313 MILLION DIRECT & INDIRECT JOB OPPORTUNITIES CREATED IN 2017
LOOKING TO THE NEXT DECADE

100 million new jobs could be created

64.5 million in the Asia Pacific region

2028

How do we better prepare YTPs in this competitive arena?
Acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

In partnership with both public and private sectors to influence and drive change.
The PATA DNA.
Development & Networking Academy
• PATA educational institution members
• One lecturer as the Advisor and a minimum of 10 active members including Chairperson, Vice Chairperson, Secretary & Treasurer.

To EMPOWER YTPs for their future career development
Over 100 YTPs across the globe.

Created a PATA Youth Network consisting over 4000 youth.

Major initiatives launched focusing on young tourism professionals.

6+

2017

Total of 22 PATA Student Chapters

NEW: PATA Korea (ROK) Woosong University Student Chapter
WHY?
We believe that by getting youth **EXPOSED**, **CONNECTED & INVOLVED** with industry leaders, it **EMPOWERS** them for their future.
2017 HIGHLIGHTS
Young tourism professionals engaged in a dialogue with the CEO of AirAsia, were interviewed by BBC World News and actively participated in our conference programmes.

02 Partnerships and discounts created to enable students to attend PATA international events, participate in PATA committee meetings and other partnering events.

Exp: PATA-IGLTA Foundation Sponsorship and EDIT Programme at University of Monoa Hawai‘i

Sponsorship To NYC
In the name of Development & Networking, the PATAns DNA was created for PATAns to showcase their cool initiatives and speed-date with PATA mentors.

30 PATAns, YTPs & Students
6 Presented on stage
9 PATA Mentors
PATA-BU
HR Pitching Deck
×
.The PATA DNA.
Development & Networking Academy
PATA-MUIC Lunch Workshop
Sustainable Hospitality Businesses

. The PATA DNA. 
Development & Networking Academy
It is a challenge for future leaders that builds on the PATA BUFFET Campaign – a food waste initiative.

The winning team will be invited to present their case study during PAS 2018 in Cebu, Philippines.

Collaborations with PATA members, partners and PATAns to leverage youth empowerment.

Exp: Asia Pacific Youth Sustainable Tourism Workshop in partnership with GYLA & UNESCAP
Since 2014, over 100 youth have joined the programme.

The numbers keep growing!
don’t miss it in 2018
MARK your calendar for PATA 2019 events in Philippines & Kazakhstan

DEVELOP PATA DNA X series for students & academics to train the trainers.

JOIN our career and learning development platform for PATA member organisations to recruit PATAns and YTPs.

PARTICIPATE in sponsorships & scholarships to leverage career development opportunities.

STAY UPDATED with initiatives & awards to be launched later next year.
21st century companies are hiring those who are innovative, versatile, proactive & solution-focused.
How to get started?

ACTION 1
Join the PATA Intern Associate Programme

ACTION 2
Form a PATA Student Chapter OR join as a PATA YTP

ACTION 3
Apply for the PATA-IGLTA Foundation Sponsorship

ACTION 4
Attend PATA International Events