

行政院及所屬各機關出國報告
出國類別：出席國際會議

出席亞太旅遊協會二〇〇一年 第五十屆年會報告書

服務機關：交通部觀光局
出國人：職 稱：副局長 / 副組長
姓 名：蘇成田 / 劉文越
出國地區：馬來西亞吉隆坡
出國期間：90年4月6日至4月12日
報告日期：90年6月11日

出席亞太旅遊協會 2001 年第五十屆年會報告書

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一、前言

亞太旅遊協會 (The Pacific Asia Travel Association, PATA) 係於 1951 年在夏威夷創立之觀光組織。協會成立之宗旨以促進亞太地區觀光旅遊之發展、提升旅遊品質與價值暨增進會員之利益為主。PATA 總部原設立於美國舊金山，1999 年業務總部 (Operational Headquarter) 移到曼谷，惟行政總部 (Administration Headquarter) 仍在美國，但亦遷到奧克蘭市，另 PATA 太平洋地區分部設於雪梨、亞洲地區分部在新加坡、歐洲地區分部則設於摩納哥。

PATA 每年在不同會員國舉行一次年會 (Annual Conference)，理事會 (Board of Directors Meeting) 則每年召開四次，開會地點亦擇不同地點舉行。今年 (2001) 首次理事會係於一月間在夏威夷舉行，本屆年會則在馬來西亞吉隆坡舉辦。

PATA 會員計分三類，一是政府／目的地類 (Government / Destination)；二是航運類 (Carrier)；三是旅行及旅館業者類 (Industry Council)。現有會員涵蓋近一百個政府觀光單位、六十五個航空或郵輪公司及超過二千個以上之旅行業；總計全球有八十個分會，一萬七千多會員，儼然成全球最大之旅遊組織之一。

我國於 1957 年加入 PATA，成為正式政府會員，中華、長榮航空公司為航運類會員，旅行業及旅館業則以參加台北分會 (Chapter member) 方式入會。台北分會現有會員 45 位，由本局蘇副局長成田擔任理事長。

PATA 現有理事 76 位，我國有四位，除蘇副局長成田（任期屆滿，由賴副局長瑟珍接任）外，另華航宗總經理才怡、長榮許總經理瑞源及福樂旅行社張總經理奉文亦為理事。

由於此次活動係 PATA 五十週年慶，出席人員非常踴躍，計有 55 個國家（地區），1325 會員出席本次年會；較上次在香港舉行之年會 46 國，一千二百餘會員參加為多。會期從四月六日報到起至四月十二日止，共計七天。

二、行程及活動

日期	活動
四月七日	全天·參加 APEC 第二屆觀光論壇會議。 晚上·出席 APEC 第二屆觀光論壇晚宴活動。
四月八日	上午·參加地理範圍專案小組會議 (Geographic Boundaries Task Force Meeting) 下午·參加全體理事會議 (Board of Directors Meeting)。 晚上·出席歡迎晚會。
四月九日	上午·出席第五十屆年會開幕式。 下午·參加 PATA 主題演講 (Opening Keynote speech) 活動。 晚上·出席 PATA 年度企業晚宴 (Annual

Industry Dinner)。

- 四月十日 上午·出席年會 (Annual General Meeting)。
參加第一分組研討會 (Plenary Session I) (題目係: Business First-Technology as servant not master)。
下午·相關分組研討會分別召開。
- 四月十一日 上午·參加第二分組研討會 (Plenary Session II) (題目係: How Competitive are Pacific Asia Destinations)。
相關分組研討會分別召開。
下午·出席第五十屆年會閉幕式。
晚上·出席下屆年會主辦國印度之夜。
- 四月十二日 上午·會後聯誼活動

三、與會情形

(一)全體理事會議部分

全體理事會議在四月八日下午召開，由主席 Mr. M.P. Bezbaruah 主持。主要活動包括：

- 1.全體出席者對過世之 Mr. Marvin Plake 及 Mr. Graham Atkin 兩位會員默哀致敬。
- 2.通過上次理事會會議紀錄。
- 3.財務委員會將積極向相關會員或仿扶輪社募捐方式籌措財源。

4. 執委會 (Executive Committee) 報告：

- (1) 認可 Business Plan Progress Report、Strategic, Business and Marketing Plan 2001-2004，暨財務報告。
- (2) PATA 執行長 Mr. McInerney 報告現有 29 個政府單位贊同智利及秘魯加入 PATA。
- (3) 今年有 150 位新會員加入 PATA。

5. 通過各分組委員會報告案，其中較值得注意的係：

- (1) Responsible & Sustainable Tourism Committee 主席 Ms. Dawn Drew 報告：

- A. 明年 10 月將在印尼召開生態旅遊會議，以彰顯對 Eco-tourism 之重視。
- B. 通過 APEC / PATA 永續觀光規則，並由 PATA 主席 Mr. Bezbaruah 及 APEC 觀光工作小組 (TWG) 代理主席張新紅女士共同簽署認可。

- (2) Geographic Boundaries Task Force Committee 主席 Mr. Ram Kohli 報告：關於智利及秘魯加入 PATA 案，經過徵詢政府類會員計有 29 個會員贊同加入，並未有反對意見；並經該委員會多數通過向理事會「建議」修改大會章程，俾允許智利及秘魯加入。

惟本案在理事會討論時意見紛陳，不少成員建議審慎處理。經熱烈交換意見後，決定另成立一個新「地理範圍委員會」(Boundaries Committee) 以研商是

否可以接受在非 PATA 地理範圍內之政府類成員加入 PATA。Kohli 指示 PATA 執行長 Mr. McInerney 將理事會決定通知智利及秘魯政府，並在一年內作出最後決定。

(二)政府類理事會議部分

政府類理事會議係於四月八日上午召開，並無重大決議事項。

(三)年會部分

第五十屆 PATA 年會於四月九日上午拉開序幕，首先由馬來西亞文化、藝術暨觀光部長 Mr. Fadzir 致歡迎辭，然後展開文化表演活動。之後由馬國首相 Mr. Mahathir、本屆 PATA 主席 Mr. Bezbaruah 及執行長 McInerney 分別就馬來西亞現況及展望暨 PATA 之未來所面臨之挑戰分別予以闡釋。

此外，我業界代表律文川先生與其他四位成員亦在年會中獲頒功績獎 (Awards of Merit)。

至於 PATA 年會開幕式成員致辭者則由甫獲「The Story of PATA」一書 (由 Mr. Chuck Gee 暨 Mr. Matt Lurie 合編) 之創始元老—美國前大使 Mr. Bill Lane 代表，就 PATA's proud past (PATA 傲人之過往) 發表演講。渠就過去五十年 PATA 從創業維艱的點點滴滴，到如今茁壯成長，娓娓道來，讓與會者動容。

在開幕式活動正式展開後，大會計安排了由七個國家、

二十三位主講者分別在：

1. 主題演講 (keynote speech) – 探索亞太地區光明前景 (Exploring Pacific Asia's Promising Future)；
2. 分組研討會 (Plenary Session I Business First-Technology as servant not master) 及 (Plenary Session II-How Competitive are Pacific Asia Destinations)；
3. 相關研討會：
 - (a) Sex, Travel and AIDS。
 - (b) Doing Business well - Preserving our Destination's Assets。
 - (c) Top Ten Business Opportunities in Travel。
 - (d) Branding。
 - (e) Integration of Smart Technologies in the Hotel Industry
 - (f) What Makes a Great Leader - From an Employee's Perspective。
 - (g) Education, Training and Human Resources。

發表精闢演講，並與與會者即席交換意見，由於主講者多為一時之選，對於觀光趨勢、未來發展及相關議題皆有深入認識，對於聽講者而言不啻上了堂寶貴之課程，頗多助益。

閉幕式於四月十一日下午召開，過程包括頒發卸任主席證書、卸任主席致辭、新任主席 Mr. John Sandford 致辭、新舊任主席交接暨與下屆主辦國印度簽約及欣賞印度特

別節目表演等，盛況空前。由於此次主辦國馬來西亞政府傾全力配合大會活動（包括 APEC 觀光工作小組會議及第二屆觀光論壇之舉行），搏得所有出席者一致好評。壓軸之閉幕式致辭者由馬來西亞暢銷書 “The New Asian Way” 作者 Ms. Foong Wai Fong 以 “Pacific Asia’s Promising Future”（亞太地區光明前景）發表演說。經過稍嫌冗長的演講後，由國家地理雜誌之 Ian Lloyd 就「Passage - A Journey through Asia and the Pacific」作一多媒體之影片介紹，經由影片之跳動將 PATA 之種種浮現在觀眾眼前，並輔以旁白讓與會者對 PATA 之過去與未來有一更明確之認識。最後在全場五光十色，成千繽紛汽球從空而降，與會者與表演藝人互道珍重再見下，結束了 PATA 多采多姿之五十週年慶。至第五十一屆年會預定於明年四月十二日至十八日在印度新德里舉行，年會主題訂為「觀光—向前看再超過」（Tourism—Looking Ahead and Beyond）。

四、其他事項

- (一)有關成立 Virtual University 乙事，前曾計劃在 PATA 五十週年慶時正式成立，但美國夏威夷大學 Mr. Chuck Gee 表示因為缺乏經費支援及無具體工作內容，本計劃在短期

間內無法實踐。

- (二)日本 JNTO 執行副總裁 Mr. Nagami 表示相較於其他國家旅遊市場漸趨飽和，中國大陸出國觀光人數在 2020 年時可能會達到一億人次，實力不可小覷，渠建議 PATA 應予高度重視。
- (三)有關 APEC / PATA 永續觀光規則，具體措施為：
 - A. 保存自然環境、生態系統及生命多樣性。
 - B. 尊重並支持各該地區傳統、文化及共同生活體。
 - C. 維護環境經營管理系統。
 - D. 保存能源暨減少廢棄物及污染源。
 - E. 鼓勵在觀光活動上對環境與文化之承諾。
 - F. 教導及提醒民眾珍惜當地環境及文化。
 - G. 與其他團體或個人合作、維繫環境改良及文化傳承。

五、感想與建議

(一)感想：

PATA 名義上是亞太旅遊協會，但事實上已是全球會員數最多之觀光組織，會員間藉由會議之舉辦彼此相互交流切磋，瞭解國際觀光業發展趨勢，形成一既聯合又競爭之局面。我國雖早於 1957 年就加入 PATA，並曾活躍其間，但自 1993 年後因會籍遭改名為 Chinese Taipei，而與 PATA 若即若離，關係冷却不少。新政府上台後，積極發展觀光事業，而如何配合「21 世紀台灣發展觀光新戰略」殆為當前重要課題，具體作為應包括強化與 PATA

之往來，積極爭取各項活動之舉辦，以增進對我之認識與尊重，進而爭取對我最有利之稱謂。

(二)建議：

鑒於 Eco-tourism 已成為觀光顯學，如何因勢利導，積極配合，以凸顯台灣自然之美，實為當前重要課題之一。

蓋台灣由於地理環境特殊而擁有豐富、多樣的動植物生態，是發展生態觀光的極佳地方。積極利用這種自然資源迎合世界旅遊之趨勢，推展生態觀光乃今後應循的方向。事實上，無論從滿足國民旅遊需求，或吸引國際觀光遊客之角度看，台灣發展生態觀光均極為必要。另生態觀光可以強化國民旅遊的內涵，讓國人不斷發現台灣之美，而不致於在小小的台灣島上找不到新的旅遊賣點；在國際觀光方面，推展生態觀光是讓外國人士重新認識台灣，扭轉台灣只是一個工業之島的錯誤印象的最佳方式。

此次 PATA 理事會將在本年九月二十一日至二十三日在台北召開，本局除盡心安排相關活動外，包括安排所有成員赴陽明山國家公園參觀，實際了解我國在生態保育上所作之努力及成果，屆時並將就其他生態資源和國內 PATA 分會會員密切聯繫，將台灣特色展現予國際友人，爭取奧援。

另由於在 PATA 章程上輒以 Chinese Taipei 稱呼我方，本局蘇副局長雖曾在此次年會中和 PATA 之 Mr. Bill Hasting

洽商加入「See you in Pacific Asia」廣告活動，惟因我方要求以 Taiwan 為目的地 (Destination)，和 PATA 堅持之 Chinese Taipei 有所差距，至使本案無疾而終，令人扼腕。而另一委由美國 Travel Weekly-Cahners Travel Group 推出之 Asia Specialist，我國亦因「名稱」問題，無法以台灣名義對外宣傳而作罷，令人深感遺憾。

為正本清源計，如何趁 PATA 此次在台召開理事會議時，將我方立場，不卑不亢表達出來，爭取支持，俾名符其實，實為本局及國內相關單位此次所面臨之考驗。

BOARD OF DIRECTORS MEETING

(April 8, 2001)

ATTENDANCE

2000/2001 OFFICERS

Present Chairman: Bezbaruah, M.P., Department of Tourism, India
Present Chairman-Elect: Sandford, John, Jasons Travel Media Ltd., New Zealand
Present Secretary/Treasurer: Long, Bo W., Sea Cloud Cruises, U.S.A.
Present Chief Executive Officer, McInerney, Joseph A., PATA, Thailand
Present Immediate Past Chairman, Burruss, Dan, Delta Air Lines Inc., Japan

2000/2001 DIRECTORS

Present Ahmad, Shamin, Malaysia Airlines, Malaysia
Absent Ansari, Mustafa, Pakistan International Airlines, Pakistan
Absent Baines, Derek, Qantas Airways Ltd., Australia
Proxy Hughes, Col, Qantas Airways Ltd., Australia
Absent Berube, Dan, United Airlines, Japan
Present Brown, Matthew, The Boeing Company, U.S.A.
Absent Bruton, Gary, Royal Caribbean & Celebrity Cruises, U.K.
Absent Burns, Geoff, Air New Zealand, New Zealand
Proxy Wiles, John, Air New Zealand, Singapore
Absent Calderwood, William, Australian Tourist Commission, Australia
Absent Carton, Kevin, Western Australian Tourism Commission, Australia
Absent Chong, Clara, Hong Kong Tourism Board, Hong Kong SAR
Present Cooray, Hiran, Jetwing Travels Ltd., Sri Lanka
Present Coughlan, Glenys, Tourism Industry Association, New Zealand
Present De Jong, Peter, Federation of International Youth Travel Assns., Denmark
Present Deeson, Brian, Century International Hotels, Hong Kong SAR
Present Demei, Joan, Palau Visitors Authority, Koror
Absent Desbaillets, Daniel, Inter-Continental Hotels & Resorts, Singapore
Present Drew, Dawn, National Geographic Traveler, U.S.A.
Present Gee, Chuck, Univ. of Hawaii at Manoa, Hawaii, U.S.A.
Present Gordon, Richard, Philippines Dept. of Tourism, Philippines
Absent Hanley, William, Cendant International Hotels, U.S.A.
Absent He, Guangwei, China National Tourism Administration, China (PRC)
Proxy Zhang, Xinhong, China National Tourism Administration, China (PRC)
Absent Hong, Wae-Sung, Korean Air, Korea (ROK)
Present Hoskins, Paul, Fulcrum Management International, U.K.
Absent Hoth, Pedro, Ministry of Tourism, Mexico
Absent Hsu, Frank, EVA Airways Corp., Chinese Taipei
Present Hutabarat, Elly, PanTravel, Indonesia
Present Hutchison, Jon, Sydney Convention & Visitors Bureau, Australia
Present Ishikure, Nobutaka, Japan Airlines Co. Ltd., Japan
Absent Jeyaseelan, SriLankan Airlines Ltd., Sri Lanka
Absent Jonid, Abdullah, Tourism Malaysia, Malaysia
Absent Kawabata, Osamu, All Nippon Airways, Japan
Absent Kilroy, Jim, Starwood Hotels & Resorts, U.S.A.
Present Kim, Jong-Hee, Korea National Tourism Organization, Korea (ROK)
Present Leong, Charles, Singapore Tourism Board, Singapore
Present Lim, David, Philippine Airlines Inc. Philippines
Absent MacJennett, Patti, Los Angeles Conv. & Visitors Bureau, U.S.A.
Absent Mascarenhas, M.P., Air-India, India
Proxy Casshay, Vijakumar, Air-India, India
Absent Miranda, Leonel, Air Macau, Macau SAR
Present Mishra, Basant Raj, Venture Travel, Nepal
Absent Mohmand, Abdul Ghaffar, Pakistan Tourism Development, Pakistan
Present Moritani, Jim T., Travel Journal, Inc., Japan
Present Murphy, Kevin B., Great Eagle Hotels International, Hong Kong SAR
Present Nagami, Masatoshi, Japan National Tourist Organization, Japan

Present	Nair, C.P. Krishnan, The Leela Hotels & Resorts, India
Present	Nelson, James, Guam Visitors Bureau, Guam
Present	Noakes, Steve, Pacific Asia Tourism, Australia
Absent	Oh, Gerry, Singapore Airlines Ltd., Singapore
Absent	Owen, Tom, Cathay Pacific Airways Ltd., Canada
Present	Pandey, Pradeep Raj, Nepal Tourism Board, Nepal
Present	Panyarachun, Kusa, World Travel Service Ltd., Thailand
Present	Patrick, Mark, MasterCard International, Singapore
Absent	Phayakvichien, Pradech, Tourism Authority of Thailand, Thailand
Proxy	<i>Euachongprasit, Santichai, Tourism Authority of Thailand, Thailand</i>
Absent	Pilolevu-Tuita, Princess Salote Mafile'o, Tonga Visitors Bureau, Tonga
Proxy	<i>Fonua, Josh, Tonga Visitors Bureau, Tonga</i>
Absent	Pyszka, Ronald, Menlo Consulting Group, U.S.A.
Present	Qereqeretabua, Radike, Shangri-La's Fijian Resort, Fiji
Present	Ramon, Maderson, Federated States of Micronesia, Micronesia
Present	Sandford, John, Jasons Travel Media, New Zealand
Absent	Singh, B.K. Man, Royal Nepal Airlines Corp., Nepal
Present	Sinha, Atul, Dept. of Tourism, India
Absent	Sudasna, Tasnai, Thai Airways International, Thailand
Proxy	<i>Moleeratanond, Suprabha, Thai Airways International, Thailand</i>
Present	Su, Cherng-Tyan, General Tourism Bureau, Chinese Taipei
Present	Thirlwell, Tony, Tourism New South Wales, Australia
Absent	Tsung, Christine, China Airlines, Chinese Taipei
Proxy	<i>Peng, Charles, China Airlines, Chinese Taipei</i>
Present	Vericella, Tony, Hawaii Visitors and Convention Bureau, Hawaii, U.S.A.
Absent	Whiting, Bill, Fiji Visitors Bureau, Fiji
Proxy	<i>Yaqona, Sitiveni, Fiji Visitors Bureau, Fiji</i>
Present	Wheelock, Roger, Canadian Tourism Commission, Canada
Present	Wilson, Margaret, Swan Gold Tours PTY LTD., Australia
Present	Yokomizo Akio, JTB World Vacations, Inc., Japan
Absent	Yoon, Duk-Young, Asiana Airlines Inc., Korea (ROK)
Proxy	<i>Kim, S.B., Asiana Airlines Inc., Korea ROK</i>
Present	Zecha, Alwin, Pacific Leisure Group, Thailand
Absent	Zhang, Yue, Air China, China (PRC)

IC PROXIES TO THE BOARD

Present	Chang, Stephen, Fuller Express Corp., Chinese Taipei
Present	Iskandar, Tunku, Melewar Leisure Sdn., Bhd., Malaysia
Present	Jackson, John, Travel Agent Magazine, U.S.A.
Present	Johnson, Russell, Travelmedia.Com, U.S.A.
Present	Keller, Gloria, HNL Travel Associates, Hawaii, U.S.A.
Present	Kohli, Ram, Creative Travel Pvt., Ltd. India
Present	Lu, Frank, Stanton International Co., Ltd., Chinese Taipei
Present	Panday, R.R., Everest Express Tours & Travels, Nepal
Present	Sho, J.P., Travel Press-Korea, Korea (ROK)
Present	Supernaw, Scott, Tauck World Discovery, U.S.A.
Present	Tan, Chee Chye, World Express, Singapore
Present	Walji, Shirin, Travel Walji's, Pakistan
Present	Yao, Yuecan, China Int'l Travel Service, China

LIFE MEMBERS

Present	Chamberlain, Kenneth	U.K.
Present	Drysdale, Andrew	Australia
Present	Haworth, Trevor	Australia
Present	Hiranyakit, Somchai	Thailand
Present	Lane, L.W. Bill	U.S.A.
Present	Lurie, Matt	Australia
Present	Newport, William	Hong Kong SAR

Present	Plimmer, Neil	New Zealand
Present	Prachuabmoh, Dharmnoon	Thailand
Present	Rana, Prabhakar	Nepal
Present	Rangel, Jorge	Macau SAR
Present	Rowe, John	Australia

STAFF

PATA Administrative Headquarters
 Leslie Detter
 Winston Williams

PATA Operational Headquarters
 Lyn Hikida,
 John Koldowski
 Sheila Leong
 Ratana Poopitakchatkaew

PATA Americas Division
 Bill Hastings
 Gabriel Ortiz

PATA Asia Division
 Sim Kok Chwee
 Malinee Kitaphanich
 Stephen Yong

PATA Europe Division
 Michela Marcolina
 John Semone

PATA Pacific Division
 Sharon Hannaford

Board of Directors Meeting

April 8, 2001

Putra World Trade Centre

Kuala Lumpur, Malaysia

MINUTES

1. Call to Order

The meeting was called to order by Chairman Mr. M.P. Bezbaruah. All attendees were requested to introduce themselves and the Chairman conveyed apology messages from absent members.

A moment of silence was observed for Mr. F. Marvin Plake who passed away on February 1 and Mr. Graham Atkin, the past Chairman of PATA Eastern Canada Chapter who passed away on March 17.

Mr. Matt Lurie also requested the Board to join him in expressing our deepest gratitude for Mr. Plake's contribution to the Association.

The Chairman thanked Mr. Jonid, Director General of Tourism Malaysia and the entire Host Committee for the warm welcome.

It was moved by Mr. Hughes, seconded by Mr. Gee and the Board adopted the Agenda as presented in the Working Papers.

2. Minutes

There was no comment on the Minutes of the Hawaii Meeting. Mr. Lu moved, seconded by Mr. Murphy and the Minutes were approved and accepted by the Board.

Action on the Minutes :

The CEO reported that the Foundation met in the morning and discussed the capital campaign. The Foundation had also identified targeted sponsors who would be approached to make contributions over 3-5 year period. The Foundation planned to raise 50 percent of the fund before making an official announcement. In the beginning, the target would be US corporations where donations are tax deductible. Subsequently, companies from the Pacific and Asia would be approached.

Mr. Gee suggested the campaign to be among members who might like to donate as well. The CEO stated members would be included in the campaign. Mrs. Walji also recommended that PATA study the structure of the foundation of Rotary Club that was quite successful in raising funds, and their members themselves are donors.

The Foundation planned to continue the three major activities: heritage preservation, education and environmental conservation.

The Silent Auction attracted more than 150 gifts, which should raise sufficient funds to allow the Foundation to continue some of its activities while the capital campaign is under way.

The CEO informed the Board that future voting sessions for the Annual Conference host country and Board meeting sites will take place on the first day of the Board Meeting. This will allow members who might have to leave early to be present and cast their votes. Invitations to bid for the 2005 Conference will be sent out in July/August 2001.

3. Management

3.1 Executive Committee Report

The Chairman reported that the Committee reviewed and approved the Minutes of the meeting in Hawaii held in January, 2001. The Committee also reviewed and approved the Business Plan Progress Report, Strategic, Business and Marketing Plan 2001-2004 and Financial Statements.

On the Silent Auction, the CEO reported that more 150 prizes were received and he encouraged everyone to participate in the auction.

On the Pacific Asia Specialist Programme, PATA has agreed to proceed with the promotion with Cahners.

On the Code for Sustainable Tourism, information distributed would be for further discussion.

On the Geographic Boundary Task Force, the CEO reported during the meeting that 29 Governments /Destinations responded in favor of the Chile and Peru joining PATA. No country disapproved of the action. Details would be presented later on by the Geographic Boundaries Task Force.

The Committee also discussed the Chapter Membership Progress Report according to the summary in the handout distributed.

3.2 Business Plan Progress Report

The CEO reviewed the Business Plan Progress Report. He pointed out that the report was prepared in early March 2001. Instead of reading the report, he brought the Board up to date on things that have occurred since the report was prepared.

Organisation: Membership administration, database and IT functions will be moved to Bangkok.

Membership: 150 new members have joined the association this fiscal year.

Chapter Membership: A progress report with alternative ways to implement the program was distributed to the Board (A copy is attached to the Minutes). The Board of Directors would be asked to vote on the alternate ways to implement the program at the next Board of Directors meeting. The CEO reviewed the report and highlighted that the chapters have made little progress. The New Zealand Chapter was the only chapter to adopt the 100 percent PATA membership requirement. Only seven chapters have taken advantage of the Chapter Reward Programme, which resulted in only eight new members.

Ms. Wilson urged all Board Members to go back to discuss with their respective chapters and come back with comments for further discussion and revision for implementation, where possible. Chairman Bezbaruah supported the idea and shared the same opinion that all Board members were also responsible to make suggestions and PATA prepared to be flexible on this matter.

On Task Forces, the North Korea Task Force has been postponed due to the changes in DPR Korea's policy toward Korea (ROK), which was paying the travel expense for the Task Force participants. Task Forces would be planned for Lao PDR, Macau SAR and Vietnam

There were no further discussion on the topics. Mr. Zecha moved, seconded by Mr. Thirlwell and the Board accepted the report as written.

3.3 Changes on the Board

All Changes to the Board were approved.

3.4 2001/2004 Strategic, Business and Marketing Plans

The changes that were requested at the Honolulu Board meeting were made to all the plans; copies of the plans can be found in the conference Working Papers.

4. Financials

The CEO reported that the Financial Sub-committee was formed and had the first meeting on April 7. There were seven members including Mr. Winston Williams, the new PATA Controller who just joined the Association a week ago.

The CEO also pointed out that the Financial Statements presented in the Working Papers were through December, 2000. The P&L for January was included in the information that was tabled. The CEO and the Financial Sub-committee felt that the reforecasted profit was obtainable.

Details on the investment portfolio will be presented at the next meeting.

Mr. Paulon questioned on the increase in receivables on the Balance Sheet. The CEO answered his question. The CEO further explained that the liquidation on March 31, 2001 of the Pension Fund would provide the Association with some additional income. The funds would probably not be disbursed until July 2001.

In summary, the CEO and the Controller were of the same opinion that the financial status of the Association was going on satisfactorily.

5. Reports

5.1 Category Reports :

Following reports were presented by Category Committee Chairmen. The Minutes of all meetings will be compiled in the Working Papers of the next Board meeting in Taipei.

- Carrier – Mr. Col Hughes
- Government/Destination – Mr. Masatoshi Nagami
- Industry Council – Mr. Ram Kohli

He highlighted that for the "See You in Pacific Asia" Cooperative Campaign which would be launched in September, 2001, Ambassador Bill Lane made a generous offer of a full-spread in Sunset Magazine as a gift to PATA, and this would be used to add another 2.5 million "eyeballs" to the 15 million that was estimated for the campaign.

Ambassador Bill Lane urged more US members to participate in the programme and on behalf of his brother and wife informed the Board of their offer to cover the cost of the two full pages of advertising.

Chairman lead the Board to recognise his contribution by a round of applause.

On the PATA Annual Industry Dinner, Tunku Iskandar reported that the ticket sale were not up to the expected number yet and encouraged all Board and industry members to attend.

5.2 Committee Reports :

Following reports were presented by Committee Chairmen:

- Responsible & Sustainable Tourism Committee – Ms. Dawn Drew

She summarised to the Board the main discussion the Committee had during the meeting:

Environmental roundtables are planned between May and December of this year. The divisional heads will be working with the chapters to review what environmental, cultural and heritage projects are currently taking place in their respective countries. Upon completion of the roundtable meetings, the Office of Environment & Culture will prepare a compendium of Best Practices for distribution and presentation at the Delhi Annual Conference.

The PATA Ecotourism Conference scheduled for Indonesia in October of 2002. A sub-committee has been formed to develop an agenda and to make recommendations for speakers and the actual format of the Ecotourism Conference.

Consumer Code of environmental, culture and heritage. PATA to action in conjunction with and with support from our members.

APEC/PATA Sustainable Tourism Code. The Committee felt that this updated code was well-covered and met with their approval.

Ambassador Bill Lane asked whether PATA would be seen as adopter of the code prepared by APEC. The CEO explained that the Code was drafted by Mr. Neil Plimmer and reviewed by Ms. Drew and Mr. John Semone. APEC has already adopted the Code and WTTC would also like to adopt it. He therefore proposed that the Board adopt it. The participants are listed alphabetically.

Ambassador Bill lane then mentioned that he would like PATA to be properly recognised and credited as the leader in this area.

Mr. Gee sought the possibility to name the Code as PATA/APEC Code for Sustainable Tourism (as opposed to APEC/PATA Code for Sustainable Tourism).

Ms. Zhang, the Chair for APEC Tourism Working Group responded that this would have to be brought back to the Working Group for review and approval.

Mr. Murphy and Mr. Rowe felt that since the Code was going to be adopted as our Code, in their view the name was important.

Ms. Drew cautioned the Board that if PATA would like to wait for the name to be reconciled first, WTTC might take the lead in adopting the code before us.

Chairman moved, seconded by Ms. Drew and all in favour to PATA adopting of the Code. The Chairman Bezbaruah and Ms. Zhang would formally sign the document during the Conference.

- Research Committee – Mr. Scott Supernaw

The Committee mainly discussed various aspects of taxation imposed on the industry. There were also discussions as to whether the committee name should be changed to Research Advisory Committee.

- Marketing Committee – Mr. Kevin Murphy

He reported that three major topics were discussed; taxation, specialist programme and networking.

- Education Development & Certification Committee – Mr. Chuck Gee

Mr. Gee expressed his satisfaction of the change of the meeting time to the second day of the meeting as it allowed more members to attend.

He reported that the Committee had a very constructive meeting, which included discussions about the mission of the Committee, Cross-Cultural Training, Creating of Database for Education, etc. The Committee also discussed the name of the Committee. The Committee has appointed Mr. Peter Semone as the Vice-Chairman of the Committee.

Mr. Matt Lurie asked whether the idea of Virtual University was still on the agenda of the Committee. Mr. Gee responded that it was put on hold for the time being as the Committee felt that it was still premature at this stage for PATA to move ahead, also in terms of cost-effectiveness.

- Honours Committee :

The Committee did not meet yet on the day of the Board met and thus no report can be given.

- Geographic Boundaries Task Force – Mr. Ram Kohli

Mr. Kohli reported that the ministries of both Chile and Peru have been expressing their interest to be included as PATA destination members. The pros and cons have been discussed for the past seven months. Following the Board Meeting in Bangkok in October 2000, a letter was sent to Government/Destination members. A second letter was sent to the Government/Destination Members after the Honolulu Board meeting. Twenty-nine (29) members endorsed extending membership to Chile and Peru. No negative responses were received.

The Committee by a five to three (5 : 3) vote requested the Board to amend the bylaws to allow Chile and Peru to join PATA as full Government/Destination Category members.

Mr. Tan Chee Chye suggested more discussion before taking the vote.

Mr. Thirlwell questioned the reason of accepting the two countries in exception of PATA's geographic boundaries. The CEO responded that we are working closely with APEC and that 19 of the 21 APEC Countries are eligible for PATA membership. By including them we would be able to have a closer working relationship with this group. The tourism ministers from both countries have request they be considered for membership.

Mr. Thirlwell and Mr. R.R. Pandey felt that if PATA is heading towards being a world organisation, then the Board should take a serious look at moving our boundaries and not letting countries join one by one in exception of our bylaws.

Mr. Burruss pointed out that Chilean and Peruvian companies have already been joining PATA. The issue here was to allow their NTOs to join PATA. And considering that geographically they share the coastline of the Pacific Ocean too.

Mr. De Jong said PATA should look at another membership category that could create an appropriate place for them and other potential countries (outside PATA boundaries) that might like to join PATA too.

Mr. Murphy cited an example of APEC, which does not have clear guidelines in terms of accepting membership countries too. PATA should therefore be able to include membership countries by invitation, too.

Mr. Burruss explained the original task of the task force when formed was to review the moving or changing of PATA boundaries. This task was completed and the task force decided not to move the boundaries.

Mr. Gordon and Mr. De Jong suggested a motion **"To form a new Boundaries Committee to review PATA's boundaries to determine whether PATA should move the boundaries or create a government/destination category to provide a special type of membership for governments/ destinations that do not fall within PATA Geographic Boundaries."**

The CEO agreed and would inform the two countries of the Board discussion and the decision would be made within one year.

The motion was seconded by Mr. Zecha. All members present were in favor with three abstention from Ms. Wilson, Ms. Keller and Mr. Iskandar.

Other Business

PATA Travel Mart Report

Mr. Tom Nutley reported on the result of the 24th PATA Travel Mart, which was just ended earlier of the week in Singapore.

The Mart attracted 279 buyers from 49 countries and 262 sellers from 33 countries. The featured country was Malaysia.

From the survey conducted during the show, 87% of them responded their satisfaction and plan to return next year.

For 2002 event, Nepal has expressed the interest to be the featured country. Reed would study the price structure in order to lower the participation fee as well as try to bring more products to the show to attract more quality attendees.

Mr. Nutley urged the Board to contribute in all way possible to help the show to grow.

Mr. Hutchison mentioned that the Mart was one of PATA's main source of revenue apart from membership dues. Proper and sufficient time should be allotted for Mr. Nutley to present details in the future.

There being no other business, the meeting adjourned.

**CHAPTERS MEMBERSHIP
PROGRESS REPORT
April 8, 2001
Kuala Lumpur, Malaysia**

The purpose of the Chapters Membership Progress Report is to update the Executive Committee and the Board of Directors on the activity that has taken place on the chapter membership restructuring since the last Board meeting and to provide alternative ways in which to implement the programme.

The Washington Resource Consulting Group's report cited that the PATA Chapter and PATA relationship is enormously complex, as the problems have existed for a very long time and that the issues will not resolve themselves overnight. However, it did recommend alternative models, which were approved by the Board of Directors and ratified at the Annual General Meeting.

The two alternative chapter models, which are based on geographic location and the role within PATA, were approved. The chapters were given a two-year transitional period to meet the minimum requirements. The model for chapters within the PATA geographic boundaries excluding the Americas requires the highest standard: all chapter members must be PATA members. Chapters outside the region are required to have 50 percent of their members be PATA members.

Based on the Washington Resource Consulting Group's premise and the Board of Directors' recognition, a certain amount of flexibility is needed in the way each model is implemented by each chapter, so that regional, cultural and other differences can be accommodated. The PATA staff has been meeting with the chapters throughout the world to determine the best ways to implement the programme.

In October 2000, PATA initiated the Chapter Rewards Programme to provide chapters with a financial incentive to attract new full PATA members:

- Chapters that recruit new full PATA members or assist in the recruitment of a member that has been inactive for a minimum of two years will receive 50 percent of that new member's or reinstated member's paid dues for the current fiscal year. PATA's membership department will assist the chapters with the membership solicitation, but the chapter must actively participate in the process.
- All paid Chapter Secretariats will receive complimentary membership in PATA for the period from May 2001 through June 2002. Those chapters that assist in recruiting six new full PATA members during that period will receive complimentary membership for the next fiscal year.

Unfortunately, little progress has been made by most chapters to meet the objectives. Only the New Zealand Chapter has adopted the 100 percent PATA membership requirement. Only seven (7) chapters have taken advantage of the Chapter Rewards Programme, which accounted for eight (8) new members.

The Chief Executive Officer, divisional directors and headquarters staff have held meetings throughout the Association with the chapter officers, divisional advisory committees, individual members and at the European and Americas Divisional

meetings to discuss the programme, address concerns and to receive ideas on alternate methods to implement the programme.

The meetings generated a considerable number of suggestions, ranging from keeping the system as it is, paying chapters a percentage of the total PATA dues received from their country each year, making it mandatory for all PATA members in a country to be chapter members, the exclusion of some chapter membership categories when calculating the full member percentage, extending the deadline for compliance, etc.

After analysing the ideas and suggestions from a financial and practical basis, Management suggests the Board consider the following alternative ways in which to implement the Chapters Membership restructure programme.

- **To achieve the 50 percent membership level in the Americas and Europe Division Chapters, the following initiatives should be considered:**
 - Americas
 - The period for compliance to be extended for one additional year to June 30, 2003.
 - During the compliance period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members. This does not apply to the Specialist Travel Programme members.
 - The Pacific Asia Specialist Travel Agent Programme will be launched in September 2001. All chapter members who join this programme will be considered towards the 50 percent full membership requirement.
 - All travel agents that have received an industry-recognised proficiency designation from a PATA destination could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
 - Students and media could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
 - A Virtual Chapter will be formed to accommodate those retail agents that are not located within a chapter's geographic area or those retail agents that are not interested in joining a chapter, but want to become proficient about Pacific Asia.
 - All chapter supplier members must be full PATA members.
 - Chapters cannot promote non-PATA member suppliers.
 - Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.
 - Europe
 - The period for compliance to be extended for one additional year to June 30, 2003.
 - During the compliance period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members
 - All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
 - If the Pacific Asia Specialist Travel Agent Programme is implemented in Europe, then only those travel agents that join the programme or those

agents that have received an industry recognised proficiency designation from a PATA destination would be included in the 50 percent full membership requirement.

- All chapter supplier members must be full PATA members
 - Chapters cannot promote non-PATA member suppliers.
 - Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.
- **To achieve the 100 percent Membership level in the Pacific and Asia Chapters, a two-tiered programme should be considered for developed and developing chapters as follows. Members in countries without chapters have to be full members.**
 - **Developed Chapters**
 - Australia, China (PRC), Chinese Taipei, Hong Kong SAR, India, South India Satellite, Indonesia, Indonesia-Bali, Japan, Japan-Kansai Satellite, Korea (ROK), Macua SAR, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Singapore, South Africa, Sri Lanka, Thailand.
 - The period for compliance to be extended for one additional year to June 30, 2003.
 - During that period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members.
 - All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 100 percent full membership requirement.
 - Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.
 - **Developing Chapters**
 - Fiji, Micronesia, Tonga, Bangladesh, Maldives, Mongolia, North Sulawesi Satellite, Vietnam
 - The period for existing members to become full members to be extended to June 30, 2005.
 - During that period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members.
 - As of July 1, 2003 all new chapter members must be full PATA members.
 - All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 100 percent full membership requirement.
 - Chapters must provide PATA with a list of members PATA each year. Failure to do so would be cause for terminating the chapter.

Submitted by:

Joseph A. McInerney
Chief Executive Officer

50th PATA Annual Conference
"Proud Past – Promising Future"
April 8 – 12, 2001
Venue: Putra World Trade Centre (PWTC)

Programme
(Accurate as of March 05, 2001)

Friday, April 6

1400-1800 **Delegate Registration and Hospitality Desks**
Registration Counters – Level 2
PATA Members Area and PATA Premier Partners
Legar Putra Area - Level 2

Saturday, April 7

0800-1800 **2nd Asia-Pacific Economic Cooperation (APEC) Tourism Forum,**
"Building Marketing Partnership in the APEC Region"
Organised by Ministry of Culture, Arts and Tourism - Malaysia.
Grand Ballroom, The Legend Hotel

0900-1800 **Delegate Registration and Hospitality Desks**
Registration Counters - Level 2
PATA Members Area and PATA Premier Partners
Legar Putra Area - Level 2

1500-1800 **Executive Committee Members Meeting**
WTC Club/Boardroom – Level 2

1730-2000 **Marketing Advisory Committee Members Meeting**
Room 3 – Level 2
Research Advisory Committee Members Meeting
Room 2 – Level 2
Responsible and Sustainable Tourism Advisory Committee Members Meeting
Room 11 – Level 3
Education Certification Advisory Committee Members Meeting
Room 12 – Level 3

2000-2200 **APEC Dinner**
Hosted by Ministry of Culture, Arts and Tourism, Malaysia
Venue: The Legend Hotel, Grand Ballroom

Sunday, April 8

- 0800-1800 **Delegate Registration and Hospitality Desks**
Registration Counters - Level 2
PATA Members Area and PATA Premier Partners
Legar Putra Area - Level 2
- 0800-0900 **Geographic Boundaries Task Force Meeting/Breakfast**
Room 4 – Level 2
- 0900-1100 **Government/Associate Government Members Meeting**
Hall 1 – Level 2
Carrier Members Meeting
Room 2 – Level 2
- 0900-1130 **Industry Council Members Meeting**
Hall 2 – Level 2
- 1130-1330 **PATA Foundation Trustees Members Meeting/Working Lunch**
Room 3 – Level 2
- 1330-1730 **Board of Directors Meeting**
Hall 1 – Level 2
- 1530-1630 **New Delegate Conference Briefing**
Room 15, Level 3
- 1800-1900 **PATA Media Briefing “Welcome to PATA 2001”**
Room 15, Level 3
- 2000-2100 **“Welcome to Malaysia” Reception/Dinner**
Venue: Esplande KLCC Park
Hosted by Hon'ble Minister of Culture, Arts and Tourism, Malaysia

Monday, April 9

- 0730-0845 **Delegate Continental Breakfast**
Legar Putra Area - Level 2
Host: Virtualmalaysia.com.
- 0730-0845 **PATA Premier Partner Breakfast (Premier Partners only)**
Room 9 – Level 3
- 0730-1730 **Delegate Registration and Hospitality Desks**
Registration Counters - Level 2
PATA Members Area and PATA Premier Partners
Legar Putra Area - Level 2
- 0830 **Doors Open**
Plenary Hall, Level 4

- 0900-1000 **Official Opening Session**
- **Malaysia Welcome Address**
 - Hon'able Dato' Abdul Kadir Sheikh Fadzir, Minister of Culture, Arts and Tourism
 - The Right Hon'able Dato' Seri Dr. Mahathir Mohamad, Prime Minister of Malaysia
 - **Malaysia Cultural Presentation**
 - **PATA Chairman's Response and Address**
Mr. M.P. Bezbaruah, 2000/2001 PATA Chairman
- 1000-1030 **Coffee Break**
Plenary Hall Foyer
Hosted by Tourism Malaysia
- 1030-1230 **Official Opening Session Continues**
- **PATA CEO Welcome**
Mr. Joseph A McInemey, Chief Executive Officer PATA
 - **PATA Honours and Awards**
 - **PATA 50th Anniversary Segment**
 - **Children Poster Winner Award Presentation**
 - **PATA Anniversary Video Presentation**
 - **Unveiling of "The Story of PATA" Book**
 - **PATA Anniversary Address "PATA's Proud Past"**
Speaker: Ambassador L.W. "Bill" Lane, Jr, PATA Life Member, attendee of the First PATA Annual Conference and PATA Gallery of Legends Recipient
Ambassador Lane will reflect on the events that have shaped Pacific Asia Travel and tourism over the past 50 years.
- 1300-1430 **Gold Awards Luncheon**
Exhibition Hall, Level 4
Hosted by Macau Government Tourist Office
- 1500-1730 **Opening Keynote**
Plenary Hall, Level 4
Opening Keynote Introduction
Mr. Mark Patrick, Vice President Acceptance Development-MasterCard International, Asia/Pacific Region
"Exploring Pacific Asia's Promising Future"
Prominent speakers from the hospitality and aviation sectors will individually share their success stories and views for the future of Pacific Asia.
Moderator: Mr. Dalton Tanonaka, CNN Anchor
Speakers:
1 Tan Sri Ghazali Shafie
2 Mr. Seddik Belyamani, Executive Vice President, Boeing Commercial, USA
Mr. Belyamani will speak on where aviation is headed. You will also learn how in more recent times aircraft are changing the way people fly.

3

- 3 Mr. Ed Fuller, President, Marriott International
Mr. Fuller's presentation entitled "Embrace Change and Make It Work For You" will outline some of the challenges and opportunities facing the lodging industry overall and especially in Asia. Mr. Fuller will also offer some suggestions on how we can all take advantage of these forces to build a better tourism product in the future.
- 1700-1800 **PTM JMC Committee Members Meeting**
 Room 3 – Level 2
- 1900-2300 **PATA Annual Industry Dinner (formerly known as Industry Council Dinner and Dance)**
 Venue: Istana Hotel, Kuala Lumpur

Tuesday, April 10

- 0730-1800 **Hospitality Desks**
 Registration Counters - Level 2
PATA Members Area and PATA Premier Partners
 Legar Putra Area - Level 2
- 0730-0830 **Asia Division Steering Committee Members Meeting/Breakfast**
 Room 3 – Level 2
- 0730-0830 **Americas Steering Committee Members Meeting/Breakfast**
 Room 2 – Level 2
- 0730-0830 **Pacific Division Steering Committee Members Meeting/Breakfast**
 Room 4 – Level 2
- 0730-0845 **AGM Delegate Continental Breakfast**
 Legar Putra Area - Level 2
- 0830-1000 **PATA Annual General Meeting (AGM)**
 Hall 2A, Level 2
- 0930-1015 **Main Delegate Continental Breakfast**
 Legar Putra Area - Level 2
- 1000-1100 **PATA Honours Committee Members Meeting**
 Room 4 – Level 2
- 1030-1200 **Plenary Session 1 "Business First: Technology as Servant not Master"**
 Hall 1B – Level 2
*Speaker: Ms Gina Smith, Chief Executive Officer, The New Internet Computer Company
 Ms Smith is perhaps one of US's best-known computer journalist. Before appointed by Oracle to head start The New Internet Computer Company, Ms Smith was a syndicated columnist and correspondent for the ABC Evening News and Good Morning America.*
- 1200-1330 **Delegate Luncheon**
 Exhibition Hall – Level 4
Host: Lord Mayor of Kuala Lumpur
- 1200-1330 **50th Anniversary Committee Members Meeting/Working Lunch**
 Room 3 – Level 2

- 1345-1450 **Breakout Session A "Sex, Travel and AIDS"**
Hall 1B – Level 2
Speakers: Mr. Anthony Pramualratana and Mr. Bill Black, Thailand Business Coalition on AIDS; Mr. Steve Krause, UNAIDS, and Ms Christine Beddoe, ECPAT Australia.
A presentation discussing the spread of HIV and AIDS in the Asia Pacific Region and how it is related to the hospitality and service industry. It also serves to provide how the industry is affected directly and contributes indirectly to the spread of AIDS. Strategies will be provided on industry responses to AIDS such as AIDS programs and policies with the industry and community outreach. The panelists will demonstrate how the industry can effectively manage and overcome the AIDS problem through case studies.
- Breakout Session B "Doing Business Well – Preserving our Destination's Assets"**
Hall 1A – Level 2
Speaker: Mr. Michael Seltzer, Director BEST-Business Enterprises for Sustainable Tourism
This highly interactive session will explore questions on how PATA members can learn from their efforts in balancing environmental and cultural considerations and bottom-line considerations; how one can avoid reinventing the wheel; and what business practices could be considered "sustainable".
- Breakout Session C "Top Ten Business Opportunities in Travel"**
Hall 2B – Level 2
Speaker: Mr. Daffyd Roderick, Staff Writer TIME Asia
Travel is about more than markets, it's about human beings. And humans are complex beasts, they're difficult and demanding, they've got more than money invested in their holiday, it's home to their psychological well-being. We've all met the angry traveler. But if you can see the individuals that make up your market, there's a huge variety of opportunities waiting to be tapped. TIME's Daffyd Roderick gives his top 10.
- 1500-1530 **Coffee Break**
Hosted by PATA Japan Chapter
- 1530-1700 **Breakout Session D "Branding"**
Hall 2B – Level 2
Speaker: Ms. Kay Stout, Brand Strategist-Worldwide, Landor Associates
If branding is King, then value is God. A highly educational session on how you can stretch your branding dollars valuable in creating, nurturing and sustaining a beneficial, mutually rewarding relationship with your customers.
- Breakout Session E "Integration of smart Technologies in the Hotel Industry"**
Hall 1A – Level 2
Speaker: Mr. Joseph Cheung, Director-China, Chinese Taipei, Hong Kong, TESA Entry Systems, Inc.
- 1700-1730 **PATA Board of Directors: Briefing/Elect Officers/Reception (BOD only)**
WTC Club – Lounge/Bar
Hosted by Time Inc. Asia
- Evening **Free and Hospitality Events**

Wednesday, April 11

- 0800 **Delegate Continental Breakfast**
Legar Putra Area – Level 2

- 0800-1700 **Hospitality Desks**
Registration Counters - Level 2
PATA Members Area and PATA Premier Partners
Legar Putra Area - Level 2
- 0800-0900 **PAC2002 Host and Programme Committee Members Meeting/Breakfast**
Room 4 – Level 2
- 0900-1000 **PAC2003 Host and Programme Committee Members Meeting**
PATA Executive Office - Level 2
- 0900-1030 **Plenary Session 2 “How Competitive are Pacific Asia Destinations”**
Hall 1B – Level 2
Prominent speakers to provide economic insights on tourism outlook and forecasts.
Moderator: Mr. John Koldowski, Managing Director for PATA’s Strategic Information Centre.
Speakers:
1. Mr. Rolf Freitag-IPK International – *What the European traveller is doing*
2. Prof. Lindsay Turner-Victoria University, Melbourne-Australia and Prof. Stephen Witt – University of Surrey-UK – *European Outbound Forecast*
3. Mr. Ron Erdman – Representing Tourism Industries, Department of State, USA – *Highlighting the tourism outlook for North American travellers*
4. Dr. Jim Newton – *Illustrating Hong Kong, SAR as a case study in a Competitive Modeling Approach*
5. Mr. Graham Todd – *Presenting a Micro Economic Forecast*
- 1030-1100 **Coffee Break**
Hosted by PATA Japan Chapter.
- 1100-1215 **Breakout Session F “What Makes a Great Leader – From an Employee’s Perspective”**
Hall 1B – Level 2
Speaker: Mr. Peter Burwash, President, Peter Burwash International USA
A practical blueprint on how to be a better leader, manager and parent.
Breakout Session G “Education, Training and Human Resources”
Hall 1A – Level 2
Speakers:
1. Dean Chuck Gee, School of Travel Industry Management, University of Hawaii at Manoa
2. Dr. Chris Cooper – Professor, University of Queensland, Australia
3. Dra. Virginia Maria Trigo, Institute of Tourism Education, Macau SAR
- Breakout Session H “Chapters/YTP Forum”**
Hall 2A – Level 2
An interactive open forum to review and discuss the PATA-PATA Chapter relationship since the PATA Board adopted it in April 2000; as well as mechanisms on how best to incorporate “Young Tourism Professionals” in the PATA Chapter network. A panel of five representing the views of PATA Chapters from Americas Division, Asia Division, Europe Division and Pacific Division; and the YTPers will discuss:-

- *Where we are and (by region) our individual experiences;*
- *Problem areas and possible solutions*
- *Recommendations for the ongoing future of Chapters*
- *Possible incorporation of "YTPers" within the Chapter ranks*

Facilitated by PATA Life Member, Mr. John Rowe.

(The minutes of this session will be taken and possible suggestions, solutions or recommendations recorded may be utilised as a Board Discussion paper on evaluating implementation of restructure and the role of PATA Chapters.)

1230-1400 **Lunch and Multi-Media Presentation entitled "Eye of the Beholder"**
Exhibition Hall – Level 4

Hosted by National Geographic Traveler magazine.

1430-1630 **Closing Session**

Plenary Hall, Level 4

- **PATA Board of Directors Certificates (Outgoing)**
- **PATA Outgoing Chairman's Farewell Address**
Mr. M.P. Bezbaruah, 2000/2001 PATA Chairman
- **PATA Incoming Chairman's Address**
Mr. John Sandford, 2001/2002 PATA Chairman
- **PATA 2002 Annual Conference Signing of Contract**
- **PATA 2002 Invitation to India**
- **Closing Keynote Address "Pacific Asia's Promising Future – The New Asian Way"**

*Speaker: Ms. Foong Wai Fong, Founder and Director, Megatrends Asia, Malaysia
Foong Wai Fong is a writer, columnist and much sought after speaker for world leading companies specialising on global and Asian business trends and entrepreneurship. This Closing Keynote address is based on Wai Fong's best-selling book "The New Asian Way" which provides an invaluable perspective for anyone who wants to understand the New Asia and how its modernization will reshape the global order in this new millennium.*

- **National Geographic Multi-Media Presentation entitled "Passages – A Journey through Asia and the Pacific" by Ian Lloyd**
- **PATA 2001 Malaysia Farewell**

1630-1700 **Media Briefing – Malaysia**

Room 15, Level 3

1700-1730 **Media Briefing – PATA's New Officers**

Room 15, Level 3

1900-2145 **51st PATA Annual Conference India Banquet**

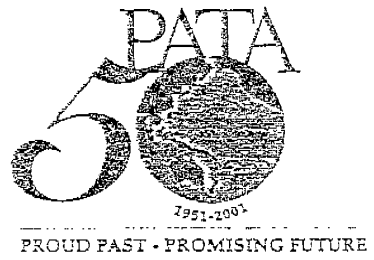
Venue: Shangri-La Hotel, Kuala Lumpur

Hosted by Government of India Tourist Office

Thursday, April 12

Sports Programmes

Post-Conference Tours Commence



Dear Board and Life Members,

For your information, please find following attachments to the Board of Director's Meeting Working Paper.

- 1) An updated Financial Information.
- 2) A paper on Chapter Membership Progress Report and Recommendations to be considered and implemented for Chapter Membership Restructure Program.
- 3) The Code of Sustainable Tourism that has been adopted by APEC and will be considered at the Meeting.

/RP
April 8, 2001

Financial Result
As of January 31, 2001

The seven months net income is \$582,884. A review of the revenue and expense for the remainder of the year re-affirms our ability to meet the reforecast net revenue of \$68,617.

The key factors substantially we believe that we will meet the reforecast are:

Revenue:

- \$200,000 in outstanding dues has been collected from delinquent member in February and March
- \$100,000 in outstanding dues will be collected in April based on the commitment we have received from three substantial delinquent members
- \$150,000 in outstanding dues will be collected from the delinquent member during the remainder of the fiscal year
- \$400,000 has been received from Reed Exhibition for the PATA Travel Mart
- \$582,884 Net Revenue for seven months.

Expenses:

- \$273,000 running rate for Administrative expenses for the seven months will continue for the remainder of the fiscal year at the current running rate.
- Program expenditures and other expenses projected for the remainder of the fiscal year will be offset by revenue for the program and events.

Based on these key factors we are anticipating meeting our re-forecast net revenue

Submitted by

Joseph A. McInerney

PACIFIC ASIA TRAVEL ASSOCIATION
Financial Statements
Ending January 31, 2001

REVENUE:	Jan. 01 Actual	Y-T-D Actual	2000-2001 Re-Forecast
Program Revenue			
Market Research & Information	7,276	56,625	73,566
Product Development	45	10,617	69,827
Human Resources Development	-	2,046	17,477
Marketing & Promotion	19,165	167,936	298,255
Annual Conference	62,861	187,727	716,782
PATA Travel Mart	-	-	400,000
VUSAMART	-	247,645	247,843
ATECM	6,632	36,019	34,755
Total Program Revenue.....	95,980	708,615	1,858,615
Other Revenue			
Communications Department	9,570	14,397	72,000
Chapters Support	(1,908)	7,084	19,000
Interest & Other Revenue	6,742	57,623	70,000
Charles Schwab Moving Incentive	-	80,000	80,000
Sponsorship	75,000	220,650	325,000
Total Other Revenue.....	89,403	379,755	566,000
Membership Revenue			
Membership Dues	180,434	1,946,049	2,570,000
Total Membership Revenue	180,434	1,946,049	2,570,000
TOTAL REVENUE.....	365,817	3,034,419	4,994,615
EXPENSE:			
Program Expense			
Market Research & Information	22,789	99,822	101,500
Product Development	25	3,152	78,161
Human Resources Development	21	2,523	19,866
Marketing & Promotion	23,899	146,708	304,616
Annual Conference	(15,434)	11,048	613,900
PATA Travel Mart	62	358	4,000
VUSAMART	3,057	166,207	145,935
ATECM	1,664	27,800	29,275
Total Program Expense.....	36,083	457,617	1,297,253
Other Expenditures			
Communications Department	177	13,461	119,700
Chapter Support	3,842	34,601	63,331
Sponsorship	5,351	30,136	62,000
Total Other Expenditures.....	9,371	78,198	245,031
Administration Expenditures			
Staff Costs	171,271	1,191,311	2,096,063
Occupancy	(17,682)	143,838	245,217
Travel/Representation	27,561	122,256	274,146
Communications	23,598	110,126	213,345
Depreciation	8,852	61,929	105,000
Office Expense	53,687	286,259	449,943
Total Administration Expenditures	267,386	1,915,719	3,383,714
TOTAL EXPENSE.....	312,840	2,451,535	4,925,998
TOTAL NET REVENUE/(DEFICIT).... \$	\$ 52,977	\$ 582,884	68,617

**CHAPTERS MEMBERSHIP
PROGRESS REPORT**
April 8, 2001
Kuala Lumpur, Malaysia

The purpose of the Chapters Membership Progress Report is to update the Executive Committee and the Board of Directors on the activity that has taken place on the chapter membership restructuring since the last Board meeting and to provide alternative ways in which to implement the programme.

The Washington Resource Consulting Group's report cited that the PATA Chapter and PATA relationship is enormously complex, as the problems have existed for a very long time and that the issues will not resolve themselves overnight. However, it did recommend alternative models, which were approved by the Board of Directors and ratified at the Annual General Meeting.

The two alternative chapter models, which are based on geographic location and the role within PATA, were approved. The chapters were given a two-year transitional period to meet the minimum requirements. The model for chapters within the PATA geographic boundaries excluding the Americas requires the highest standard: all chapter members must be PATA members. Chapters outside the region are required to have 50 percent of their members be PATA members.

Based on the Washington Resource Consulting Group's premise and the Board of Directors' recognition, a certain amount of flexibility is needed in the way each model is implemented by each chapter, so that regional, cultural and other differences can be accommodated. The PATA staff has been meeting with the chapters throughout the world to determine the best ways to implement the programme.

In October 2000, PATA initiated the Chapter Rewards Programme to provide chapters with a financial incentive to attract new full PATA members:

- Chapters that recruit new full PATA members or assist in the recruitment of a member that has been inactive for a minimum of two years will receive 50 percent of that new member's or reinstated member's paid dues for the current fiscal year. PATA's membership department will assist the chapters with the membership solicitation, but the chapter must actively participate in the process.
- All paid Chapter Secretariats will receive complimentary membership in PATA for the period from May 2001 through June 2002. Those chapters that assist in recruiting six new full PATA members during that period will receive complimentary membership for the next fiscal year.

Unfortunately, little progress has been made by most chapters to meet the objectives. Only the New Zealand Chapter has adopted the 100 percent PATA membership requirement. Only seven (7) chapters have taken advantage of the Chapter Rewards Programme, which accounted for eight (8) new members.

The Chief Executive Officer, divisional directors and headquarters staff have held meetings throughout the Association with the chapter officers, divisional advisory committees, individual members and at the European and Americas Divisional meetings to discuss the programme, address concerns and to receive ideas on alternate methods to implement the programme.

The meetings generated a considerable number of suggestions, ranging from keeping the system as it is, paying chapters a percentage of the total PATA dues received from their country each year, making it mandatory for all PATA members in a country to be chapter members, the exclusion of some chapter membership categories when calculating the full member percentage, extending the deadline for compliance, etc.

After analysing the ideas and suggestions from a financial and practical basis, Management suggests the Board consider the following alternative ways in which to implement the Chapters Membership restructure programme.

- To achieve the 50 percent membership level in the Americas and Europe Division Chapters, the following initiatives should be considered:

- Americas

- The period for compliance to be extended for one additional year to June 30, 2003.
- During the compliance period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members. This does not apply to the Specialist Travel Programme members.
- ✓ ▪ The Pacific Asia Specialist Travel Agent Programme will be launched in September 2001. All chapter members who join this programme will be considered towards the 50 percent full membership requirement.
- All travel agents that have received an industry-recognised proficiency designation from a PATA destination could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
- Students and media could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
- A Virtual Chapter will be formed to accommodate those retail agents that are not located within a chapter's geographic area or those retail agents that are not interested in joining a chapter, but want to become proficient about Pacific Asia.
- All chapter supplier members must be full PATA members.
- Chapters cannot promote non-PATA member suppliers.
- ✓ ▪ Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.

- Europe

- The period for compliance to be extended for one additional year to June 30, 2003.
- During the compliance period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members
- All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 50 percent full membership requirement.
- If the Pacific Asia Specialist Travel Agent Programme is implemented in Europe, then only those travel agents that join the programme or those agents that have received an industry recognised proficiency designation

from a PATA destination would be included in the 50 percent full membership requirement.

- All chapter supplier members must be full PATA members
 - Chapters cannot promote non-PATA member suppliers.
 - Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.
- To achieve the 100 percent Membership level in the Pacific and Asia Chapters, a two-tiered programme should be considered for developed and developing chapters as follows. Members in countries without chapters have to be full members.

□ Developed Chapters

- Australia, China (PRC), Chinese Taipei, Hong Kong SAR, India, South India Satellite, Indonesia, Indonesia-Bali, Japan, Japan-Kansai Satellite, Korea (ROK), Macua SAR, Malaysia, Nepal, New Zealand, Pakistan, Philippines, Singapore, South Africa, Sri Lanka, Thailand.
- ▪ The period for compliance to be extended for one additional year to June 30, 2003.
- During that period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members.
- All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 100 percent full membership requirement.
- ✓ ▪ Chapters must provide PATA with a list of chapter members each year. Failure to do so would be cause for terminating the chapter.

□ Developing Chapters

- Fiji, Micronesia, Tonga, Bangladesh, Maldives, Mongolia, North Sulawesi Satellite, Vietnam
- The period for existing members to become full members to be extended to June 30, 2005.
- During that period PATA will offer chapters 50 percent of the first two years of paid membership dues for chapter members that become full PATA members.
- As of July 1, 2003 all new chapter members must be full PATA members.
- All retail travel agents, students and media could remain as chapter-only members and would be considered towards the 100 percent full membership requirement.
- Chapters must provide PATA with a list of members PATA each year. Failure to do so would be cause for terminating the chapter.

Submitted by:

Joseph A. McInerney
Chief Executive Officer

APEC/PATA CODE FOR SUSTAINABLE TOURISM

The Code for Sustainable Tourism has been adopted by both PATA and APEC as a reflection of their strong commitment to tourism growth across the Asia and Pacific region that is viable and sustainable over a long-term future.

PATA, the Pacific Asia Travel Association, was established in 1951 as the body for national tourist offices, airlines, hotels, tour operators, travel agencies and other firms active in tourism to promote travel to and within the Pacific Asia region. Its Charter sets out its fundamental commitment to what is now called sustainable development:

“..to encourage and assist in the development of travel industries throughout Pacific-Asia in a manner which recognises the urgent importance to practice an environmental ethic that supports responsible conservation and restoration of Pacific Asia’s unique combination of natural, social and cultural resources”

PATA has maintained that commitment for over fifty years through numerous publications, conferences and workshops, and through its consistent promotion of heritage conservation, cultural tourism and eco-tourism. PATA first adopted a code for environmentally sensitive tourism at its 40th annual conference in 1991.

APEC, Asia Pacific Economic Co-operation, was formed as a high level forum for the leaders of Asia Pacific economies in 1989. It has a particular commitment to opening the region to the freer flow of trade in goods and services, which includes tourism, and to co-operation across its economies on a wide front.

APEC established a Tourism Working Group in 1991 and convened the first APEC Ministerial Meeting in Seoul in 2000. At that meeting APEC adopted its Tourism Charter, which sets out four policy goals. One of these is to “Sustainably manage tourism outcomes and impacts”. This expresses APEC’s clear commitment to ecologically and culturally sustainable tourism development.

Reflecting these commitments, APEC and PATA, at a meeting of the APEC Tourism Working Group and at the Fiftieth PATA Conference respectively, both in Malaysia in April 2001, adopted the Code for Sustainable Tourism to guide their own activities and to promote to their members and affiliates.

The code is designed for adoption and implementation by a wide range of tourism-related organisations and companies. By adhering to it they will be showing their commitment to the vision of tourism growth which is fully responsible in its approach to natural environments, to social needs and to cultural sensitivities. By following the Code organisations will also be positioning themselves to deal with environmental regulation, environmental accounting, environmental standards such as ISO, and accreditation schemes requiring reporting on environmental and social impacts.

APEC/PATA CODE FOR SUSTAINABLE TOURISM

This code urges PATA Association and Chapter members and APEC Member Economies to:

Conserve the natural environment, ecosystems and biodiversity

- *CONTRIBUTE* to the conservation of any habitat of flora and fauna, affected by tourism
- *ENCOURAGE* relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would be compatible in or adjacent to those areas
- *INCLUDE* enhancement and corrective actions at tourism sites to conserve wildlife and natural ecosystems.

Respect and support local traditions, cultures and communities

- *ENSURE* that community attitudes, local customs and cultural values, and the role of women and children, are understood in the planning and implementation of all tourism related projects
- *PROVIDE* opportunities for the wider community to take part in discussions on tourism planning issues where these affect the tourism industry and the community
- *ENCOURAGE* relevant authorities to identify cultural heritage worthy of conservation and to determine the level of development if any which would be compatible in or adjacent to those areas
- *CONTRIBUTE* to the identity and pride of local communities through providing quality tourism products and services sensitive to those communities.

Maintain environmental management systems

- *ENSURE* that environmental assessment is an integral step in planning for a tourism project
- *ENCOURAGE* regular environmental audits of practices throughout the tourism industry and to promote desirable changes to those practices
- *ESTABLISH* detailed environmental policies and indicators, and/or guidelines for the various sectors of the tourism industry
- *INCORPORATE* environmentally sensitive design and construction solutions in any building or landscaping for tourism purposes.

Conserve energy, and reduce waste and pollutants

- *FOSTER* environmentally responsible practices for:
 - *reducing pollutants and greenhouse gases,*
 - *conserving water and protecting water quality,*
 - *managing efficiently waste and energy,*
 - *controlling noise levels and*
 - *promoting the use of recyclable and biodegradable materials.*

Encourage a tourism commitment to environments and cultures

- *ENCOURAGE* those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process
- *FOSTER*, in both management and staff of all tourism projects and activities, an awareness of environmental and cultural values
- *ENCOURAGE* all those who provide services to tourism enterprises to participate through environmentally and socially responsible actions
- *SUPPORT* environmental and cultural awareness through tourism marketing.

Educate and inform others about local environments and cultures

- *SUPPORT* the inclusion of environmental and cultural values in tourism education, training and planning
- *ENHANCE* the appreciation and understanding by tourists of natural environments and cultural sensitivities through the provision of accurate information and appropriate interpretation
- *ENCOURAGE*, and support research on the environmental and cultural impacts of tourism.

Cooperate with others to sustain environments and cultures

- *COOPERATE* with other individuals and organisations to advance environmental improvements and sustainable development practices, including establishing indicators and monitoring
- *COMPLY* with all international conventions and national, state and local laws which safeguard natural environments and cultural sensitivities.

Report on the agenda of Govt category meeting on April 8, 2001

Masatoshi Nagami, JNTO-TYO

Joint Research Opportunities of Chinese Outbound Market

For Japan, the market of our greatest interest is the outbound market of China. Our expectation is heightened with the contact of the news that, according to the WTO estimate, the number of Chinese outbound travelers will reach 100 million by the year 2020.

Among the environment that, no drastic increase is expected for other developed markets, apart from a slight increase, the Chinese market is the only tourists-generating market with the potential to drastically increase in the future. Primarily by the liberalization of the various regulations, due to the short history since the lifting of the ban on making overseas trips. Rapid increase of the Chinese outbound travelers will give a strong impact not only on Japan but also on the PATA region.

However, currently, it is difficult to grasp the real situations due to the lack of data. (It is hard to find such basic information as the number of Chinese departure from different Chinese regions.)

Considering the short history of Chinese outbound market, it is understandable that the basic market information is not fully provided. But, it will be of benefit to all PATA members to conduct research activities of Chinese outbound market with the cooperation of the Chinese government.

Technological developments

The basic function of the NTO is the dissemination of travel information to consumers as well as to travel trade circles.

In order to maximize the performance of the job, various technological methods are employed such as CD-ROM, DVD, down-loading slides from the internet, establishment of home page or e-mail address, portable navigation system available for tourists etc.

As far as JNTO is concerned, we regret to inform to you that only the slides loaded in the CD-ROM and on the home page and e-mail are currently employed.

Our home page contains a total of nearly 14,000 pages in the different languages of English, Chinese and Korean.

A "cut-through" search function for locating restaurants and places to stay is featured.

1:25,000 scale maps covering the entire area of Japan and 1:5,000 scale maps covering large cities, are also included.

Marketing practices

a.) Production of commercial film by the appearance of popular singer/actress of Japan by the name of Sakai Noriko whose popularity is quite high in China, Hong Kong, Korea and Taiwan.

700 commercial films of 30 seconds were shown on various TV stations of those countries and were well received.

b.) Organizing monitor tours to Japan in London at a drastically reduced rate of 199 pounds.

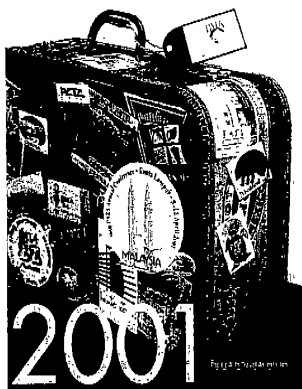
It was publicized on the home page and some 5000 consumers applied for the tour.

The purpose of the drive is to attract the attention of the consumers on the inexpensive destination of Japan. Also, the participants of the tour will have an opportunity to witness the tourist attractions of Japan and have the assignment of writing evaluation papers on Japanese tourism.

Funding for Tourism Organizations

In our case, depending upon the nature of jobs subsidy from the government varies from 50-90%. The rest of the fund must be collected from private sectors. Tokyo metropolitan government is considering putting room tax on hotel rooms. We do not put taxes for entering national parks or specially designated tourism area like the one practiced in the Switzerland.

MALAYSIA



50TH PATA ANNUAL CONFERENCE Proud Past - Promising Future

APRIL 8-12, 2001 • KUALA LUMPUR, MALAYSIA

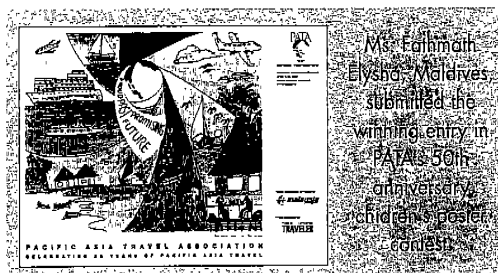
The Pacific Asia Travel Association's 50th Annual Conference marks the golden anniversary of an organisation that was founded in 1951 in the spirit of cooperation, awareness-building and peace through tourism. Please join us in Kuala Lumpur as we celebrate PATA's "Proud Past – Promising Future."

The Right Honourable Dato' Seri Dr. Mahathir Mohamad, Prime Minister of Malaysia, will preside over the official Conference opening on Monday, April 9. Following his address, more than 100 live performers will present a spectacular multimedia cultural show, welcoming all delegates to Malaysia — Truly Asia.

The Conference programme features a powerful lineup of 23 high-profile speakers from seven countries. Ambassador L.W. "Bill" Lane, Jr, who attended the first PATA Conference, will deliver an anniversary address on the Association's Proud Past. Educational opportunities abound during our opening and closing keynotes, two plenary sessions and eight breakout sessions, where delegates will hear from companies such as:

- Boeing Commercial Airplanes
- Business Enterprises for Sustainable Tourism
- ECPAT Australia
- Institute for Tourism Studies, Macau
- Landor Associates .
- Marriott International, Inc.
- Megatrends Asia
- The New Internet Computer Company
- Peter Burwash International
- Thailand Business Coalition on AIDS
- TIME Asia
- Tourism Industries, U.S. Department of State
- UNAIDS

In addition to these educational sessions, our golden jubilee event will feature a full slate of anniversary activities and social functions. For updated programme information, airline discounts and more, please visit our Web site at www.pata.org. We look forward to welcoming you to Malaysia!



GOLDEN JUBILEE

In celebration of PATA's "Proud Past – Promising Future," a number of anniversary activities have been organised. Ms. Fathmath Elysha, the nine-year-old winner of PATA's 50th anniversary children's poster contest, will travel from the Maldives via Malaysia Airlines to accept her award during the opening session. Other highlights include:

- 50th Anniversary Address by Ambassador L.W. "Bill" Lane, Jr.
- Premiere of a retrospective 50th anniversary video by Travelmedia.com
- Unveiling of the second edition of *The Story of the Pacific Asia Travel Association* book (all delegates will receive a free copy this book)
- Recognition of PATA's past leaders on the 50th Anniversary Roll of Honour
- *National Geographic Traveler* magazine's multimedia presentation, "Passages: A Journey through Asia and the Pacific" by Mr. Ian Lloyd
- All delegates to receive a commemorative CD recording of "Peoples of the Pacific" song, performed by the Honolulu Boy Choir

Pacific Asia Travel Association

THE MAIN AGENDA

The 50th PATA Annual Conference agenda covers critical topics that directly impact your business. Attend the Conference to learn about:

AVIATION



Commercial, will address the future of aviation during the opening keynote.

Where is aviation headed? How are aircraft changing the way people fly? Mr. Seddik Belyamani, Executive Vice President, Boeing

LEADERSHIP

From an employee's perspective, what makes a great leader? Mr. Peter Burwash, author and President of Peter Burwash International, will provide a practical blueprint on how to be a better leader, manager and parent.



SEX, TRAVEL AND AIDS

A traditionally taboo topic, yet one that affects every sector of the Pacific Asia travel industry. Our panel of representatives from the Thailand Business Coalition on AIDS, UNAIDS and ECPAT Australia will take a frank look at the impact of HIV and AIDS on the Pacific Asia travel industry; case studies will demonstrate management strategies and solutions.

BUSINESS TRENDS AND ENTREPRENEURSHIP

Our closing keynote speaker Ms. Foong Wai Fong – *Megatrends Asia* collaborator and author of the bestseller *The New Asian Way* – will discuss the global forces and business trends affecting the way we conduct business.



SUSTAINABLE TOURISM

“Doing Business Well – Preserving Our Destinations’ Assets” will explore questions of balancing environmental and cultural considerations with those of the bottom line. Mr. Michael Seltzer, Director of Business Enterprises for Sustainable Tourism, will lead this highly interactive session.

NATIONAL GEOGRAPHIC LUNCHEON

On Wednesday, April 11, delegates are invited to *National Geographic Traveler* magazine's luncheon and screening of “Eye of the Beholder,” an acclaimed multimedia presentation by the National Geographic Society. The *National Geographic Traveler* luncheon has become one of the most popular events of the PATA Annual Conference.

TECHNOLOGY

Plenary Session 1, presented by Ms. Gina Smith, CEO of The New Internet Computer Company, will illustrate how successful businesspeople are masters of, not servants to, technology.

BRANDING

“If branding is King, then value is God.” Ms. Kay Stout, Brand Strategist-Worldwide for Landor Associates, will show delegates how to stretch the value of branding dollars to sustain a mutually rewarding relationship with customers.

HOSPITALITY

Mr. Ed Fuller, President of Marriott International, will present an overview of today's lodging environment, and how hoteliers can capitalise on market trends to ensure future success.

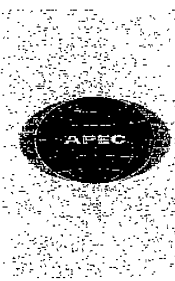
2ND APEC TOURISM FORUM

The Ministry of Culture, Arts and Tourism of Malaysia will be hosting the 2nd APEC Tourism Forum on Saturday, April 7 from 0800 to 1800 at the Legend Hotel, Grand Ballroom. Held just a day prior to the PATA 50th Annual Conference, the forum is opened to all registered PATA delegates free of charge.

Under the theme “Building Marketing Partnership in the APEC Region,” the forum aims to serve as a platform for dialogue between private-sector organisations and public-sector officials from the 21 APEC economies.

In recognising the importance of smart partnership between the public and business sector for sustainable growth of the tourism industry, APEC tourism ministers at the 2000 Ministerial Meeting agreed that Malaysia should host this significant forum in 2001. At the forum, local and international speakers representing the APEC tourism ministries, private-sector organisations, government agencies, NGOs and institutions will present papers; the outcome of forum discussions may be considered for strategic formulation for tourism marketing and promotion in the APEC region.

For further information and registration details for the 2nd APEC Tourism Forum, please contact Mr. Alex Rajakumar, Assistant Secretary, Tourism Division, Ministry of Culture, Arts and Tourism Malaysia. E-mail: alexkumar@tourism.gov.my. Fax: (60-3) 2691-335 8 or (60-3) 2693-4789.



PAID CELEBRATES "50 GOLDEN YEARS"

Formerly known as the PATA Industry Council Dinner/Dance, the featured social event at the PATA Annual Conference has been renamed the PATA Annual Industry Dinner (PAID). This year, the event will take place at the Istana Hotel on Monday, April 9, under the theme of "50 Golden Years."

The evening will kick-start with cocktails hosted by Messe Berlin, followed by an Asian-Western fusion dinner with free flowing wine, beer and soft drinks. Entertainment includes a live band, international-class vocalists, lucky draw prizes and door gifts for all.

Tunku Iskandar, chairman of the organising committee, said the



name change was enacted to promote the event as an annual get-together for the entire industry, and not just members of the PATA Industry Council. "This is a real 'value-for-money' proposition," he added, "and on behalf of the organising committee, I can assure you of a great evening for one and all."

Tickets cost US\$69 per person, inclusive of tax and service. Tables for 10 may be reserved for US\$100 (reserves table only - each of the 10 people at that table must also hold an individual ticket). Proceeds from table reservations will be donated to the PATA Foundation.

For tickets and table reservations, please contact Ms. Nanthinee Emradee, PATA's Registration Coordinator-Events. E-mail: nan@pata.th.com. Fax: (66-2) 658-2013.

THE BEST OF MALAYSIA FOR CONFERENCE DELEGATES

All registered delegates can look forward to savouring the best and exotic diversity of Malaysia through some 14 post-conference tours.

Of these tours, the host committee has offered four to all delegates on a complimentary basis: KL Heritage Trail, KL Garden City Charms, Putrajaya, Inspiring City of the Future, and the amazing Malaysian Fashion Extravaganza, which showcases Malaysian batik wear and local diamond designs.

In addition, the 50th PATA Anniversary Golf Challenge features a grand prize of a vintage TD2000 Roadster worth RM180,000 for the lucky hole-in-one winner; and a Bowling Tournament will also be free for delegates.

Ten post-conference tours represent the best opportunity for delegates to enjoy the host country. The trips vary from two to four days. Beach lovers can unwind on a Pangkor Sun-Seekers Paradise trip or the Redang Marine Park Getaway.

The diversity of Malaysia's tropical rainforest provides the backdrop for trips such as Sarawak-Exotic Wonders of Borneo and Taman Negara Magnificent Rainforest Wonder. Malaysia's architectural and culinary achievements can best be enjoyed by joining the Historical Malacca and Johor Bahru Heritage Tour or the Charming Penang and Legendary Langkawi Escapade. Tour prices range from US\$22 to US\$338 per person.

For further information and tour bookings, please contact Mr. Mumtazali at Malaysian Association of Tour and Travel Agents (MATTA). E-mail: admin@matta.org.my. Fax: (60-3) 987-6880.

MARRIOTT LEADERSHIP AWARD

During the opening session on Monday, April 9, Mr. Ed Fuller, President of Marriott International, will present PATA with the Marriott International Tourism Leadership Award, to recognise the Association's 50 years of leadership in the areas of sustainable tourism, fostering sound environmental policies

and practises, and cultural preservation. PATA is the first association of its kind to receive this award; Prince Charles, Costa Rica and King Abdullah of Jordan are among the past recipients of the award.

GOLD AWARDS AT GOLDEN JUBILEE

PATA's Gold Awards, sponsored by the Macau Government Tourist Office, recognise exceptional achievement in the areas of marketing and promotion, heritage and culture, education, journalism and environmental tourism. A special Gold Awards Luncheon honouring the winners will be held on Monday, April 9. In addition, winning entries will be displayed at the Putra World Trade Centre, for all delegates to enjoy.



SHOP FOR A CAUSE

Have you ever wished you could protect endangered sea turtles, conserve an ancient heritage site such as Angkor Wat or teach sustainable land practices to an Aboriginal community in Australia? Turn your dreams into realities by participating in the PATA Foundation Silent Auction, which raises funds for the development of these and other cultural, heritage, educational and environmental programmes in the Pacific Asia region. Donated items typically include valuable services, ethnic arts and crafts, paintings, jewelry and vacation packages.

We invite you to take a break from business, stop by the auction and bid against your colleagues - you'll end up with treasures to take home, along with the satisfaction of having contributed to a charitable cause.

For information on donating items, please contact your nearest PATA office.

OFFICIAL CONFERENCE DAILY

Delegates will be able to keep abreast of news by reading the official 2001 PATA Annual Conference Daily newsletter, produced by Venture Asia Publishing, Singapore.



PATA Operational Headquarters

Unit B1, 28th Floor, Siam Tower
989 Rama I Road, Pathumwan
Bangkok 10330, Thailand
TEL: (66-2) 658-2000
FAX: (66-2) 658-2010
E-Mail: patabkk@pata.th.com
Web Site: www.pata.org

**PATA Administrative Headquarters
and PATA Americas Division**

Lotham Square Building
1611 Telegraph Avenue, Suite 1515
Oakland, CA 94612 USA
TEL: (1-415) 986-4646
FAX: (1-415) 986-3458
E-Mail: pataha@pata.org
E-Mail: americas@pata.org

PATA Asia Division

94A Amoy Street
Singapore 069914
TEL: (65) 223-7854
FAX: (65) 225-6842
E-Mail: pataasia@pata.com.sg

PATA Europe Division

Les Eucalyptus
11 Avenue des Guelfes
Fontvieille, MC 98000 Monaco
TEL: (377) 92 05 61 32
FAX: (377) 92 05 61 33
E-Mail: pata@monaco.net

PATA Pacific Division

P.O. Box 645, Kings Cross
NSW 1340 Australia
TEL: (61-2) 9332-3599
FAX: (61-2) 9331-6592
E-Mail: pata@pata.org.au

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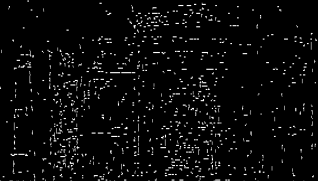
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51st PATA Annual Conference
"Tourism – Looking
Ahead and Beyond"

APRIL 14-18, 2002 • ASHOK HOTEL • NEW DELHI, INDIA



Pacific Asia Travel Association

Welcome
to India! The
51st Pacific Asia
Travel Association (PATA)
Annual Conference will take place
in the land of glorious culture, divine
temples, sumptuous cuisine and unforgettable
colour – from the blue seas of Kerala to the Rajasthan
desert and up into the lofty Himalayan hill stations. The
PATA Annual Conference has been the premier meeting place
for leaders of the Pacific Asia travel industry for more than half a
century. Combining an educational programme with lucrative net-
working and marketing opportunities, the Conference aims to provide
all participants with strategies for business success. PATA's worldwide net-
work of 2,000 members includes governments and destinations, airlines
and cruise lines, hotels, tour operators, travel agencies, universities,
financial institutions, media and other travel-related companies. Our
members use PATA to help them explore lucrative new markets, to
save time and money by sharing resources and ideas, and to build
profitable, long-term business relationships. Please join us at
PATA 2002... and lose yourself in the wonders of India.

THE WONDERS OF INDIA

DELHI, THE CAPITAL OF INDIA, is an amalgam of the old and the new. Ancient and modern times are in juxtaposition here, not only in the remains of a succession of empires, but equally in present social structure and lifestyles.

Delhi is divided into two parts. Old Delhi was one of the capitals of Muslim India between the 12th and 19th centuries. Old forts, mosques and monuments related to India's Muslim history are located here. New Delhi, the imperial city that was created as the capital by the British, is spread over a wide area and is lined with imposing boulevards and modern buildings.

Delhi is a major travel gateway into India, and is one of country's busiest entry points for overseas airlines. As such, PATA 2002 delegates will be able to take advantage of a tempting selection of pre- and post-Conference tours.

Tour 1: Golden Triangle Tour
Delhi-Agra-Fatehpur Sikri-Jaipur-Delhi
(four nights, five days)

This popular tour appeals to first-time and repeat visitors alike. Agra is home to the world famous Taj Mahal, built by the Mughal Emperor Shahjahan in 1630, for his Queen Mumtaz Mahal. It is perhaps the most extravagant monument ever built for the sake of eternal love. Delegates will also visit Fatehpur Sikri, the 16th century abandoned capital of Emperor Akbar. Finally, this tour journeys to Jaipur, the pink-hued capital of the princely state of Rajasthan; the Amber Fort and Palace of the Winds are among the top sightseeing attractions of Jaipur.

Tour 2: Wildlife Tour
Delhi-Ranthambhor-Jaipur-Delhi
(three nights, four days)

Ranthambhor National Park in the state of Rajasthan is an outstanding example of Project Tiger's efforts at

conservation in the country. Within the 400-square-kilometre park, steep crags embrace a network of lakes and rivers. More than in any other park or sanctuary in India, tigers are easily spotted here in daylight. They can be seen lolling around lazily in the sun, or feverishly hunting down sambar around the lakes. Other permanent residents of the park include panthers, marsh crocodiles, hyenas, jungle cats and sloth bears. After taking in the wildlife, delegates will visit Jaipur, the pink-hued capital of Rajasthan.

Tour 3: Classical Tour of India
Agra-Varanasi-Delhi
(two nights, three days)

After visiting Agra, home of the Taj Mahal, delegates will travel to Varanasi, one of the most important pilgrimage sites in India. Known to the devout as Kashi, Varanasi is said to have been founded by Shiva, Lord of the Universe. The city, situated on the banks of the sacred



Ganges, has been a centre of learning and civilisation for more than 2,000 years. It was at Sarnath, only 10 kilometres away from Varanasi, that Buddha first preached his message of enlightenment 25 centuries ago.

Tour 4: Tour of Orissa and Bengal
*Delli-Calcutta-Bhubaneswar-Konark-
 Puri-Bhubaneswar-Delhi*
(four nights, five days)

The largest metropolis in India, Calcutta is a vibrant city on the move. It served as the gateway to India until 1912, and it still bears the Victorian imprint on its streets and structures. Today Calcutta is home to more than 10 million people. Regal edifices, tiny alleys, bustling bazaars, elegant hotels, people from all walks of life – Calcutta has it all. Bhubaneswar, the capital of Orissa, has a history dating back more than 2,000 years and has been called the “Cathedral of the East” due to the hundreds of temples still in existence there. Konark is the site

of the 13th century Sun Temple, which has been named a World Heritage Monument.

Tour 5: Tour to Kerala
Cochin-Periyar-Kumarakom-Cochin
(five nights, six days)

This tour beckons delegates to the state of Kerala in southern India, where long sandy beaches stretch from dense groves of palm trees to the deep blue sea. Cochin, the commercial capital of Kerala, features historic palaces and forts, lagoons and backwaters, and is one of India’s major ports. Periyar National Park, one of the most picturesque in the country, is known for its large population of wild elephants. Kumarakom is situated on Vembanad Lake; here, visitors can see how the network of canals and tributaries link remote villages with the mainland.

Tour 6: Tour to Hill Station
Delhi-Shimla-Mashorba-Shimla-Delhi
(four nights, five days)

Shimla was the most important British hill resort prior to India’s independence. Located at an altitude of 7,267 feet, Shimla is situated around a crescent-shaped ridge and is blessed with perennially cool air and amazing views. Delegates will take in superb panoramic sights of valleys and the lofty peaks of the great Himalayan range on both sides of the ridge. Colourful local bazaars sprawl over the southern slopes of the ridge.

City Sightseeing Tour of Delhi

This tour will be offered to all Conference delegates.

Spouse Programmes

- Demonstration of Indian cooking
- Demonstration of Indian dresses and sari
- Lecture/demonstration on herbal cosmetics and yoga
- Shopping tour to cottage industry and state emporiums

HOSTED BY

Department of Tourism
 Ministry of Tourism & Culture
 Government of India

SUPPORTED BY

- Air-India
- Indian Airlines
- Federation of Hotel & Restaurant Associations of India
- Hotel Association of India
- Government of National Capital Territory of Delhi
- Indian Tourist Transporters Association
- The Travel Agents Association of India
- Indian Association of Tour Operators

HOTELS Hotel accommodations at PATA 2002 range from three-star properties to five-star deluxe hotels. These properties are offering excellent room rates from US\$95 to US\$130 per room, per night, inclusive of all prevailing taxes and service charges.

AIRLINE DISCOUNT India’s national carrier, Air-India, is offering AD75 to all registered delegates and ADS0 to spouses from the lowest tariff fares (including promotional fares) with waiver of advance purchase and other restrictions.

SAVE THE DATES: APRIL 14-18, 2002 For registration information, please contact your nearest PATA office or the PATA Events Department in Bangkok. Tel: (66-2) 658-2010. Fax: (66-2) 658-2013. E-mail: conference@pata.th.com. Web: www.pata.org.



PATA Operational Headquarters
Unit B1, 28th Floor, Siam Tower
982 Rama I Road, Pathumwan
Bangkok 10330, Thailand
TEL: (66-2) 658-2000
FAX: (66-2) 658-2010
E-Mail: patabkk@pata.th.com
Web Site: www.pata.org

PATA Administrative Headquarters
and PATA Americas Division
Latham Square Building
1611 Telegraph Avenue, Suite 1515
Oakland, CA 94612 USA
TEL: (1-415) 986-4646
FAX: (1-415) 986-3456
E-Mail: patahq@pata.org
E-Mail: americas@pata.org

PATA Asia Division
97A, Alimov Street
Singapore 069914
TEL: (65) 225-7854
FAX: (65) 225-6842
E-Mail: pataasia@pata.com.sg

PATA Europe Division
Les Éolypus
11 Avenue des Quêtes
Fontvieille, MC 98000 Monaco
TEL: (377) 92 05 61 32
FAX: (377) 92 05 61 33
E-Mail: pata@monaco.net

PATA Pacific Division
P.O. Box 645, Kings Cross
NSW 1540 Australia
TEL: (61-2) 9531-3599
FAX: (61-2) 9531-6392
E-Mail: pata@pata.org.au

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BOARD OF DIRECTORS MEETINGS

(January 13-14, 2001)

ATTENDANCE

2000/2001 OFFICERS

Present Chairman: Bezbaruah, M.P., India Department of Tourism, New Delhi.
Present Chairman-Elect: Sandford, John, Jason Travel Media Limited.
Present Secretary/Treasurer: Long, Bo W., Sea Cloud.
Present Chief Executive Officer: McInerney, Joseph A., PATA, Bangkok.
Absent Immediate Past President : Burruss, Dan, Delta Airlines Inc., Tokyo.

2000/2001 DIRECTORS

Present Ahmad, Shamin, Malaysia Airlines, Malaysia
Absent Ansari, Mustafa, Pakistan International Airlines, Pakistan
Absent Baines, Derek, Qantas Airways Ltd., Australia
Proxy *Hughes, Col, Qantas Airways Ltd., Australia*
Present Berube, Dan, United Airlines, Tokyo
Present Brown, Matthew, Boeing Commercial Airplane Group, Seattle
Absent Bruton, Gary, Royal Caribbean & Celebrity Cruises, Surrey
Absent Burns, Geoff, Air New Zealand, Auckland
Present Calderwood, William, Australian Tourist Commission, Sydney
Present Carton, Kevin, Western Australian Tourism, Perth
Absent Cooray, Hiran, Jetwing Travels Ltd., Sri Lanka
Absent Coughlan, Glenys, Tourism Industry Association, New Zealand
Absent Cruz-Araneta, Gemma, Philippine Dept. of Tourism, Philippines
Absent De Jong, Peter, Federation of International Youth Travel, Denmark
Absent Deeson, Brian, Century International Hotels, Hong Kong, SAR
Absent Desbaillets, Daniel, Inter-Continental Hotels & Resorts, Singapore
Present Drew, Dawn, National Geographic Traveler, New York
Present Francis, Terry, Canadian Tourism Commission, Canada
Present Gee, Chuck, Univ. of Hawaii at Manoa, Honolulu
Absent Hanley, William, Cendant International Hotels, New Jersey
Absent He, Guangwei, China National Tourism Administration, China
Present Hong, Wae-Sung, Korean Air, Seoul, Korea
Absent Hoskins, Paul, Fulcrum Management International, U.K.
Absent Hoth, Pedro, Ministry of Tourism, Mexico
Absent Hsu, Frank, EVA Airways Corp., Taipei
Absent Hutabarat, Elly, PanTravel, Indonesia
Absent Hutchison, Jon, Sydney Convention & Visitors Bureau
Absent Isechal, Jocelyn, Palau Visitors Authority, Koror
Proxy *Mary Ann Delemel, Palau Visitors Authority, Koror*
Present Ishikure, Nobutaka, Japan Airlines Co. Ltd., Tokyo
Absent Jeyaseelan, SriLankan Airlines Ltd., Sri Lanka
Absent Jonid, Abdullah, Tourism Malaysia, Malaysia
Present Kawabata, Osamu, All Nippon Airways, Tokyo
Present Kilroy, Jim, Starwood Hotels & Resorts, U.S.A.
Present Kim, Jong-Hee, Korea National Tourism Organization, Seoul
Present Leong, Charles, Singapore Tourism Board, Singapore
Present Lim, David, Philippine Airlines Inc. Philippines
Present MacJennett, patti, Los Angeles Conv. & Visitors Bureau, U.S.A.
Absent Mascarenhas, M.P., Air India, Mumbai
Absent Miranda, Leonel, Air Macau, Macau
Proxy *Kwan, Yany, PATA-Macau Chapter*
Absent Mishra, Basant Raj, Venture Travel, Nepal

Absent	Mohmand, Abdul Ghaffar, Pakistan Tourism Development, Islamabad
Present	Moritani, Jim T., Travel Journal, Inc., Tokyo
Present	Murphy, Kevin B., Great Eagle Hotels International, Hong Kong
Present	Nagami, Masatoshi, Japan National Tourist Organization, Tokyo
Absent	Nair, C.P. Krishnan, The Leela Hotels & Resorts, India
Absent	Nelson, James, Guam Visitors Bureau, Guam
<i>Proxy</i>	<i>Theresa Cruz, Guam Visitors Bureau, Guam</i>
Present	Noakes, Steve, Pacific Asia Tourism, Australia
Absent	Oh, Gerry, Singapore Airlines Ltd., Singapore
Absent	Owen, Tom, Cathay Pacific Airway Ltd., Canada
Absent	Pandey, Pradeep Raj, Nepal Tourism Board, Kathmandu
Absent	Panyarachun, Kusa, World Travel Service Ltd., Bangkok
Present	Patrick, Mark, MasterCard International, Singapore
Absent	Phayakvichien, Pradech, Tourism Authority of Thailand, Bangkok
<i>Proxy</i>	<i>Euachongprasit, Santichai, Tourism Authority of Thailand, Bangkok</i>
Absent	Pilolevu-Tuita, Princess Salote Mafile'o, Tonga Visitors Bureau
Present	Pyszka, Ronald, Menlo Consulting Group, U.S.A.
Absent	Qereqeretabua, Radike, Shargri-La's Fijian Resort, Fiji
Present	Ramon, Maderson, Federated States of Micronesia, Micronesia
Absent	Rattakunjara, Sutat, Thai Airways International Public, Bangkok
Present	Sandford, John, Jasons Travel Media, New Zealand
Absent	Singh, B.K. Man, Royal Nepal Airlines Corp., Nepal
Absent	Sinha, Atul, Dept. of Tourism, India
Present	Su, Cherng-Tyan, General Tourism Bureau, Taipei
Present	Thirlwell, Tony, Tourism New South Wales, Australia
Present	Tsung, Christine, China Airlines, Taipei
Absent	Vericella, Tony, Hawaii Visitors and Convention, Honolulu
<i>Proxy</i>	<i>Ojiri, Wei Wei, Hawaii Visitors and Convention, Honolulu</i>
Absent	Whiting, Bill, Fiji Visitors Bureau, Suva
Present	Wilson, Margaret, Swan Gold Tours PTY LTD., Perth
Present	Yokomizo Akio, JTB World Vacations, Inc., Japan
Absent	Yoon, Duk-Young, Asiana Airlines Inc., Seoul, Korea
<i>Proxy</i>	<i>Kim, S.B., Asiana Airlines Inc., Seoul, Korea</i>
Present	Zecha, Alwin, Pacific Leisure Group, Bangkok
Absent	Zhang, Yue, Air China, Beijing

IC PROXIES TO THE BOARD

Present	Baldyga, Mark, Baldyga Group Int'l, U.S.A.
Present	Gillep, Klaus, Universal Travel System, U.S.A.
Present	Chang, Stephen, Fuller Express Corp., Taipei
Present	Iskandar, Tunku, Melewar Leisure Sdn.,Bhd., Malaysia
Present	Jackson, John, Travel Agent Magazine, U.S.A.
Present	Johnson, Russell, Travelmedia.Com, U.S.A.
Present	Keller, Gloria, HNL Travel Associates, U.S.A.
Present	Kohli, Ram, Creative Travel Pvt.,Ltd. India
Present	Lu, Frank, Stanton International Co.,Ltd., Taipei
Present	Panday, R.R., Everest Express Tours & Travels, Nepal
Present	Sho, J.P., Travel Press-Korea, Korea
Present	Supernaw, David, Tauck World Discovery, U.S.A.
Present	Tan, Chee Chye, World Express, Singapore
Present	Walji, Shirin, Walji Travel Bureau, Pakistan
Present	Yao, Yuecan, China Int'l Travel Service, China

LIFE MEMBERS

Present	Bodmer, Kurt	U.S.A.
Present	Casey, Paul	U.S.A.
Present	Doley, Pierre	U.S.A.
Present	Drysdale, Andrew	Australia
Present	Haworth, Trevor	Australia
Present	Lane, L.W.Bill	U.S.A.
Present	Lurie, Matt	Australia
Present	O'Donnell, Jerry	U.S.A.
Present	Oh, Henry	Korea
Present	Oh, Chae Kyung	Korea
Present	Paulin, Michael	U.S.A.
Present	Plimmer, Neil	New Zealand
Present	Rana, Prabhakar	Nepal
Present	Rowe, John	Australia
Present	Rufe, Kane	U.S.A.

STAFF

PATA Administrative Headquarters :

Emily Chais

Leslie Detter

Bill Hastings ← *Market ff*

Kent Liu

PATA Operational Headquarters :

Lyn Hikida,

Malinee Kitaphanich

John Koldowski

Sheila Leong

Ratana Poopitakchatkaew

PATA Asia Division :

Sim Kok Chwee

PATA Europe Division :

John Semone

PATA Pacific Division :

Sharon Hannaford

Board of Directors Meeting
January 13-14, 2001
Sheraton Waikiki, Honolulu, Hawaii

MINUTES

1. Call to Order

The meeting was called to order by Chairman, Mr. M.P. Bezbaruah. All attendants were requested to introduce themselves and the Chairman conveyed apology messages from unattended members.

It was moved by Mr. Murphy, seconded by Mr. Zecha and approved by the Board that the Agenda be adopted as written in the Working Papers.

2. Presentation / National Geographic Traveler "Places of a Life Time" Awards

Ms. Drew announced the destinations that have been voted as "Places of a Life Time" Representatives from the following countries were honoured with the plagues :

Hawaii	Ms. Wei Wei Ojiri
Australia	Mr. Bill Calderwood
Japan	Mr. Masatoshi Nagami
India	Mr. Bezbaruah
New Zealand	Mr. John Sandford
China	Mr. Yue-Can Yao

3. Minutes

3.1 Regarding the Industry Council Minutes for the meeting held in October, 2000 in Bangkok, Mr. Bezbaruah seeked clarification whether Industry Dinner & Dance held in Hong Kong was the first time PATA achieved a profit. Mr. Carton explained that this point was discussed and would be corrected.

There were no other comments. It was moved by Mr. Jong-Hee Kim, seconded by Mrs. Wilson and approved by the Board that the minutes be accepted with the above noted correction.

3.2 Mr. McInerney reviewed the Action on the Minutes as presented in the Working Papers. Additionally, on the Middle East oil crisis matter that was brought up during the October, 2000 Board Meeting in Bangkok, Mr. John Koldowski would present more details later on during his presentation.

4. Management

4.1 Executive Committee Report

Chairman reported to the Board that the Committee approved the Strategic Plan 2001-2004, Business Plan 2001/2002 and Marketing Plan 2001/2002. The

Committee also approved Financial Statements, Three Year Financial Plan and Investment Portfolio which have reflected well on PATA financial position.

- ✓ On Code of Environmentally Responsible Tourism, the report will be presented for the Board Approval during the Annual Conference in Kuala Lumpur and the final report will be presented again in New Delhi in 2002.
The Committee also discussed about having Silent Auction arranged again in Kuala Lumpur during the conference.

The Committee was also pleased to approve the nomination for Mr. Bo W. Long as the Chairman-Elect and Mr. Ram Kohli as Secretary/Treasurer for the year 2001/2002.

4.2 Business Plan Progress Report 2000/2001

The CEO has highlighted followings :

- ◆ Mr. Stephen Yong was hired as Director – Northeast Asia. He is based in Bangkok.
- ◆ PATA is pleased to announce additional incentives to the Chapter who assist to sign up 5 new members or more a free membership to the Chapter Secretariat for that year.
- ◆ PATA is exploring and planning to sell advertisement on the web site and will continue improving our web page.
- ◆ Finalized the new Premier Partner, Tesa Security Systems. Discussion is underway with an Insurance company and a new TV Education & Travel Channel.
- ◆ An update on PATA Specialist Program for the US will be reported later on during this meeting by Mr. Bill Hastings, Managing Director – Americas.
- ◆ Task Forces :
 - One is scheduled in March for DPR Korea which will be headed by Mr. Neil Plimmer and sponsored by KNTO. Another will be done for Vietnam.

Mr. Bo W. Long has asked for show of hands of the Board Members who do not have e-mail addresses. All members responded as having e-mail address/access.

4.3 Changes on the Board

In addition to the Changes as shown in the Working Paper, an updated information (dated January 8, 2001) has been distributed to all members.

Mr. J.P. Sho requested the correction of the representative name from Asiana Airlines. Mr. Young Yoon Duk should be corrected as Mr. Duk-Young YOON.

Mr. Kim moved, seconded by Mr. Sho and the Board approved the Changes as written with noted correction.

4.4 Approval of New Members

This same approval for Sea Cloud Cruises had already been made during the October, 2000 Board Meeting in Bangkok.

4.5 Strategic, Business, Marketing Plan 2001/2004

The CEO reviewed the Plans according to details in the Attachment to the Working Papers.

Correction was made on page 4, Strategic Plan 2001/2004 last paragraph should read : " 2000/2001 will be the final year we print mass quantities of the PATA Member Directory, we will realise significant savings in 2001/2002 . "

There was no further question, Mr. Zecha moved, Ms. Drew moved. There was no objection and the plans were approved by the Board.

5. Financial Statements

The CEO reviewed the Financial Statements according to the Attachment distributed. He summarized that all expenses are within the budget and was comfortable with all the figures presented.

Mr. R.R. Pandey made an observation that after integrating the Adventure Mart part into the profile of the PATA Travel Mart, the revenue to PATA should somewhat be increased. The CEO replied that the increase might not be significant unless there was a big increase in the number of exhibitors and sales from this section itself. And some of the Adventure Mart's exhibitors have already exhibited in PATA Travel Mart.

Mr. Carton supported the CEO's comment. He pointed out that there was only a small profit resulted from the Adventure Mart in the past. Therefore, it should be a right move to include this profile into one PATA event.

It was moved by Mr. Hughes, seconded by Mr. Murphy and the Financial Statements were approved.

6. Reports

6.1 World Tourism Conference in Hobart 2001

Mr. John King, Chairman – Tourism Tasmania presented details on the Conference to be held during October 29 – November 4, 2001 in Hobart – Tasmania, Australia. Tourism Tasmania is seeking possible cooperation with PATA in many ways such as in identifying the right speakers and joint promotion efforts through PATA network.

Mr. McInerney informed the Board that PATA agreed to endorse the Conference.

6.2 Pacific Asia Economic Update

Mr. Koldowski presented the report on Pacific Asia Economic Update.

The white paper on the Middle East Oil Crisis Impact on Travel & Tourism was completed. It would be distributed to the Board soon after the meeting.

Mr. Carton on behalf of the Marketing Committee requested that some sort of study should be done on Taxation on Tourism. Mr. Koldowski would take this suggestion into further discussion with his department.

6.3 North America Marketing and Specialist Program

Mr. Bill Hasting and Mr. Paul Cohen (Enten & Associates) presented details of the program.

The program has now widen its scope to cover Australia and Pacific Region and not just Asia.

Mr. Zecha commended that the program is a good long term plan for travel and tourism destinations and recommended members to study the details.

6.4 Green Globe Report

Mr. Graeme Worboys, Chief Executive, Green Globe Asia Pacific presented brief background information about Green Globe and its environmental certification program.

Mr. Gee asked for the number of the organization who have been certified and the valid period of such certification. Mr. Worboys answered that the Green Globe at present has certified 30 organizations and the assessment to determine such validity is bi-annually.

Mr. Yokomizo inquired on administrative fee, if any to apply for the certification. Mr. Worboys replied that it's different from country to country. For example, for US. it will be USD50.- and for Australia, it will be only AUD 35.-

6.5 PAC 2001

On behalf of the Host Committee, Ms. Sheila Leong provided information on the planning progress for PAC'01.

- ◆ The Registration to date received exceeded 300 delegates. This was a 25% increase for the year-to-date comparison to the 2000 event.
- ◆ Tourism Malaysia confirmed that Malaysia's Prime Minister, The Right Honourable Dato Seri Dr. Mahathir Mohamad has consented to preside over the opening of the Conference.
- ◆ PATA will be receiving from Marriott International their Marriott International Tourism Leadership Award. The President of Marriott International, Ed Fuller will be presenting this award to PATA to recognize its 50 years of leadership in the areas of sustainable tourism, fostering sound environmental policies, practices and cultural preservation. Previous recipients of this Award have included Costa Rica, Prince Charles, King Abdullah of Jordan, to name a few. PATA is believed to be the first association of its kind to be awarded with this prestigious award.

- ◆ On 2nd APEC Tourism Forum, the Ministry of Culture, Arts and Tourism of Malaysia will be Hosting it on Saturday, April 7, 2001 from 9 a.m. to 5 p.m. There will be no registration fees for PATA delegates.
- ◆ In conclusion, the planning for the Conference has been progressing well on schedule.

6.6 2001 PATA Travel Mart

Mr. Nutley reported that to date :

- ◆ Seller registration : 2,208 sq.m.
185 companies from 23 countries
- ◆ Buyer registration : 157 buyers from 38 countries, 45 buyers (29%) are new.
- ◆ Feature country is Malaysia who signed up for 120 sq.m. At present, there are 6 companies in the Spa Pavilion.

Mr. Murphy inquired whether there were any incentives offered to members. Mr. Nutley replied that there was a special member rate.

6.7 Category Reports

Following reports were presented by Category Committee Chairmen. Detailed Minutes of each committee would be included in the Working Paper for the Board Meeting in April, 2001.

- ◆ Joint Carrier/Government – Mr. Col Hughes
- ◆ Industry Council – Mr. Ram Kohli
On Industry Dinner & Dance (IDD) Mr. Tunku Iskandar added that it would be open to all delegates (members and non-members). It would be preceded by cocktail sponsored by Messe Berlin. The ticket would be US\$69 each and the reservation fee for a table of US\$100 would be donated to the Foundation.

6.8 Committee Reports

Following reports were presented by Committee Chairmen :

- ◆ Research Committee – Mr. Ron Pyszka
Mr. Pyszka reported that the meeting started off with Mr. Koldowski briefing on Aviation Hubs and related issues. The report due to be released is the Middle East Report and two are planned for the future. They are the report on Tourism Taxation and Travel Advisory. Mr. Koldowski pointed out that due to SIC limited resources, the department has to set priority on researches/studies to be conducted.
- ◆ Responsible and Sustainable Tourism Committee – Ms. Dawn Drew
Ms. Drew reviewed the Draft on “The Traveler’s Code of Responsibility for Environmental and Cultural Sustainability” to the Board.

◆ Marketing Committee – Mr. Kevin Carton

Mr. Carton thanked Mr. Kok Chwee and all members for their participation and contributions. He highlighted following discussions made during the meeting to the Board.

- That taxation on tourism should be more transparent and spreaded out to other industries.
- That the governments should allow more preparation time when introduce any new tax to tourism.
- That the Committee recommended a white paper be prepared concerning this issue and be presented in Kuala Lumpur in April.
- That the Committee supported the idea of including Chile and Peru into PATA Territory.

Mrs. Walji felt that Chile and Peru should not be included to the association territory.

◆ Honors Committee – Mr. John Rowe

Mr. Rowe reported that the Committee discussed at length due to a large number of nominations. The Committee also agreed that in the future it will discuss the creation of a PATA Staff Service Award.

The Committee made the following honors recommendations :

Life Member	: Mr. Rodney Davies
Honourary Life Member	: Hon. Dato'Abdul Kadir Bin Sheikh Fadzir
PATA Awards of Merit	: Mr. Manfred Busche
	: Ms. Glenys Coughlan
	: Mr. Col Hughes
	: Ms. Gloria Keller
	: Mr. Frank Lu
Gallery of Legends	: George "Pete" Wimberly

50th Anniversary Roll of Honour :

The Committee agreed upon the creation of the PATA 50th Anniversary Roll of Honour. This award will honour PATA's elected presidents (chairmen, after 1994) for the past 50 years, as well as all Life Members. The Roll of Honour recipients who attend the 50th Annual Conference will be presented with awards during the opening session.

Chapter Awards :

As the submission deadline is February 28, 2001, the Committee will ratify Chapter Award selections after that date.

It was moved by Mr. Chuck Gee, seconded by Mr. Zecha and approved by the Board that the recommendations be accepted.

◆ PAC2001 Committee – Ms. Gloria Keller

Ms. Keller highlighted that in addition to what Ms. Sheila Leong had reported earlier in the morning, the Conference will feature 2 Plenary Sessions and 6 Breakout Sessions. She encouraged all to register either by doing it online through PATA web site or contact PATA registration office in Bangkok.

- ◆ 50th Anniversary – Mr. Tunku Iskandar
He reported that the 50th Anniversary kicked off here in Hawaii had been excellent and wished to thank Ms. Keller and all the hosts/sponsors. The Committee discussed the plan to produce items for sales such as watches, T-shirt, CD and Video.

The Committee also sought approval from the CEO to allow Chapters to use PATA 50th Anniversary Logo in their correspondence and printing materials throughout the year. Chapters would also be requested to showcase their work.

The Committee will continue the publicity through PATA Compass and other media. Display of photos and posters would be set up at the Conference in Kuala Lumpur and continue till the end of the Conference in Delhi.

Mr. Gee reported on PATA History Book that it has gone through many times of revisions and it has now been sent to Ms. Hikida for printing in Bangkok. He would go to Bangkok if necessary to work with the publisher.

Mr. Lurie thanked all supporters and contributors to the production of the book especially Mr. McInerney. All names would be recognized in the book. He also raised the idea of having the book reviewed and relaunched again in the next 25 years.

This matter could be opened for further discussion in the next meetings.

In regards to the Song of the Pacific, Mr. McInerney reported that PATA has already commissioned Ms. Cathy Foy and the Honolulu Boy Choir group performed during the Reception at the Governor's Place to produce the tape which would be distributed in Kuala Lumpur.

Mr. J.P. Sho commented that the tape should not be just the collection of general selected songs but there should be some songs especially created for PATA 50th anniversary.

- ◆ Nominating Committee – Mr. Kevin Carton

Mr. Carton presented the nominees for the Carrier and Government categories to the 2001/2002 Board of Directors as follows :

Government / Destination

Ceylon Tourist Board
Hong Kong Tourist Association
Japan National Tourist Office
Korea National Tourism Organization
Macau Government Tourist Office
Malaysia Tourism Promotion Board
Nepal Tourism Board
Papua New Guinea Tourism Promotion Authority
Tahiti Tourist Board
Taipei Tourism Bureau of Chinese Taipei
Tourism Authority of Thailand
Tourism Vancouver

Carrier

Air China
Air India

British Airways
China Airlines
Hawaiian Airlines
Indian Airlines
Japan Airlines
Korean Airlines
Munich Airport
Princess Cruises
United Airlines
Westralia Airports Corporation

Mr. Zecha presented the new Industry nominees to the Board of Directors and the Industry Council Proxies to the Board :

Industry

Stephen Chang, Fuller Express Corp., Taipei
Terry Francis, T.& T.G. Consulting Ltd., Canada
Tunku Iskandar, Melewar Leisure Sdn., Bhd., Malaysia
Russell Johnson, Travelmedia.Com, U.S.A.
Ram Kohli, Creative Travel, India
R.R. Pandey, Everest Express Tours & Travels, Nepal
David Paulon, Thailand
J.P.Sho, Travel Press, Korea
Scott Supernaw, Tauck World Discovery, U.S.A.
Chee-Chye Tan, World Express Pte.,Ltd. Singapore
Serguei Trofimov, Saint Petersburg Express, Russia
Shirin Walji, Travel Walji's Pvt.,Ltd., Pakistan
Yue-Can Yao, China International Travel Service, China

Industry Council Proxies

Matthew Brown, The Boeing Company, U.S.A.
Peter De Jong, FIYTO, Denmark
Dawn Drew, National Geographic Traveler, U.S.A.
Christian Goke, Messe Berlin, Germany
Ha Thanh Hai, Hotel Sofitel Metropole, Vietnam
Roy Tan Hardy, Millemnium & Copthorne Int'l, Singapore
Richard Hartmen, Bass Hotel & Resorts, Singapore
William Henderson, Outrigger Hotels & Resorts, U.S.A.
Chuck Gee, University of Hawaii at Manoa, U.S.A.
Raymond Katkish, Interval International, Singapore
Gloria Keller, HNL Travel Associates, U.S.A.
Jim Kilroy, Starwood Hotels & Resorts, U.S.A.
Douglas Lennig, Hilton Sales Worldwide, U.S.A.
Ian McMahon, Travel Week Australia, Australia
Kevin Murphy, Great Eagle Hotels International, Hong Kong
Tom Nutley, Reed Travel Exhibitions, U.K.
Kusa Panyarachun, World Travel Service, Thailand
Peter Semone, P.T. Bali Triloka Candra, Indonesia
Jaime Serrano-Guerra, Jaime Serrano-Guerra Associates, France
Margaret Wilson, Swan Gold Tours, Australia
Anthony Wong, Asian Overland Services Tours & Travel, Malaysia
Esat Yalcin, Carat Tours, Turkey
Alwin Zecha, Pacific Leisure Group, Thailand
(representative from) Tesa Security
(representative from) Marriott

It was moved by Mr. Ram Kohli, seconded by Ms. Margaret Wilson and approved by the Board that the nominees to the 2001/2002 Board of Directors be accepted.

◆ Educational Development and Certification Committee

Mr. Chuck Gee, the Chairman of the Committee reported that none of the members could attend the meeting. However, the meeting continued with PATA staff attended.

The highlights of the discussion were :

- The committee will continue to develop the programmes which are of value to PATA membership and meeting their specific needs.
- The committee will look at the special needs of the developing countries and provide guidelines for them to set up their own training.
- Regarding Online Virtual University, there was not much response from the survey and it would be difficult to get funding.

◆ Geographic Boundaries Task Force – Mr. Ram Kohli

Mr. Kohli reported that the CEO would send a follow up letter to get consensus from Government/Destination by February on their position of Chile and Peru membership.

Mr. R.R. Pandey inquired whether PATA would expand our boundary. Mr. Kohli replied that there would be no change to the boundary as set forth in the By Laws. The inclusion of these 2 countries was to follow countries who were APEC members and not PATA members.

7. PATA Foundation

The CEO reported that PATA was looking to appoint the Chairman of the Foundation and the Chairman of the Campaign. The decision should be announced in Kuala Lumpur.

Mr. R.R. Pandey asked since there was no Chairman for now, who would run the Silent Auction in Kuala Lumpur. The CEO replied that Mr. Jerry Picolla would continue to organize the auction.

8. Future Meetings

8.1 Site Selection for PAC'2004

Mr. Jong-Hee Kim presented Korea's bid and Mr. Antunes presented Macau's bid for the Annual Conference in 2004. By secret ballot Jeju Island, Korea was voted the site for the Conference in 2004. The preferred dates are April 14-18, 2004.

Mr. Kim thanked the Board for the decision and asked that the Board consider Macau as the site for PATA future meeting(s).

8.2 Site Selection for January, 2002 Board Meeting

Presentation was made by Mr. Jais, Manager – Corporate Affairs from the Sarawak Tourism Board who was the only bidder for the meeting. The Board passed the resolution to have Kuching, Sarawak, Malaysia as the host for PATA Board Meeting during January 18-20, 2002.

9. Other Business

Mr. John Sandford, the Chairman-Elect (acted as Chairman on Sunday Meeting) thanked Ms. Keller and the host committee team for wonderful meeting in Hawaii. There being no other business and the meeting was adjourned.



**Joint Meeting
PATA Government/Destination and Carrier Members
ACI Pacific Board Members**

**January 13, 2001
Sheraton Waikiki
Honolulu, Hawaii**

Attendance

Government Category Chairman: Masatoshi Nagami,
Japan National Tourist Organization
Carrier Category Chairman: Col Hughes, Qantas Airways
Shamin Ahmad, Malaysia Airlines
Joao Costa Antunes, Macau Government Tourist Office
Dan Berube, United Airlines
Bill Calderwood, Australian Tourist Commission
Kevin Carton, Western Australian Tourism Commission
Dal Lyong Choi, Korea National Tourism Organization
Theresa R. Cruz, Guam Visitors Bureau
Laura Daley, ACI-Pacific
Andrew Drysdale, Hazelton Airlines Australia
Duncan Eggar, Air BP
Terry Francis, Canadian Tourism Commission
Hae Guk Hwang, Korea National Tourism Organization
Ju-Min Hong, Korea National Tourism Organization
Wes Hong, Korean Air
Nobutaka Ishikure, Japan Airlines
Aki Iki, Narita Airport Authority
Osamu Kawabata, All Nippon Airways
Jong Hee Kim, Korea National Tourism Organization
Sang Beom Kim, Asiana Airlines
David A. Lim, Philippine Airlines
Charles Leong, Singapore Tourism Board
Bo W. Long, Sea Cloud Cruises
Patti MacJennet, Los Angeles World Airports/Los Angeles CVB
John Martin, San Francisco International Airport
Jerry M. Matsuda, State of Hawaii Dept. of Tourism, Airports Division
Ken Murayama, Narita Airport Authority
Toru Nakamura, Narita Airport Authority
Nalinee Pananon, Tourism Authority of Thailand
Charles Peng, China Airlines
Maderson Ramon, FSM Visitors Board

Christine Tsung, China Airlines
Mohd. Tuah Saris, Sarawak Tourism Board
Silvia Sitou, Macau Government Tourist Office
C.T. Su, National Tourism Bureau, MOTC, Taipei
Tony Thirlwell, Tourism New South Wales
Shinichiro Yoshida, Japan Airlines

MINUTES

1. Call to Order/Introductions

The meeting was called to order by Carrier Chairman, Mr. Col Hughes, Qantas Airways. He explained that representatives of the Airports Council International (ACI)-Pacific were in attendance at the meeting, to share information and begin an important dialogue between our associations. Mr. Hughes introduced Mr. Toru Nakamura, President of ACI-Pacific and President and CEO of Narita Airport Authority. He also welcomed other guests in attendance from ACI-Pacific. Participants introduced themselves.

2. Approval of the Minutes

It was moved by Mr. Carton and seconded by Mr. Long that the minutes of the October 21, 2000 Joint Government/Carrier Meeting be accepted. Motion carried.

3. Presentation by Mr. Toru Nakamura, President-ACI-Pacific and President and CEO, Narita Airport Authority

Mr. Nakamura presented an introduction to ACI-Pacific, and some of the important issues being addressed within the organization:

- Airports and Environment – highlighting the pressure on airports to reduce aircraft noise in order to be able to negotiate expansion of airport capacity.

- Airport IT – A presentation was given of a look into the future using IT technologies to simplify passenger travel. The importance of preserving radio frequency spectrums was also mentioned, and an ACI resolution states that airports should be diligent in maintaining control over the use of wireless LAN systems.

- Traffic Forecasts – Mr. Nakamura presented a summary of an ACI traffic forecast based on a survey of airports, and taking into account airport capacity constraints. It was agreed that there was much to be gained by sharing research between ACI and PATA.

4. Passenger Service at Airports

Mr. John Martin, Airport Director, San Francisco International Airport, gave a presentation on the new international terminal at SFO and its focus on enhancing passenger service.

5. Special Initiatives

Mr. Jerry Matsuda, Honolulu International Airport reported on current and future projects at the Honolulu International Airport aimed at improving design and creating a unique feel for the destination. He emphasized this is an especially important concept since airports are the first and last impressions of the traveler.

Mr. Matsuda also described efforts to promote Honolulu as a cargo hub, for which it is especially positioned with growth to Central and South America.

6. Upcoming ACI Conferences

Mr. Nakamura highlighted upcoming ACI meetings:

ACI Pacific Annual Conference, San Francisco, April 22-25, 2001
ACI 12th World Annual Conference, October 7-10, 2002

7. PATA Carrier Presentation

Mr. Col Hughes spoke on the airline/airport relationship, highlighting a need for airports to develop a better understanding of their airline customers, promote increased interaction, and develop closer relationships. He stated that it was important for airports not to view airlines as an open revenue stream.

Mr. Martin and Mr. Matsuda added that the San Francisco and Honolulu airports do have airline liaison staff to promote this relationship.

8. PATA Government Presentation

Mr. Masatoshi Nagami, Government Chairman, and Executive Vice President, Japan National Tourist Organization, reported on the government/destination perspective of the airport relationship. Mr. Nagami reiterated the airport's importance as the first and last entry port. In this regard, he noted that it is important for governments to facilitate entry procedures. He also stated that tourist information centers within airports are very important, since research shows that the more information tourists receive on a destination, the longer they will stay. He noted he would like to see the development of universal signage to be used at all airports.

9. Discussion

Discussion ensued regarding the preceding presentations.

Mr. Nakamura commented that he would like to see a common policy established for slot allocations, noting that the ability to expand airport capacity is a serious issue worldwide. In regard to fees imposed on airlines, Mr. Nakamura pointed out that in the case of non-privatized airports, solutions for funding are solved through governmental policies and not reliant on airline fees.

Mr. Martin commented on environmental issues, noting that for airports to receive expansion approval, they must meet local environmental standards. Mr. Matsuda added that a major environmental issue in Hawaii is the avoidance of invasive

species. He stated that support from the industry is needed in regard to these important issues.

Mr. Nobutaka Ishikure, Japan Airlines, commented on the positive effects of the greeters program at the Honolulu Airport. He noted that it was refreshing to see local identity represented in the airport, as airports continue to look more and more alike.

Mr. Charles Leong, Singapore Tourism Board asked if ACI had done any work in persuading immigration officials to be more friendly to visitors. Mr. Hughes emphasized the importance of this issue and recommended that ACI take an active involvement. ACI representatives present agreed on the importance of this issue. Mr. Nakamura noted that at the Narita Airport, meetings had been conducted with authorities and they were expecting improvement. Mr. Martin stated that a U.S. working group had been put together to liaise with immigration officials in this regard. Mr. Matsuda added that a port quality committee was formed at the Honolulu Airport to investigate these type of complaints.

Mr. Jong Hee Kim, Korea National Tourism Organization, asked Mr. Nakamura whether the completion of a second runway at the Narita Airport would increase capacity for flights between Japan and Korea. Mr. Nakamura responded that after completion of the second runway in 2002, it would increase slot capacity by 50% for shorter haul flights. Increases could be expected in flights to Korea and China.

Mr. Aki Iki, Special Adviser to Mr. Nakamura, commented on the complex nature of the airline/airport relationship. They cannot exist without each other, but have many widely differing views. He suggested that a prime difference in their perspectives is that airports must plan for a much longer term (airport structures are permanent); and airline planning is based on a shorter term (route changes, aircraft changes).

Mr. Terry Francis, Canadian Tourism Commission, asked what kinds of cooperative ventures airports are involved in in terms of increasing tourist traffic. Mr. Martin stated that a number of U.S. airports recognized the need for destination marketing and worked closely with CVB's in promotional efforts. Mr. Matsuda noted that FAA guidelines state that federal funds be used only for aeronautical purposes, and therefore cannot be used for marketing. Ms. Patti MacJennet, Los Angeles Airport, concurred that this is the case, but added that LAX and the LACVB work closely together.

10. Adjourn

Mr. Hughes stated that the time allotment for the meeting had concluded, and adjourned the meeting.

MINUTES OF PATA INDUSTRY COUNCIL MEETING
13 January 2001, Hawaii

PRESENT

Chairman	Mr Ram Kohli	-	Creative Travel Pvt Ltd, India
Life Members	Mr Kurt Bodmer	-	J & O Holidays
	Mr Henry Oh	-	Global Tours, Ltd
	Mr Kane Rufe	-	
Members	Mr Yao Yuecan	-	China International Travel Service
	Mr Scott Supernaw	-	Tauck World Discovery
	Mr Klaus Billep	-	Universal Travel System
	Mr Shiraz Poonja	-	Sitara Travel Consultants Pvt Ltd
	Mr Jim Kilroy	-	Starwood Hotels & Resorts
	Mr Frank Lu	-	Stanton International Co Ltd
	Mr Rabendra Pandey	-	Everest Express Tours & Travels
	Mr Peter Henze	-	Creative Leisure International
	Mr Tunku Iskandar	-	Melawar Leisure Sdn Bhd
	Mr Stephen Chang	-	Fuller Express Corporation
	Mr Peter Trautmann	-	Munich International Airport
	Mr Jaime Serrano-Guerra	-	Jaime Serrano-Guerra Associates
	Mr Steve Noakes	-	Pacific Asia Tourism
	Mr Tom Nutley	-	Reed Travel Exhibitions
	Mr Walter J. Smith	-	Smith's Motor Boat Service, Inc
	Ms Gloria Keller	-	HNL Travel Associates
	Ms Margaret Wilson	-	Swan Gold Tours Pty Ltd
	Mr Kevin Murphy	-	Great Eagle Hotels International
	Mr Tan Chee Chye	-	World Express Pte Ltd
	Dean Chuck Gee	-	University of Hawaii at Manoa
	Mr Mark Baldyga	-	Baldyga Group International
	Mr Jim Moritani	-	Travel Journal Inc
	Mr Akio Yokomizo	-	JTB World Vacations, Inc
Mr Jae-Pil Sho	-	Travel Press - Korea	
Mrs Shirin Walji	-	Travel Walji's Pvt Ltd	
Mr John Jackson III	-	Travel Agent Magazine	
Mr Matthew Brown	-	The Boeing Company	
Mr Ronald Pyszka	-	Menlo Consulting Group, Inc	
Observers	Mr Trevor Howorth	-	Captain Cook Cruises
	Ms Elizabeth Churchill	-	Cahners Travel Group
	Mr Yany Kwan	-	PATA Macau Chapter
PATA Staff	Mr Joseph McInerney	-	CEO
	Mr John Semone	-	Managing Director
	Mr Roger Solomon	-	Director - Special Projects
	Mr Kent Liu	-	Controller
	Mr John Koldowski	-	Managing Director - SIC
	Mr Sim Kok Chwee	-	Director - South Asia
Absent with Apologies	Mr Luzi Matzig	-	Asian Trails
	Mr Brian Deeson	-	Century International Hotels
	Mr Hiran Cooray	-	Jetwing Travels Ltd

1. Introduction

Chairman of the PATA Industry Council, Mr Ram Kohli welcomed all PATA Life Members, Industry Council members and observers and thanked all for their presence. A round of self-introduction was undertaken.

2. Minutes of Bangkok Meeting

The Minutes of the PATA Industry Council Meeting in Bangkok on 21 October 2000 was passed with one amendment.

Item No. 4, Para 1. should read as :

Mr Kevin Murphy informed the meeting that the PATA Industry Council Ball in Hong Kong has achieved a healthy profit. He thanked the Industry Council for its help in promoting the Ball and for their patronage.

3. Standardisation of Tourism Symbols in the Pacific Asia Region

Mr Kevin Murphy felt that whilst the proposed symbols for Historical Monuments are relevant in Asia, they would be out of place in other regions. He therefore proposed that the variety and options in this category should be enlarged to make them more relevant and generic. The same applies to the proposed symbols for Currency Exchange, Cashier amongst others.

It was noted that a proliferation of signage could lead to visual pollution and care should be taken to ensure that no one location becomes too cluttered with signages. Dean Chuck Gee noted that minus the text, some symbols may not mean the same thing to different people.

There was consensus in the Industry Council that as far as is possible, existing internationally-accepted symbols that are easily recognisable should be used, include the Michelin Symbols and others adopted by the International Civil Aviation Organisation (ICAO) and the International Maritime Organisation (IMO).

The council moved the motion for PATA to consolidate its feedback gleaned from past and the latest meetings and submit it to the APEC Tourism Working Group.

4. Impact of Aircraft / Airport Development on Travel

Mr John Koldowski informed the Council of the imminent arrival of Very Large Airlines (VLAs) and long-range airliners and noted that range maps provided by aircraft manufacturers (namely The Boeing Aircraft Company and Airbus Industrie) indicated that many new destinations are within non-stop reach. This could have a variety of implications on travel patterns and travel business environment, including:

- Shifting hubs
- New city-pairs

- Need for airports to adapt to handling large aircraft including modifications to runways/taxiways turns
- Need for airports to adapt to handling larger number of passengers at one time
- sudden demand for hotel rooms when an A380 is grounded for technical reasons

Mr Peter Trautmann noted that relatively few city-pairs could support the need for such high capacity airliners, and that 19 airports worldwide are currently capable of handling the Airbus A380.

Dean Chuck Gee warned that long range and high capacity airliners could result in some airports being overflowed. He also noted that a dream flight could become a nightmare if large volume of passengers are moved simultaneously, and urged suppliers of travel services to utilise strategic information available to pressure governments and NTOs to take action to accommodate this new travel trend.

Ms Margaret Wilson warned that the problems of Deep Vein Thrombosis (DVT) or often dubbed the "Economy Class Syndrome" could be exacerbated by the development of longer range aircraft. Mr John Koldowski added that whilst Airbus Industrie promotes the inclusion of casinos and showers onboard, airlines that have ordered the A380 are favouring higher seating capacities to enjoy economies of scale, which could lead to lower and more competitive fares. This translates into higher profitability for the airline operators.

There was general consensus in the Industry Council that this subject warrant undivided attention across the whole spectrum of PATA's membership, and that it should be discussed by all at the PATA Annual Conference 2001 in April in Kuala Lumpur.

The motion was moved for the Industry Council to proposed to the PATA Board of Directors for an Advisory Council to be established and move forward to establish a PATA position on the implications of expansion in aircraft range and capacity. Such an Advisory Council should include all committees and sectors of the Association.

Mr Matthew Brown from The Boeing Aircraft Company informed the Council that plans are afoot for a briefing by his company at the PATA Annual Conference in Kuala Lumpur.

To prepare for the discussions ahead, Mr Kevin Murphy urged all Industry Council members to purchase a copy of the Airport Hub Report published by the Strategic Information Centre (SIC). Mr John Koldowski noted that this report has met with record sales thus far, and it would help non-aviation related members to gain a better understanding of the issues at hand.

5. Guidelines for Travel Distribution / Agency Evolution

Against the background of dwindling airline commissions, nett fares, e-commerce and travel portals, it was felt that a large cross-section of PATA members will be affected, and steps must be taken to make changes to the way that businesses are conducted. Companies and businesses that could change and adapt will survive and indeed blossom as they take advantage of new opportunities to increase their professionalism beyond just performing airline ticketing functions.

Dean Chuck Gee noted that agents have initially filed lawsuits against airlines for reduced commissions, but such lawsuits have failed and airlines are free to set their level of commission. He further noted that increasingly and interestingly, NTOs are providing training for Certified Travel Agents (CTA) and Destination Specialists (DS) to help sell their products and destinations.

Tunku Iskandar informed the Council that similar discussions have been conducted under the auspices of other industry organisations and associations, and Mr Kevin Murphy urged members who are informed about such proceedings to share this knowledge with others in PATA.

Mr Tan Chee Chye shared Singapore's experience with the Council, noting that agents in Singapore who are now faced with Nett Fares by Singapore Airlines, are increasingly moving towards charging consumers for professional services rendered.

Life Member Mr Kurt Bodmer noted that airline commission cuts are in an advanced state in the USA, and this has had the positive effect of reducing the 400,000 agency locations to a smaller number of more professional ones handling everything from airline tickets to destination packages.

A similar situation had evolved in New Zealand, and Mr John Sandford informed the Council that the count of 900 agents has been trimmed to 600, and the "clever" ones amongst them will see greater opportunities for themselves. He noted that whilst consumers browse the internet for information on a variety of travel products, they do turn to professional agents to put it all together, preferring the agent to come between them and the problems that could arise during their travels. When this occurs, it is incumbent on the agent to also provide the solutions.

Ms Elizabeth Churchill noted that actual internet sales in the USA has far out-stripped early projections, and urged agents to harness the benefit of the internet to expand their business. Mr Bill Hastings reiterated that the PATA Specialist Programme is aimed at equipping PATA agency members to take advantage of the new opportunities to operate 24 hours every day of the year.

Mr R R Pandey noted that even as airlines were giving 9% commission, agents were cannibalising this commission to compete with one another. The onslaught of reduced commissions and nett fares offers agents a new opportunity to sell packages rather than just airline tickets.

Ms Gloria Keller warned that nett fares loom on the horizon in the USA, and urged PATA agent members to expand their horizons, change their mindset and go niche. Dean Chuck Gee supported this and said that travel distribution has moved from a low-cost industry to a capital-intensive one.

Mrs Shirin Walji sought advice from the Council for agents in Pakistan who are faced with airlines and hotels undercutting their agents by going direct to the consumers with lower rates. In some cases, IT-fares meant for groups were offered to individual travellers. Mr Scott Supernaw advised her that as consumers are increasingly enjoying high-speed internet access, agencies wishing to overcome the problems highlighted by Mrs Walji should also go for similarly high-speed internet access. It was noted that Pakistan, like her neighbours such as India and China has the unique opportunity to make a quantum leap

and move directly into high-speed internet access without being saddled with replacing recently-purchased mid-range computers.

6. Membership and Sponsorship Update

PATA's CEO Mr Joseph McInerney that 89 membership applications have been received through to November 2000, and new procedures whereby cheque payments must accompany membership applications have streamlined the process of billing new members.

He further informed the Council that few PATA Chapters seem to be aware of an offer for them to earn 50% of the first year's dues when they recruit new members. The PATA Chapters in Guam, Macau, Thailand and New England have taken advantage of this offer.

Mr McInerney also informed the Council that an announcement will be made at the PATA Annual Conference for all paid PATA Secretariats to receive automatic PATA membership for one year, during which they will receive all information disseminated by PATA but will not have board positions. During this year, they could earn an extension of their complimentary membership when they sign on 5 new members.

PATA has embarked on and will continue to focus her membership drive on bigger entities such as airports, associations, convention bureaus and cruise lines. Recent successes have been recorded with new membership by Guam Airport, Kuala Lumpur International Airport, Honolulu Airport, Vancouver International Airport and the Airports Council International (ACI) amongst others.

Plans are also afoot for new membership recruitment initiatives for hotels and dot.com companies, all of which present new opportunities for membership drive by PATA Chapters.

Mr McInerney informed the Council that PATA is close to securing two new Premier Partners:

- a Hong Kong-based TV education and travel channel which will offer feature a one hour per month PATA Travel Show (or two half-hour programmes per month)
- the 5th largest insurance group in the world based in both Asia and the UK. This will develop and offer insurance packages for PATA and PATA members.

Ms Margaret Wilson informed the Council that the Western Australian Chapter is facing difficulties retaining membership, and Mr McInerney noted that this is also faced by other chapters. PATA is happy to work with the PATA Chapters individually to understand and tackle such problems.

Mr Kurt Bodmer noted that it is difficult to entice Young Tourism Professionals (YTPs) to undertake additional training, and Dean Chuck Gee added that the YTPs from the

University of Hawaii who attended the PATA Annual Conference in Hong Kong returned with a positive impression of PATA.

Mr McInerney noted that whilst the PATA YTP Programme had not succeeded due to companies' unwillingness to put senior and junior management personnel in the same trade platform, this should not mean that PATA could not work directly with educational institutions to groom young talents for the industry. Mr John Sandford and Mr Steve Noakes shared their experiences with YTPs and noted that their respective chapters offer scholarships to young people in New Zealand and Australia respectively.

In response to Mr Scott Supernaw's suggestion to nominate younger members to the Board of Directors, Mr Alwin Zecha informed the Council that the Nominating Committee could only draw them from the pool of names submitted by each member company.

7. Any Other Matters

7.1 Tourism Industry Dinner & Dance

Mr Ram Kohli informed the Council that Tunku Iskandar has consented to the appointment of Chairman of the committee that will organise this event.

Tunku Iskandar informed all that the event will take place on 9 April 2001 at the Grand Ballroom of the Istana Hotel in Kuala Lumpur using the theme "50 Golden Years". It will feature a sit-down dinner with entertainment, free flow wines/beers/soft drinks, lucky draw prizes and Asian/Western fusion cuisines, and tickets are priced at USD 69.

He further informed all that Messe Berlin has agreed to sponsor a cocktail reception (and recorded his gratitude to Mr Ram Kohli for facilitating this sponsorship). He had also thanked Mr Kevin Murphy for sharing his experience in organising the event in Hong Kong, and to Ms Sheila Leong for helping in many other aspects of organising this event in Kuala Lumpur.

He sought the Council's advice on the correct name of the event and Mr Kevin Murphy informed all of difficulties encountered by him when soliciting sponsorship using the original name - PATA Annual Industry Council Dinner & Dance. Following an active discussion which included a historical background leading to the event's present name by Mr Alwin Zecha, the motion was passed to officially adopt the name - "PATA Industry Annual Dinner".

7.2 Members of the Industry Council

Mr Alwin Zecha on behalf of the Nominating Committee announced the nominees for both outgoing and incoming Industry Council Members and for the Board. The list was read in detail and it was approved unanimously.

7.3 Improvements to Board Meetings

Chairman-Elect Mr John Sandford informed the Industry Council of his wish to make positive changes to the format of Board Meetings, and noted that often, a topic is being

discussed simultaneously and independently by more than one committee. He sought inputs from members to find a more efficient solution to this situation.

Such inputs could be submitted to Mr John Sandford and Mr Joseph McNerney.

8. The Chairman of the Industry Council - Mr Ram Kohli thanked all the Members present for their very useful input. He informed the house that this particular meeting was very productive. He also requested all the Members present to send their views, points to be raised for the future meetings in advance so that they can be circulated to all the members to enable them to come fully prepared.

MINUTES OF PATA MARKETING COMMITTEE MEETING
12 January 2001, Hawaii

Present

Chairman	Mr Kevin Carton	-	Western Australian Tourism Commission
Members	Mr Kevin Murphy	-	Great Eagle Hotels International
	Mr Mark Baldyga	-	Baldyga Group International
	Mr Roy Tan Hardy	-	Millennium & Copthorne International
	Ms Gloria C. Keller	-	HNL Travel Associates
	Mr John Sandford	-	Jasons Travel Media Ltd
	Mr Bo W. Long	-	Sea Cloud Cruises
	Mr Charles Leong	-	Singapore Tourism Board
	Mr John Jackson III	-	Travel Agent Magazine
Observers	Mr Mark Patrick	-	MasterCard International
	Mr Rayond Katkish	-	Interval International
	Mr Paul Cohen	-	enten & associates
	Mr Walter J. Smith Jr	-	Smith's Motor Boat Service, Inc
	Ms Nalinee Pananon	-	Tourism Authority of Thailand
PATA Staff	Mr Joseph McInerney	-	CEO
	Ms Lyn Hikida	-	Chief Communications Officer
	Ms Leslie Detter	-	Chief Administrative Officer
	Ms Sheila Leong	-	Senior Director - Events
	Mr Sim Kok Chwee	-	Director - South Asia
	Ms Emily Chais	-	Human Resources Assistant
Absent with Apologies	Mr Hiran Cooray	-	Jetwing Travels Ltd
	Mr Kent Maury	-	Marriott Hotels, Resorts and Suites
	Mr Andreas Flaig	-	Arthur Andersen Business Consulting
	Mr Tony Tse	-	Hong Kong Tourist Association
	Mr Luzi Matzig	-	Asian Trails Ltd
	Mr Terry Francis	-	T. & T.G. (S.A.) Consulting Ltd
	Ms Jane Wilson	-	Las Vegas Convention and Visitors
	Mr David Small	-	Sprint

1. Welcome

Mr Kevin Carton, Chairman of the PATA Marketing Committee welcomed all members and observers.

2. Adoption of Minutes

The Minutes of the PATA Marketing Committee Meeting in Bangkok on 20 October 2000 was passed with the following amendments :

Item No. 3, Para. 4 under Taxation in Tourism.

The first line should read as "Mr Kevin Murphy informed the Committee that credit card companies operating in Australia impose a fee on all items in every bill . . .".

Item No. 5, Para 3 under Destination Image Building & Management During Crisis.

The first line should read as "Mr Hiran Cooray admitted that Sri Lanka has suffered substantially from the issuance of Travel Advisories and informed the meeting that the Sri Lankan Tourist Board felt that the lack of involvement of PATA . . .".

3. Matters Arising

- 3.1 Mr Kevin Carton informed the meeting that credit card companies impose a fee on all bills, including the GST component because the amount charged is not broken down to reflect the amount billed and the GST component. Mr Carton clarified that only restaurants reflect the GST component after the recorded total. It was gazetted by the Australian Government that all prices must include the GST amount as part of the total price, and it forbade any pricing showing the GST component as a separate figure.

He further reiterated that this is an issue that should most appropriately be taken up by the hotel association.

- 3.2 Mr Carton asked Ms Lyn Hikida whether PATA members have submitted video footages to the PATA Communications Department for use in the CNN interviews. Ms Hikida confirmed that some video tapes have been received but were too generic to be of use. Tapes sought are those that are more focused on a niche travel segment or a specific subject such as women's travel.

She further reiterated that tapes of all formats are useful and her department is more concerned with content rather than technical specifications such as the tape format.

Ms Hikida will soon be meeting with CNN and will inform PATA members via PATAFax of the kind of tapes that would be of use, and members could send these to PATA in Bangkok or bring it to the PATA Annual Conference in Kuala Lumpur in April 2001.

4. Taxation in Tourism

Mr Carton gave a brief on past discussions that had taken place and invited Mr John Koldowski, MD of PATA Strategic Information Centre to give the Committee an update.

Mr Koldowski informed the Committee that databases on taxation tourism have already been compiled by various organisations such as WTO, WTTC and IATA. He further informed that tourism is often seen as a cash cow by governments to fund projects as it is seen as a discretionary activity, and tourists are not around to vote in elections. To illustrate the

extent to which the tourist is taxed, he cited examples of tourists being taxed for the construction of a stadium in Arizona and a Toilet Tax being imposed in an African nation.

He mentioned that travellers are often more willing to pay a tax when they know that it goes towards financing or improving a travel-related facility or destination.

He gave a thorough brief on other matters relating to taxation, visitorship and amount collected in taxes, and confirmed that the travel industry seems to be one of the most heavily taxed industry.

Mr Koldowski confirmed that while the WTTC and other organisations provided data on taxation in tourism, they have not acted on it or approached any government with these findings. Mr John Sandford informed the Committee that in Queenstown, New Zealand, a tax is levied on all commercial properties. This amount paid by each property is far lower due to its broad-based nature, and the tax is used to fund tourism promotions.

Mr Carton noted that airlines have been known to impose a Fuel Tax, ostensibly to address the higher costs of aviation fuel and expressed concern that such taxes could be used in future to hide fare increases.

The Committee agreed that a White Paper should be published by PATA to draw the attention of governments to the high level of taxation in the tourism industry. The White Paper should also recommend the following :

- Taxes should be levied more equitably throughout the country's economy, and not so heavily on the travel industry
- Taxation on tourism should be made more transparent, and the industry should know whether such revenues go toward funding tourism infrastructure development or merely add to the state coffers as Consolidated Revenues

Additionally, Mr Kevin Murphy proposed the following five areas which this White Paper could / should consider:

- Tax involvement in/for the industry/designation - benefit to be seen
- Tax timing guidelines
- Tax competitive environment
- Tax Raising - deterrent possibilities
- Tax Reduction - benefit possibilities

The White Paper should be prepared as both a position as well as for direction as a guideline document to legislations at all levels, and be presented to the PATA Board of Directors at the PATA Annual Conference in Kuala Lumpur in April 2001.

5. Membership Expansion and Focus on Latin America

Mr Bill Hastings informed the Committee that the Specialist Programme is still short of funds to the tune of USD60,000.

Mr Joseph McInerney informed the Committee that under the present by-laws, Chile qualifies to be a PATA member due to the geographical position of Easter Island, and moves are underway to facilitate PATA membership for Peru. These are the only two member nations of APEC that are not currently PATA members. He further informed the Committee that it was significant that the name - PATA Americas Travel Mart will be used for the first time in Mexico City in September 2001. This event was formerly named PATA VUSAMART.

Mr Hastings informed the Committee that Mr Gabriel Ortiz from PATA Americas has been making very successful inroads into the Latin American market and will continue to work with PATA members to attract this market. Mr Kevin Murphy noted that Varig Brazilian Airlines previously operated from Rio de Janeiro to Hong Kong, but this connection was terminated in recent years. The airline continues to operate to Japan.

Mr Bow Long noted that with the more stable economic and political situations in Latin America, the time is ripe for PATA and PATA members to look more seriously at the Latin America's outbound market. Traffic to Europe has grown tremendously in recent times.

Mr John Sandford reiterated that PATA members should support the association's effort to grow membership as well as increase the number of member countries.

6. Selling Asia in America

Mr Bill Hastings informed the Committee that together with Mr Paul Cohen, PATA is studying the merits of a co-op advertising and promotion campaign in a basket of major American dailies and other periodicals over an intensive 2-month period.

This was in response to the feeling that growth of American travel to Europe far out-strip that to Pacific Asia. Europe is perceived as a destination with great cultural diversity, easy transportation, no language difficulties and airfares from the USA to Europe are more competitive than those to Asia.

The co-op advertising campaign will present participating destinations under a single banner, and the Committee deliberated on the choices of "Travel to Asia" and "Travel to Pacific Asia". Mr Bow Long cited the romance that is still being attached to "Pacific" as a key draw, and several members of the Committee highlighted that "Pacific Asia" would be more aligned to the name of PATA, the Pacific Asia Travel Association. Mr Charles Leong further noted that using "Pacific Asia" would facilitate referrals in the Specialist Programme.

Bill proposed a separate exercise for the Asia and for the Pacific regions, but it was felt that such a costly exercise could not possibly be funded by the smaller Pacific destinations to have any meaningful impact on the huge North American market.

Mr Mark Patrick enquired if this programme would be extended to include Europe, and Mr Hastings informed that the US was chosen as it represented a substantial single market that could be targeted using the English Language. A co-op advertising and promotions campaign in Europe would involve far greater complexities brought about by the presence of many languages and many different publications in each market. It was also felt that many Pacific

Asian destinations are quite advanced in targeting the various major European markets individually. A co-op advertising and promotions campaign in Europe could be embarked on after lessons were drawn from the campaign in the United States.

The Marketing Committee recommended that the co-op campaign in USA should promote "Travel to Pacific Asia".

Mr Hastings informed the Committee that other initiatives aimed at the American market include the production of I-Max movies, and cited the example of Nepal which benefited greatly from the screening of an I-Max movie entitled "Everest".

Mr Kevin Murphy felt that the activities of NTOs often give directions to industry members, and noted that in recent meetings with the Hong Kong Tourist Association, no mention was made of this co-op advertising and promotions campaign. He requested for a copy of the campaign's concept papers which he will use to garner support for the campaign.

7. Destination Image Building & Management During Crisis

Mr Carton thanked Ms Hikida for sending the Crisis Communication Plans to members of the Committee after the meeting in Bangkok, and sought her advice on the plan's currency and relevance.

Miss Hikida informed the Committee that she has plans to update the Crisis Communications Plan in three areas, namely:

- Updating of the Examples
- Inclusion of Case Studies
- Handling of Communication with new media, using the lessons learnt from Swissair's accident in Canada

She informed the Committee that Nepal had recently sought PATA's help in tackling an imminent hotel strike. Mr Sandford noted that the Crisis Communications Plan had also helped in the handling of a fire incident in New Zealand.

Mr Charles Leong noted that a crisis in one country could sometimes have a negative effect on an entire region, citing the example of how travel to Thailand suffered from the SE Asian haze crisis, although Thailand was not affected by the hazy conditions.

It was suggested that a PATA Task Force should be established to assist destinations in recovering from a crisis (after the crisis has been resolved).

Ms Hikida will highlight the importance of Crisis Management and the need for a comprehensive Crisis Communications Plan in the next issue of PATAFax.

Mr Joseph McInerney confirmed that the US State Department does not seek inputs from associations such as PATA in formulating Travel Advisories.

Any Other Matters

8. Mr Carton sought the Committee's feedback on the areas which the PATA Marketing Committee could address as part of its contribution to the Association's Golden Jubilee.
 - 8.1 Mr Roy Hardy suggested that the association could perhaps address the problem of a negative image attached to careers in the travel industry in some countries. He noted that this has caused the tourism industry in Singapore to lose valuable talents to other industries. Mr Kevin Murphy and Mr Kevin Carton noted that Australia and New Zealand have already moved in this direction and the tourism industry in both destinations is now attracting talented young entrants.
 - 8.2 It was also suggested that the benefits that other sectors of a nation's economy derive from tourism should be highlighted, and Mr Bow Long recounted Finnair's experience in Finland. Mr John Sandford suggested that PATA's market reports could be slightly modified to reflect the importance of tourism to the overall economy of each destination.
 - 8.3 Mr Kevin Murphy suggested that PATA should remind members about their entitlement to the usage of the PATA Logo and the possibility of producing PATA merchandise. New and existing members should be given a set of guidelines on the logo's usage.
9. There being no other matters, Mr Carton thanked all present for their contributions to the lively discussions, and urged all members to table pertinent matters for inclusion in the agenda for the next meeting in Kuala Lumpur.

PATA Educational Development and Certification Committee Meeting
For Board of Directors Meeting, Sheraton Waikiki, Honolulu
January 12, 2001 at 0930-1100 hrs.

In attendance:

Dean Chuck Gee	Chair
Ms. Sheila Leong	PATA Bangkok
Mr. Stephen Yong	PATA Bangkok

Apologies

Mr. Col Hughes	Qantas
Mr. Edward Hubenette	Marriott International
Dr. Jorge Rangel	Macau Tourism Institute
Mr. Peter Semone	
Mr. Basant Mishra	Temple Tiger-Nepal

Staff

Ms. Malinee Kitaphanich PATA Bangkok

The meeting started at 0930 hrs.

As no member of the committee was able to attend the Educational Development and Certification Committee, Honolulu Board meeting, aside from the Chair, there was not a quorum present for discussion. The Chair used the time allotted for the meeting to discuss his ideas with the PATA staff of moving the work of the committee forward.

Based on earlier discussion as reported in the minutes of the Bangkok Board Meeting, wherein the committee adopted a mission statement which linked the role of education with PATA's primary marketing mission to emphasize the following:

- Value to PATA membership in meeting specific educational needs
- Quality service delivery as an important aspect of strategic marketing
- Emphasize the importance of unique aspect of tourism in Asia Pacific
- Elevate the status of tourism and hospitality employment

1. The Chair requested Malinee to work with PATA regional representatives to ascertain member needs for determining education and training projects and programmes. As such, PATA regional representatives are required to help identifying "what is importance in HRD needs in the country", when offering PATA programmes, especially in developing regions. The following PATA Directors are to provide the needs: Mr. Gabriel Ortiz for Latin America, Ms. Sharon Hannaford for Pacific Division, Mr. Stephen Yong for Northeast Asia, Mr. Sim Kok Chwee for South Asia and Malinee for Southeast Asia.

It was noted that written surveys in the past have failed to generating desired information as response rates tend to be low and answer often unclear from the few who may chose to respond to a questionnaire, whereas face to face contact may produce more useful feedback. The information on educational needs may be directed at three different levels: country, industry sector or company.

2. The EDC should also begin collecting information on exemplary program from well established institutions that may be redeveloped into PATA Educational and training models at various levels for members who seek assistance in setting up their own programmes, particularly developing country members. It is possible that ADB and other international organisations may have an interest in funding such a project.
3. Development of a guideline that will be helpful to destination members in identifying and emphasizing in culture and heritage in service delivering based in examples in Bali, Chiangmai, Hawaii and Sarawak
4. Develop motivation materials for use by trainers to indoctrinate the rank and file about importance of travel and tourism and how it operates as an industry. The meeting has agreed on the objective of the motivation materials that is to cultivate and internalized the value of tourism that "people has to work really hard to be a tourism professional." The end result of the motivation materials is to make the country proud of tourism, truly professional of own people. As such, to encourage tourism socioeconomic impacts that generate local employment, preserve the heritage, social and community value.

Agenda 2: Others

The meeting agreed that number of working committee should be increasing. Dean Chuck Gee recommended that PATA should add people from NTOs and educational sectors.

The meeting adjourned at 11.00 hrs.

**PATA Geographic Boundary Task Force Minutes
Honolulu, Hawaii
January 13, 2001**

Members Present: Ram Kohli (Chairman)
Chuck Y. Gee
Nobutaka Ishikure
Tunku Iskandar
Jong-Hee Kim
Bo W. Long
John S. Rowe
C.T. Su
Joseph A. McInerney (Ex-Officio)

PATA Staff: Lyn Hikida

- 1. Meeting called to order at 0800 by Chairman Ram Kohli**
- 2. Minutes of October 21, 2000 meeting approved**
- 3. Chile and Peru as potential PATA members**
 - 3.1 At this meeting, the Task Force had full consensus in favour of admitting Chile and Peru in exception to the geographic boundaries of PATA. However, several members advised that PATA needs to gain the consensus of all government and destination members. The Task Force agreed to ask the government/destination members for their opinions one more time.
 - 3.2 Joe McInerney said he would send all government/destination members the Task Force's recommendations, and ask that the governments respond "yes" or "no" within a specified period of time. Chuck Gee advised that the governments/destinations should be informed that a non-response would mean "yes." This step to be completed by the end of February.
 - 3.3 Chuck Gee inquired about the possibility of introducing a different category of membership for countries that are outside of PATA's geographic boundaries.
 - 3.4 Tunku Iskandar asked if the boundaries would change; Joe McInerney said no, that PATA would just make exceptions for Chile and Peru.
 - 3.5 Nobutaka Ishikure asked about using the Pacific Rim as the qualifying factor. Chuck Gee explained that originally it was just the Pacific, but that this changed when PATA decided to work more closely with other organisations (WTO, APEC, etc.) seven or eight years ago. Tunku Iskandar suggested that if PATA goes so far as to include Chile and Peru, then every country that touches the Pacific should be eligible for membership. Bo W. Long advised that PATA consider each application on a case-by-case basis.
- 4. Meeting adjourned at 0830.**

PATA HONOURS COMMITTEE REPORT
JANUARY 12, 2001

Members Present: John S. Rowe (Chairman)
Chuck Gee (Chairman Emeritus)
Tunku Iskandar
Neil Plimmer
Tan Chee Chye
Not Present: Jorge Rangel
PATA Staff: Lyn Hikida

The Committee held a lengthy meeting at 0700 on Friday, January 12. There were a large number of nominations of which nine nominations were for Life Member and 10 for the Award of Merit. Some did not have sufficient information and/or the person did not quite qualify for consideration. Also confidentiality was a concern, as some nominees obviously knew they had been recommended. The Committee made every effort to ensure that the conditions for each of the Awards were met. The Committee's recommendations are as follows:

PATA LIFE MEMBERSHIP

RODNEY DAVIES

Rodney Davies, who is principal of Planning and Research Associates of New Zealand, became involved in PATA in 1970 when PATA Life Member Harold Denton of Air New Zealand and recruited Rodney as a volunteer for the 1970 PATA Annual Conference in Auckland. Between 1970 and 1996, he was a highly active PATA member. At the chapter level, he was constantly involved resulting in his being appointed vice chairman 1986-1994 and chairman 1994-1996. At the division level, he was a member of the Pacific Division Steering Committee (1985-1995) where he participated in numerous division projects. At Board level between 1975 and 1985 he was an active member of the PATA Development Authority including vice chairman and chairman of its Planning Committee as well as vice chairman and chairman of the PATA Development Authority itself. He was a member of the PATA Executive Management Committee from 1983 to 1985 and an original trustee of the PATA Foundation. He received the PATA Award of Merit in 1985.

Since 1985, he has been a member of the NZ Conference Committee (1985) as well as the 1995 Conference Committee. He played a major role in the organisation of both conferences. He became a PATA Task Force specialist participating in five PATA Task Forces -- Borabodur, Cairns, Vanuatu, Fiji and Broome.

In local New Zealand tourism, he has been involved in tourist industry committees and associations since 1966 and in his business life has been directly involved in major infrastructure developments such as Auckland International Airport, Cook Islands Tourism Development and recently the development of Auckland's Sky City Recreation, Leisure and Entertainment Centre.

In summary, Rodney Davies has had a 30-year commitment to tourism and to PATA in the research, planning, development and heritage aspects of Pacific Asia tourism. He has done this at great personal expense and time in an effective, low-key manner.

PATA AWARDS OF MERIT

MANFRED BUSCHE

Dr. Manfred Busche, retired chairman of Messe Berlin, strongly supported the development of the PATA Europe Division office. An active member of the PATA Germany Chapter, he encouraged PATA international membership within the Germany travel trade. Dr. Busche was responsible for establishing a strong PATA presence at ITB, the largest travel trade show in the world, and he coordinated the Asia Pacific halls at ITB for the benefit of PATA members. He was a long-time member of PATA Board and the Industry Council.

GLENYS COUGHLAN

Glenys Coughlan, Chief Executive of the New Zealand Tourism Industry Association, has made a distinguished contribution to PATA as a board member, chairman of the Advisory Council, supporter of the Green Leaf Programme and of "Quality Tourism" an active member of the Industry Council and until recently chairman of the Sustainable and Responsible Tourism Committee. Since her early days with Air New Zealand she has maintained an ongoing involvement and interest in NZ Chapter activities. She has always been articulate and energetic in her pursuit of PATA's long-term interests.

COL HUGHES

Col Hughes, Director Alliances for Qantas Airways, joined PATA in 1973 when he was with Cathay Pacific in Hong Kong. His long service with PATA includes at least 15 years on the Board of Directors, multiple terms on the Marketing committee, both as a member and as Chairman. He has been Chairman of the Carrier Group six times for a total of eight years, and was a member of the Research Committee and Development Committee. Currently, Col is chairman of the Carrier Group and a member of the Executive Committee. His contributions and leadership are greatly valued by the Association.

GLORIA KELLER

Gloria Keller has served multiple terms on the PATA Industry Council and on the Board of Directors. She is chairman of the 2001 PATA Annual Conference Programme Committee, a member of the 50th Anniversary Committee, and chairman of the Host Committee for this Board meeting in Honolulu. She has also served on the Executive Committee. Gloria established the Jerome A. Keller Memorial Scholarship to the University of Hawaii's Executive Development Institute for Tourism -- her annual donation through the PATA Foundation makes it possible for a PATA member to attend the EDIT programme each year.

FRANK LU

Frank Lu has been active in PATA since 1981, particularly at the chapter level. Some of the positions he has held include Secretary-General, Chinese Taipei Chapter 1991-1995; member of the Asia Division Steering Committee, 1991-present; Executive Director, CEO-Host Committee, 1992 PATA Travel Mart; Industry Council member, 1992-present; Industry Council Chairman, 1998-2000; Industry Council Proxy to the Board of Directors, 1992-1993, 1996-1997, 2000-2001; Member Board of Directors, 1993-1996, 1998-2000. He has contributed to PATA's ideals and goals in many ways including active initiation of a series of joint marketing and promotional

activities with PATA Europe, Asia, Pacific and Americas chapters. He has organised and held a series of training and education seminars in conjunction with PATA divisional offices and also was awarded the Spirit of PATA Chapter Award in 1993.

HONOURARY LIFE MEMBERSHIP

HON. DATO' ABDUL KADIR BIN SHEIKH FADZIR
Minister for Ministry of Culture, Arts and Tourism, Malaysia
Chairman, 50th PATA Annual Conference

CHAIRMAN'S AWARD

This name of this award recipient remains confidential until the PATA Annual Conference.

GALLERY OF LEGENDS

GEORGE "PETE" WIMBERLY

Pete Wimberly, founder of the architecture and planning firm of Wimberly Allison Tong & Goo, pioneered a new level of excellence in resort design and development. Born in Ellensburg, Washington in 1915, he studied architecture at the University of Washington. He later moved to Hawaii, and, at the end of World War II, was selected to be the local architect for the remodelling of the Royal Hawaiian Hotel. Around that time, he met Bill Mullahey of Pan American Airways - one of the founding members of PATA. The two men were in complete agreement about the importance of including local culture in the design of new buildings throughout the Pacific. Over the years his environmentally sensitive & culturally appropriate projects included the Hotel Tahiti and The Fijian, and he served as architectural consultant for tourist facilities and environmental design for clients in American Samoa, Australia, New Zealand, India, Indonesia, Malaysia, Nepal, Chinese Taipei and Western Samoa. Pete became very active in PATA and was named a Life Member in 1988. He was known for never missing a Board Meeting. Pete passed away in 1995. The Honours Committee is pleased to nominate Pete Wimberly into the PATA Gallery of Legends for his lifetime of contributions to tourism infrastructure development in the Pacific Asia region.

50TH ANNIVERSARY ROLL OF HONOUR

Many suggestions were received by the Committee. The Committee discussed the concept of a special award or awards to be presented in conjunction with the 50th PATA Annual Conference. The Committee unanimously agreed upon the creation of the PATA 50th Anniversary Roll of Honour. This award will honour PATA's elected presidents (chairmen, after 1994) for the past 50 years, as well as all PATA Life Members. The Roll of Honour recipients who attend the 50th PATA Annual Conference will be presented with awards during the opening session.

CHAPTER AWARDS

As the Chapter Awards submission deadline is February 28, 2001, the Honours Committee will ratify Chapter Award selections after that date.

OTHER BUSINESS: STAFF AWARDS

The Committee agreed that in the future it will discuss the creation of a PATA Staff Service Award. A set of conditions for nomination will need to be prepared for consideration by the Honours Committee, Executive Committee and Board.



PROUD PAST - PROMISING FUTURE

PATA 50th ANNIVERSARY COMMITTEE MINUTES
January 13, 2001
Honolulu, Hawaii, USA

Attendance:

Mr. Tunku Iskandar, Chairman
Mr. Joao Costa Antunes
Ms. Dawn Drew
Dean Chuck Gee
Mr. Russell Johnson
Ms. Gloria Keller
Mr. Bo Long
Mr. Matt Lurie
Mr. Jerry O'Donnell
Mr. John Rowe
Mr. J.P. Sho

Staff:

Mr. Bill Hastings
Ms Lyn Hikida
Mr. Kent Liu

Meeting Minutes

Minutes of October 50th Anniversary Committee meeting were approved

Hawaii Board Meeting Update

Ms. Gloria Keller provided an overview of the January Board of Directors meeting, stating all has gone well thus far.

Mr. Matt Lurie suggested that the 50th Committee be recognized for an outstanding job of organizing the events, obtaining sponsors and facilitating this meeting. The committee agreed and congratulated Host Committee members Gee and Keller. Ms. Keller stated that it had been a team effort and commended the sponsors and volunteers for their support.

Promotional Items

Staff reported that three promotional items are being ordered. These items include 50th anniversary wristwatches, 50th anniversary lapel pins, and 50th anniversary golf shirts.

The question arose regarding procedures for PATA Chapters and/or PATA members to produce promotional items, along with the policy on revenue sharing. Staff reported that the current policy is approval by the CEO. There is no set policy on royalties to PATA. Matt Lurie suggested staff formalize a policy to include possible royalties.

Ms. Keller stated that the PATA CEO expressed interest in a CD of the Honolulu Boys Choir singing People of the Pacific. After a discussion on the various possibilities and the committee decided to ask Ms. Keller and Dean Gee to research the possibility. Mr. JP Sho expressed interest in having the song sung during the PATA 2001 Conference in Malaysia. Committee Chairman Tunku Iskandar said he would explore the possibility with the Malaysian Host Committee.

PATA Roll of Honour

Mr. John Rowe reported that the Honours Committee had requested that all elected leaders and Life Members be recognized with a PATA Roll of Honour during the opening ceremonies of the PATA Annual Conference in Kuala Lumpur. Those being honoured will be called on stage for a photo. In addition, a special seating area will be arranged for those individuals.

Dean Gee said the Roll of Honour re-enforces the PATA tradition of team effort.

PATA 50th Anniversary Video

Mr. Russell Johnson reported that the PATA 50th Anniversary video to be presented during opening ceremonies in KL was progressing well. He explained a script will be done next month and a draft in early March. The project was on target for completion.

Mr. Johnson put out a call for any historical footage from the region.

National Geographic Traveler Presentation

Ms Dawn Drew reported that *National Geographic Traveler* would showcase The National Geographic multi-image show "Eye of the Beholder," for the Wednesday luncheon at the Annual Conference. Noted photographer David Doublet will be the speaker.

Ms Drew also reported that the National Geographic Society would be producing a new video "The Spirit Of Pacific Asia and PATA's 50th Anniversary" that will be shown during the closing session.

Chapter Participation

Staff reported that the Divisions had been sent 50th anniversary posters and encouraged to develop some 50th themed projects during 2001. In addition Copies of the Children's poster winner will be sent to all Chapters to use as a promotional tool to build attendance at the 2001 Conference.

Chairman Iskandar suggested staff to further encourage Chapters to participate in the 50th celebration.

PATA History Book

Mr. Matt Lurie reported the PATA History Book is in the final editing stages and is on target to be completed before the annual conference. A book will be provided to each delegate as a commemorative gift. Mr. Lurie requested information on the opening ceremony and the formal presentation of the book. He expressed concern that there was no mention of the presentation during the opening ceremonies "run" document. Staff agreed to take the issue to the appropriate Individuals to ensure that the book presentation would be made.

Virtual University

Mr. Lurie reported there has been little progress on the proposed Virtual University concept and expressed concern over the lack of progress

Dean Gee reported some 171 letters had been sent to universities throughout the world. There were 12 responses and limited interest. He stated that the difficulties relate to funding and producing content. Dean Gee explained to the committee that the concept had not been abandoned, but it was not going to happen by the 50th Anniversary Conference.

Hon. Bill Lane stated that PATA has and continues to be very supportive of education throughout the PATA region.

Mr. Rowe stated that Pacific Asia Tourism is changing rapidly and expressed concerned that PATA may be left behind without venturing into the virtual education arena.

Dean Gee explained that working with educational institutions was a slow, deliberate process and that work would continue on the Virtual University concept.

50th Anniversary Publicity

Staff reported that the publicity plan for the 50th Anniversary is moving forward. With news and feature stories. A seminar on the future of Pacific Asia travel was held yesterday for local media and was well received. Staff distributed selected articles that have appeared recently on the PATA 50th Anniversary and festivities.

Mr. Bo Long expressed concern that journalist from European countries need to be invited to the Conference for coverage in Europe. Staff ensured the committee that media invitations had been issued to the PATA list of qualified journalist throughout the world.

New Business/Adjournment

Chairman Iskandar requested any new business items and there were none. He announced the committee would continue to meet until the 2002 PATA Annual Conference.
The Chairman adjourned the meeting.

**2001 PATA ANNUAL CONFERENCE
Programme Committee Meeting #3**

MINUTES

Saturday, January 13, 2001 8 1230-1400 hours (Working Lunch)
Sheraton Waikiki Hotel, Honolulu, Hawaii

Present:

Committee Chairman:

1. Keller, Ms. Gloria – HNL Travel, Hawaii

Committee Members:

2. Ahmad, Mr. Shamin – Malaysia Airlines, Malaysia
3. Kohli, Mr. Ram – Creative Travel Pvt. Ltd., India
4. Leong, Mr. Charles – STB, Singapore
5. Wilson, Ms. Margaret – Swan Gold Tours Pty Ltd, Australia
6. Zecha, Mr. Alwin – Pacific Leisure, Thailand

Invited to represent Host Committee:

7. Iskandar, Tunku – Melewar Leisure Sdn., bhd., Malaysia

PATA Staff:

Leong, Ms. Sheila – Senior Director-Events, PATA Bangkok

Minutes:

- 1 Gloria Keller, PAC 2001 Programme Committee Chairman called the meeting to order at 12.50 pm and welcomed all members to the meeting.
- 2 The meeting agenda and approval of minutes of October 21, 2000 meeting in Bangkok was adopted and moved by all members.
- 3 Sheila Leong reported to the committee that the conference registrations received to-date is 300 delegates. The year-to-date comparison to the 2000 event, this is 25% higher. It is envisaged that the registration will pick up to 400 by end Jan and progress along. The target number of conference delegates is approximately 1200.
- 4 Sheila Leong reported to the committee that the conference programme will feature:-
 - A PATA 50th Anniversary video produced by Russ Johnson will be played as an intro to Bill Lane's keynote.

- One PATA Anniversary Address by Ambassador L.W. “Bill” Lane Jr. Ambassador Lane will reflect on the events that have shaped Pacific Asia travel and tourism over the past 50 years.
- One Opening Keynote Address “Exploring Pacific Asia’s Promising Future” featuring three speakers sharing their success stories and views on the “promising future” of Pacific Asia.
 - Mr. Tan Sri Noordin Sopiee, Chairman and CEO-Institute of the Strategic and International Studies (ISI) Malaysia; Chairman of the Malaysia National Committee for Pacific Economic Cooperation; Vice Chairman of the Malaysia Committee of the Pacific Basin Economic Council and Executive Director of the Malaysian Business Council. Mr. Tan Sri Dr Noordin Sopiee will present/open with an overview on Asia's Economic Promising Future
 - Mr. Seddik Belyamani, Executive Vice President of Boeing Commercial - to present/speak on the Promising Future of Asia's Aviation
 - Mr. Ed Fuller, President of Marriott International to present a generalised portrait of the lodging environment today, with emphasis on Asia. Mr. Fuller will also provide five to six suggestions on how hoteliers and others can capitalise on the marketplace trends to ensure their future success.

This session will be moderated/facilitated by CNN anchor, Mr. Dalton Tanonaka. Each speaker will speak for 25-minutes, followed by a 15-minutes Q&A session with the audience.

- One Closing Keynote Address “Pacific Asia’s Promising Future-The New Asian Way” featuring Ms Foong Wai Fong as the speaker. Ms. Foong is the Founder and Director-Megatrends Asia, Malaysia, a Strategy and Research Consultancy specialising in Asian trends. She will be speaking on Pacific Asia’s Promising Future based on her best-selling book “The New Asian Way” which focuses on Asian strategy, entrepreneurship and business trends.
- Two Plenary Sessions:-
 - Plenary Session 1 – “Business First: Technology as Servant not Master” A technology session that will emphasize on making technology a tool in service of your business strategy. Speaker: Ms Gina Smith is CEO of The New Internet Computer Company is perhaps the US's best-known computer journalist. She was a syndicated columnist and correspondent for the ABC Evening News and Good Morning America before she was asked by Oracle's

Larry Ellison to start this new company. She is extremely articulate, however, and can talk about practically anything.

- Plenary Session 2 -- "How Competitive are Pacific Asia Destinations"
A panel of five speakers from four organisations provides economic insights on tourism outlook and reforecast.
 - I. Dr. Jim Newton – *Illustrating Hong Kong, SAR as a case study in a Competitive Modeling Approach*
 - II. Mr. Graham Todd – *Presenting a Micro Economic Forecast*
 - III. Prof. Lindsay Turner-Victoria University, Melbourne-Australia and Prof. Stephen Witt – University of Surrey-UK – *European Outbound Forecast*
 - IV. Mr. Ron Erdman – Representing Tourism Industry, Department of State, USA – *Highlighting the tourism outlook for North American travellers*

Moderator: Mr. John Koldowski, Managing Director for PATA's Strategic Information Centre.

- 5 After much discussion amongst the members, it was decided to reduce the planned nine breakout sessions to six. There will be no repeat of these breakout sessions.
- 6 Gloria Keller informed the committee that National Geographic Traveler would produce a special multi image presentation that celebrates the Spirit of Pacific Asia and PATA's 50th Anniversary. This show will be presented during the closing ceremony and will be in addition to the regular video to be shown during the sponsored luncheon that afternoon.

There being no other matters, the meeting closed at 2.01 pm where all members adjourned to the Board Meeting.

Minutes taken by Sheila Leong, and approved by Ms. Gloria Keller.

Minutes of the Research Committee Meeting
Honolulu, Hawaii
12th January 2001

Present:

Mr. Ron Pyszka	Menlo Consulting Group, USA (Chair)
Mr. John Koldowski	PATA Operational HQ, Thailand (Vice-Chair)
Mr. Dan Berube	United Airlines, Japan
Mr. Santichai Euachongprasit	Tourism Authority of Thailand, Thailand
Mr. Steve Noakes (on behalf of Professor Bill Faulkner)	Pacific Asia Tourism, Australia
Mr. Neil Plimmer	PATA Life Member, New Zealand
Mr. Jaime Serrano-Guerra	PATA France Chapter, France
Mr. Scott Supernaw	Tauck World Discovery, USA
Mr. Joseph Toy	USA

Observers:

Ms. Sharon Hannaford	PATA Pacific Division, Australia
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Apologies:

Professor Bill Faulkner	Griffith University, Australia
Ms. Nancy Cockerell	The Travel Business Partnership, UK
Mr. Sitiveni Yaqona	Fiji Visitors Bureau, Fiji

The meeting convened at 09:10 hours. The Chairman circulated the agenda (which had been e-mailed to Committee members prior to the meeting) and invited everyone present to introduce themselves.

The Chairman next called for discussion of the Minutes of the previous meeting in Bangkok. With no amendments forthcoming, a motion for approval of the minutes was proposed by Mr. Berube and seconded by Mr. Supernaw.

The Chairman then handed the floor to Mr. Koldowski for an update on SIC activities, adding that Mr. Koldowski would have to excuse himself from the meeting at 09:30 hours in order to address the Marketing Committee on the work that he had done in response to that committee's request for background research on the effects of the taxation of tourists.

Mr. Koldowski began by stating that three reports had recently been released by the SIC, namely the Aviation Hub report, one on Regulatory Issues affecting Aviation, and the India Outbound report. He further added that the aviation reports had proved so popular that the SIC was considering extending that focus to a series of papers on "Working with Airlines." These reports would be sector focused to concentrate on how NTOs, ground operators, and hoteliers (for

example) could better understand the requirements of the aviation sector in terms of their own sectors.

Mr. Koldowski then turned to the white paper on “Tension in the Middle East”—a discussion paper requested by the Minister for Tourism, Thailand and ratified by the Board at the previous meeting in Bangkok, Thailand. Essentially, the findings of the paper were that the most likely scenario would be for continued isolated clashes in the region, with little, if any effect on destinations outside the Middle East.

Mr. Koldowski then excused himself from the meeting and handed the floor back to the Chairman.

The Chairman indicated that he had been asked to poll the Committee members about their willingness to schedule the upcoming meeting in Kuala Lumpur in the evening so that members could attend the APEC meeting which has been scheduled for the same day as the Research Committee meeting. The consensus was that a late afternoon meeting would be acceptable, but that an evening meeting would not. Several Committee members noted that they had other engagements scheduled for the evening.

Mr. Serrano-Guerra raised the matter of the risk of blood clots on long flights and asked whether PATA should be doing anything with regard to this issue. After some discussion, Mr. Plimmer suggested that the matter be referred to the Carrier category.

Discussion then turned to the issue of travel advisories. The chairman noted that Mr. Yaqona had been planning to address the Committee on Fiji’s recent experience with advisories but had to cancel his trip at the last minute due to an injury. During the ensuing discussion, Mr. Supernaw noted the efforts of USTOA’s open Borders Committee and suggested that PATA look to it as an example. Mr. Berube expressed the opinion that is by addressing issues such as this that PATA adds meaningful value to membership in the organization. It was agreed that this project should be given a high priority, with a focus on steps that a destination could take to abate the effects of a travel advisory should one be applied against it. It was further recommended that case studies of the effects on and subsequent actions by destinations be included as part of the project.

Ms. Hannaford raised the topic of the backpacker market and its impact on the traditional culture of some destinations. More specifically, she raised the need for guidelines and recommendations of ways to reduce the negative impact of the backpacker market on local culture. Mr. Plimmer and Mr. Supernaw suggested that this topic is one that would be better addressed by the Sustainable Tourism Committee.

The Chairman then turned to the agenda item dealing with research priorities. He noted that because the resources of the SIC are limited, it is essential that priorities be set. A lively discussion ensued, the consensus being that top priority should go to research that helps members develop and grow their businesses. The Chairman recommended that at the next meeting of the Research Committee, attendees should devote at least one hour to considering which of the SIC activities and proposed activities would be of most benefit to them directly. This should lead to an initial prioritization that could then be put to other committees to obtain their inputs, and perhaps ultimately to member at large via a member survey. This suggestion was unanimously agreed to, as was the suggestion to exclude the SIC update of work-in-progress in order to allocate sufficient time to this process.

Mr. Koldowski re-joined the meeting at 10:30 hours and briefed the committee on his presentation to the Marketing Committee regarding the effects of the taxation of tourists. He

reported that the Marketing Committee has asked the SIC has to continue working on the topic and to prepare a white paper on the subject for consideration at the PAC in Malaysia in April 2001. He noted that it was further requested that high priority be given to this task.

Mr. Supernaw questioned whether a white paper on taxation is likely to be of interest and use to PATA members. He also questioned whether PATA should be taking a stance on taxation and who should be making that decision. Mr. Noakes expressed the opinion that the efforts of WTTC and WTO may be sufficient and that there may be no need for involvement on the part of PATA.

The general sentiment of the Committee was that the most that can reasonably be done is to assemble a set of cases showing the effects of the imposition/removal of tourism taxes and the actions taken by tourism authorities in response to the imposition of taxes. It was further felt by some members of the Committee that the issue of taxation falls within a wider context of destination competitiveness and should be considered in that context. Several members questioned whether PATA should put itself in the position of advising governments about what they should or should not do.

Mr. Koldowski mentioned that in line with the request from the Marketing Committee he had approached Professors Witt and Turner to determine if a best case, worst case, probable scenario model could be developed so that members would be able to consider the likely effects of taxes on their respective destinations and businesses. This is under consideration at the moment.

Mr. Berube expressed concern that directives are issued and given priority by other committees without consideration of the existing priorities and current work program of the SIC. He urged that some mechanism of prioritization within the whole of PATA be established.

A vigorous discussion of how such mechanisms worked in the past ensued, and it was recommended that guidelines/filters be established to evaluate requests against all other projects planned and underway. This was endorsed by the Committee and the SIC was charged with producing a draft outline of such a process for consideration and discussion at the next meeting of the Research Committee.

Mr. Berube went on to suggest that the Chairmen of the four advisory committees meet with the Executive Committee immediately following the advisory committee meetings to brief the Executive Committee on matters involving policy, priorities, and resources. The Chairman indicated he would make note of this recommendation in his report to the Board.

Mr. Supernaw asked whether policy research falls within the mandate of the Research Committee. In response, the Chairman reviewed the Mission Statement and Objectives of the Research Committee for the benefit of those present, indicating that it does. This led to a discussion of the mission of the SIC itself. Mr. Noakes suggested a number of options relating to a possible Mission Statement for the SIC based on the issues of relevance and sustainability and discussion on these options followed for some minutes.

The Chairman then asked all present if there was any "Other business." There being none, the meeting was closed at 11:55 a.m.

ACTION ON THE MINUTES

- The approved three-year financial plan was adjusted to reflect the elimination - of the ATECM in 2001-2002 and the addition of the Ecotourism Conference in 2002-2003, 2003-2004. The result for the fiscal year 2001-2002 is \$123,866 versus \$129,356: 2002-2003 remains unchanged: 2003-2004 is \$205,986 versus \$204,086.
- The year's investment portfolio performance summary will be presented at the April 8, 2001 Board of Directors meeting.
- A report on the PATA Foundation's activity will be presented at the April 8, 2001 Board of Directors meeting.
- The Foundation Silent Auction has received an exceptional number of auction items. *150 donations*
- In the future, site selection voting will take place the first day of the Board of Directors meeting.

Management

BUSINESS PLAN 2000/2001 PROGRESS REPORT

The Business Plan Progress Report covers all the Associations completed activity from the beginning of the fiscal year July 1, 2000 through January 31, 2001. The planned activities are divided into two categories: Structural Issues and Tactical Initiatives.

STRUCTURAL ISSUES

Organization

- In August PATA's Administrative Headquarters relocated from San Francisco to small office space in Oakland, California.
- Senior Staff changes:
 - Penny Gillam, Chief Administrative and Financial Officer resigned to join a dot com company.
 - Kent Liu was hired as Controller.
 - Christy Jones joined the Americas Division as Director – North America
 - Leslie Detter assumed the position of Chief Administrative Officer and Director – Membership.
 - Ratana Poopitakchatatkaew takes on the added responsibility of Director-Board Relations.
 - Erin MacArthur resigned to return to the United States to start her own event management business effective December 8, 2000.
 - Ms. Sheila Leong assumes the position Senior Director-Events. A search is under way to find a new Director-Northeast Asia.
- Contract for AMTA Coordinator ended August 15.

Membership

- The Membership Department has been restructured to provide greater resources to pro-actively solicit new members.
 - In the Oakland office, Leslie Detter Chief Administrative Officer and Director Sponsor Program assumed the additional duties of Director Membership. Cheryl Nichols, a long time PATA staffer, was made Manager-Membership.
 - In the Bangkok office, Khanitha Jarukirati, Assistant Manager-Publications assumed the added role of Assistant Manager-Membership.
 - 103 New Member applications were received from July through January.
 - 72 new members have paid dues from November to January
 - A targeted membership campaign to airlines, airports, cruise lines and corporations will begin in the second quarter.
 - Chapters that recruit a new PATA member or assists in the recruitment of a member that has been inactive for a minimum of two years, the chapter will receive 50 percent of that new member's or reinstated member's dues for the current fiscal year.

- Chapters that recruit a new PATA member or assists in the recruitment of a member that has been inactive for a minimum of two years, the chapter will receive a complimentary membership for its secretariat
- New Members will be welcomed to the association in the PATAfax.
- Membership staff attended the Thai and Singapore Tourism Workshop and the Norcal Chapter Dinner.
- Revised Membership Application to be used on-line
- Installed Membership database in Bangkok to better track member participation in events and purchase of publications

Chapters

- Meetings are being held with the individual Chapter's leadership to discuss the changes in the PATA-PATA Chapter structure as approved by the Board of Directors and the Annual General Meeting.
- The CEO met with the European Steering Committee, The European Chapter Chairpersons and the members who attended the European Business Forum. The European Chapter Chairpersons have established a Committee to provide recommendations to the CEO at a meeting scheduled during the World Travel mart in November.
- The Managing Director-The Americas has been holding roundtable meetings with individual Chapters and a major portion of the Americas meeting held October 12-14 was devoted to discussing the new structure.
- Christy Jones has joined the Americas Division as Director-North America to provide the division with greater depth in dealing with the Chapters on the new structure.
- In the Asian Division, meetings were held with the Vietnam chapter Executive Committee, a Committee from the Singapore Chapter. Meetings are scheduled with the Hong Kong Chapter President on October 30 and the Chinese Taipei Chapter during ITF.
- The New Zealand Chapter has already voted at their AGM to adopt the new structure. Meetings are being scheduled with the other Pacific Division Chapters to discuss the changes.
- Managing Director-Americas held meetings with the PATA Washington, D.C. and the Baltimore Chapters.
- Director-Southeast Asia and the CEO attended the December EXCO meeting of the Thailand chapter. The director-southeast Asia has been asked to join the EXCO meeting on a regular basis.
- Managing director-Pacific attended the PATA Micronesia Chapter meeting along with the Managing director-SIC.

New Revenue Sources

- Tesa Locking Systems has become a Premier Partner.
- Advertising Banners have been added to the Consumer section of the PATA website

TACTICAL INITIATIVES

Communications

- "What's New in Pacific Asia continues to be distributed each month.
- PATAfax continues to be distributed twice a month.
- Completed design and production of the PATA Annual Report.
- Produced ad for free space in BRT (German travel trade magazine)
- Produced ad for free space in Asiatravelmart.com magazine
- Created CEO's commentary for the "Korea Tourism Policy" by the Korean Tourism Research Institute
- Provide PATA's endorsements for the "Two Faces of Tourism" Norway video project.
- Provided PATA's endorsements of the "World Festival of Island Culture 2001 in Korea (ROK).
- Prepared CEO interview article for the first edition of Asiatravelmart.com magazine.
- Prepared PATA's endorsement of support of IATA's ".travel" top-level domain application.
- Conducted Press Briefing at WTM for Fiji, Bangladesh, Korea (ROK) and Indonesia
- Continues to prepare all the CEO's speeches
- PATAnet page views for the Month of January 114,262.
- Publication sales in July thru January are \$66,503.
- Media inquires and interviews, many of these are multi inquires, but only listed once to show the arrange of publications that use PATA as a resource: Asian Business, Asiatravelmart.com magazine, Asia Travel Tips.com, Asia Travel Trade, Asian Wall Street Journal, ASTA Agency Management, Bloomberg, Business Asia Travel Trade, Business Travel News, CEI Magazine, Catriona Purcell, Destinations Weddings and Honeymoons, Himalayan Travel Trade Journal, Good Morning Chiangmai, Green Hotelier, Incentive & Meetings Asia, La Croix, Les Echos, Le Monde, New Straits Times, New York Times, PATAWA, PT Travoo Online, Reed, Singapore Press Holdings, South China Morning Post, Surrey Quarterly Review, Taiwan News, Travel News(AUS), The Age (Melbourne), The Australian, The Great Escape, The International Herald Tribune, TravelAge West, Travel and Meetings Asia, Travel Journal, Travelers India, Travel & Leisure, Travel Mole.com, Travel Post, Travel Impact Newswire, TTG Asia, TTG UK, Travel Trade Report, Travel WeeklyEast, Travel Weekly (UK), Travel Weekly, Travel Writer's Spot, World Travel Market Buyers Guide, World Travel Features, World Travel & Tourism Directory,
- Ken Scott was hired as Manager-Communication replacing Rachel De Salis.
- Continual updated of PATAnet to made the site more user friendly.
- Finalized title and agreement for "Global Traveler: Celebrating 50 Years of Travel to the Far East and Beyond", a publication that will be produced next spring by a PATA member company.

- Gold Award material distributed to the Chapters and Members
- 50th Anniversary Posters distributed to the Chapters
- PATA Communicators Workshop was held in Bangkok with 64 attendees from 9 countries.
- 53 Press Releases sent July through January
- Attended the Singapore Airlines Travel Fair
- Attended the Thailand Tourism Awards 2000
- Fifteen Journalists attended the ATCEM

Divisions

- **Americas**
 - Conducted open forums with Chapters in Nor Cal, So Cal, Orange County, San Diego, New York and New England
 - Discussion with NTO's on Impression of Asia promotion in the United States during late 2001.
 - Continued discussions with potential Specialist participants.
 - Bid documents received for Americas 2001 meeting from Victoria, Canada and Kauai, Hawaii. Victoria was selected as the site for the 2002 Americas meeting.
 - Developing options/pricing for Postcards from Asia Promotion to be presented at the Board Meeting.
 - Preliminary plans for the South American Sales Mission in 2001 are being developed.
 - Secured Mexico City for the VUSAMART 2001.
 - Assisted Midwest Chapter with by-law completion
 - The Americas Division chapters meeting was held in San Diego with 128 delegates representing 18 chapters
 - Steering committee and Chapter Chairman's meetings were held in San Diego
 - Meetings held with CNX/Travelocity regarding Asia series on Travel Update show.
 - Set schedule for Intro-Aussie/PATA Seminars Feb-April 2001 in 30 US and Canadian cities.
 - Mid-year chapter update sent to all Americas Chapters.
 - Presented "See You in Pacific Asia" cooperative advertising program was presented to the Marketing Committee and the PATA Board.
 - Changed dates of the South American sales mission to June 18-22, 2001.
 - Assisted Mexico in a sales promotion that will take place in the Bay area.
 - Participated in a meeting with Cathy Pacific, HKTA and Hyatt Hotels with representatives from the gay and lesbian community.
 - Entered discussions with ICTA in the event that our Specialists Program does not materialize.
 - Reached agreement with IT&ME for a complimentary booth at their Chicago 2001 event to promote membership.

- **Asia**
 - Director South Asia attended a series of meetings with Sri Lanka Chapter.
 - Senior Asia Director supported the Korea Chapter Internet Seminar
 - Met with Director General Korea DPR to discuss PATA Task Force and other ways to assist this member.
 - Assisted the Vietnam Chapter in organizing the Travel Technology Seminar.
 - Continues to product the Asia Division PATAfax.
 - North Sulawesi Task Force was completed in September
 - Finalizing the Trang/Krabi Task Force to be under taken in October.
 - Finalized plans the PATA Technology Seminar "Travel and Tourism in the New Economy" to be held with the PATA Singapore Chapter October 23/24.
 - Senior Director Asia participated in judging the STB the Tourism Award Best Travel Story.
 - Meetings held with Royal Cliff Resort owner and the Mayor to discuss the framework for Pattaya as a green city destination.
 - Director Southeast Asia met with the Director General Tourism and Hotels, Myanmar.
 - Obtained guidelines for a PATA Task Force in Vietnam in 2001.
 - Met with Tourism Training Canada to explore to offer training programs/workshops the all the Asia chapters.
 - Organizing technology seminar "Travel and Tourism in the New Economy" with the Singapore Chapter and STB to be held in October.
 - Senior Director Asia sat on a judging panel for the Singapore Tourism Awards.
 - Finalizing the PATA Task Force to Trang-Krabi-Satun-Phattalung to be held October 24-30.
 - Planning has begun for the 6th Mekong Tourism Forum to be held in March 2001.
 - The Ministry of Transportation together with the Ministry of Hotel and Tourism, Myanmar invited the CEO and Director Southeast Asia to discuss PATA's support in the opening of the Mandalay Airport.
 - Developing Ecotourism Seminar to Myanmar and a media fam trip.
 - Participated in the Grand Opening Peach conference Center Pattaya
 - Director Southeast Asia assisted the Royal Cliff and the Mayor of Pattaya City in establishing a working group to adopt a Green Pattaya project
 - Marketing Workshops were held in Yogyakarta and Batam, Indonesia
 - Director South Asia participated in a meeting with Indian Airlines, Singapore Tourist Board and Taj Hotels to discuss twinning Singapore and India in major markets of Northeast Asia and Australia.
 - Director South Asia was invited by the National Association of Travel Agents Singapore (NATAS) to judge entries in three categories of the ASEANTA Tourism Awards.

- Director-South Asia and the CEO met with the Sri Lanka, Minister of Tourism, Minister Forestry and Environment and the chairman of the Ceylon tourist Board.
 - Director Southeast Asia is working with the PATA Thailand Chapter on a joint training program for PATA Members in Southeast Asia, mainly the Mekong Region to boost selling skills and e-selling techniques.
 - Director-Southeast Asia hosted a meeting in December of the regional airlines to address the Mekong Airpass.
- **Europe**
 - European Advisory Committee Meeting held in Berlin.
 - European Chapter Chairman's Meeting held in Berlin
 - European Chapters Business Forum held in Berlin.
 - Finalized arrangements for the Travel Mart at Sea scheduled for November.
 - Requested submissions for the Environment Best Practices Paper.
 - Finalized booth area at WTM.
 - Finalized the PATA Pavilion at ITB.
 - Meeting with Bavaria Chapter Members on plans for ECO-Tourism Forum 2001 and the Go-Between Munich 2001.
 - Managing Director attended a meeting in Rome with Chapter Members to determine the future of the Italy Chapter
 - The Travel Mart at Sea was a most successful event
 - PATA had a well placed pavilion at WTM
 - European Chapters received an updated Chapters Handbook
 - A meeting was held in London during WTM with the Chairpersons of Denmark, UK and French Chapters and PATA CEO to discuss the restructuring of the European Chapters
 - Finalize arrangements for FITUR to be held in Madrid, Jan 31 – Feb 4, 2001., BIT to be held in Milan Feb 14-18
 - Promotional material distributed for the Zurich and Munich Go-Betweens
 - All space in the ITB PATA pavilion has been sold out.
 - All space in the PATA stand at BIT has been sold out.
 - Discussions are underway with International Tourism Institute to organize a training seminar in Moscow next year.
- **Pacific**
 - Assisted in the organization of the Visio Conference between Sydney/Paris promoting Sydney the Olympic city to Paris sports and travel journalists.
 - Judged the Hotel Motel Association of Australia Awards.
 - Attended the Western Australia Chapter AGM.
 - Attended the Cairns North Queensland Chapter Meeting.
 - Attended the New Zealand Chapter AGM.

- Finalizing the Guam Task Force program.
- Finalizing the AIME 2001 PATA Booth and distributed the AIME MATERIAL.
- Attended Fiji Chapter AGM
- Attended the Micronesia Chapter Meeting.
- Seventeen Companies participated in the PATA Pacific Village at the Gateway Travel Show.
- Attended Niue launch in Australian Market.
- Distributed the PTE Brochure
- Participated in a meeting a Southern Cross University to discuss the future of the Executive Tourism Development Program with the departure of Prof. Gary Prosser
- Assisting the Nepal Tourism Board representative on a sales mission planned for Australia.
- Meeting with Fiji Visitors Bureau to discuss a PATA Task Force.

Events

- The Adventure Travel and Ecotourism Conference and Mart is scheduled for Dambulla, Sri Lanka in January 2001.
- The PATA VUSAMART was held in Honolulu, Hawaii September 26-29, 200 with 127 Supplier Companies and 101 Travel Planners with 387 delegates.
- The PATA VUSAMART changes its name for 2001 to PATA Americas Travel Mart 2001 and will be held in Mexico City, Mexico
- Plans are being finalized for the 50th Annual Conference in Kuala Lumpur, Malaysia April 8-12, 2001.
- APEC has agreed to hold the 2nd Tourism Business Forum prior to the Annual Conference.
- Bid documents have been sent for the 2004 Annual conference.
- Bids for the 2004 Conference have been received from Macua and Cheju Island, Korea (ROK), the Board will decide on the location at the January 2001 meeting.
- Reed Exhibitions is very optimistic about the attendance for the PATA Travel Mart in April 2001.
- The Adventure Travel Mart will be merged into the PATA Travel Mart in 2002 and the Ecotourism Conference will be a yearly event beginning in July 2000
- The Adventure Travel and Ecotourism Mart and conference was successfully held in Dambulla, Sri Lanka.
- The program Committee for the 51st Annual conference in Delhi, India was formed.
-

Environment

- PATA and Green Globe have contacted all the Green Leaf members regarding the merger of the Green Leaf/Green Globe Programs.
- Green Globe is now contacting all the PATA non-Green Leaf members.

- A Green Globe article appeared in the July-August issue of *Compass*.
- Met with the Bavaria Chapter to discuss plans for ECO-Tourism Forum 2001
- Director Southeast Asia assisted the Royal Cliff and the Mayor of Pattaya City in establishing a working group to adopt a Green Pattaya project
- Best Practice Papers 2000 from the Gold Awards were finalized and available for purchase through PATA's Publications Department.
- A series of Roundtable meetings will be held in all PATA Member countries. during the second half of 2001.

Education

- PATA Communicators Workshop was held in Bangkok with 64 attendees from 9 countries.
- Assisted the Vietnam Chapter in organizing the Travel Technology Seminar.
- Met with Tourism Training Canada to explore to offer training programs/workshops the all the Asia chapters.
- Gathering university names from members for possible inclusion for the PATA Virtual Universities.
- Organizing technology seminar "Travel and Tourism in the New Economy" with the Singapore Chapter and STB to be held in October.
- Supported the University of Hawaii EDIT program.
- Supported the Southern Cross University Executive Development Course held during the Summer 2000
- Participated in a meeting a Southern Cross University to discuss the future of the Executive Tourism Development Program with the departure of Prof. Gary Prosser.

PATA Foundation

- All remaining grants and miscellaneous bills have been paid.
- A working group consisting of Leslie Detter, Lyn Hikida, Roger Solomon, Kanitha Jarukirati, Kent Liu and Joe McInerney are developing the format to conduct the Capital Campaign.
- Jerry Picolla will operate the Foundations Silent Auction.

Relationship with other organizations

- Members of the Airport Council International Pacific Asia Board of Directors attended the Joint meeting of the PATA Government/Destinations and Carrier Meeting. PATA Board members are invited to attend the ACI Board Meeting in San Francisco in April.
- Negotiated a PATA sponsored Pacific/Asia Zone at the ROUTES 2001 Conference to held in Dublin September 16-18, 2001.
- Director-Communications addresses the ECPAT/ESCAP training seminar in Bangkok.
- Manager Communication spoke at the CIMPA Conference in place of the CEO
- Director Europe participated in ECPAT meeting, Hanover, Germany.

- Senior Director delivered a paper on Tourism for People with Disability at the Asia Pacific Conference on Tourism for People with Disability in Bali.
- Managing Director Europe attended the UNEP Consultative Meeting – UN Environment Program, Paris, France.
- Managing Director Europe spoke at the Baltic Sea Tourism Commission Conference on sustainability, Lubeck, Germany
- Managing Director Pacific spoke at the International Hotel School on the role of PATA.
- Director southeast Asia spoke at the Thailand Environment Institute
- Director Southeast Asia participated in the Fifth Meeting of the Executive committee of the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT)
- Director Southeast Asia, Assistant Director Events and the Managing director SIC spoke at the Sustainable Community Tourism Destination Management sponsored by the Asian Institute of Technology, Canadian University Consortium, Tourism Authority of Thailand and PATA.
- Staff from Asia Division, SIC and Communications participated in the CITM show in Shanghai
- Managing Director SIC attended the 16th IATO Conference in New Delhi.
- Managing Director SIC spoke at the New Zealand Tourism Industry Association Conference.
- Managing Director SIC attended the APEC Economic Ministers Forum in Chang Mai, Thailand
- Managing Director SIC presented a paper at the Australian Tourism Research Association AGM and Annual Conference
- Managing Director SIC spoke at the IOTO AGM and Marketing Workshop
- Managing Director SIC attended the European Travel Commission/IPK briefing
- Managing Director SIC represented PATA at the ESCAP's 6th meeting of the Committee on communications, transport, infrastructure development & tourism
- Managing Director SIC spoke at the TTRA Chapter meeting in Honolulu.
- Managing director Sic spoke at the ESCAP Seminar on the Cruise Industry.
- CEO spoke at the Korea Tourism Research Institute, International Tourism Symposium prior to the APEC meeting in Seoul, Korea
- CEO spoke at the APEC Tourism Ministers meeting in Seoul, Korea,
- CEO spoke at the Vietnam Information Technology Seminar.
- CEO spoke at the ACI-Pacific Chinese Airports Seminar.
- CEO spoke at the International Conference on Taiwan's Tourism Development Policy
- CEO spoke at Northwestern University, Kellogg School of Management to the International Management Class.
- CEO spoke at the Leading Hotels Management Seminar.
- CEO spoke at the ESCAP Seminar on the Cruise Industry.

Strategic Information Center

- "The Development and Future of Aviation Hubs" report has been released.
- "Air Regulations" have been finalized.
- Continue to produce "Issues and Trends" each month
- Preparing a PATA book of Industry Jargon.
- Preparing audit of sea/air port plants in Pacific Asia
- Fieldwork has begun on India Outbound Study to be released January 2000.
- Fieldwork has begun on the China Outbound Study to be released April 2001.
- A Tourism Outlook Conference is being developed with WTTC, WEFA and STB.
- Finalizing White Paper on tension in the Middle East
- Working with ESCAP on the Lao PDR study.
- Finalized contracts with Professors Witt and Turner to develop PATA tourism forecasts. In 2001 we will release in/out forecast for Europe and in 2002 the European forecast will be updated and the Pacific Asia forecast released.
- New Quarterly Reports will be created on airline capacity changes.
- India Outbound Market Report was released.
- Contemporary Aviation Issues report was released.
- Discussion paper on the Middle East conflict was released.

Task Forces

- The North Sulawesi Task Force was completed in September
- The PATA Task Force to Trang-Krabi-Satun-Phattalung was held October 24-30.
- Guam Task Force was completed
- Terms of Reference are being completed for a PATA Task Force in Vietnam in 2001
- Discussions are underway with Fiji to conduct a PATA Task Force.
- The Task Force for DPR Korea has been formed and take place the third week in March.

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CHANGES ON THE BOARD

1. Thai Airways International has nominated Mr. Tasnai Sudasna, Executive Vice President – Commercial to replace Mr. Sutat Rattakunjara.
2. Philippine Department of Tourism has nominated Mr. Richard J. Gordon to replace Mrs. Gemma C. Araneta.
3. Hong Kong Tourist Association has nominated Ms. Clara Chong to replace Mrs. Amy Chan.

The Board has three options :

- 1) To accept the nomination.
- 2) To request the nomination of another person from the same organization
- 3) To request the Nominating Committee to recommend another person from another organization in the same membership category.

The CEO recommends that the nominated replacements as indicated be approved by the Board.

/rp
March 2, 2001

Financial Statements

Pacific Asia Travel Association
Profit and loss statement July 1, 2000 - December 31, 2000
Reforecast as of January 2001

	2000/2001 BUDGET	2000/2001 RE-FORECAST	2000/2001 Jul.00-Dec.00 YTD.ACTUAL	2000/2001 Jul.00-Dec.00 YTD RE-FORECAST	
Program Income :					
Market research & information	39,500	73,668	49,349	35,555	Stat. reports, outbound reports, misc. pub., etc.
Product development	37,500	109,827	10,572	23,276	
Human resource development	33,100	17,570	2,046	5,826	Communication workshops, So. Cross Univ.
Marketing and promotion	387,100	209,255	148,771	99,418	Event income from all divisions
Annual conference	708,200	636,782	124,866	120,000	Kuala Lumpur registration
PATA Travel Mart	400,000	00,000	-	-	
VUSAMART	409,400	247,645	247,645	247,645	Hawaii Sep. 2000
Adventure Travel Mart	65,700	29,765	29,386	31,588	Sri Lanka Jan 2001
Total Program Income	2,080,500	1,567,533	612,635	563,308	
Program Expenditures :					
Market research & information	103,000	101,500	77,033	53,833	Stat. reports, outbound reports, misc. pub., etc.
Product development	48,100	77,000	3,127	26,054	
Human resource development	37,000	19,688	2,501	6,622	Communication workshops, So. Cross Univ.
Marketing and promotion	413,400	201,616	122,810	101,539	Event expenses all divisions
Annual conference	602,600	513,900	26,481	33,787	AV contract payments, splr fcs, mailing brochures
PATA Travel Mart	2,100	1,000	295	1,333	Travel related expenses
VUSAMART	237,400	145,935	163,150	145,935	Hawaii Sep. 2000
N.E. Asia representation	62,000	-	-	-	
Adventure Travel Mart	43,100	29,758	26,136	19,758	Advance payments
Total Program Expenditures	1,548,700	1,072,539	421,533	388,861	
Program Contribution (Deficit)	531,800	494,994	191,102	174,447	
Other Income					
Communications Department	73,000	22,500	4,827	24,000	Gold awards, PATA Compass
Chapter support	107,500	19,000	8,993	6,333	Divisional meetings
Interest and other income	97,000	70,000	50,881	16,666	Investment income
Charles Schwab Moving Incentive	-	80,000	80,000	80,000	Early move out of SF
Sponsorship funds	390,000	145,650	145,650	125,000	Time, Mastercard, Sprint, etc
Total Other Income	667,500	337,150	290,352	251,999	
Other Expenditures :					
Communications Department	124,100	119,700	13,284	39,900	PATA Compass, Gold award, graphic design
Chapter support	167,300	63,833	30,759	21,110	Divisional meetings, speakers & support
Sponsorship	62,000	62,000	24,785	30,667	Outsource expenses
Total Other Expenditures	353,400	245,533	68,828	91,677	
Other Expenditure Contribution	314,100	91,617	221,524	160,322	

Administrative Expenditures :

Staff costs	2,098,000	2,096,063	1,020,039	1,050,000	Salary, taxes, insurance, benefits
Travel / Representation	286,900	274,146	94,695	91,382	Staff travel
Office communications	241,800	219,345	86,428	71,115	Phone, postage, fax, internet
Office expenses	461,300	449,943	232,573	249,981	Office supplies, printing, contractors
Total Administrative Expenditures	3,088,000	3,039,507	1,433,736	1,462,478	
<u>Fixed Expenditures :</u>					
Occupancy	226,400	245,217	161,520	122,608	Rent, utilities, storage, rent reimbursement due \$33,000
Depreciation	116,700	105,000	53,077	50,000	
Total Fixed Expenditure	343,100	350,217	214,598	172,608	
Total Admin & Fixed Expenditures	3,429,100	3,389,724	1,648,333	1,635,086	
Contribution (Deficit) from operations	(2,583,200)	(2,501,333)	(1,235,707)	(1,300,317)	
Membership Dues	2,692,000	2,570,000	1,765,615	1,765,615	Second invoices sent out in Dec 2000
Contribution (Deficit) to the General Fund	108,800	68,667	529,908	465,299	

EXPLANATION
Reforecast Current fiscal Year (2000-2001)
As January 2001

Contribution to the General Fund: The contribution is \$68,617 versus \$108,800. This is an increased profit improvement of \$20,000 from the October 1, 2000 reforecast. The major variances in the shortfall are 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 is an \$85,658 profit improvement over the previous year when the event was operated by an outside group.

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 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 Asia Area Specialists program for North America.

Interest income: The decrease of \$27,000 is due to the low cash level caused by the use of some reserves in 1999/2000. However, it is an improvement of \$36,322 over 1999-2000. This is due to improved cash management.

Sponsorship: 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 the exact date of our move from 1 Montgomery and the incentive fee we would receive from Charles Schwab to move prior to the lease expiration date. Therefore we arbitrarily decided to reduce the yearly rent by \$20,000 and 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 incentive fee as extra ordinary income and charge all expenses to the appropriate cost center.

Capital Expenditure: 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
BALANCE SHEET**

Assets

	Actual Audited June 30, 2000	Current Year Dec. 31 ,2000	Estimated June 30, 2001
Current assets			
Cash and mutual funds	\$ 216,692	\$ 625,577	498,051
Accounts receivable, net	436,700	358,522	450,000
Prepaid expenses	304,134	198,157	80,000
Total current assets	<u>957,526</u>	<u>1,182,256</u>	<u>1,028,051</u>
 Long term investments	 370,680	 193,740	 360,000
 Furniture, fixtures and equipment	 1,097,705	 1,127,976	 1,130,000
Less accumulated depreciation	(603,852)	(656,928)	(687,961)
Total FF&E	<u>493,853</u>	<u>471,048</u>	<u>442,039</u>
 Total assets	 <u>\$ 1,822,059</u>	 <u>\$ 1,847,044</u>	 <u>\$ 1,830,090</u>

Liabilities and Net Assets

Current liabilities			
Accounts payable	\$ 54,584	\$ (3,299)	60,000
Accrued liabilities	88,039	72,868	92,000
Membership dues paid in advance	412,341	16,179	450,000
Due to PATA Foundation, Inc.	27,539	27,452	27,000
Line of credit (Note 8)	49,474	-	-
Total current liabilities	<u>631,977</u>	<u>113,200</u>	<u>629,000</u>
 Net assets			
Unrestricted net assets			
Undesignated - General fund	1,012,082	1,555,844	1,023,090
Designated - Mercer Fund	178,000	178,000	178,000
Total net assets	<u>1,190,082</u>	<u>1,733,844</u>	<u>1,201,090</u>
 Total liabilities and net assets	 <u>\$ 1,822,059</u>	 <u>\$ 1,847,044</u>	 <u>\$ 1,830,090</u>

**PACIFIC ASIA TRAVEL ASSOCIATION
CAPITAL EXPENDITURES PLAN
AT JANUARY 12, 2001**

<u>DIVISION</u>	<u>2000/01</u>	<u>2001/02</u>	<u>2002/03</u>	<u>2003/04</u>	
SIC	7,000	0	0	0	Equipment
AMERICAS	10,000	10,000	10,000	10,000	Database, Website
PACIFIC	2,500	0	0	0	Equipment
BANGKOK	10,000	0	0	0	Equipment
ADMINISTRATION	25,000	22,500	14,000	14,000	Leasehold Improvement, database, equipment
TOTAL	54,500	32,500	24,000	24,000	

INVESTMENT PORTFOLIO

PATA makes investment in either money market fund or low risk mutual fund. Historically PATA chose mutual funds focused on bonds or debentures as the low risk fund. At the end of fiscal year June 30th, 2000, PATA had the following investments: Money Market Fund, Alliance Premier Growth Fund, PIMCO U.S. Government Fund, and Eaton Vance Premier Rate Fund.

After the controller reviewed the performance of the low risk mutual fund, investment advisor at Merrill Lynch was contacted to discuss investment strategies. A conclusion was reached that Eaton Vance Premier Rate Fund should be disposed. The proceeds are kept in the Money Market Fund. Due to the current market volatility, the controller has decided to delay any investment activities.

The Money Market Fund is similar to a saving account, but generates higher interest income. The current annual interest rate is 5.52%. However, the rate fluctuates daily. Potential Federal Reserve Board rate cut will lower the return.

The PIMCO U.S. Government Fund includes two parts: principal part and income part. The income part provides an interest income at 5.25% per annum, payable monthly. The principal part fluctuates, depending on how the market values the quality of the bonds and/or debentures the fund holds. As of December 31st, 2000, the PATA's investment in the principal part is up 4.215% from inception.

According to Morning Star, the Alliance Premier Growth Fund is willing to take some risks. It buys fast-growing, big-cap stocks and isn't afraid to pay up for them. While the fund occasionally gets clocked, it's amassed an excellent long-term record. It is a fine choice for the brave growth investor. As of January 31st, 2001, the PATA's investment in the principal part is down 13.36% from inception.

MATURITY:		% RATE	COST	MKT VALUE December 31, 2000	ADJUSTMENT
	A/C 00 1193 ALLIANCE PREMIER GROWTH	FUND	10,582.00	7,400.00	-3,182.00
	A/C 00 1178 PIMCO U S GOVERNMENT	6 00 NOTE	183,153.00	190,873.00	7,720.00
Sold Nov. 22, 2000	A/C 00 1179 EATON VANCE PRIME RATE	6.53 NOTE	176,940.00	172,614.65	-4,325.35
	TOTAL INVESTMENTS		370,675.00	370,887.65	212.65

The mutual funds bring monthly dividend income plus principal appreciation (depreciation)

Proceeds from Eaton Vance fund is currently in the money market account.

Market volatility prevents us from making investment decisions.

Future Meetings

FUTURE MEETINGS

Future meetings of the Board of Directors are scheduled as follows ;

September 21-23, 2001
Taipei, Chinese Taipei

January 18-20, 2002
Kuching, Sarawak, Malaysia

April 14, 2002
New Delhi, India

/rp
March 2, 2001



Calendar of Events

2001 EVENTS

March 2001

March 1	PATA Go-Between	Zurich, Switzerland
March 2-4	FERIE FOR ALLE*	Herning, Denmark
March 3-7	ITB*	Berlin, Germany
March 8	French Travel Mart*	Paris, France
March 22-25	TUR*	Gothenburg, Sweden
March 28-31	MITT*	Moscow, Russia
March 30- April 1	6th Mekong Tourism Forum	Kunming, Yunnan, (China PRC)

April 2001

April 3-6	PATA Travel Mart	Singapore
April 7-8	PATA Board of Directors Meeting	Kuala Lumpur, Malaysia
April 8-12	50th PATA Annual Conference	Kuala Lumpur, Malaysia
April 10	8th World Travel Awards*	Kuala Lumpur, Malaysia

May 2001

May 1-4	Arabian Travel Market*	Dubai, UAE
May 15-17	GULF*	Jeddah, Saudi Arabia
May 24-25	Pacific Tourism Exchange	Brisbane, Australia
May 29-31	EIBTM*	Geneva, Switzerland

September 2001

Sept. 16-18	The World Route Development Forum*	Dublin, Ireland
Sept. 20-22	TOUREST*	Tallin, Estonia
Sept. 20-23	TOP RESA*	Deauville, France
Sept. 21-23	PATA Board of Directors Meeting ✓	Taipei, Chinese Taipei
Sept. 24-26	Mediterranean Travel Fair*	Cairo, Egypt
Sept. 25-28	PATA Americas Travel Mart	Mexico City, Mexico

October 2001

Oct. 3-6	CIS Travel Market*	St. Petersburg, Russia
Oct. 23-25	TTW*	Montreax, Switzerland
Oct. 24-26	PATA Americas Meeting	Victoria, Canada
Oct. 25-28	Tour Salon*	Poznan, Poland

November 2001

Nov. 6	Barcelona Sales Mission*	Barcelona, Spain
Nov. 6-8	MADI Travel Trade Fair*	Prague, Czech Republic
Nov. 8	Madrid Sales Mission*	Madrid, Spain
Nov. 21-25	Leipzig Travel Fair*	Leipzig, Germany

December 2001

Dec. 13-15	BTF*	Brussels, Belgium
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2002 EVENTS

January 2002

Jan. 18-20

Board of Directors Meeting

Kuching, Sarawak
Malaysia

April 2002

April 14-18

51st PATA Annual Conference

New Delhi, India

May 2002

May 29-31

Pacific Tourism Exchange

Brisbane, Australia

*Events printed in **bold** indicates PATA organized activities.
For details, please contact PATA, Operational Headquarters, Bangkok.*

() Indicates trade show with PATA stand or PATA "Village," for PATA member participation, often organized by local PATA Chapter.
For details, please contact PATA Office nearest to the venue of the events.*

PATA Operational Headquarters-Bangkok

TEL: (66-2) 658-2000

FAX: (66-2) 658-2010

E-mail: patabkk@pata.th.com

PATA Europe Division-Monaco

TEL: (377) 92 05 61 32

FAX: (377) 92 05 61 33

E-mail: pata@monaco.net

PATA Administrative Headquarters/Americas Division-Oakland

TEL: (1-415) 986-4646

FAX: (1-415) 986-3458

E-mail: patahq@pata.org

Americas E-mail: americas@pata.org

PATA Asia Division-Singapore

TEL: (65) 223-7854 or (65) 223-7855

FAX: (65) 225-6842

E-mail: pataasia@pata.com.sg

PATA Pacific Division-Sydney

TEL: (61-2) 9332-3599

FAX: (61-2) 9331-6592

E-mail: pata@pata.org.au

PATAnet Web Site: www.pata.org

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PATA OFFICES

PATA Operational Headquarters

Unit B1, 28th Floor, Siam Tower
989 Rama I Road, Pathumwan
Bangkok 10330, Thailand
Tel : (66-2) 658-2000
Fax : (66-2) 658-2010
E-mail : patabkk@pata.th.com
Web Site : www.pata.org

PATA Administrative Headquarters

And PATA Americas Division
The Latham Square Building
1611 Telegraph Avenue
Suite 1515
Oakland, CA94612
USA
Tel : (1-415) 986-4646
Fax : (1-415)986-3458
E-mail : patahg@pata.org

PATA Asia Division

94 Amoy Street
Singapore 069914
Tel : (65) 223-7854
Fax : (65) 225-6842
E-mail : pataasia@pata.com.sg

PATA Europe Division

Les Eucalyptus
11 Avenue des Guelfes
Fontvieille, MC 98000
Monaco
Tel : (377) 92 05 61 32
Fax : (377) 92 05 61 33
E-mail : pata@monaco.net

PATA Pacific Division

Suite 203, Level 2,80 William Street
Woolloomooloo, NSW 2011
Australia
Tel : (61 2) 9332-3599
Fax : (61 2) 9331-6592
E-mail : pata@pata.org.au

