

九寨溝
JIUZHAI VALLEY
national park

成都文旅
CHENGDU
CULTURE & TOURISM

PATA
Pacific Asia Travel Association
新纪元

2013年1月19日 (周六)
中国四川 九寨沟喜来登国际大酒店
January 19, 2013 (Friday)
Sheraton Jiuzhai Resort, Jiuzhaigou,
Sichuan Province, China

主办单位
九寨沟风景名胜管理局
成都文旅集团
亚太旅游协会 (PATA)

The Forum is co-hosted by
Jiuzhaigou National Park Administration,
and Chengdu Culture & Tourism Development Group Co., Ltd.
and supported by the Pacific Asia Travel Association (PATA)

成都/九寨沟

国际旅游危机管理
暨目的地营销研讨会

Chengdu/Jiuzhaigou
International Workshop on
Destination Crisis
Management and Marketing

Technology Empowers Revolutions for Tourism Destination Marketing in New Market Circumstances

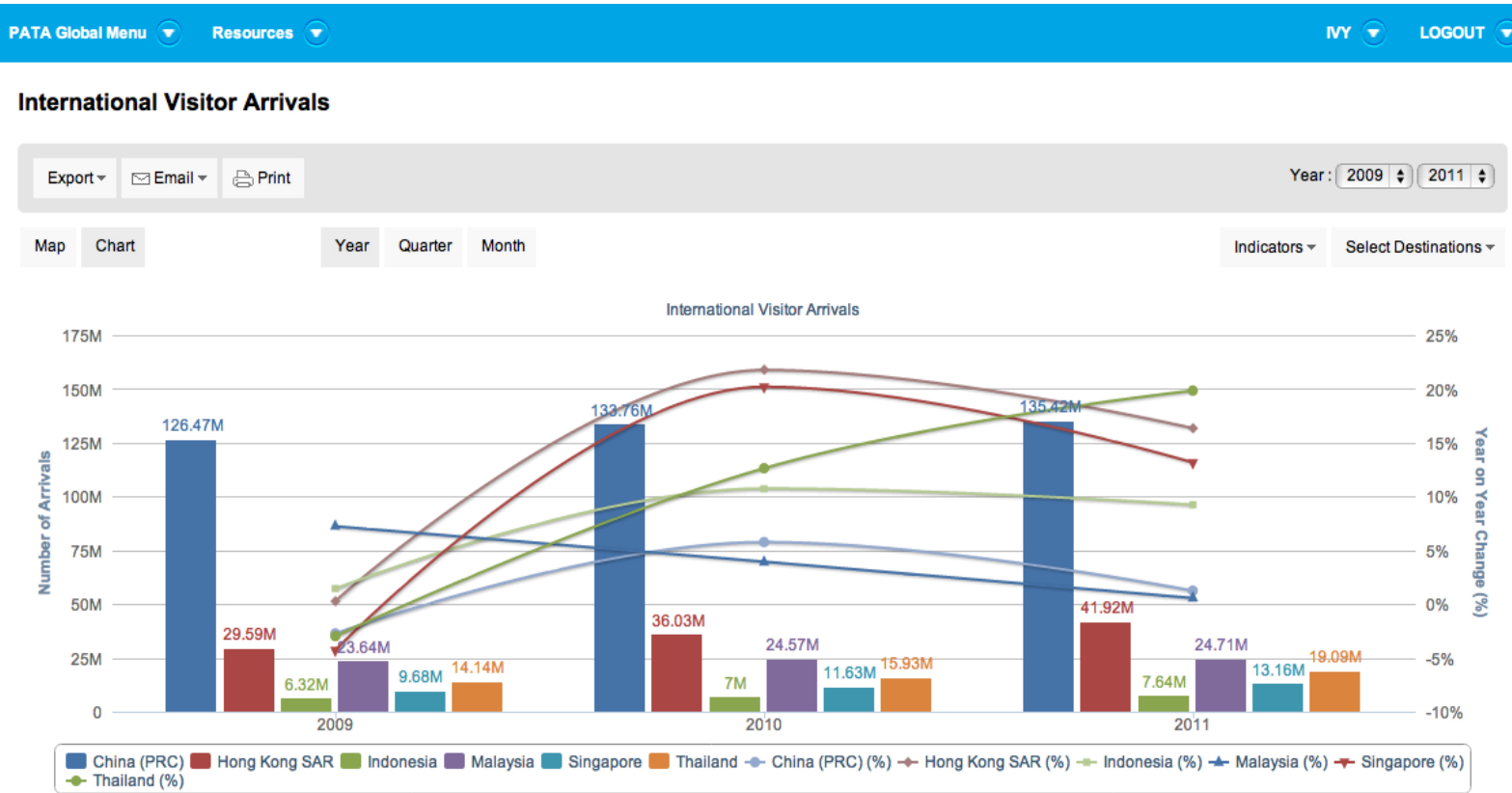
PATA and Technology

- Data as a Service (Daas):
 - **PATAmPOWER**
- Mobile Technology:
 - **mTourism**
- Visa Facilitation:
 - **SmartVisa systems**

Data as a Service (DaaS): PATAmPOWER

PATA
mPOWER

- Home
- Travellers
- International Visitor**
- IVA by Origin Market
- Average Length of Stay
- Purpose of Visit
- Gender
- Mode of Transport
- Source Markets
- Forecast Arrivals
- Forecast Arrivals by Origin
- Expenditure
- Aviation
- Accommodation
- Social Data



Source : National Tourist Offices (NTOs), National Statistics Agencies (NSAs) and other published sources

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Save your Time:
“One-stop-shop”, on demand, dynamic
省时：随心所欲的一站式动态服务

www.mPOWER.PATA.org

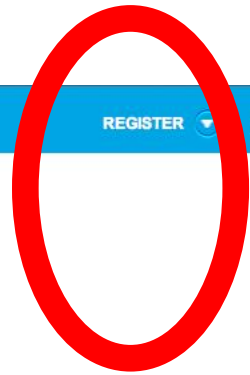


PATA Global Menu

Resources

REGISTER

LOGIN



International Visitor Arrivals

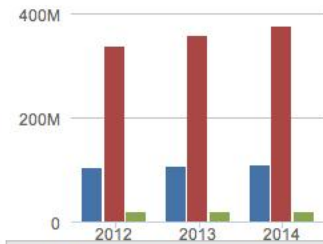
Advertisements



PATA Advocacy

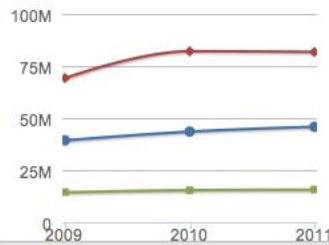


Forecast Arrivals



[View More](#)

Number of Arrivals by Air



[View More](#)

SIC Press Release

Updated travel and tourism trends in Asia/Pacific region here.



PATA Events

PATA at ASEAN Tourism Forum 17 to 24 January 2013

PATAmPOWER will be showcased during the ASEAN Tourism Forum in Vientiane, Lao PDR from 17th to 24th January, 2013. Personal demonstrations are available upon request for registered participants.

International Visitor Arrivals

- Home
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- Aviation
- Accommodation
- Digital Indicators

Visa Facilitation

English!

OFFICE USE ONLY | Client no. | Date received / / | Application no.

INZ 1017

Visitor Visa Application

IMMIGRATION NEW ZEALAND
A SERVICE OF THE DEPARTMENT OF LABOUR

for a temporary stay in New Zealand

INZ 1018

Visitor Visa Guide

IMMIGRATION NEW ZEALAND
A SERVICE OF THE DEPARTMENT OF LABOUR

A guide to applying for a visitor visa

Use the guide to help you complete the application form

Please read the *Visitor Visa Guide (INZ 1018)* **before** you complete this application form. The guide will help you decide which visa you should apply for and contains helpful information about how to complete the application form. The guide also gives detailed information about the evidence and documents you need to send.

When you have completed the form, please double check at the end to make sure you have sent all the documents and information we need.

We will process your application only when we receive all the information and documents we need. If you do not send all the required information, we will refuse your application.

You can use this form to apply for a visa for a family A applicant. Family A family may include a principal applicant, partner, and dependent children.

Immigration Advisers Licensing Act 2007

Under the Immigration Advisers Licensing Act 2007 it is an offence to provide immigration advice without being licensed or exempt. If your immigration adviser is not licensed when they should be, Immigration New Zealand may refuse your application.

For more information and to view the register of licensed advisers, go to the Immigration Advisers Authority website www.iaa.govt.nz or call info@iaa.govt.nz.

Lawyers providing immigration advice are exempt from licensing under the Immigration Advisers Licensing Act 2007. For more information, view the website of immigration lawyers, go to the New Zealand Law Society website www.lawsociety.org.nz.

When filling in this form, please print clearly in block using CAPITAL LETTERS.

Which type of visitor visa are you applying for?
 Tourist Business Partnership Culturally arranged marriage
 Dependent child Parent or grandparent Main carer of dependent Other

Section A Principal applicant's personal details

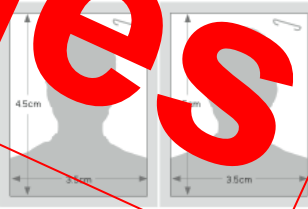
All principal applicants must complete this section.

Attach two passport-size photographs of yourself here. The photographs must be less than six months old. Write your full name on the back of both photographs.

A1 Name as shown in passport

Family/last name

Given/first name(s)



Information about this guide

This guide will help you to complete the form *Visitor Visa Application (INZ 1017)* or the *Visitor Visa Application for Auckland Residents*. Applicants from New Zealand as a visitor and help you understand the requirements you need to meet if you want to visit New Zealand.

You should read this guide before completing the application form. This guide gives information about:

- what evidence you need to provide with your application
- what a visitor visa allows you to do.

Do you need a visa to visit New Zealand?

You do not need a visa to visit New Zealand if one of the following applies to you.

- You are a New Zealand citizen.
- You are a New Zealand residence class visa.

Australian citizens and some other groups of visitors from overseas do not need a visa to travel to New Zealand. See 'Visa-waiver visitors' on page 3.

Where do you send your application and documents?

Applicants who are overseas

Send your completed application form and documents to your nearest Immigration New Zealand office, New Zealand Embassy, or New Zealand High Commission.

Applicants who are in New Zealand

Send your completed application form and documents to your nearest Immigration New Zealand office.

For office addresses see www.immigration.govt.nz/contactus.

electronic → mTourism mobile



mTourism



Technology Empowers Revolutions for Tourism Destination Marketing in New Market Circumstances

新技术——助力目的地市场营销



Mr Alexander Rayner, PATA

Panel Discussion joined by:

Mr George Cao, Dragon Trail

Mr Leslie Chu, TripAdvisor

Ms Lei Yu, Visa

Mr Terence Mak, 3rd Planet

Technology Empowers: Questions for Panel

1. In 3 minutes please tell our audience about the technology solution your organisation offers that can help drive International visitors to China and to their products and services
2. What 3 technologies, other than your own solution, do you recommend to our audience help to identify and engage with potential International visitors?
3. How can technology help with recovering from a crisis?
4. How can technology be used to segment the International Visitor market?
5. Questions from Audience