

The logo for PATA (Pacific Asia Travel Association) is centered on a white background. The word "PATA" is written in a large, bold, black sans-serif font. A blue curved line sweeps across the bottom of the letters 'A', 'T', and 'A'. Below the word "PATA" is a thin blue horizontal line. Underneath this line, the full name "Pacific Asia Travel Association" is written in a smaller, black, sans-serif font. A registered trademark symbol (®) is located to the right of the word "PATA". The background of the entire image is a light gray grid with various colored network diagrams (blue, purple, red, yellow, green) consisting of nodes and connecting lines, suggesting a global or interconnected theme.

**PATA**®

**Pacific Asia Travel Association**

MELISSA BURCKHARDT

MANAGER – MEMBERSHIP RELATIONS

PATA



# PATA BUILDS YOUR



BUSINESS



NETWORK



PEOPLE



BRAND



INSIGHT

Engaging since 1951




WHY DO YOU  
TRAVEL?



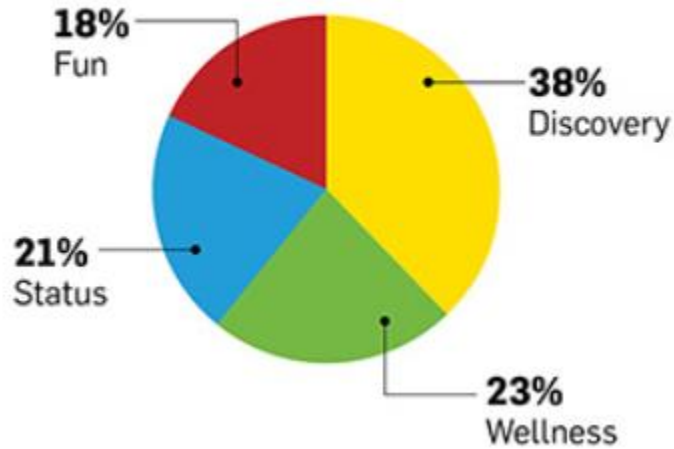
69% of global travelers – of all age groups – are planning to try something new  
*(TripBarometer)*

55% of leisure travelers take just 1-2 vacations a year, and put a lot of thought into planning these trips  
*(Google/Phocuswright)*

A world map is shown in the background, with the Asia Pacific region highlighted in a light blue color. The rest of the map is in a darker blue. The text is overlaid on the map.

**More than 1.5 billion** people across Asia Pacific now use social media on a monthly basis, with **95%** of them accessing platforms via mobile devices – **the highest ratio in the world**

## Top motivations for travelers to create and share visual content on social networks



**Discovery**  
Travelers want to share experiences they believe are unique and "off the beaten track."

**Wellness**  
Travelers were keen to share their process of unwinding and recharging with their followers.

**Status**  
Particularly in the case of Instagram, these images are aspirational, extremely high quality and creatively engaging.

**Fun**  
Users enjoy showcasing their most entertaining experiences online for everyone to see.

54%

Famous landmarks, cities or big events

44%

Urban hidden gems

40%

Parks, mountains or forests

34%

Ocean, pool or blue skies; bodies of water; tropical props

27%

Mother Nature

Sunsets (25%), living the high life (21%), view from the sky (20%), posing with friends/dining, shopping and eating like a local (17%)

CHALLENGE



# DESTINATION MARKETING DONE RIGHT



A person wearing a red shirt and a traditional conical hat is seated on a wooden boat in a pond filled with lotus leaves and flowers. The scene is captured in a slightly dim, natural light, with the person's reflection visible in the water.

# MEKONG MOMENTS

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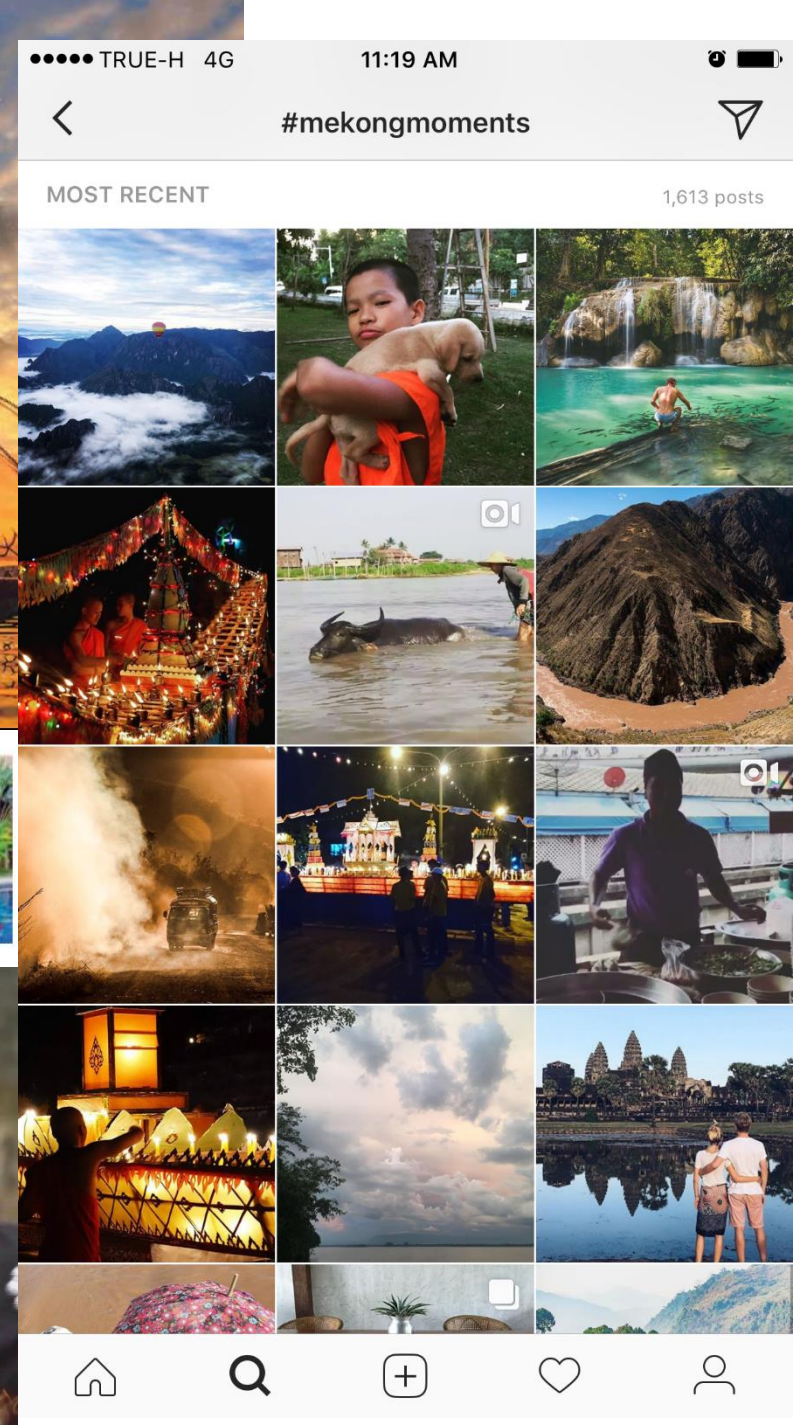
MEKONG TOURISM COORDINATING OFFICE



This is a video clip. Watch it [here](#).

“Our goal is to build capacity for the travel industry in the Greater Mekong Sub-region. *Mekong Moments* is accessible to everyone, experiences of all sizes and shapes from individual tour guides to international hotel chains.”

**Jens Thraenhardt**  
Executive Director  
Mekong Tourism Coordinating Office





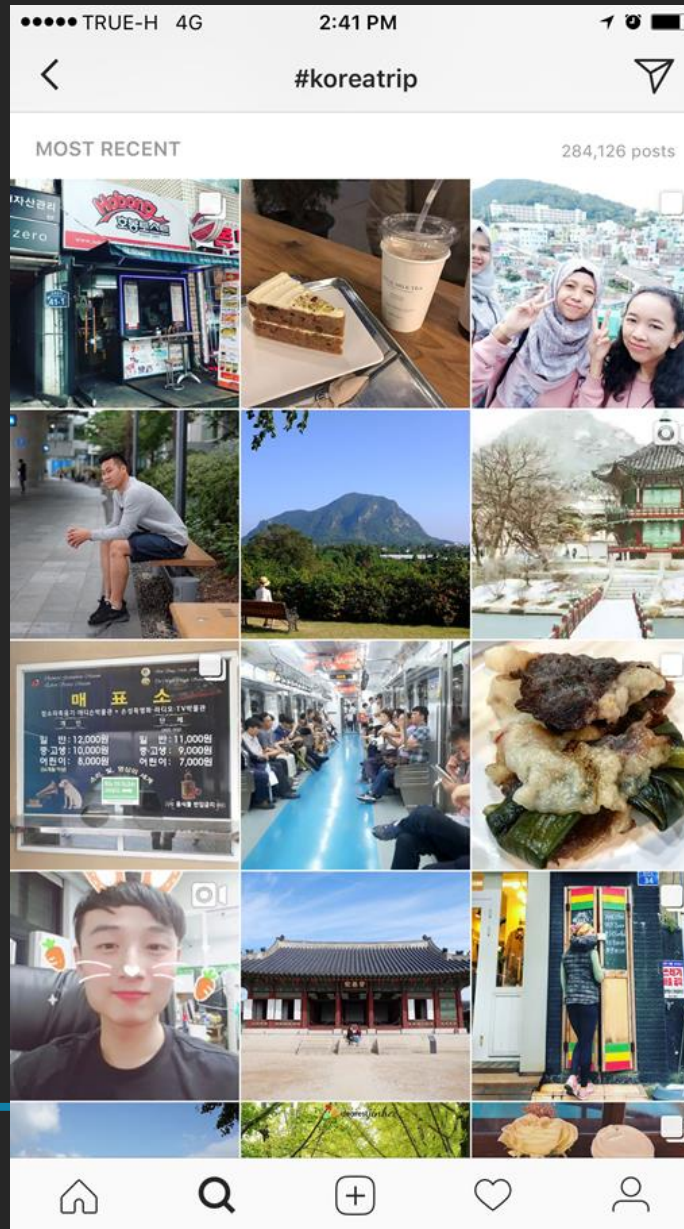
# KOREA VISITS YOU

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KOREA TOURISM ORGANIZATION

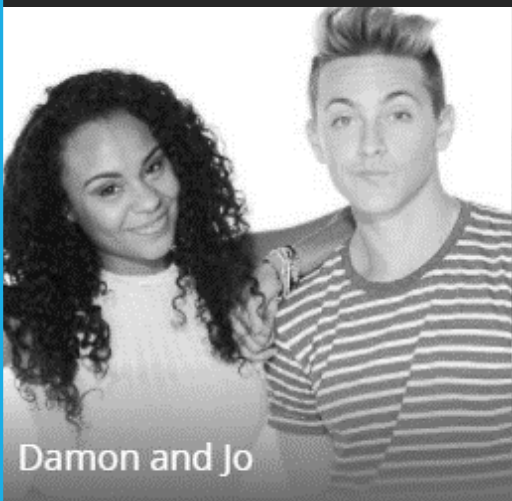
#koreavisitsyou  
 #koreatrip  
 #korealife  
 #koreafood  
 #koreastyle

- **7,793,827 people** from **135 countries** visited the campaign site
- **186,169 new posts** generated in SNS using 5 campaign hashtags
- **20% increase** in number of Korea trip related hashtags





BE CURATORS,  
NOT MARKETERS



Damon and Jo



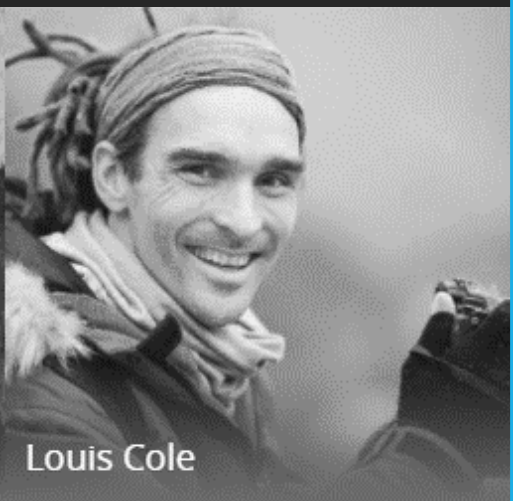
Johnny Jet



The Planet D



Chris Burkard



Louis Cole



Brian Kelly



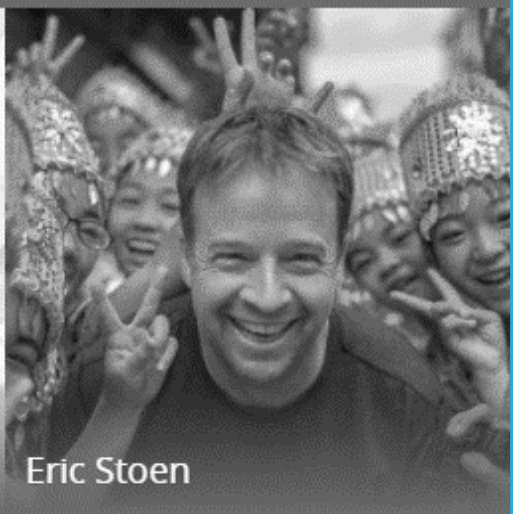
Kate McCulley



Murad and Nataly Osmann



Kiersten Rich



Eric Stoen

**/ TRAVEL / TOTAL REACH OF THESE 10 INFLUENCERS**

**10,945,263**  
Instagram Followers



**1,549,587**  
Twitter Followers

**2,491,371**  
Facebook likes



**2,617,482**  
Youtube Subscribers

**TOTAL REACH:**  
**17,419,000**



A vibrant, busy street scene in Hong Kong, likely in the old town area. The street is lined with multi-story buildings covered in a dense array of colorful signs and advertisements. Visible signs include 'HSBC 滙豐' (HSBC), '新斗記 XIN DAU JI', '3座九龍中心', '德成大藥房 TAK SHING PHARMACY', and 'HENDERSON'. The street is filled with pedestrians, some carrying shopping bags, and a white car is visible on the left. The overall atmosphere is one of a bustling, historic urban environment.

# #DISCOVERHONGKONG 'I NEVER KNEW' HONG KONG STORIES

HONG KONG TOURISM BOARD

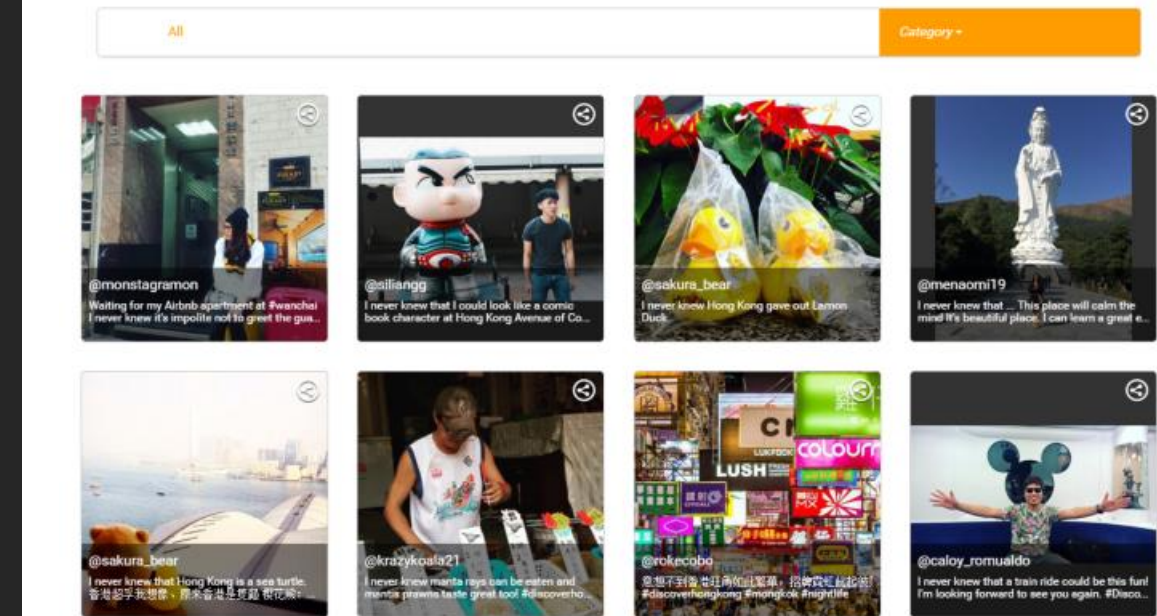
IN PARTNERSHIP WITH RAZORFISH HONG KONG



This is a video clip. Watch it [here](#).

"Being the first Asian tourism board pioneering a partnership with world's top influencers to promote destination, HKTB is at the cutting edge of social media by embracing the concept of "Social First" to inspire travelers with powerful and unconventional content and perspectives. In this way, we can effectively reach a wider audience in more meaningful and impactful ways."

**Anthony Lau**  
Executive Director  
Hong Kong Tourism Board





# IT'S MORE FUN IN THE PHILIPPINES

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PHILIPPINE DEPARTMENT OF TOURISM  
IN PARTNERSHIP WITH BEAUTIFUL DESTINATIONS



This is a video clip. Watch it [here](#).

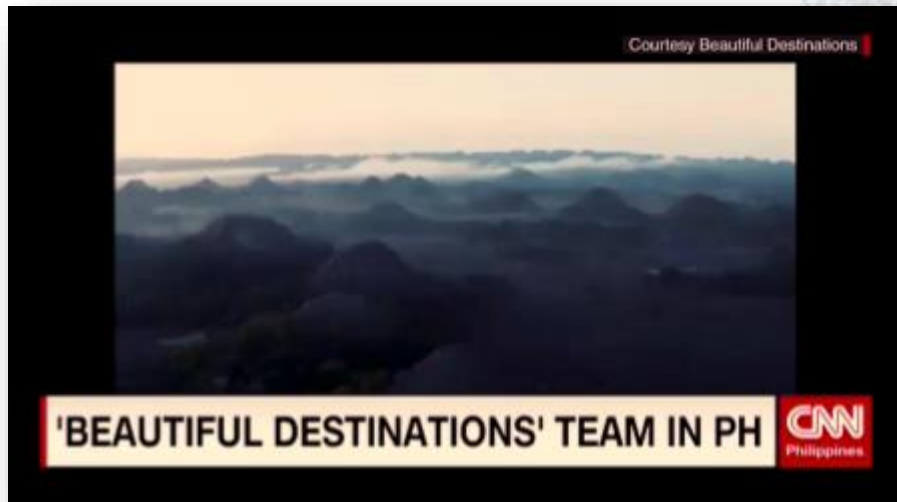
# 'Beautiful Destinations' visits PH, promotes tourism in Instagram

BY THE MANILA TIMES ON MAY 21, 2016

LIFESTYLE

Like 9 Share

The Department of Tourism (DOT) is bringing in to the Philippines five of the biggest travel influencers from Beautiful Destinations, an award-winning creative technology agency that built the largest travel and lifestyle portfolio on Instagram and Snapchat.



“The jaw-dropping content created for us by Beautiful Destinations, combined with their unparalleled global following dramatically raised the profile of the Philippines around the world and was **the most successful digital partnership we have ever done.**”

If we had aired even just a 10-second TV commercial in the continental U.S., it would have cost \$2 million a day just to get that kind of exposure.”

**Ramon Jimenez**  
former Tourism Secretary  
Philippine Department of Tourism

Source: as quoted from CNN interview regarding partnership



# EMBRACE THE POWER OF INFLUENCERS



# JUST ANOTHER DAY IN WA

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TOURISM WESTERN AUSTRALIA





This is a video clip. Watch it [here](#).

“By reframing a perceived weakness and harnessing local love, positive results can be achieved.”

Tourism Western Australia

## EXPLORE ALL MOMENTS



### MOMENT

real people real stories

**“WE KNEW THAT WAS THE PLACE TO GO”**

I was amazed by how many kangaroos we were seeing, wandering around and eating the seaweed on the beach.



### MOMENT

real people real stories

**“IT WAS A MORNING THAT MADE US SMILE”**

Perched on top of the Baxter Cliffs part way along the Great Australian Bight, we looked out as we sipped on our morning coffee.



### MOMENT

real people real stories

**“I’LL NEVER FORGET THE PICTURESQUE COLOUR OF THE OCEAN”**

This shot was taken just west of Esperance. Apart from one other on the beach that day, we had it all to ourselves.

## #JUSTANOTHERDAYINWA





# BUILD A COMMUNITY BRAND

# CITY OF BUENOS AIRES

SMARTVEL

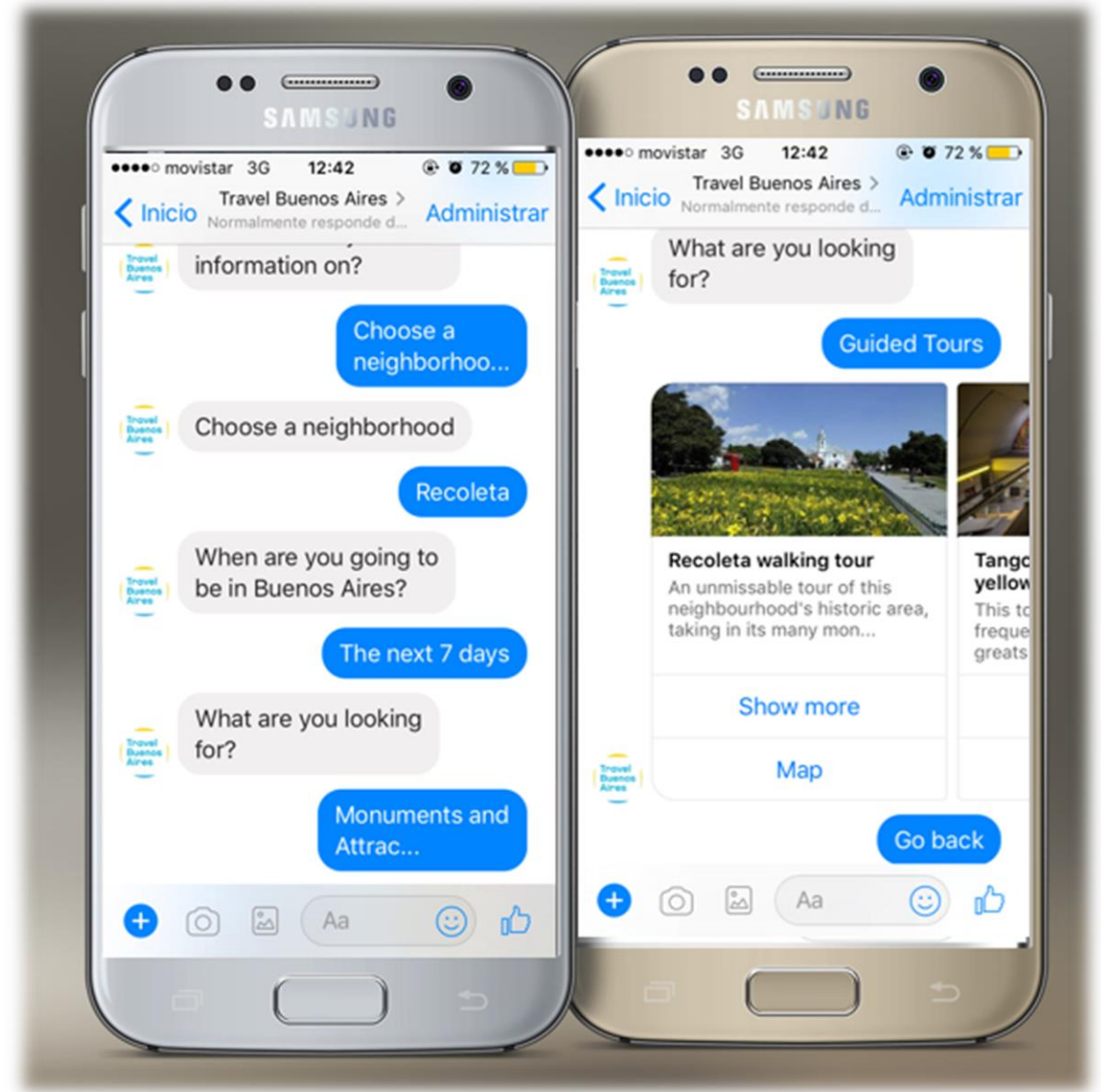


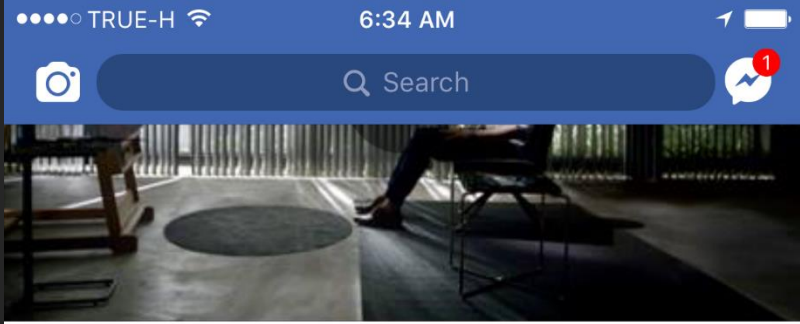
“We found a simple and rapid solution to a question that many destinations face: **how do we efficiently manage all the dynamic content your city has to offer?**”

Alfredo Fragueiro  
Director of Tourism  
City of Buenos Aires

66% of visits made outside Buenos Aires, during the inspirational phase of the trip

34% of visits made in-destination, from locals or tourists





61.2K 762 Comments 2.3K Shares 3.3M Views

Like Comment Share

Dimple Alcantara and Janet Heuer have visited places in Taipei.



### See What Your Friends Did in Taipei

Melissa, a few of your friends have been to Taipei. See what they got up to while they were there.



Explore City >

Mimi Cui Taneo added 3 photos and a video to the album: 🍌🍌🍌.



# Taipei

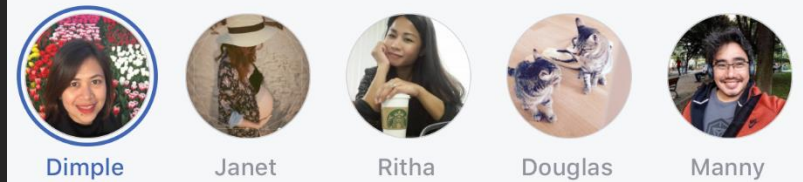
27° 7:34 AM

Like Check In Save

Suggestions Saved



### Places Your Friends Have Been



Dimple



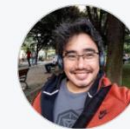
Janet



Ritha



Douglas



Manny



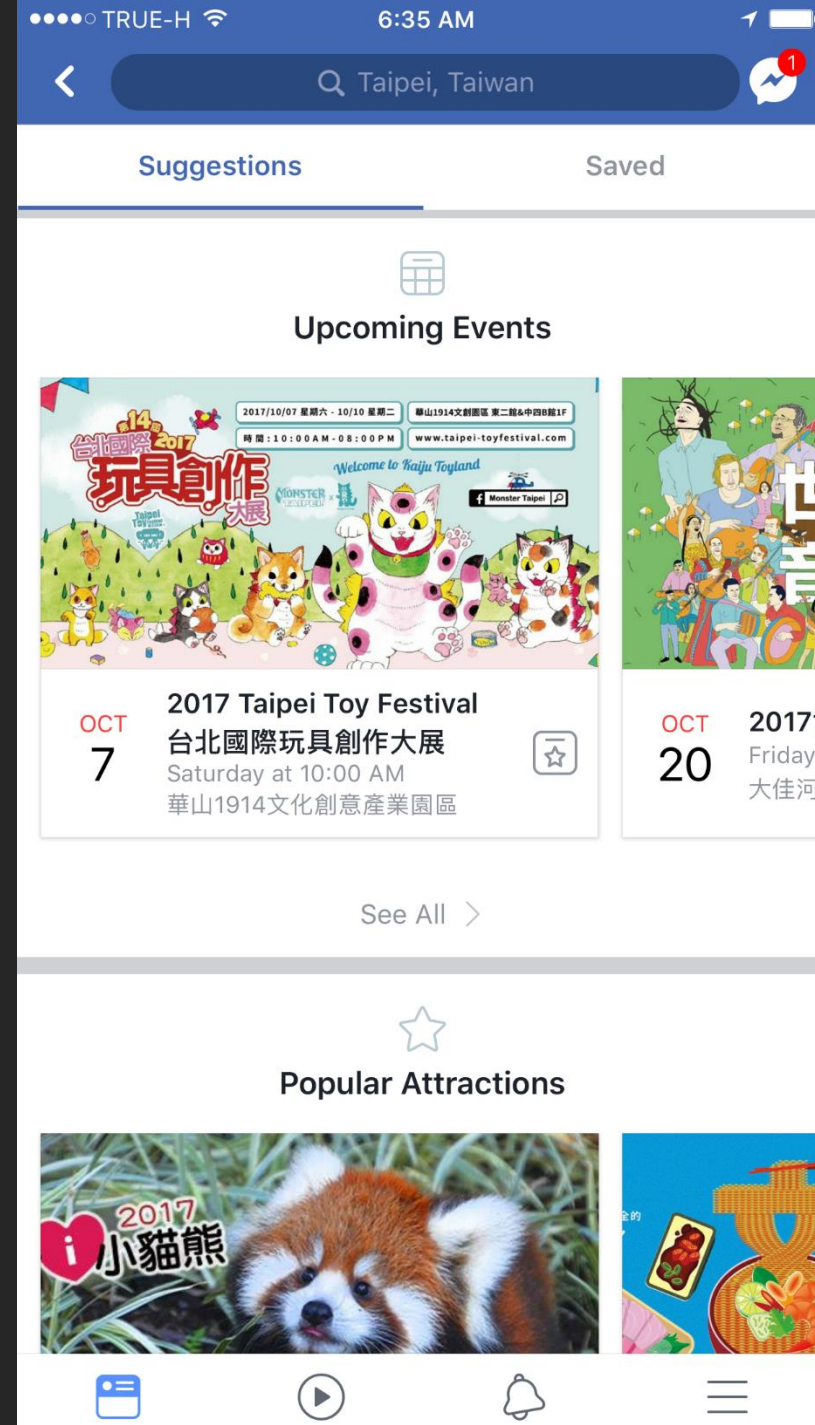
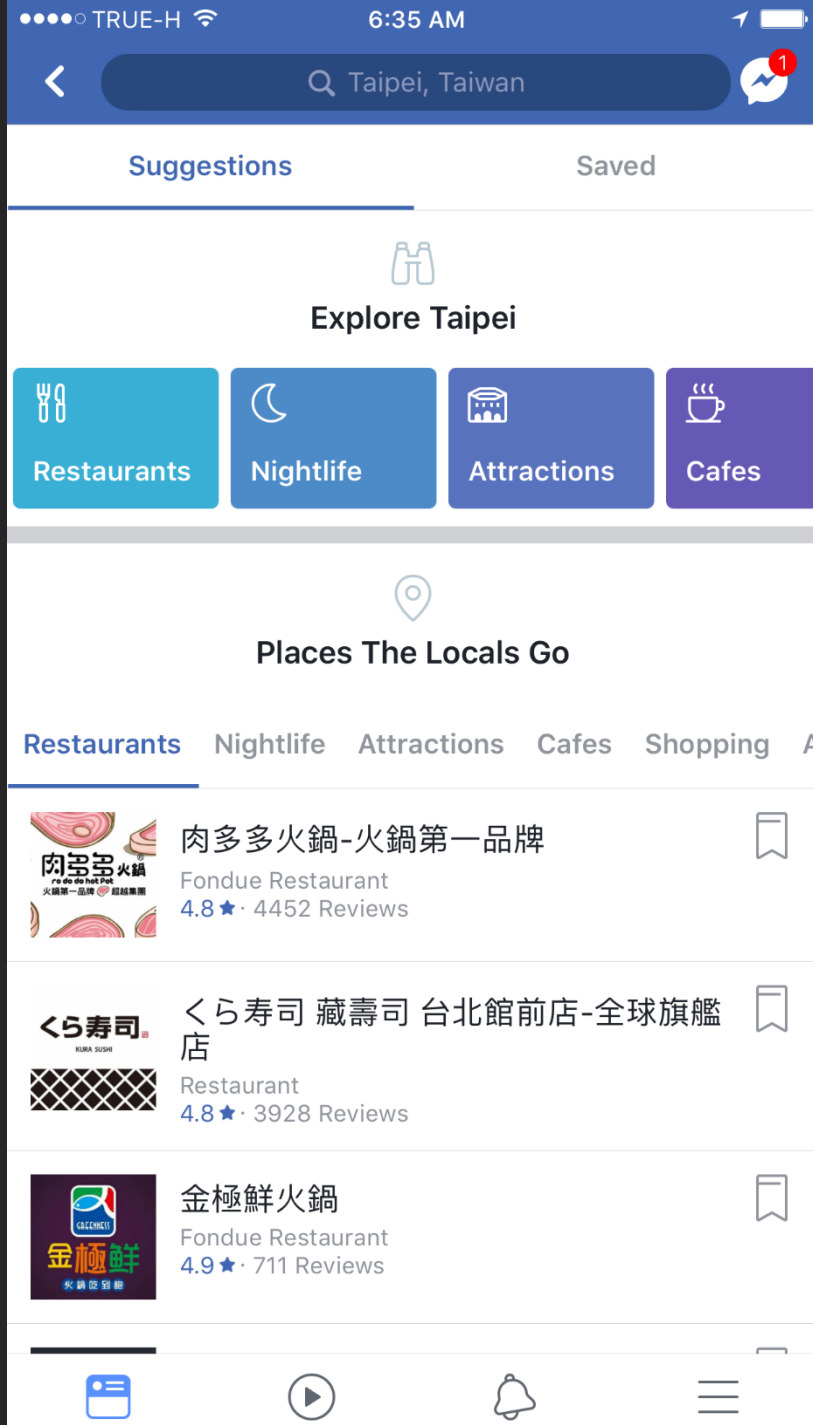
### Modern Toilet Restaurant 便所主題餐廳

Taiwanese Restaurant  
4.2 ★ · 9617 Reviews



Dimple visited in September 2016 · See Post









USE INNOVATIVE TOOLS  
TO YOUR ADVANTAGE





**PATA**®

**Pacific Asia Travel Association**

**THANK YOU**

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