination Meeting

Sharon Hannaford informed the meeting that due to the resignation of Mrs. Amy Chan from Hong Kong Tourist Association, PATA has appointed Mr. Masatoshi Nagami of Japan National Tourist Organization as chairman for the meeting. Mr. Nagami will serve as Chairman of this group for two years.

II. Call to Order / Introduction

Mr. Nagami called the meeting to order at 8.35am, followed with all members introducing themselves.

Mr. Nagami expressed thanks to the Tourism Authority of Thailand for hosting the Board Meeting in Bangkok.

Meeting agenda was adopted.

Minutes of previous meeting, held in Hong Kong, was accepted by Kevin Carton, seconded C.T. Su.

There being no matters arising from previous minutes, Mr. Nagami proceeded to Agenda Item #4 on APEC Meeting

III. 17th APEC Tourism Working Group Meeting

Sheila Leong reported to the meeting her recent participation in the 17th APEC Tourism Working Group (TWG) Meeting, held in Morelia, Mexico, from the 10 to 12 October 2000, as an observer.

There were representatives from 15 APEC economies and 2 observers, from PATA and WTTC that attended the meeting in Mexico.

The APEC TWG expressed great appreciation to PATA for the various activities it has undertaken since the first APEC Tourism Ministerial Meeting, including the production of its latest version of "Issues and Trends" which was dedicated to the APEC Tourism Charter. APEC TWG has requested that PATA continue to support their activities, and in particular to the promotional efforts of the Second APEC Tourism Forum which will be held in Kuala Lumpur, Malaysia, just before PAC2001.

The following are areas that were identified for collaboration between APEC and PATA in the implementation of the four Policy Goals set in the APEC Tourism Charter at industry level.

- a) Marketing seminars and workshops in relation to fostering private-public sector relationship and improving tourist services and facilities for travellers with disability.
- b) Development of a joint APEC/PATA environmental code of conduct.
- c) Input and contributions from PATA's Strategic Information Centre on APEC's establishment of a research consortium and to identify appropriate models to look at existing and future research requirements for economic benefits in tourism in the APEC region.

It was confirmed at the Mexico meeting that the 2nd APEC Tourism Forum, themed "Promoting Inter and Intra-Regional Marketing Opportunities and Cooperation" will be held in Kuala Lumpur over 6 and 7 April 2001, just prior to PATA Annual Conference. PATA has been invited to nominate speakers and contribute to the programme content of the Forum.

Discussions on APEC-PATA raised covered:

1. APEC economies vs PATA membership countries by John Rowe.
 - Sheila explained that of the 21 APEC economies, only 2 are non-PATA members - being Peru and Chile. Because of the relationship that PATA has built with APEC, PATA Members from outside the APEC region will be able to participate in APEC activities as observers.
2. APEC/PATA synergies (Neil Plimmer) – Neil endorsed further and closer cooperation between APEC/PATA as APEC brings forth tourism issues and representation at the ministerial level and Government planning agencies which are still not within the PATA network as yet.

Mr. Nagami will recommend to the Board for PATA to continue its support to the APEC Tourism Working Group.

IV. Discussion Issues for Members

1. Operation of Tourist Information Offices:-

This discussion was on to cover the issue of Tourist Information Offices (TIO) for tourists, which are operated by either central government or local government. Whether they should furnish nation-wide information at all TIOs, and who should be take primary responsibilities in operating them – the government or private enterprise or local provincial/municipality boards.

- Mr. Paisan of the Tourism Authority of Thailand put forth the Thai experience.
- Mr. Calderwood of Australian Tourist Commission and Mr. Thirwell of Tourism NSW highlighted the co-operative example that exists in Australia eg: Samsung internet connections at Airports and Local tourist information booths sponsored by the likes of Visa.

The question of printed materials and their relevance was raised due to the high cost of production, especially if the productions of such promotional materials are to be made in various languages. It was questioned if destination marketing on the Internet could help reduce costs in this area.

It was mentioned that through surveys conducted by some regional tourism boards, the length of stay for a tourist who knew the destination before arrival is -- on an average longer than one that has limited information. In this context, the meeting requested Mr. Nagami to include in the Joint Meeting Agenda a request for the Carrier Members to consider providing destination information as part of the in-flight entertainment programme. Although it was noted that some Carriers are already providing such services, this was not something that is happening across the board. However, Government/Destination Members should be prepared to co-fund the cost of video production.

2. Co-operative Relations between National and Local Government Entities:-

In the case of Japan, multiple local governments are organising a tourist promotion body and conducting joint promotion to attract overseas tourists. Examples from the membership were requested as to how they handle national/regional tourism promotions. Mr. Kim gave the Korea National Tourist Organization example where they endeavour to control at a national

level the activities of the provinces – so as to maximise funds and efforts. All members stressed that overall co-ordination was the key factor.

3. Exchange of Intelligence between NTOs eg. Results of Media and Educational Visits:-

Occasionally media or agents on an invitational visit to a country do not perform their duty in producing the desired results for the host country.

Neil Plimmer stressed that it was partly the responsibility of the NTO to qualify the media or agent prior to the visit and to set the terms of reference.

Joe McInerney, who joined the meeting at this point, suggested that perhaps PATA Communications Department could act as a filter in qualifying trade journalists and media for such visits. The meeting encouraged all members to exchange information on any non-deliverable media/agents.

V. Issues for Future Meetings. Joint Carrier/Government Meeting agenda/AOB

There were no issues raised for discussion at future meetings.

Agenda for the Joint Carrier and Government Meeting to follow, as well as the previous minutes reviewed and approved.

Any other business:

1. PATA Membership for Peru and Chile

Joe McInerney informed the meeting that in view of the PATA-APEC relationship, the PATA Geographic Boundary Task Force has been in discussion and reviewing PATA membership for Peru and Chile. The Geographic Boundary Task Force suggested that a recommendation paper be put forth by PATA Management to all Government/Destination Members outlining all the pros-and-cons to include these two countries into the PATA boundaries. This paper to be made available prior to the Hawaii Board Meeting in January 2001 for further discussions.

2. Airports Council International (ACI)

Joe McInerney also informed the meeting the since the Perth and Hong Kong Board Meetings, he has participated in several speaking engagements targeted at airport authorities. Through some of these seminars, he has initiated dialogues with the Board of Directors of the Airport Council International (ACI). Joe is currently working with PATA Board Members in Japan (Dan Buruss, Ishikure san and Nagami san) to meet with the President of ACI who happens to be the CEO of the Narita Airport. Joe has invited, and ACI accepted, some of the ACI Board Members to attend the next PATA BOD meeting in Hawaii to engage discussions/meetings with the Government/Destination and Carrier members to help foster closer working relationship between our two organisations.

There being no other matters, the meeting ended at 9.45 am.

Minutes taken by Sheila Leong/Sharon Hannaford, and approved by Mr. Nagami

PATA Joint Government Destination & Carrier Members Meeting
Saturday, October 21 2000
Le Royal Meridien
Bangkok, Thailand

MINUTES

Chairman : Mr. Col Hughes, Qantas British Airways
Co-Chair : Mr. M. Nagami, Japan National Tourist Office

Government/Destination Members:

1. Mr. Kevin Carter, Western Australian Tourism Commission
2. Mr. John Rowe, PATA Life Member
3. Mr. Bill Calderwood, Australian Tourist Commission
4. Mr. Joao Costa Antunes, Macau Government Tourist Office
5. Mr. Tony Tse, Hong Kong Tourist Association
6. Mr. Charles Leong, Singapore Tourism Board
7. Mr. Jong-Hee Kim, Korea National Tourist Office
8. Mr. James Nelson III, Guam Visitors Bureau
9. Mrs. Jannong Jannapiya, Tourism Authority of Thailand
10. Mr. Paisan Wangsai, Tourism Authority of Thailand
11. Mr. CT Su, Tourism Bureau MOTC, Chinese Taipei

Carrier Members:

1. Mr. Derek Chen, EVA Airways
2. Mr. Duncn Rggar, Air BP
3. Ms. Doris Cuenca, IATA Singapore
4. Ms. Janice Antonson, Vancouver International Airport Authority
5. Mr. John M.C. King, Aviation and Tourism Management
6. Mr. Bo Long, Seacloud Cruises
7. Mr. Charles Peng, China Airlines
8. Ms. Suprabha Moleeratanond, Thai Airways International
9. Mr. Sutata Rattakunjara, Thai Airways International

PATA Staff:

Mr. Kent Liu, PATA Administrative Headquarters
Mr. Joe McInerney, PATA Operational Headquarters
Mr. Ken Scott, PATA Operational Headquarters
Ms. Sharon Hannaford, PATA Pacific Division
Ms. Sheila Leong, PATA Asia Division

Chairman, Mr. Col Hughes called the meeting to order at 9.45 am.

Members at the meeting introduced themselves with a brief on their prime responsibility at work.

Minutes of previous meeting accepted by Mr. Bo Long and seconded by Mr. Kevin Carter.

Presentation: IATA Crisis Communication

Mr. Anthony Council of IATA presented to the meeting an IATA Crisis Communications which was launched in 1997 in partnership with Lufthansa. This plan is essentially a consultancy service for airlines and related industries to help in the areas of lawsuits, government/regulatory action and damaged reputation control. Case studies on the Japan's "Snow Brand" and Lufthansa flight hijack were highlighted in the presentation.

In the case of Lufthansa, it showed how a well-handled crisis communication plan can effectively help turned around the positioning of the crisis in a more controlled and orderly manner.

Whilst in the case of the Snow Brand, it deteriorated sales, resignation of the organisation's President, and led to a re-branding of the product which will take years to re-establish their image to pre-crisis days.

Mr. Kevin Carter advised the meeting that the IATA Crisis Communications presentation was most timely, as an agenda item on "Image Building and Management during Crisis" was discussed at the Marketing Committee yesterday. He suggested that PATA Communications work with IATA to improve and enhance PATA's existing crisis communications plan to see how best it can help and serve our members.

Interfacing Business Technology

Mr. David Smith, Managing Director of Oasis Technology presented to the meeting technology that allows for the interfacing of diverse computer systems (the ability of multiple CRS' to communicate with each other). Benefits of the system included:

- Minimal work to current CRS applications while allowing for communication with all other CRS systems;
- Significant operational cost reductions;
- Electronic ticketing across airlines;
- Speedier settlement including automation of pro-rate functions;
- Speed to market of new initiatives while minimising impact on current systems;
- E-payment technologies;
- Maintains current relationships with GDS', IATA, ARC etc as required;
- Reduction of investment risk with the introduction of new initiatives;
- Improves relationship with Agent network;
- Provides for improved "direct consumer bookings".

Other Matters

Mr. Joe McInerney informed the meeting the since the Perth and Hong Kong Board Meetings, he has participated in several speaking engagements targeted at airport authorities. Through some of these seminars, he has initiated dialogues with the Board of Directors of the Airport Council International (ACI). Joe is currently

working with PATA Board Members in Japan (Dan Buruss, Ishikure san and Nagami san) to meet with the President of ACI who happens to be the CEO of the Narita Airport. Joe has invited, and ACI accepted, some of the ACI Board Members to attend the next PATA BOD meeting in Hawaii to engage discussions/meetings with the Government/Destination and Carrier members to help foster closer working relationship between our two organisations.

Mr Hughes closed the meeting at 11.30 am. ✓ All other agenda items not covered will be discussed at the next meeting in Hawaii.

Minutes taken by Sheila Leong, approved by Col Hughes.

(二) 旅遊者對環境及文化永續之責任規範(草案)

DRAFT

The Traveler's Code of Responsibility For Environmental and Cultural Sustainability

"Travel is a passage through other people's lives and other people's places."

1. Be Flexible
Are you prepared to accept cultures and practices that are different from your own?
2. Choose Responsibly
Have you selected to support businesses that clearly and actively address the cultural and environmental concerns of the locale you are visiting?
3. Do Your Homework
Have you done research about the people and places you plan to visit so you may avoid what may innocently offend them or harm their environment?

Have you learned the basic manners, and polite phrases in the language of the place you plan to visit?
4. Be Aware
Are you informed of the holidays, holy days, and general religious and social customs of the places you will visit?
5. Support Local Enterprise
Have you made a commitment to contribute to the local economy by using locally run and owned hotels, tour operators, restaurants, shops and buying local artisan crafts?
6. Be Respectful and Observant
Are you willing to respect local laws that may include restrictions on purchases, usage of or access to places and things that may harm or otherwise erode the environment, or alter the culture of the places you visit?

Additional Points By Committee Members (final copy to be created):

1. Respect for heritage in its own right
2. Give back in some way to the place and people you have visited

STRATEGIC PLAN 2001/2004

The Strategic Plan for fiscal years 2001 through 2004 incorporates PATA's mission statement objectives and identifies structural issues needed to guide the Association. Continued strategic planning permits consistency in programmes and direction for the PATA staff.

Recommendations from the Executive Committee, Board of Directors, Members and staff as well as the continuation of the existing successful programmes and multi-year initiatives are used to prepare the Strategic Plan.

Over the last three years the Structural Issues pertaining to geographic boundaries and the organisation have been addressed and acted upon. Management will continue to review with the Geographic Boundaries Task Force situations that arise from time to time. Management will continue to address staffing issues that occur in the current year tactical initiatives.

STRUCTURAL ISSUES

Membership

- Continue current initiatives and develop additional programs to increase membership
- Y • Implementation of Phase II of the Washington Resource Consulting Group's Membership Structure recommendations:
 - Adjust dues to recommended levels for billing years for three years
 - Periodically review dues levels to ensure they are consistent with changes in the cost of doing business

Chapters

- Management is implementing the recommendations outlined in the WRCG Report with the modifications approved by the Board of Directors.

New Revenue Sources

- Our Premier Partner sponsorship programme will continue to generation additional income streams from non-traditional sources.
- Identify other types of additional revenue sources to increase income.

#

BUSINESS PLAN 2001/2002

The Pacific Asia Travel Association Business Plan for fiscal year 2001/2002 is developed each year to address the high priority areas outlined in the Strategic Plan that require staff attention to serve the members and operate the Association. Recommendations from the Executive Committee, Board of Directors, members, staff, the continuation of the existing successful programmes, multi-year initiatives, and the Washington Resource Consulting Group, Inc. Membership Dues and the Chapter Reports were used to prepare this plan.

The major organisation structural issues resulting from the Operational Headquarters move to Bangkok, the Administrative Headquarters move to Oakland, California and the consolidation of the Asia Division Office in Bangkok have been addressed. Staffing issues now become more Tactical Initiatives rather than Structural Issues. Management can now concentrate on membership development, creating additional marketing opportunities and supporting members.

The Business Plan is divided into two sections: Structural Issues needed to effectively administer the Association, and Tactical Initiatives, which address operational opportunities and scheduled events to support the membership.

STRUCTURAL ISSUES

Membership

- Targeted membership campaigns in higher dues-paying categories
 - ◆ Airlines and Airports
 - ◆ Cruise Lines
 - ◆ Hotels
 - ◆ Regional Governments and CVBs
 - ◆ Corporations
- Implementation of Phase II of the Washington Resource Consulting Group's Membership Structure recommendations for billing year 2001/2002
- Better demonstrate membership value to member categories
- Develop additional "member only" benefits and value

Chapters

- Management will act on the recommendations outlined in the WRCG Report and the modifications approved by the Board of Directors.
- Ongoing issues to be addressed:

- ◆ Leadership development
- ◆ Deliver more tangible marketing tools and resources for the Chapters
- Continue the Pacific Asia Specialist Programme in the Americas
- Continue the 50% commission of the current year dues to Chapters who assist in recruiting new members for the Association

New Revenue Sources

- Our Premier Partner sponsorship programme will continue to generation additional income streams from non-traditional sources. The process of educating prospective sponsors on the benefits derived from being associated with PATA takes a great deal more time than anticipated
- PATAnet and PATAfax advertising rates will be developed and space offered to PATA members

TACTICAL INITIATIVES

Branding

- All publications will be identified with the PATA name and logo
- PATA to provide regular travel news columns in consumer publications
- Continue CNN travel commentaries
- Participate in consumer Internet travel reservation site with PATA-designated channel(s)

Communications

- Media educational trips are planned for South Asia, Southeast Asia, Northeast Asia and the South Pacific. North America trips are combined with the PATA Americas Travel Mart.
- Four communicators workshops organised in conjunction with Time, Inc. will be held in South Asia, Southeast Asia, Northeast Asia and South Pacific.
- Maintain the high editorial content that the new PATA Compass publisher has reached and assist in boosting advertising sales to justify returning the magazine to a monthly publication during the later part of 2001/2002
- Create advertising opportunities for members in PATAnet and PATAfax
- Macau Government Tourist Office will sponsor the PATA Gold Awards in 2001. They will be given the first right of refusal for subsequent years.
- Refine our media database to a point where we realise significant savings in postage and fax expenses.
- A Crisis Task Force is available for PATA destinations recovering from negative media coverage.
- Develop media opportunities for PATA destinations and PATA spokespeople in major print and electronic communications.
- 2001/2002 will be the final year we print mass quantities of the PATA Member Directory. By producing this document as a CD-ROM and by making it available to members online, we will realise significant savings in 2002/2003.

Education

- Support the University of Hawaii EDIT programme with partial scholarships
- Support the Southern Cross University Tourism Executive Development course with partial scholarships
- ✓• Continue the Cahners Travel Group/Baxter Publishing Pacific Asia Specialist Programme
- ✓• A one-week Executive Training programme with the Swiss Hotel Association is being considered
- Educational workshops planned in Moscow in conjunction with the International Tourism Institute
- Management will work closely with the Education Development and Certification Committee to create programmes that meet our members' needs.

Environment

- Work closer with Green Globe to establish their programme in the region
- Publish the annual Environment, Culture and Heritage Best Practice Papers from Gold Award submissions
- Hold roundtable meetings in each PATA country to determine best practices and publish a paper that will be presented at the Annual Conference in New Delhi, India.

Events

- The Adventure Travel Mart will become part of the PATA Travel Mart in 2002
- An Ecotourism Conference will be scheduled as a yearly event beginning in July 2002.
- The 51st Annual Conference will be held in 2002 in New Delhi, India
- Begin planning cycle for the 2003 Annual Conference in Indonesia
- Select venue for the 2005 Annual Conference.
- The 2001 PATA Americas Travel Mart will be held in Mexico City, Mexico
- Select venue for the 2002 PATA Americas Travel Mart

Divisions

- Americas
 - ◆ Americas Outbound Programmes
 - Implement "Americas 2000 plus" programme
 - Continuation of the PATA Pacific Asia Specialist Programme
 - Create an online search engine to enable consumers to locate PATA Pacific Asia retail agents in their area.
 - Restructure the Americas Chapters to meet the requirements set forth by the PATA Board of Directors and the AGM
 - Implementation of a membership programme for suppliers to become full PATA members
 - Promotional campaign to encourage retail agents to become Pacific Asia Specialists

- Develop a PATA Virtual Chapter
- Revamp Americas communications programme to better serve the chapters
- Update and issue PATA Chapter handbook
- Create a weekly Pacific Asia destination show cable television with CNX Media on the Travel Channel. If the PATA-member destinations fund the series, it will have PATA branding and a call to action via our agent search engine to see your PATA retail agent
- ◆ Americas Inbound Programmes
 - Destination Programmes
 - Joint Massachusetts/Vermont Discovery Tour
 - Joint Massachusetts/Vermont Media Tour
 - Rural Nevada promotion for selected Asia destinations
 - Joint Los Angeles/San Diego/Mexico promotional programme to include media visits
 - Meeting with Western Canada and Canadian Tourism Commission in January 2001 to determine interest.
 - Reaching the Asia Market single-day educational workshop available on request basis
- ◆ Latin America
 - Mexico Outbound
 - Trade mission conducted to Mexico City, Monterrey and Guadalajara
 - Further develop the Mexico chapter with key retail agents
 - Mexico Inbound
 - Develop inbound component to the existing chapter
 - Mexico will host the PATA Americas Mart in 2001
 - Conduct a seminar in Mexico City on reaching the Asian Markets in 2002
- ◆ South America
 - Chapter Development
 - Strengthen existing chapters in Brazil, Chile and Argentina
 - Develop Chapters in Rio de Janeiro, Brazil and Lima, Peru
 - South American Sales Mission
- ◆ Americas Annual meeting
 - The meeting will rotate the between the three North American destinations
- Asia
 - ◆ Seventh Mekong Forum will be conducted in March 2002
 - ◆ Develop an Aviation Conference with IATA Singapore Office, September 2001
 - ◆ Conduct a technology seminar in the 2nd quarter 2002. Bid specifications will be sent to the regional country members.
 - ◆ Participate in the following trade shows with a PATA pavilion, booth or catalogue opportunity:
 - CITM Kuming, China (PRC), October 2001

- ◆ Quarterly Air Capacity Report
- ◆ Pacific Asia Travel and Tourism Forecasts
- ◆ 10-Year Data Disk
- ◆ Country Fact sheets
- ◆ Data Cards
- ◆ Issues & Trends
- Outbound Reports
 - ◆ Australia/New Zealand September 2001
 - ◆ Russia March 2002
- Other Research Activities
 - ◆ Occasional papers will be produced on topics deemed relevant by the Research Committee.
 - ◆ Issue papers similar to the Aviation Hub paper
 - ◆ Update of market information reports

Young Tourism Professionals

- Work with the chapters to develop YTP programmes
- Co-sponsor with European Chapters a European YTP Forum in September on the campus of the International Tourism Institute.

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- ◆ Direct solicitation of select companies
- ◆ Work closely with existing Partners to ensure continuation
- PATAnet and PATAfax
 - ◆ Provide special rates for members to advertise in these media

TACTICAL INITIATIVES

- **Branding**
 - ◆ Continue to evaluate ways in which we can capitalise on our name within the hospitality industry
 - ◆ Create consumer awareness through more exposure in consumer media and Internet travel sites
- **Communications**
 - ◆ Media education trips will be marketed to select media who have a proven record of producing stories after events
 - ◆ PATA divisions, Time Inc. Asia and the Director of Communications will determine communicators workshop locations
 - ◆ Solicit members and Premier Partners for Gold Awards Sponsorship
 - ◆ Work with *PATA Compass* publisher to attract additional advertisers
- **Education**
 - ◆ Distribute information on the University of Hawaii EDIT programme and the South Cross Tourism Executive Development programme to PATA members
 - ◆ Solicit retail travel agents in North America to become Pacific Asia Specialists through direct mail, advertising and chapter programmes
 - ◆ Encourage PATA members to join Green Globe through direct mail, PATAfax, *PATA Compass*, booths at the PATA-sponsored events and presentations at various conferences. Green Globe will also be contacting our members to join the programme.

Events

- All PATA events have a separate marketing plan
 - ◆ Americas Travel Mart
 - ◆ PATA Travel Mart
 - ◆ Annual Conference

Divisions

- Americas
 - ◆ Discovery tours, sales missions, pavilions and booths at trade shows will be marketed to the PATA and Chapter members through direct mail, personal

calls, PATAfax, *PATA Compass*, booths at the PATA-sponsored events and presentations at various conferences.

- ◆ Solicit retail travel agents in North America to become Pacific Asia Specialists through direct mail, advertising and chapter programmes
- ◆ Enten and PATA will meet with NTOs to sell them on participating in the Americas marketing programme
- ◆ In conjunction with CNX Media, meet with PATA destination members to explain the proposed Travel Channel PATA Travel Show.
- ◆ Identify media and agents to participate in Americas inbound programmes.
- ◆ Use direct mail, PATAfax and PATAnet to solicit Pacific Asia members to join the South American Sales Mission.
- Asia
 - ◆ All Asia Division activities will be marketed to PATA and chapter members through direct mail, personal calls, press releases, PATAfax, *PATA Compass*, booths at the PATA-sponsored events and presentations at various conferences.
- Europe
 - ◆ All Europe Division activities will be marketed to PATA and Chapter members through direct mail, personal calls, press releases, PATAfax, *PATA Compass*, booths at the PATA-sponsored events and presentations at various conferences.
- Pacific
 - ◆ All Pacific Division activities will be marketed to PATA and Chapter members through direct mail, personal calls, press releases, PATAfax, *PATA Compass*, booths at the PATA-sponsored events and presentations at various conferences.
 - ◆ The Pacific Tourism Exchange has a separate marketing plan.

Relationship with Other Organisations

- Participate in other organisations' conferences, meetings and trade shows to support their programmes and develop strategic alliances with PATA

Strategic Information Centre

- Members will be offered publications through normal distribution channels.
- All research papers are listed for sale in the PATA Publications Catalogue, on PATAnet and available to the general public on Amazon.com
- Presentations are made at the Annual Conference, Board Meetings, chapter meetings, seminars, workshops and other organisation meetings.

Young Tourism Professionals

- This is a grassroots programme. PATA will assist interested chapters with ideas to attract young tourism professionals.

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EXPLANATION
Reforecast Current fiscal Year (2000/2001)

Contribution to General Fund is \$48,617 versus \$108,800

Contribution to the General Fund: The variance of \$60,183 is due primarily to a shortfall in Membership Dues revenue, VUSAMART profit and Sponsorship income.

VUSAMART: This was the first year that PATA operated the event, it showed a profit of \$101,908 versus \$172,000 budgeted. This was a profit improvement of \$85,658 over the previous year when an outside group operated the event.

Marketing and Promotion: The income and expense reductions are proportionate. This is due to planned divisional workshops listed as to be determined in the original budget were eliminated. Some of the Discovery Tours and Sales Missions were rescheduled into 2001/2002.

Membership Dues: The shortfall in the membership dues was based on the actual dues received last year and the forecasted new paid member's dues for this year.

Chapter Support: The income and expense reductions are proportionate. The reduction is due to the delay in the implementation of the Pacific Area Specialists program in North America.

Interest Income: The decrease of \$47,000 is due to the low cash level which was caused by the use of the reserves in 1999/2000, late receipt of membership dues and poor market conditions.

Sponsorship: As most potential Premier Partners are not travel companies but companies that benefit from the travel industry, the lead time to educate them on PATA is longer than anticipated.

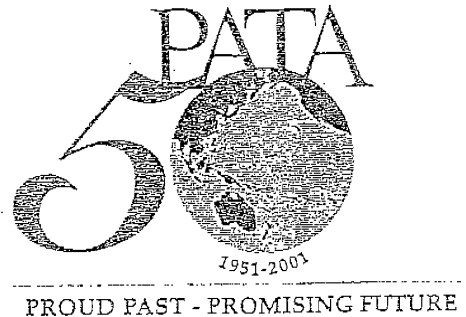
Occupancy: When the budget was prepared we were not sure when we would move and the incentive fee amount we would receive from Charles Schwab to move prior to our lease expiration. Therefore, we arbitrarily decided to reduce the yearly rent by \$40,000 and felt that any additional funds received from Schwab would be used to offset moving, printing and capital expenses. For the reforecast we felt that the best practice would be to show the Charles Schwab contribution as extra ordinary income and all expenses would be charged to the appropriate cost center.

Capital Expenditures: The additional capital expenditures of \$22,700 are attributed to the installation of the new data base which will integrate the accounting and membership programs as well as link the Oakland and Bangkok systems. Also, the initial work on the PATA Agent Search Engine for the Specialist Program.

Pacific Asia Travel Association
Profit and loss statement
Reforecast as of October 30, 2000

	2000/2001 BUDGET	2000/2001 RE-FORECAST	2000/2001 YTD ACTUAL	2000/2001 YTD RE-FORECAST	
<u>Administrative Expenditures :</u>					
Staff costs	2,096,000	2,096,000	692,680	704,521	Salary, taxes, insurance, benefits
Travel / Representation	286,900	274,146	62,350	91,382	Staff travel
Office communications	241,800	213,345	58,590	71,115	Phone, postage, fax, internet
Office expenses	461,300	429,943	163,034	149,981	Office supplies, printing, contractors
Total Administrative Expenditures	3,086,000	2,933,434	976,654	1,016,999	
<u>Fixed Expenditures :</u>					
Occupancy	226,400	215,700	113,589	81,739	Rent, utilities, storage
Depreciation	116,700	103,000	35,600	35,000	
Total Fixed Expenditure	343,100	318,700	149,189	116,739	
Total Admin & Fixed Expenditures	3,429,100	3,252,134	1,125,843	1,133,738	
Contribution (Deficit) from operations	(2,583,200)	(2,025,388)	(911,937)	(989,771)	
Membership Dues	2,692,000	2,570,000	1,547,721	1,547,721	Second invoices sent out in Dec 2000
Contribution (Deficit) to the General Fund	108,800	544,612	635,784	557,950	

(三) PATA "See You in Asia" 2001 北美推廣計畫



PATA Americas
"See You in Asia" 2001 U.S. Consumer Promotion

Executive Summary

A major component of the PATA 2000+ program is the development of marketing and promotional programs to encourage North American travelers to visit the Pacific and Asia.

While overall international travel continues to grow from North America to Pacific Asia, the region is actually losing market share to other geographic regions, particularly Europe. The European Travel Commission (ETC), a consortium of 30 European countries has been successful in creating an umbrella program selling "Europe" as a single destination. This has augmented individual marketing and communications efforts of the specific countries, both the large, well financed, and the developing destinations. The ETC campaign is a multi-million dollar effort that runs throughout the year in North American markets.

PATA has been creating a number of umbrella opportunities in the North American markets for members in Asia and the Pacific. While details on a targeted Pacific marketing program and an overall Pacific Asia integrated campaign will be finalized in the next few months for review, we are pleased to offer an initial program for consideration by members. The following has been designed with budget and time considerations in mind as the first year of a potential long-term program.

Objectives

1. Build greater consumer awareness of the wide array of opportunities for traveler in Asia.
2. Dispel commonly-held views in US on barriers to Asia travel: lack of air service, language and expense.

3. Provide an environment to allow more effective individual destination and supplier marketing.
4. Increase travel from the US to the region by six percent a year.
5. Maximize cooperative opportunities between PATA members, including destinations, carriers, hotel companies, suppliers, North American media members and the Premier Partners.
6. Help drive consumer bookings to PATA- Pacific Asia Travel Specialist agents
7. Reestablish PATA's marketing role for members in North America.

Campaign Target Audience

Consumers in the United States with incomes of more than US\$75,000 a year. Focus will be on select key markets in this initial campaign including New York, Chicago, San Francisco and Los Angeles. In addition key national media consumer and trade outlets will be used to reach a national audience.

The Campaign

The campaign has been created in association with Enten & Associates to increase US consumer awareness of travel opportunities to Asia. In keeping with budgetary considerations and desire to maximize short-term results, we suggest the initial year's campaign be a 60-day program, slated for September/October 2001. The campaign will have the following key elements:

1. Print advertising
2. Direct mail
3. Broadcast advertising
4. Consumer radio promotions in key markets
5. Internet marketing
6. PATA retail agent promotion

Campaign Theme

Currently two themes are being considered **See Asia Now** and **See You In Asia**. The themes will be test-marketed before a final determination is made. For the sake of consistency, future references to the campaign theme in this document will be "See You in Asia."

Print Advertising Overview

Print advertising will include two separate elements. 1. A print four-color advertorial section for inclusion into Sunday newspapers in the four selected markets. 2. A full-page four-color themed advertisement to promote the overall campaign will be placed in national consumer and trade publications.

Advertorial Supplement

- A "See You in Asia" Advertising/ advertorial supplement will be created. This will feature the participating destinations and provide advertising opportunities for all PATA members. The full-page campaign advertisement will be included in the supplement. The level of advertising support from PATA members will determine the size of the supplement.

Placement will be in a Sunday edition of the following newspapers

New York Times

Circulation: 1,820,000

Sunday Sophisticated Traveler in center of magazine (Sept. 16th)

Stipulations: A Special Advertising Supplement to the New York Times on FrontPage
Advertising Supplement printed on all pages
9" x 11" for Sophisticated Traveler

Chicago Tribune

Circulation: 1,006,000

Stipulations: Sections containing both individual ads & editorial style materials, require a statement of sponsorship on page 2 or 3 in a reasonably prominent type and position.

A Special Advertising Supplement to the Chicago Tribune
Advertising Supplement printed on all pages.

San Francisco Chronicle

Circulation: 600,000

Stipulations: A Special Advertising Supplement to the San Francisco Chronicle & Examiner on Front Cover
Advertising Supplement printed on all pages.

Los Angeles Times

Circulation: 1,384,688

Stipulations: A Special Advertising Supplement to the LA Times on Front Cover
Advertising Supplement printed on all pages

National Print Advertising

In an effort to reach beyond the four key markets, full-page advertisements will be placed in selected national consumer and trade periodicals. In each case, the publications will be encouraged to build upon the campaign with special Asia editorial and advertising sections.

National Consumer Print Advertising Proposed Publications

National Geographic Traveler

Publishes: 8x/year
Circulation: 729,660
Ad Size: Full Page (7" x 9-3/4"), 4-color
Schedule: 2 Insertions - September & October
Description: ***National Geographic Traveler*** is a resource for active, curious travelers that focuses on domestic and foreign destinations, personal travel reflections, food and restaurants, great places to stay, photography, trends, adventure, ecotourism, road trips, cultural events and travelers.

Travel Holiday

Publishes: 10x/year
Circulation: 653,318
Ad Size: Full Page (8-1/8" x 10"), 4-color
Schedule: 2 Insertions - October & November (Asia/Pacific Rim Special Section in Nov.)
Description: ***Travel Holiday*** is edited for the sophisticated, affluent travel enthusiast containing relevant and accessible information about destinations around the globe and features designed to make the reader an authority on travel.

USA Today

Publishes: Daily
Circulation: 1,757,699 (Monday-Thursday); 2,158,215 (Friday)
Ad Size: Full Page (11-1/2" x 21"), B&W
Schedule: 1 Insertion - September
Description: ***USA Today*** is a national daily newspaper targeted to the business traveler.

National Trade Print Advertising Proposed Publications

Travel Agent Magazine

Publishes: Weekly
Circulation: 51,505
Ad Size: Full Page (7-1/4" x 10"), 4-color
Schedule: 2 Insertions – September & October
Description: ***Travel Agent Magazine*** is edited for the travel agents, tour operators and travel industry professionals from every ARC, IATAN and CLIA travel agency in the U.S. The publication presents its readers with sections from around the travel world, including airlines, car rentals, corporate travel, cruises, hotels, rail reports, and tours & packages.

Travel Weekly

Publishes: 2x/Weekly

Circulation: 50,451

Ad Size: Full Page (9-15/16" x 13-3/16"), 4-color

Schedule: 2 Insertions - September & October

Description: *Travel Weekly is edited for U.S. travel agents, tour operators, corporate travel executives and travel industry suppliers, providing them with industry news, feature articles and stories on hotels, resorts, airlines, cruise lines, car rentals, the government scene, destinations and tour packages.*

Direct Mail

MasterCard Inserts

PATA will work with MasterCard in an effort to develop a "See You in Asia" insert and consumer promotion. The insert will be included with billing statements throughout the United States using MasterCard issued by selected banks including Wells Fargo, MBNA and Citibank.

Sprint Inserts

PATA will work with Sprint in an effort to develop a "See You in Asia" insert and consumer promotion. The insert will be included with billing statements in key zip code locations throughout the United States.

Interval International

PATA will work with Interval International to include a direct mail insert on the campaign within a mailing to their members in the United States

PATA Retail Agents

PATA retail agents will be provided a promotional flyer template suitable for agency personalization for mailing to their client lists.

Broadcast Advertising

Television

Based on the expense of television buys, we can not afford US television in year one. However, MasterCard has two existing "Priceless" advertisements that could be run to support the program. We are in discussions with MasterCard on the possibility of a special "See You in Asia" tag line and cooperation/coordination in running the spots during the Destination promotion period.

Radio

Radio advertising buys will be made in the selected key markets of New York City, Chicago, Los Angeles and San Francisco. Advertising will be purchased in conjunction with the planned consumer radio promotions outlined in the next section. The radio advertising buys are based on selections of the top radio station in each of the markets for the targeted demographic audience we wish to reach. Advertising spots will be timed to reach at least 50 percent of the targeted audience for that station.

The best time to reach our targeted audience is during the morning and evening work commute period. For this reason, PATA will focus on broadcast sponsorships of weather, sports and traffic reports, when on-air talent read a "See You in Asia" message before and after the news reports.

In addition PATA members will be offered the opportunity to sponsor weather and traffic reports during the "See You in Asia" promotion period.

Consumer Promotions

Radio

The radio promotions will be conducted over a one month period- mid September to mid-October.

Drive time radio personalities will conduct remote broadcasts from one of the participating PATA destinations for a one week period. This will provide extensive remote broadcasts discussing the destination and participating suppliers during either the prime morning or afternoon drive periods.

In addition each of the participating stations will be provided four(4) five-day trips for two to each participating destination for on-air sweepstakes/promotion. Each participating destination will be host to four couples.

Website Marketing and Site

A special PATA "See You in Asia.com" website will be prepared for the promotion. The site address will be memorable and convey the overall theme of the campaign. It will open with a sophisticated Flash Animation Introduction featuring existing Asian artwork. This Flash animation will serve to set the tone and quality of the site. The design of the Website will complement the artistic approach initiated in the print campaign. This consistent "look" will lend to the global branding effort. Hyperlinks will be attached to all partner Websites and post a special events calendar for information purposes.

The Website will utilize online contests to generate interest in traveling to Asia. To encourage visitors to explore all that this new Website has to offer, we will develop a basic Q&A trivia promotion/contest with links to strategic marketing partners and

sponsors. Participants in this promotion will receive valuable travel incentives. This strategy has great potential to produce excitement among Website visitors, and more importantly generate quality leads.

An example of this strategy would be the development of a *Treasure Hunt* contest that drives travelers to marketing partner and sponsor sites in search of *clues* providing positive results for participants and consumers. The objective will be to inform and entertain the consumer as they gather valuable information while seeking *hidden treasure*. Each participant who completes the *Treasure Hunt* is a winner. The rewards may consist of valuable travel discounts and giveaway items. This can also be a progressive opportunity with varying degrees of rewards based upon the successful completion of each activity.

For Example:

- 1) All visitors who seek and find three *clues* enabling them to find *hidden treasure* will receive a package of travel coupons and incentives valued at \$1,000.00. (*This may require a total of 10 minutes to complete*)
- 2) The search continues. By finding more *clues* and *hidden treasure* at additional sponsor Websites, participants will qualify for prizes such as free meals, free night stays, flight upgrades, etc. (*This may require a total of 30 minutes to complete*)
- 2) This final stage of the *Treasure Hunt* will require more *digging* on the part of each participant as they earn the right to be eligible for a Grand Prize drawing. The Grand Prizewinner could receive a vacation to Asia or other quality prize. (*This may require a total of 45 minutes to complete*)

Public Relations Component

A multi-level media public relations program will be developed to drive consumer awareness of the See You in Asia campaign. Beyond traditional publicity support, a public relations "event" will be created to further promote the campaign in the targeted cities. Once participating NTOs and suppliers have been finalized, the options will be presented prior to a final decision. The public relations event selected will not exceed the amount budgeted for PR and communications within this outline. Considerations may include:

Multi-city Tour

Host themed events in key gateway cities to Asia. It should be something never seen before and multi-faceted. Include arts, fashion, food etc... Utilize local country offices and populations to help drive support. For example in New York, host events in China Town and at the Asia Society Building. Bring in network personalities of Asian descent. Have them be hosts of the event?

Great Chefs of Asia tour

Asia has some of the best chefs in the world. Organize a great chefs of Asia US tour as part of the events planned for each city. Also offer chefs up to hotels in key cities as visiting guest chefs to promote this even further.

Airlines/Hotel

Throughout the promotion, participating airlines and hotels will be encouraged to feature menu specialties or some collateral, or wear 'See You in Asia' badges to raise awareness of the promotion. They should also guarantee coverage in in-flight and in-room magazines.

Launch a Concierge guide to Asia...the ultimate guide to getting around Asia brought to you by "See You in Asia"

Develop, write and produce a handy guide to all things Asia. This should be light hearted and fun, full of useful tips and great places to visit. Should be available on-line. Should be a 'must-have' for everyone going to Asia.

Asian Artists: Ice carvings, woodcarvings, etc...

Asian's are incredibly artistic. The idea would be to showcase these unique skills as part of an overall cultural aspect to the promotion. Local artists would do magnificent, huge carvings of US landmarks, i.e. the White House, Statue of Liberty, Golden Gate Bridge etc.... they would then donate them to each city.

PATA See You in Asia Promotion

Estimated Cost Breakdown

Base Program

Print/broadcast Media	US\$600,000
Public Relations/web operations	<u>150,000</u>
Total	US\$750,000

Radio Promotions/Barter

Gift in kind for radio promotions	
Staff for live remote Broadcasts	24 air seats
Hotel for live remote Broadcasts	60 hotel room nights
Radio Trips	32 air seats
Hotel	80 room nights
Meal allowance	TBD
Totals:	58 air seats
	140 hotel room nights

Advertorial Supplements

Quantity required:	4,810,688
Est. printing costs	\$400,000
Insertion fees :	\$606,917
Total	\$1,006,917

Targeted Participants for Base Program

Targeted participants will be the focus of the advertorial supplement, featured in the radio remotes and receive the coverage associated with the on-air radio trip promotions.

NTOs: Graduated fee:
Group A: 500,000 plus annual visitors from North America
Group B: 200,000-500,000 annual visitors from North America
Group C: Under 200,000 annual visitors from North America
(Benefits vary by fee level. Any NTO can upgrade to a higher level should they choose.)

Carriers: Star Alliance or One World. Base fee and seats for promotions
Hotel Group: Bass Hotels and Resorts, Starwood (maximum of two hotel groups)
Tour Operators: Maximum two
Credit card: MasterCard. Fee and promotional considerations
Communications: Sprint. Fee and promotional considerations

Advertising Opportunities for all PATA members

Advertising in the advertorial supplement will be offered to all PATA members. In addition, all members will be invited to advertise in the publications featuring the full-page campaign advertisement. Radio sponsorship spots will be offered after the anchor participants receive the first right of refusal.

PATA Member Participation Fees

The outlined fees are for the base campaign, including print advertising, radio promotion, direct mail and website exposure. Advertorial space and optional radio spots for specific destinations, services or products are not considered part of the base program fee.

Group A

500,000 plus annual visitors from North America

China	Hong Kong
Japan	Korea
Philippines	Singapore
Thailand	Australia*

Price: US\$50,000 plus responsibility for coordinating ground costs for radio visit and trip winners.

Benefits

- Destination editorial and pictorial coverage within the Advertorial supplement for daily papers. Level of coverage will depend on support advertising from travel industry advertising from that destination.
- Remote broadcast from one of the four participating radio stations. Morning or evening drive four-hour time slot, destination features, interviews, etc during talent "chat" periods. (five days- Monday-Friday.) City will be determined by mutual agreement among the participants, PATA and the radio station.
- Pre and post on-air promotion for trip contest in each targeted market, New York, Chicago, Los Angeles and San Francisco, including pre and post on-air promotion
- Destination visual on theme advertisement.
- Destination visual, plus Web site listing on direct mail pieces issued by PATA premier partners and PATA retail agents.
- Destination specific within public relations campaign
- First right of refusal on prime advertising placement for advertorial supplements
- First right of refusal for radio sponsorship spots

Group B

200,000-500,000 annual visitors from North America

India Chinese Taipei
Indonesia Vietnam
New Zealand*

Price US\$25,000

Benefits

- Destination editorial and pictorial coverage within the Advertorial supplement for daily papers. Level of coverage will depend on support advertising from travel industry advertising from that destination.
- Pre and post on-air promotion for trip contest in two target markets, New York, Chicago, Los Angeles or San Francisco, including pre and post on-air promotion. (specific markets will be determined mutual agreement between destination participants, PATA and the radio station.)
- Destination listing and web URL on direct mail
- Destination listing on theme advertisement
- Second right of refusal on radio spots, drive and weather spot sponsorship
- Destination mention within public relations campaign.

Group C

Under 200,000 arrivals

All other PATA-member destinations

Fee US\$10,000

Benefits

- Destination Listing and web site URL on direct mail
- Destination listing and website URL in advertorial supplement. Expansion of coverage to include editorial and illustrations available with advertising support of hotels and suppliers.
- Destinations in the Group B or C categories are invited to participate at a higher level.

Hotel Companies

(maximum two hotel groups)

Fee US \$50,000 plus 70 room nights for radio personalities and winners of radio promotion trips.

Benefits

- Group editorial coverage within the Advertorial supplement for daily papers. Level of coverage will depend on support advertising from travel industry advertising from that destination.
- Remote broadcast coverage from each of the four participating radio stations. Morning or evening drive four-hour time slot, destination features, interviews, etc during talent "chat" periods. (five days- Monday-Friday.) City will be determined by mutual agreement among the participants, PATA and the radio station.
- Pre and post on-air promotion for trip contests in each market, New York, Chicago, Los Angeles and San Francisco.
- Group mention on theme advertisement.
- Group mention, plus Web site listing on direct mail pieces issued by PATA premier partners and PATA retail agents.
- Group mention within public relations campaign
- First right of refusal on prime advertising placement for advertorial supplements
- First right of refusal for radio sponsorship spots

Carriers

(one alliance group)

US \$50,000 plus 56 air seats

Benefits

- Carrier alliance editorial and coverage within the Advertorial supplement for daily papers. Level of coverage will depend on support advertising from travel industry advertising from that destination.

- Remote broadcast coverage from the participating radio stations. Morning or evening drive four-hour time slot, destination features, interviews, etc during talent “chat” periods. (five days- Monday-Friday.)
- Pre and post on-air promotion for trip contest in each targeted market, New York, Chicago, Los Angeles and San Francisco.
- Alliance mention and visual on theme advertisement.
- Alliance mention and visual, plus Web site listing on direct mail pieces issued by PATA premier partners and PATA retail agents.
- Alliance mention within public relations campaign
- First right of refusal on prime advertising placement for advertorial supplements
- First right of refusal for radio sponsorship spots

Major Tour Operators

(Maximum two)

Fee \$25,000, plus ground coordination for radio promotions

Benefits

- Operator editorial mention within the Advertorial supplement for daily papers. Level of coverage will depend on support advertising from travel industry advertising from that destination.
- Remote broadcast coverage from the participating radio stations. Morning or evening drive four-hour time slot, destination features, interviews, etc during talent “chat” periods. (five days- Monday-Friday.)
- Pre and post on-air promotion for trip contest in New York, Chicago, Los Angeles or San Francisco, including pre and post on-air promotion.
- Operator listing on theme advertisement
- Second right of refusal on radio spots, drive and weather spot sponsorship
- Destination mention within public relations campaign.

Other PATA member Suppliers

All PATA members will be encouraged to participate in the advertorial supplements. These will provide many of our members with affordable advertising in major market newspapers that would not be possible under normal circumstances.

Opportunities will also be sought with the two periodicals and *USA Today* on supplements, special features that may be created by the publications in support of the campaign.

In addition, members will be made aware of radio time that may be available during the “See You in Asia” promotion period.

Long-Term Goals for "See You in Asia" Promotion

Results of the year one program will be reviewed in late 2001. The success of year one will open the doors to a number of other possibilities and potential expansion of the program, including:

- Television advertising
- Major national retail outlet promotion
- Point of purchase promotion
- Expansion of the key market cities
- Expansion of the public relations support and promotional events.