



# PATA<sup>®</sup>

Pacific Asia Travel Association  
CEO CHALLENGE 2016

The main title for the challenge, featuring the PATA logo in large black letters with a blue swoosh, followed by the text "Pacific Asia Travel Association" and "CEO CHALLENGE 2016" in a bold, black, sans-serif font.

[CLICK HERE FOR MORE INFORMATION](#)

An aerial photograph of a lush, mountainous landscape with a winding river and green fields. The mountains are misty and layered, creating a sense of depth. The foreground shows a small village and agricultural fields. A blue button with white text is overlaid on the bottom right corner of the image.

# PATA CEO CHALLENGE

The Pacific Asia Travel Association (PATA), in an exclusive partnership with TripAdvisor, is looking for new and emerging destinations to take part in the PATA CEO Challenge 2016. TripAdvisor will once again work with the two winning entries in developing and creating a digital marketing campaign to showcase their destination to a global audience. Each campaign is valued at US\$500,000. In addition, the winners will be honoured at the PATA Aligned Advocacy Dinner in London, United Kingdom as part of the Association's programme for World Travel Mart 2016.

The PATA CEO Challenge, launched in 2015, is an awards programme that embraces the uniqueness and diversity of different heritages, cultures, customs and nature of world destinations. Although there are literally thousands of destinations that are well known, regularly visited and experienced by world travellers there are now an even greater number of destinations that are ready to be discovered and enjoyed. They deserve to be recognised for their authenticity and beauty and PATA is honoured to highlight these new and emerging destinations in the CEO Challenge 2016.

Deadline for the submission of entries is on September 23, 2016 (Friday).



## OBJECTIVES

1. For Destinations: The PATA CEO Challenge aims to promote and enhance the number of visitors to emerging destinations. Emerging destinations refer to: second-tier/third tier cities, regions, states, provinces and nations that receive currently less than 100,000 international arrivals in a calendar year
2. For Destinations: The PATA CEO Challenge also aims to enhance tourism development in the most sustainable manner to new and emerging destinations. Each destination must therefore demonstrate how its marketing campaign contributes to the sustainable growth of tourism to the destination whilst at the same time gives economic empowerment to local communities
3. For Visitors: The PATA CEO Challenge aims to showcase new destinations, thereby offering new travel experiences to visitors
4. TripAdvisor's aim is to support emerging destinations around the world to showcase their story and myriad of tourism products to millions of travellers, enabling traveller discovery. As the world's largest travel site, TripAdvisor and its community inspire people to travel and to discover new places. Through the PATA CEO Challenge, TripAdvisor will help winning entries create compelling digital marketing campaigns to promote their unique offerings to a global audience

## GENERAL RULES

1. The PATA CEO Challenge is open to all. You do not need to be a PATA member to submit an entry
2. Your entry will be treated with complete confidentiality. However, PATA reserves the right to use collateral materials, images and videos from the winning entries for promotional purposes. Please ensure, therefore, that all images submitted are free from copyright restrictions
3. Your entry must be submitted in English. You may submit supporting materials in other languages but you must attach a full English translation

## CRITERIA

1. All entries must conform to the categories described below. Please note that national tourism organisations of any countries with less than 100,000 international visitor arrivals per year are qualified to apply
2. The applicant must present a unique story of their destination, highlighting the overall cultural, heritage, historic and natural landscape
3. The applicant must have a separate or local tourism office responsible for tourism's development and marketing promotion

## CATEGORIES

There are two distinct categories for entry.

### **1) State, region, province and country**

In addition to provinces such as Shandong, China; regions such as Northern Thailand; and states such as Queensland in Australia, entries are also accepted from nations and individual island destinations that attract less than 100,000 international visitor arrivals in a calendar year (as measured by the UNWTO).

### **2) Second tier and third tier cities**

This clearly does not include capital cities such as Bangkok, Beijing or Kuala Lumpur but does include regional cities such as Chiang Rai in Thailand, Guilin in China and Legazpi, Philippines.

## AWARDS

Two awards will be given as follows:

- PATA CEO Challenge Top Destination 2016 – State, region, province and country
- PATA CEO Challenge Top Destination 2016 – Second tier/third tier city

## BENEFITS TO WINNERS

- Digital marketing campaign to promote PATA CEO Challenge Top destination 2016 presented to the winning entry in category 1 by TripAdvisor worth US\$500,000
- Digital marketing campaign to promote PATA CEO Challenge Top destination 2016 presented to the winning entry in category 2 by TripAdvisor worth US\$500,000
- TripAdvisor will work with the winners in each category to develop a digital campaign with assets provided by the winning entrants. The winners will have the support of a dedicated team at TripAdvisor that will work with them on the planning and development of a digital marketing campaign. The winners, in turn, will need to provide their destinations tourism assets to include a compelling narrative and tourism offerings that capture the imagination of global travellers
- Winner (One representative) from each category will be presented with the PATA CEO Challenge Top Destination Award during a prestigious ceremony at the PATA Aligned Advocacy Dinner on November 7, 2016 in London, United Kingdom, as part of PATA's World Travel Market programme of activities. The presentation will be made in the presence of many international travel and tourism industry influencers and leaders
- Winners of all categories will receive exposure in the following PATA Communications channels:
  - PATA Conversations (PATA quarterly e-magazine distributed to over 20,000 subscribers)
  - PATA Voice (PATA weekly e-newsletter distributed to over 20,000 subscribers)
  - PATA press releases distributed to worldwide media
  - PATA website
  - PATA social media channels such as Facebook
- Each winner (one representative from each category) also receives a complimentary pass to the PATA Annual Summit 2017 in Negombo, Sri Lanka and PATA Travel Mart 2017 (date and venue TBC). Winners are responsible for their own travel and accommodation expenses
- The PATA CEO Challenge 'Top Destination' logo is provided to the winner in each category for use in collateral and promotional materials, websites and other communications channels

## PRESENTATION CEREMONY

- The winners' representatives are entitled to bring one accompanying person the awards ceremony in London on a complimentary basis. Travel and accommodation costs are at the winner's own expense
- Each winner receives a commemorative trophy. Additional trophies may be ordered at a cost of US\$200 net each

## HOW TO ENTER

1. Please submit your entry form, your submissions and supporting materials as a soft copy in one complete report
2. Please email your submission to [PATACEOChallenge@PATA.org](mailto:PATACEOChallenge@PATA.org)  
To email your submission, please submit one report per entry in soft copy (One complete file) to include synopsis of the destination listed below. Other supporting materials, pictures and videos should be embedded in the same report as a link to download. The file must be either a DOC or PDF file or common electronic file low resolution for review only, such as JPG and WMV. If emailed, the document must not be larger than 7MB. For documents larger than 7MB, please host it on a server and email the URL for download

### ***Synopsis of the destination (maximum 500 words) with***

- Current infrastructure and accessibility such as regional airports, ferry terminals etc.
- Key destination message/slogan
- Numbers of hotels, vacation rentals and specialty lodgings
- Numbers of restaurants offering local and international cuisine
- Tourist attractions
- Sites of special historic and cultural interest
- Destination logo
- Website URL
- Contact details of your local statutory body responsible for tourism
- Contact details for your Visitor Information Centre
- Up to 5 images and videos on YouTube or Vimeo (if any) need to be inserted in the report

**Deadline for the submission of entries is on September 23, 2016 (Friday).**

## ENTRY FEE FOR ALL CATEGORIES

- US\$250 per entry for PATA members
- US\$350 per entry for Chapter members
- US\$500 per entry for non-members
- Payment details are available on the entry form

## WINNER NOTIFICATION

All winners and non-winners will be notified on October 7 and a public announcement will be made on October 12.

## JUDGING COMMITTEE

The judging panel will comprise international travel and tourism industry experts.

Name of person submitting entry: Mr/Miss/Mrs

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Name of organisation submitting entry:

PATA member  Non-PATA member  PATA Chapter Member  Name of your chapter

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Address:

Tel: E-mail:

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Award category:

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Entry title:

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Entry fee:

Amount enclosed: US\$ (All fees must be in US dollars)

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Name of statutory body responsible for travel and tourism management and marketing

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Contact person: Email:

Address:

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Payment

  American Express  MasterCard  Others

Payment by Visa card is subjected to a 3% processing fee; a 5% processing fee is applied to payment by other credit cards.

Credit card number Expiry date

Signature Print name

WIRE TRANSFER Wire transfer date:

There is a bank charge of US\$35 payable for each payment received via wire transfer. Please therefore add the sum US\$35 per wire transfer and include your name and PATA Membership number with PATA CEO Challenge notation. All bank charges are the responsibility of the company/organisation/individual making the payment. We would also be grateful if you would notify by e-mail PATA Head office with the date and amount of the transaction and the name of the sender bank. E-mail: [PATACEOChallenge@PATA.org](mailto:PATACEOChallenge@PATA.org).

Bank Detail:

ACCOUNT NAME: Pacific Asia Travel Association  
 BANK NAME: Bank of the West  
 BANK ADDRESS: 505 Montgomery St. San Francisco, CA 94111, USA  
 ACCOUNT NO.: 032485318  
 BRANCH CODE: S.F. Montgomery Branch #773  
 ABA NO.: 121100782  
 SWIFT CODE: BWSTUS66  
 US office details: Pacific Asia Travel Association  
 C/O White & Cooper LLP, 14th Floor,  
 201 California Street  
 San Francisco, CA 94111  
 USA

E-mail submissions/entries to: [PATACEOChallenge@PATA.org](mailto:PATACEOChallenge@PATA.org)

Terms and Conditions apply to applicants and winners

- TripAdvisor will work with winning entrants to develop a digital marketing campaign with assets provided by the winning entrants for a period of one (1) calendar year starting on January 1, 2017. Winning entrants will have the support of a dedicated team at TripAdvisor who will work with them in the planning and structuring of a digital marketing campaign. The digital marketing campaign will be developed within a 3-month timeframe after receiving winner notification for the launch of the digital marketing campaign at the beginning of calendar year 2017. In other words, each winner will need to prepare a set of items to present their destination's tourism assets and provide support to TripAdvisor team by December 31, 2016. Failure to provide the marketing assets to TripAdvisor within the 3-month timeframe will be deemed as a forfeiture of the digital marketing campaign.
- Digital marketing services will be provided subject to winning entrants agreeing to TripAdvisor's standard terms and conditions for the provision of services
- The PATA CEO Challenge 'Top Destination' logo is provided to the winning entrant in each category for use in collateral and promotional materials, websites and other communications channels. Winning entrants are prohibited from using TripAdvisor or PATA trademarks or logos or any other IP branding without the prior written authority of each party.
- The digital marketing campaign valued at US\$500,000 is non-transferable, non-negotiable and cannot be exchanged for cash.



Since 1951, PATA has led from the forefront as the leading voice and authority on travel and tourism in the Asia Pacific region. PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.



TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors\*\*, and 320 million reviews and opinions covering 6.2 million accommodations, restaurants and attractions. The sites operate in 48 markets worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP) manages and operates websites under 23 other travel media brands:

[www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl), [www.besttables.com](http://www.besttables.com) and [www.dimmi.com.au](http://www.dimmi.com.au)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), and [www.virtualtourist.com](http://www.virtualtourist.com).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2015

\*\*Source: TripAdvisor log files, Q3 2015

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