

# PATA TRAVEL MART 2016

September 7-9  
Indonesia Convention Exhibition (ICE)  
Greater Jakarta,  
Banten Province, Indonesia



Hosted by



Ministry of Tourism  
Republic of Indonesia

# PATA TRAVEL MART 2016

PATA Travel Mart (PTM) is the Association's signature event and Asia Pacific's premier travel trade show featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their network and build or maintain existing relationships.

## WHY JOIN PTM? /



Asia-Pacific is one of the most dynamic and rapidly growing travel market places in the world.



### **Maximise business opportunities**

Two full days of over 10,000 pre-matched appointments facilitated through PATA's custom business matching software.



### **Meet the industry's A-list buyers**

Exclusive access to the 300+ community of qualified hosted international buyers.



### **We bring the world to you**

Engage with more than 1,000 delegates from over 60 tourism destinations across the globe.



### **Exciting side events for networking**

Socialise throughout PTM at the Network Lounge, dinner receptions, late night functions and during the complimentary tours.



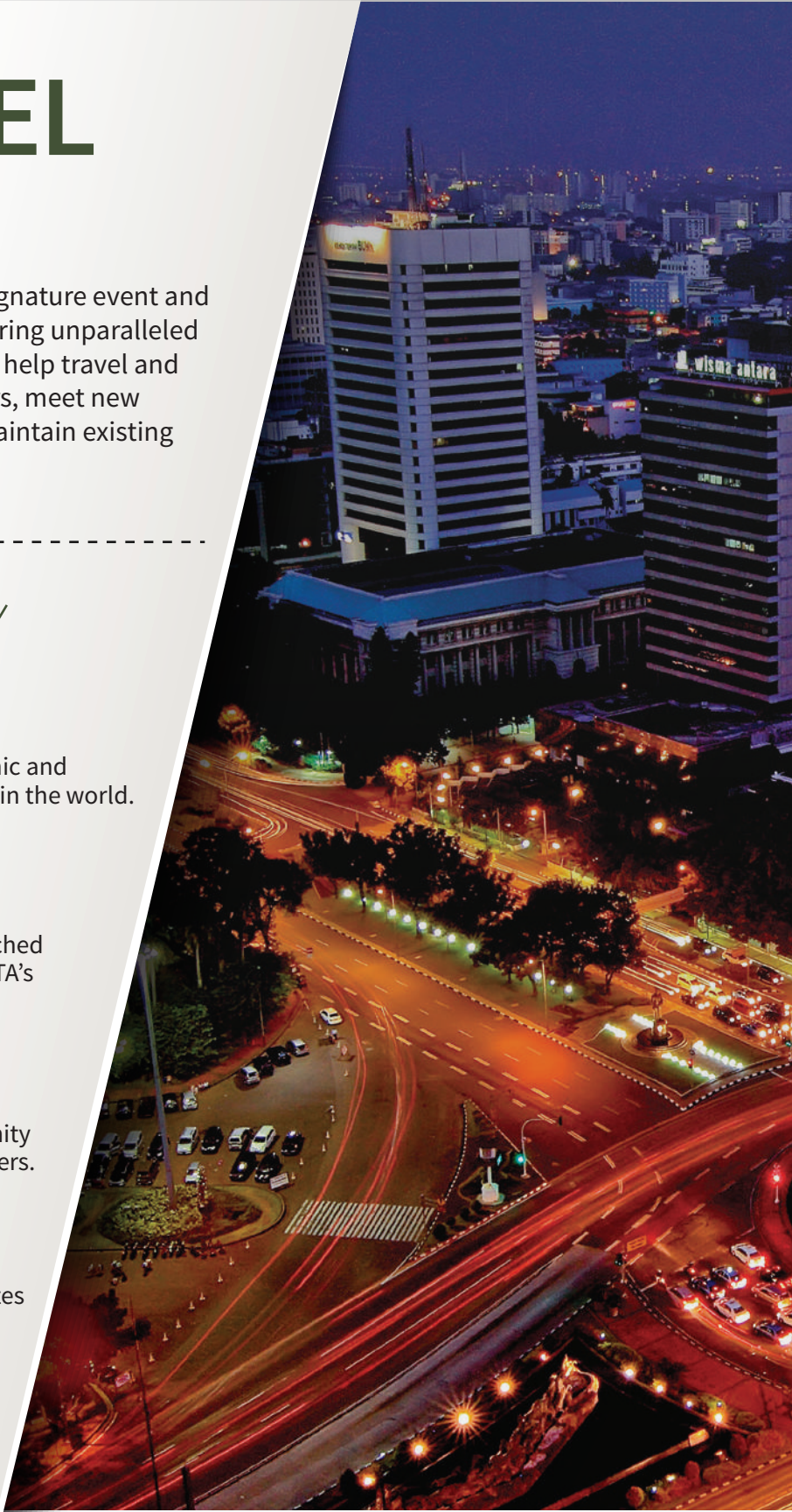
### **Cost effective**

Special airfare and accommodation rates are available to all participating delegates.



### **Learn something new**

The event offers fresh perspectives on topical issues through PTM Forums and PTM Talks.



## EXPERIENCE A NEW DESTINATION

Unlike other travel trade exhibitions, PTM offers delegates a different host destination each year, uniquely showcasing the diversity of destinations across Asia-Pacific while bringing together a new set of buyers and sellers to every show.

PTM 2016 takes place at the Indonesia Convention Exhibition (ICE) and is kindly hosted by the Ministry of Tourism, Republic of Indonesia in partnership with Banten Province and PATA Indonesia Chapter.

# BANTEN

Situated in Tangerang, Banten, only 30 minutes away from Jakarta's Soekarno-Hatta International Airport, ICE is Indonesia's biggest convention and exhibition centre with eco-friendly and energy-efficient features. The surrounding province of Banten enjoys rich cultural heritage and pristine natural resources - from the archaeological remains of the Islamic Banten Kingdom to secluded islands and landscaped resorts, including spectacular golf courses.

## PLAN YOUR VISIT

ICE is located in Bumi Serpong Damai, or BSD City, one of the most advanced planned cities in Jakarta and features a range of lifestyle amenities including numerous 3- and 4-star chain hotels.

The centre of Jakarta can be reached in 40 minutes via Jakarta-Merak toll road, while Soekarno-Hatta International Airport is only 30 minutes away. With its dedicated train station, the city is part of Jabotabek's rail network. The TransBSD feeder bus lines in the city link into the bus-way lines that cross the region.

## KEY ATTRACTIONS IN BANTEN

### TANJUNG LESUNG

Boasting a 15km shoreline, this unspoiled and serene peninsula offers some of the most beautiful beaches on Java, including access to a range of natural attractions, adventure travel activities and plenty of luxurious facilities.



### OLD BANTEN COMPLEX

As the former capital of the Banten Sultanate, a once-thriving Islamic kingdom and prominent trading centre, this archaeological site offers many historical attractions from the Kaibon Palace to the Grand Mosque of Banten.



### UJUNG KULON

Listed as a UNESCO World Heritage Site, this national park stands as an outpost of prime rainforest and untouched wilderness featuring one of the world's most pristine natural eco-systems of flora and fauna, boasting virgin beaches and healthy coral reefs.



## TENTATIVE PROGRAMME

**September 6**  
(Tuesday)

Booth Setup & Decoration  
Registration

**September 7**  
(Wednesday)

Booth Setup & Decoration  
Registration  
Half-day Complimentary Tour  
Welcome Dinner Reception hosted by Ministry of  
Tourism of the Republic of Indonesia

**September 8**  
(Thursday)

Seller-Meet-Buyer Open Hall Session  
Business Sessions  
Social Hour at Network Lounge  
Dinner Reception & Late Night Function

**September 9**  
(Friday)

Trade Visitor Registration  
PTM Talks  
Business Sessions  
Social Hour at Network Lounge  
Dinner Reception

**September 10**  
(Saturday)

Departure/Post-Mart and  
Optional Tours

The programme is subject to change.  
Please visit [www.PATA.org/mart](http://www.PATA.org/mart) for Online Registration  
or email [PTM@PATA.org](mailto:PTM@PATA.org) for programme updates.

# PROMOTE AND SHOWCASE YOUR BUSINESS /

## EXPERIENCED SELLERS

Our previous event featured approximately 500 seller delegates from 30 destinations, ranging from Asia Pacific's leading travel companies to emerging small and medium-sized enterprises.



- 19%** Accommodation
- 1.5%** Airlines
- 2%** Associations
- 43%** DMC/Tour Operators
- 1.5%** Event Companies
- 3%** IT/Technology Companies
- 23%** NTO/State, City Tourism
- 2%** Transportation Services
- 5%** Others i.e. Attractions, Restaurants, Airports, Venues and Media

Our MicroEnterprise Pavilion also accommodates small companies and family businesses with 5-10 employees, a cost-effective opportunity for such sellers to enjoy exposure to an influential global audience.

“It was a pleasure meeting you too and thank you for dropping by at our stall. PATA events will be on our top agenda & we will try to participate in many of them. The mart has been a good platform for us to make new contacts.

- Ayappa Somaiah, Vice President, Splendour Holidays, India

## HOSTED BUYERS

Each buyer is selected carefully based on a continuous purchase record in the Asia-Pacific region or a strong intention to purchase, along with proven experience in the industry.



### Buyer Region

- 30%** Northeast Asia
- 18%** Europe
- 14%** South Asia
- 14%** North America
- 13%** Southeast Asia
- 4%** Middle East Africa
- 4%** Oceania
- 3%** Latin America

### Profile

- 40%** Leisure
- 5%** MICE
- 51%** Leisure & MICE
- 4%** Others/Special Interest

“It was a pleasure and an honour to take part in PTM Bangalore. It is always well-organised and very professional!”

- Mariagrazia Crotti, Weltstudio, Italy

## GAIN KNOWLEDGE AND INSIGHTS /

**PTM Talks** feature a series of 20-minute ‘power’ workshops/seminars within the main trade hall for a small group of delegates, focusing upon social media, sustainable tourism and marketing skills.

The **PTM Forum**, held alongside the buyers-seller mart, allows delegates to network and learn from highly experienced industry leaders in travel, tourism and hospitality.

## SELLER REGISTRATION

Returning sellers enjoy a loyalty discount of up to 15% if booking before March 31, 2016. Book early for prime space and priority in the matching process. Space allocation is based on a first come, first served basis.

BOOTH SPACE PRICE STRUCTURE	PATA Member	Chapter Member	Non-Member
<b>Option 1: SHELL SCHEME PACKAGE</b> <b>Minimum space requirement: 3m x 3m (9sqm)</b>			
• One 9-sqm Shell Scheme Booth <i>Includes 1 appointment set (30 appts) + 1 delegate</i>	USD 2,200	USD 3,000	USD 3,200
• Additional space: 9-sqm Shell Scheme Booth <i>Space only, no appointments and no delegates</i>	USD 1,600	USD 2,200	USD 2,300
<b>Option 2: RAW SPACE</b> <b>Minimum space requirement: 3m x 6m (18sqm)</b>			
• One 18-sqm Raw Space Area <i>Includes 2 appointment sets (60 appts) + 2 delegates</i>	USD 3,800	USD 5,400	USD 5,900
• Additional space: 9-sqm Raw Space Area <i>Includes 1 appointment set (30 appts) + 1 delegate</i>	USD 1,900	USD 2,700	USD 2,950
• Additional space: 9-sqm Raw Space Area <i>Space only, no appointments and no delegates</i>	USD 1,400	USD 1,600	USD 1,800
<b>Option 3: MICRO ENTERPRISE</b>			
• One 4-sqm Stand Display <i>Includes 14 appointments on 1st day + 1 delegate</i>	USD 1,100	USD 1,500	USD 1,600
<b>DELEGATE REGISTRATION</b> <b>Additional Delegate Fee / Person</b>	USD 500	USD 550	USD 600

## BUYER REGISTRATION

PRIMARY BUYER <small>*must agree to accept at least 30 appointments with PTM2016 sellers</small>	PATA Member	Chapter Member	Non-Member
<b>PACKAGE A</b> <i>Includes registration fees, economy class round-trip airfare to Jakarta, four nights accommodation, complimentary airport transfers and sightseeing programmes (limited to ONE Buyer delegate per organisation)</i>	USD 550	USD 650	USD 750
<b>PACKAGE B</b> <i>Includes registration fees, four nights accommodation, complimentary airport transfers, sightseeing programmes</i>	USD 350	USD 450	USD 550
<b>PACKAGE C</b> <i>Registration fees only</i>	USD 150	USD 250	USD 350
SECONDARY BUYER <small>*must be from the same buyer organisation and may share appointments with primary buyer</small>	PATA Member	Chapter Member	Non-Member
<b>PACKAGE B</b> <i>Includes registration fees, four nights accommodation, complimentary airport transfers, sightseeing programmes</i>	USD 450	USD 550	USD 650
<b>PACKAGE C</b> <i>Registration fees only</i>	USD 180	USD 280	USD 380
<b>Spouse / Accompanying Person</b> <i>Per spouse/accompanying person: includes registration fee for social functions, complimentary airport transfers and participation in the hosted spouse/accompanying person's programmes and activities.</i>	USD 100	USD 150	USD 200
OPTIONAL CLIMATE FEE	< 3 hour flight (short haul)	3-6 hour flight (medium haul)	> 6 hour flight (long haul)
<b>Your contribution to offset your carbon footprint will go to the PATA Foundation</b>	USD 30	USD 90	USD 150
ADMINISTRATION FEES (FOR SELLERS & BUYERS)	PATA Member	Chapter Member	Non-Member
<b>Late fee</b> <i>For registrations received after June 30, 2016</i>	USD 300	USD 325	USD 350
<b>Delegate name change</b> <i>For changes received after August 15, 2016</i>	USD 60	USD 70	USD 90
<b>Bank fee</b> <i>For cheque or wire remittance per transaction</i>	USD 35	USD 35	USD 35
<b>Credit Card</b>			
VISA	add 3%	add 3%	add 3%
Others	add 5%	add 5%	add 5%



PATA PREMIER PARTNER



PATA PREMIER MEDIA PARTNER



PATA STRATEGIC PARTNERS



PATA PREFERRED PARTNERS



MEDIA PARTNER



PATA ALLIANCE PARTNER



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