

"Explore Beyond Tourism - Celebrate Happiness" February 4-6 Royal Banquet Hall, Thimphu, Bhutan











TRAVEL

























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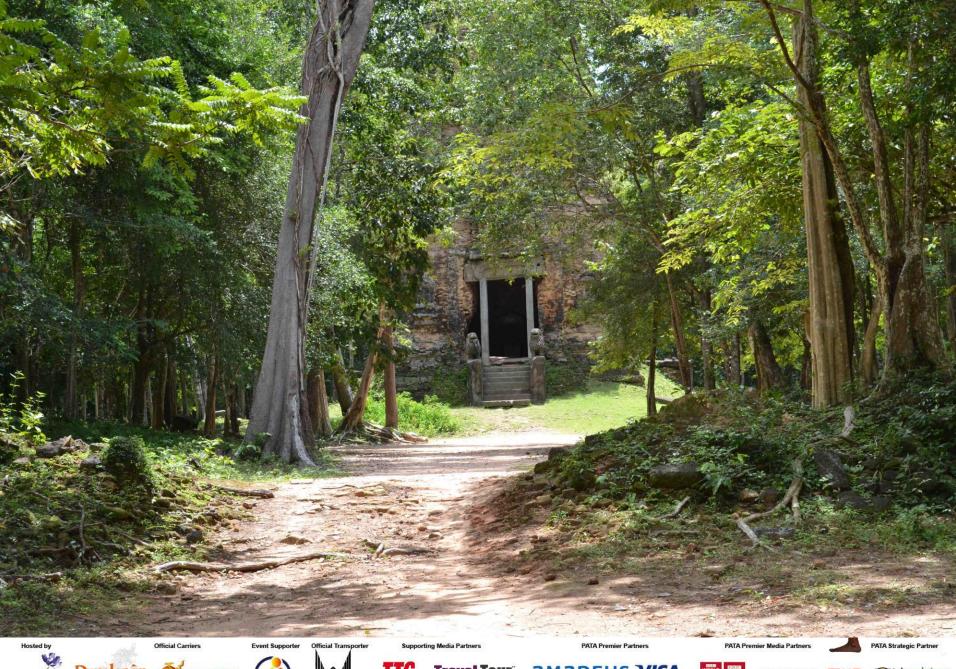


































































































































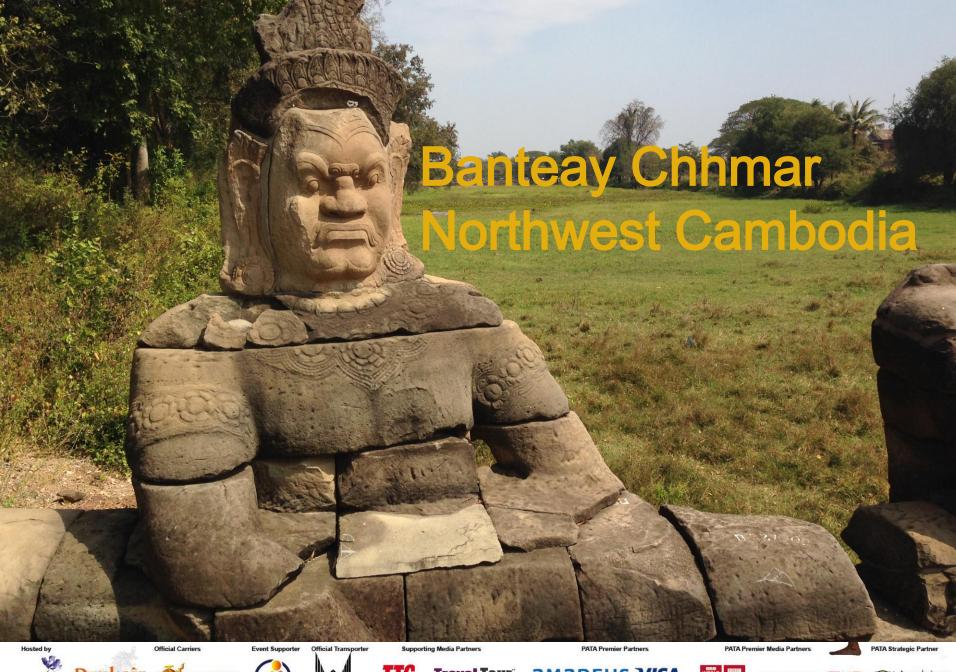








































































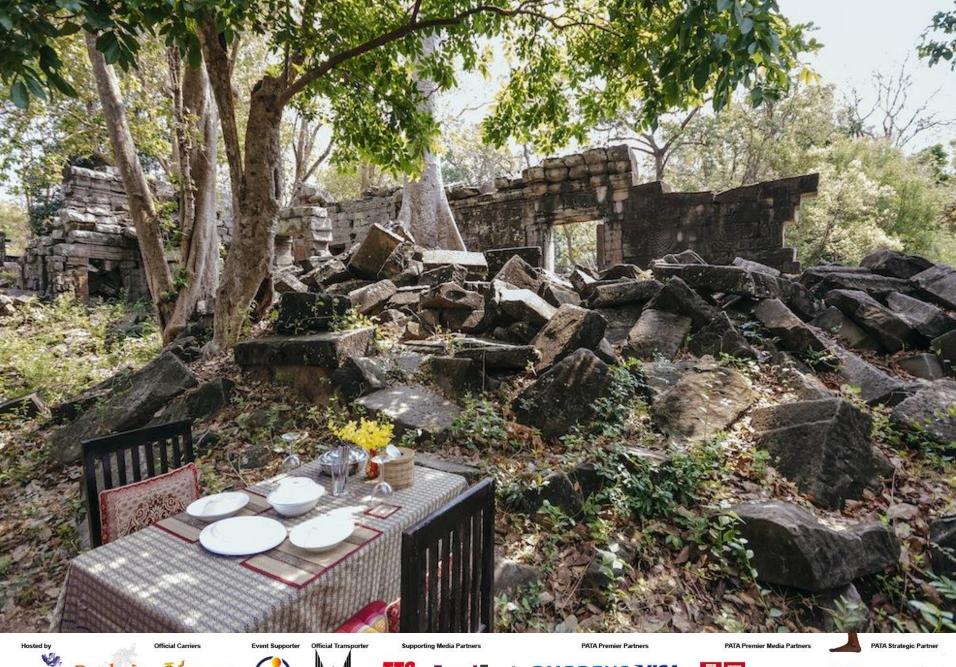














































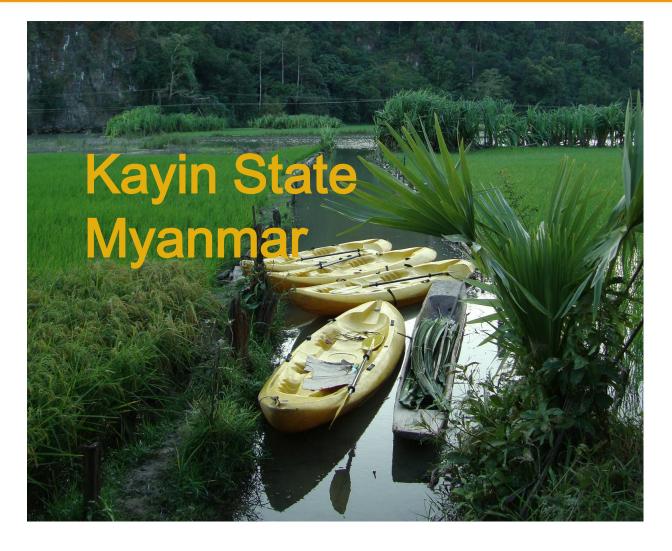








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FORTUNE TIME





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Pacific Asia Travel Association

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Critical Success Factors

- Provide services for a wide audience
- Location is key
- Commercial involvement of the community
- Buy in from your team
- Support by travel trade
- Ongoing marketing
- Continuous monitoring and development



























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