PATA®
Pacific Asia Travel Association
GERMANY CHAPTER

Activities

2022

PATA
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CONTENTS

PATA – Who We Are ..... Page **03**

10 Good Reasons for YOUR PATA Membership ..... Page **04**

PATA – the Organization you Want to Be Part of! ..... Page **05**

News 2022 | Management Summary ..... Page **06**

Activities in Detail

- PATA Germany e.V. digital ..... Page **07**
  - E-Learnings ..... Page **07**
  - NEW: Asia-Pacific Content Marketing ..... Page **07**
  - Webinars and PATA D Expert Panel ..... Page **07**
- Newsletter, Social Media and Website ..... Page **08**
- Travel Agent Trainings and Events
  - Roadshows ..... Page **09**
  - Workshops and Culinary Sessions ..... Page **10**
  - Asia-Pacific Deluxe ..... Page **11**
  - PATA Live Seminars ..... Page **11**
- Travel Fairs 2022/2023 ..... Page **12**

Save the Dates 2022 ..... Page **13**

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PATA – WHO WE ARE

When the **Pacific Asia Travel Association** – or PATA (www.pata.org) – was founded in Honolulu, HI, U.S.A., in 1951, its goal was to promote tourism to and from and also within the Asian-Pacific area. Today, 70 years down the road, Asia and the Pacific region are righly considered one of the fastest-growing tourism destinations worldwide, and it is becoming increasingly important for the travel-happy German market as well.

Over the years, more than one hundred countries, territories, and regions from Asia and the Pacific Rim have carried **PATA's** founding philosophy out into the world. Numerous institutions on government, state, and local levels, plus over 2,000 companies from the aviation and shipping, hospitality and travel industries have turned **PATA** into one of the world's leading tourism associations today.

The organization's headquarters, originally located in San Francisco, CA, U.S.A, moved to Bangkok, Thailand, a couple of years ago. In addition, regional offices were set up in Beijing (China), Dubai (Gulf Region), Macau (Asia), and Sydney (Pacific), and 58 regional chapters represent the association in many countries of the world, including Germany.

The German chapter, **PATA Deutschland e.V.**, is registered as a non-profit organization in Frankfurt/Main and served by the Administrative Office in Bielefeld. The main goal of **PATA Deutschland e.V.** is to represent the philosophy of the **Pacific Asia Travel Association** in Germany and to promote tourism from here to the Asian-Pacific region through its numerous marketing and communication activities.

PATA Deutschland e.V. was able to keep its membership numbers largely stable in 2021 despite the pandemic and its effects. As of 1 January 2022, we can even welcome new members and welcome back old ones. Currently, the association is made up of around 110 members from various sectors of the tourism industry, such as airlines, tourist boards, hotel chains and tour operators. Trade fair companies, tourist agencies and service providers have also belonged to the have been members of the association for many years. In 2021, more than 25 travel agencies were certified as **„Asia specialists"** and joined the association.

In 2015, **PATA Germany Chapter** was awarded the **PATA Excellence Award** as the best regional association worldwide.

Always available for PATA Germany members

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10 GOOD REASONS FOR YOUR PATA MEMBERSHIP

Being a member of PATA Deutschland e.V. will be of great value to you and your organization, because ...

1. you will be part of the largest tourism organization for the Asian-Pacific region, and you will benefit from this excellent network, for example at our networking events.
2. we are a non-profit organization, not a commercial enterprise. Our membership fees are the lowest of all regional interest associations, participation fees for events are based on cost price.
3. you will reach more than 850,000 consumers directly by joining us on our affordable, attractive, state-of-the-art trade-show stand on large and regional B2C tourism fairs.
4. you will get directly in touch with approximately 1,500 travel agents a year at our roadshows and training sessions.
5. your news will reach 22,000 travel agents every month through our electronic newsletter …
6. as well as 600 media representatives.
7. you will benefit from our active public-relations work that includes regular press releases.
8. you will be represented on our attractive, state-of-the-art website, **www.pata-germany.de**, with your contact data, a brief profile, and a direct link.
9. your own presence in social media will be linked to **PATA Germany's** Facebook page.
10. you will never be alone: Any issues relating to **PATA Deutschland e.V.** and their activities can always be addressed to the **PATA Administrative Office** for Germany.

PATA – THE ORGANIZATION YOU WANT TO BE PART OF!

As a member of PATA Germany Chapter you are part of a global community of interests, that is aiming at connecting Asian and Pacific Destinations with its regional source markets. Additionally, you will profit from a number of great benefits that a Full Membership in PATA's Germany Chapter (PATA Deutschland e.V.) has to offer! Your membership fee already includes:

1. support from the German **PATA Branch Office** in Bielefeld during regular business hours.
2. web page on **www.pata-germany.de** with your contact details, a profile, and a direct link to your own website.
3. option to be included in the monthly **PATA Newsletter** via email to 22,000 travel agents and 600 media contacts.
4. Participation in **networking events** such as our **General Annual Meeting** and the **PATA Get Together and regional events for members**.
5. As a Full Member, you also have the option to participate in all **B2C and B2B events** and activities listed in this activity plan at the specified terms and conditions. These include **trade road shows** in Germany, a number of one-day events like **Asia Pacific Workshops and Culinary Sessions** in medium sized German cities.

NEWS 2022 | MANAGEMENT SUMMARY

For many players in tourism, 2021 was a year that required above all flexibility, stamina and patience. This is all the more true for the long-haul segment in which **PATA Germany Chapter** and its members are active. Border closures were followed by tentative opening steps that gave hope. Today, Germany, Austria and Switzerland are fighting their way out of another corona wave. Nevertheless, we are optimistic that the situation for travel to Asia and the Pacific will improve significantly in the first half of 2022.

PATA Germany Chapter has significantly strengthened its live presence compared to 2020. Together with our members, we managed to organise two roadshows and a two-day event in Berlin in 2021. Thus, we reached around 550 expedients at live events. Another 500 expeditors completed the 13 online courses that **PATA Germany Chapter** makes available free of charge on its own online learning platform.

We continue to maintain a close exchange with our members. We monitor and assess the international situation and are available to our members and partners with recommendations for action.

In 2022, we will all have to remain flexible and look for opportunities in a changing world of tourism. Nevertheless, **PATA Germany Chapter**, its members and partners can plan more concretely than a year ago. We will once again complement our digital offers and in particular offer solutions that allow us to communicate more directly with end consumers. At the same time, we have learned that face-to-face events are difficult to replace when direct and personal exchange is required. And this is more true in 2022 than ever before.

NEW MEMBERS

Despite the Corona pandemic, we have welcomed a number of new members since 1 January 2021.These include Sri Lankan Airlines, Selected Luxury Representation and Tourism Fiji.

NEW OFFERS 2022

In 2022, PATA Deutschland e.V. offers a broad portfolio of events and B2B training formats. One topic in particular concerns us: direct marketing and sales are important tools for many of our members. They are particularly affected by the cancellation of the big consumer fairs. In January, we will develop a digital content marketing offer that closes this gap and helps to promote our destinations and tourism products on high-traffic news sites to the relevant target groups.

Michael Metzner, Martin Klug, Helmut Kutzner and Christine Parnet (from left): The board of PATA Deutschland e.V. at the Asia-Pacific event in Berlin in October 2021. The association's annual general meeting took place simultaneously.

ACTIVITIES IN DETAIL

DIGITAL OFFERS

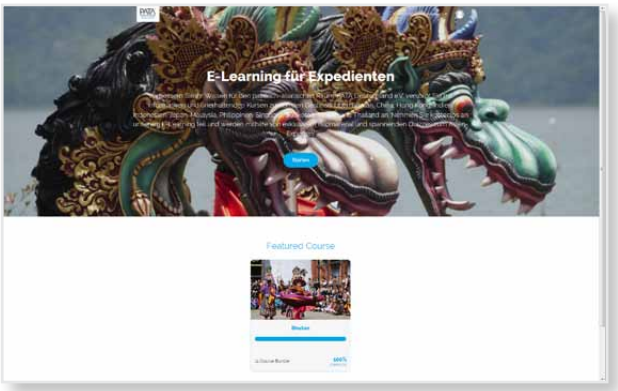
NEW: ASIA PACIFIC CONTENT MARKETING

PATA Germany Chapter is consistently expanding its digital offers. For 2022, we are currently preparing a content marketing campaign in cooperation with a northwest German publishing house. With this campaign, we want to offer our members and especially our tourist offices and tour operators a new opportunity for direct marketing and sales. The concept is to set up a digital travel portal in the service area of regional newspapers with a wide reach in north-west Germany and at the same time to use a partner to advertise on relevant news and information sites, e.g. spiegel.de, stern.de or t-online.de.

Included for sellers: Full service. Planning, implementation and documentation of the campaign.
Costs: from approx. 5,000 EUR, details tba.
Suitable for: All members who want to build up reach in the relevant consumer target groups in the PATA Germany network and/or want to sell products directly.

PATA GERMANY E-LEARNINGS

In spring 2020, PATA Germany e.V. launched 13 destination courses on a new online e-learning platform. In January 2021, new courses from EVA Air and Samoa Tourism Authority have been launched online, with more in the pipeline: We are on track to develop the PATA website into a knowledge platform for the Asia and Pacific tourism destinations. Additionally, all courses serve to certify and re-certify travel agents as „Asia specialists".



Included: Joint development of an e-learning course of 30 slides plus roll-out and hosting, duration of at least one year, promotion and marketing of the e-learning course.
Costs: from approx. 2,800 EUR. We will provide you with a tailor-made offer.
Suitable for: All members who want to train travel agents and other professionals about their company, brands, products and news in the form of an e-learning.

NEW: WEBINARS

Webinars have become particularly popular in the tourism industry since April 2020. PATA Deutschland e.V. is now making its platform and network available to all interested members. For the preparation, promotion and roll-out of a webinar we need about three weeks. We can offer webinars to individual members or to several members.

Included: Preparation, promotion and roll-out of the webinar, follow-up.
Costs: 200 EUR per partner. Maximum of four partners per webinar.
Suitable for: All members who want to train travel agents and other professionals in the form of a webinar about their company, brands, products and news.

ACTIVITIES IN DETAIL

WORK ON BEHALF OF THE PATA GERMANY CHAPTER

Membership in PATA Germany Chapter is associated with a number of free benefits. In 2022 new extra benefits will be added.

Digital expert panels

PATA Germany Chapter and its members, partners and friends have tremendous tourism expertise that can help the industry to flank the recovery of tourism of the next two years with expertise and make decisions planable. Therefore, we will organize irregular and situational tourism expert panels on pressing issues from 2021 onwards.

Newsletter to travel agencies and media representatives

Twelve times a year we send an electronic newsletter to about 600 media contacts from Germany, Austria and Switzerland and to more than 22,000 travel agency and industry contacts.

The content includes general information on tourism in the region as well as specific Asia-Pacific related news from the full members of PATA Germany Chapter. In addition, there is a separate section where all PATA members can post PEPs to increase the attractiveness of the newsletter, which thus represents an added value for colleagues in the travel agency.
This service is free of charge for full members of PATA Germany Chapter

The order of submission, the number of previous publications as well as the relevance of the submissions decide on the publication.

Website

Our website, which was relaunched in 2018, is increasingly becoming an attractive platform full of information for travel agents, travel professionals and journalists as well as members. The latter have the opportunity to present themselves free of charge with a profile, their logo, contact details, their products, pictures and short videos as well as links to their own website. Through our website, we promote and manage our events such as trainings, roadshows, trade fairs and live seminars as well as our e-learning courses with their own registration form. In 2022 we will translate relevant parts of the website into English.

Social media

We were able to increase the number of followers on Facebook of PATA Germany Chapter. again in 2021! We announce our events on Facebook, report on our numerous activities and bind our travel agents to our Facebook page with competitions during the live seminars, among other things. Posts from PATA Germany Chapter reached up to 6,500 interested people every week during the 2019 live seminar in Vietnam. All members have the opportunity to link their own presence to the PATA Facebook page. At the same time, they can have video material embedded in PATA Germany Chapter's Youtube channel free of charge.

TRAVEL AGENT TRAININGS / EVENTS

The heart of the activities of PATA Germany Chapter are networking events, training courses and other events that bring our members together with travel agents, travel agencies and other travel experts in Germany, Austria and Switzerland. In 2021, the association is again expanding its digital formats. At the same time, PATA Germany Chapter plans to resume live seminars.

ROADSHOWS

One of the central marketing activities offered by the association to its members is the training of expeditors. The experience of the past years has shown that a mixture of larger and medium-sized cities is very attractive for our partners.

In 2022, we will again offer two roadshows leading from the North Sea to the Alps. At the request of our members, we are bringing forward the first roadshow from June to May 2022.

The trainings with a proven concept take place as pure evening events and are usually attended by 40 to 70 travel agents per event - depending on the size of the city or the catchment area. The target group: travel agency staff (maximum two participants per office) from the respective city and its catchment area.

SPRING ROADSHOW

When: 16th – 19th May 2022 in:
Wiesbaden, Mannheim, Ludwigsburg, Augsburg

AUTUMN ROADSHOW

When: 19th – 22nd September 2022 in:
Essen, Münster, Hannover, Bremen

Participants: Maximum of 13 presenters/130 minutes of presentation, ca. 40-70 travel agents per event.

What´s included: Complete organization of the event and invitation management, your booked presentation time, participation travel mart, digital product brochure, support and presentation by PATA Germany branch office, catering, follow-up.

Costs: approximately between 2,390 EUR for 10 minutes presentation and 3,990 EUR for 20 minutes presentation. Travel mart only and brochure distribution only are also still possible.

Suitable for: All members who want to reach out to travel agents in major cities in Germany.

PATA Roadshow in Stuttgart in November 2021

ASIA PACIFIC WORKSHOPS

The Asia Pacific Workshops are short and to the point, and draw on a round table concept. They offer the presenters the opportunity for direct contact with the travel agents. For organizational reasons, the workshops are limited to a maximum of eight presenters and 44 travel agents. Prices for participating members are expected to be approx. 800 EUR in 2022, depending on the number of presenters.

When: 3-4 events in 2022

Where: Berlin, Leipzig and **Dresden**

Maximum of eight presenters,
maximum of 44 travel agents

Included: Complete organization of the event and invitation management, digital product folder, support/moderation of the event by the PATA branch office. Catering, follow-up.

Costs: 800 euros per event.

Suitable for: All members who appreciate an intensive workshop character and want to reach travel agents in less frequented medium-sized cities.

PATA CULINARY SESSIONS

The way to a man's heart is through his stomach. And eating together connects people all over the world. The PATA Culinary Session picks up on this idea - members train travel agents, people exchange ideas and eat together. Depending on the venue, we offer the Culinary Session as a themed dinner or as a cooking event. A fine dining concept is also possible. The event „Asia Pacific meets Westphalia" will take place in 2021 as a Culinary Session.

When: 3-4 events in 2022

Where: Bielefeld, Wien, Köln and **München.**

Maximum of six presenters of 15 minutes each,
approx. 20 - 30 expedients

Included: Complete organization of the event and invitation management, digital product folder, recipe folder for the expedients, accompaniment/moderation of the event by the PATA branch office, catering, follow-up.

Costs: between 600 and 1,000 (fine dining) euros per event.

Suitable for: All members who want to train travel agents in a culinary atmosphere.

Our partners at the Asia-Pacific event in Berlin.

NEW: ASIA-PACIFIC DELUXE

In 2021, we successfully celebrated the Asia-Pacific event in Berlin with 150 travel agents and partners. In 2022, at the request of our members, we are putting a new focus on luxury travel in Asia and the Pacific region. Two to three events in our Culinary Session series will be dedicated to this topic. In an adequate setting, with „hosted tables" and selected travel agencies.

When: 2–3 events 2022

Where: Vienna, Cologne, Munich

Maximum of six partners of 15 minutes each, approx. 20 - 25 expedients

Included: Complete organisation of the event and invitation management, digital product folder, recipe folder for the expedients, accompaniment/moderation of the event by the PATA office, catering, follow-up.

Costs: approximately 800–1,000 per event

Suitable for: All members who wish to train selected travel agents in an extraordinary atmosphere.

PATA LIVE SEMINAR

In 2018 and 2019, our new live seminars in Bali and Vietnam were a huge success! We provided sustainable training for 120 travel agents on site and, especially in times of the Corona pandemic, many still remember the exciting time in Asia. Today, between the fourth wave and booster vaccination, we are planning new live seminars for summer and autumn 2022 with cautious optimism.

Sri Lanka & the Maldives, Bali, Australia - one may still dream! And indeed, as far as we can realistically be today, we are in the planning stages of the live seminars. Should the situation continue to improve, we can organise such a seminar in Asia or the Pacific region within eight weeks.

Our services: Planning of Live Seminar and acquisition of partners. Selection of participating travel agencies together with our partners. Invitation and booking management. Organization of Live Seminar on-site. Organization and moderation of workshops on-site. Debrief.

Suitable for: Airlines, tour operators, DMCs, hotel representations, and hotels and (national) tourism organizations that seek to connect travel agents to Asia – live and in colour.

Contact us: *office@pata-germany.de*.

PATA Live Seminar 2018 in Bali.

TRAVEL FAIRS 2022/2023

The consumer fairs in January and February 2020 were the last B2C activities that PATA Germany and its members were able to unfold before the outbreak of the pandemic. And we were very happy that after the cancellations of CMT, f.re.e, ITB & Co. we were able to fly the Asia-Pacific flag with three partners at „Urlaub, Reisen, Freizeit" in Friedrichshafen in summer 2021.

As of today, in mid-December 2021, the situation is more complex again. Nevertheless, the „Reisemarkt Rhein-Neckar-Pfalz" in Mannheim, the CMT in Stuttgart and the f.re.e in Munich are planning to open their doors under 2G (vaccinated or recovered) rules and PATA Germany Chapter will be there.

In early summer 2022, we will offer participation in Photo & Adventure in Duisburg for the first time, followed by Tourisma in Bielefeld in November.

2022

Reisemarkt Rhein-Neckar-Pfalz	Mannheim	07.01.-09.01. **2022**
CMT	Stuttgart	15.01.-23.01. **2022**
f.re.e	Munich	16.02.-20.02. **2022**
URF	Friedrichshafen	16.03.-20.03. **2022**
Photo + Adventure	Duisburg	11.06.-12.06. **2022**
Tourisma	Bielefeld	25.11.-27.11. **2022**

2023

Reisemarkt Rhein-Neckar-Pfalz	Mannheim	06.01.-08.01. **2023**
CMT	Stuttgart	14.01.-22.01. **2023**
Reisen	Hamburg	08.02.-12.02. **2023**
f.re.e	Munich	15.02.-19.02. **2023**

Depending on the capacity utilisation, PATA Deutschland e.V. will provide for the above-mentioned fairs either the joint stand in sizes between 36 and 80 square metres or the association's association's own stand in a size between 15 and 21 square metres. In 2023 we will implement a new concept for the „big" stand and invite all interested members to participate in the planning.

PATA GERMANY CHAPTER ACTIVITIES | SAVE THE DATES 2022

Date	Event	Location
January		
07.01. - 10.01.	Consumer fair **„Reisemarkt Rhein-Neckar-Pfalz"**	Mannheim
15.01. - 23.01.	**Consumer fair „CMT"** (joint stand)	Stuttgart
February		
16.02. - 20.02.	**Consumer fair „f.re.e"** (joint stand)	Munich
March		
09.03. - 13.03.	**Trade fair „ITB"** (walking act)	Berlin
16.03. - 22.03.	**Consumer fair „Urlaub Reisen Freizeit"**	Friedrichshafen (Lake Constance)
May		
16.05. - 19.05.	**Spring Roadshow**	Wiesbaden, Mannheim, Ludwigsburg, Augsburg
23.05.	**Culinary Session** „Asia Pacifik meets Westfalia"	Bielefeld (Restaurant Mei Wei)
June / July		
10.06. od. 01.07.	**Culinary Session** „PATA goes Vienna"	Vienna
11.06. - 12.06.	**Consumer fair „Photo+Adventure"**	Duisburg
week 25	**Live Seminar Sri Lanka & Maldives** (in planning)	Sri Lanka, Maldives
September		
19.09. - 22.09.	**Autumn Roadshow**	Essen, Münster, Hannover, Bremen
21.09. / 22.09.	**PATA Workshops** (zwei Abende)	Berlin, Leipzig
October		
tba.	**Live Seminar Bali** *powered by Marriott International* (in planning)	Bali, Indonesia
tba.	**Live Seminar Australia** (in planning)	Australia
November		
25.11. - 27.11.	**Consumer fair „Tourisma"**	Bielefeld
week 44	**Culinary Session „Asia Pacific-Deluxe"** (two evenings)	Cologne and Munich
week 45	**PATA Workshops** (three evenings)	Berlin, Leipzig, Dresden

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