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Pata-Travel Mart

PATA'S AMERICAS TRAVEL MART TO ATTRACT 700 DELEGATES

By: R.Ravichandran

KUALA LUMPUR, April 8 (Bernama) -- More than 700 delegates are expected to participate in the 16th annual Pacific Asia Travel Association's (PATA) Americas Travel Mart in Mexico.

PATA's Manager for Membership and Publications Khanitha Jarukirati said the four-day conference was to promote the Americas to the Pacific Asia region.

The Travel Mart themed "Selling the Americas to Pacific Asia" would be held in Mexico City from Sept 25 to promote PATA's three member countries in the Americas region, namely Canada, Mexico and the US.

"Besides promoting the Pacific Asia region, we also want to promote the Americas for mutual benefit," she told Bernama at the Putra World Trade Centre, the venue of the 50th PATA annual conference.

Prime Minister Datuk Seri Dr Mahathir Mohamad will open the five-day conference tomorrow.

The travel mart will provide participants with opportunities to network with travel related suppliers and also as a one-stop shop for all travel-related business with variety of suppliers across the three countries.

A brochure released by PATA on the Americas Travel Mart said that since Asia's economic recovery, Pacific Asia has seen tremendous growth in outbound tourists as consumers resumed their travelling habits.

"Reports have shown that North America is still the preferred tourist destination for major Asian outbound source markets," the brochure said.

Jarukirati also said that PATA would participate in about 17 travel marts and fairs throughout the year.

This includes the Arabian Travel Market in Dubai (May), The World Route Development Forum in Dublin, Ireland (September), Mediterranean Travel Fair (September), CIS Travel Market in St.Petersburg, Russia (October), Tour Salon in Poznan, Poland (October) and the World Travel Market in London (November).

Jarukirati said that PATA would set-up booths or pavillions in these travel marts and its members are invited to participate.

"By this, they can cut cost," she said.

Founded in 1951, 44 countries are members of PATA with 2,000 members coming from the public and private sector such as airlines, airports, cruise liners, hotels, universities and tour operators.

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