

# 2013 PATA Annual Summit Welcome Address

Martin J. Craigs  
CEO  
PATA

## Celebrating 15 Years in Asia and General Chalermchai Charuvastra “Father of Modern Thai Tourism”



**Circa 1990**

*Father and Daughter attending a PATA event*

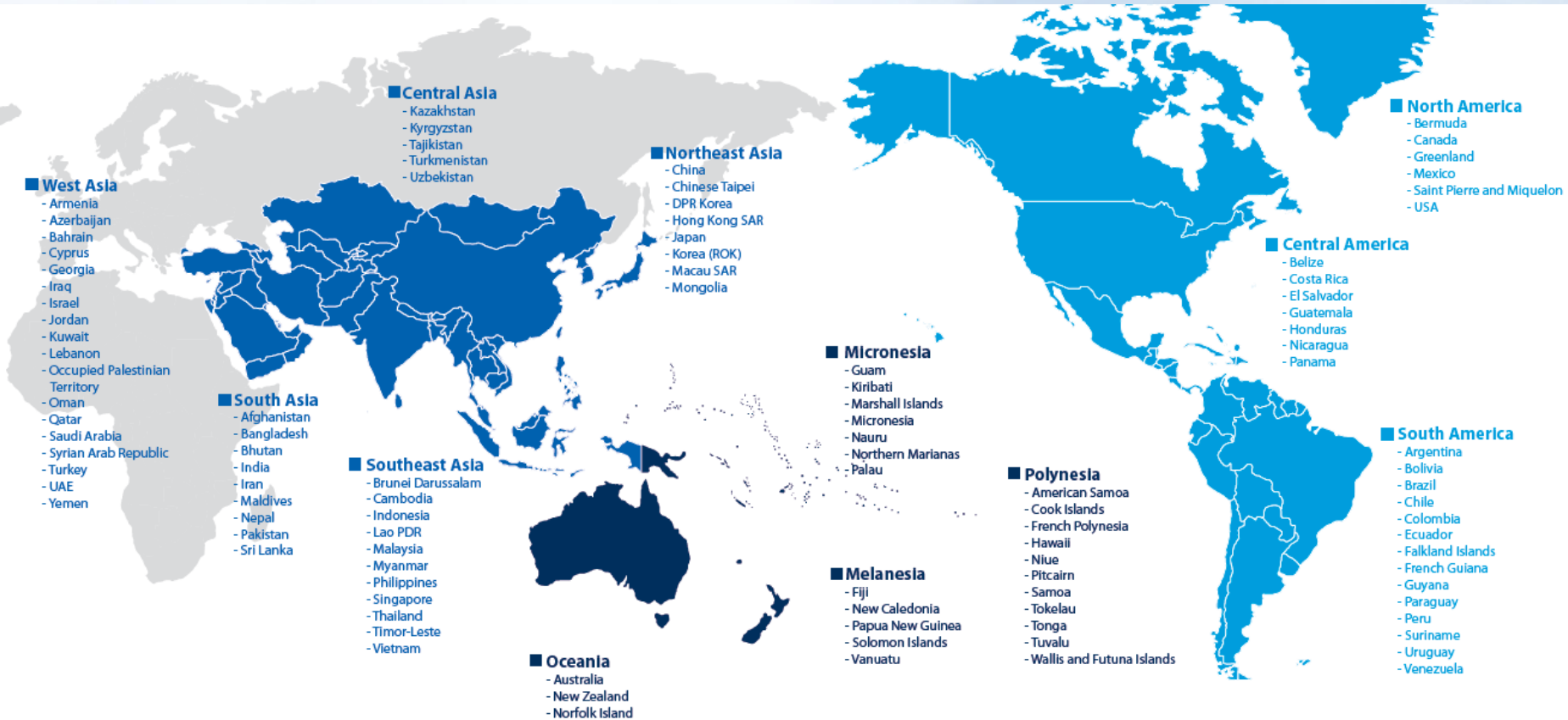


**Next Generation Passing the Torch and Inspiration**

*Ms. Chadatip Chutrakul giving the PATA Face of the Future Award  
to Mr. James Mabey*

**General Chalermchai Charuvastra was honoured for his vision and efforts in pioneering tourism across the Asia Pacific region. Often noted as the ‘Father of Modern Thai Tourism’ in Thailand.**

## PATA MANTRA: Embracing the Visitor Economy in the Asia Pacific region



Engaging since 1951 | Public + Private | Integrating the travel value chain in 104 economies





***Travel and tourism can be a significant catalyst for the economic and social transformation***





***PATA's role over the foreseeable future is to lead the industry in raising the profile of travel and tourism, and increasing recognition of, and respect for, the importance and influence of the Visitor Economy and its potential to drive societal development in the region.***

## Today: A Wonderful Worldwide Web

634 million  
websites worldwide°



*AirAsia.com*

Over 1 billion users



tripadvisor®  
200 million of unique  
monthly visitors



200 million tweets  
per day







1 **NEW** DEFINITION IS ADDED ON **urban**

1,600+ **READS ON Scribd.**

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ MINUTES **VOICE CALLS ON skype™**

98,000+ **TWEETS**



320+ **NEW** **twitter** ACCOUNTS

100+ **NEW** **LinkedIn** ACCOUNTS

Y! THE **WORLD'S LARGEST** COMMUNITY **CREATED CONTENT!!**

1 **NEW** **ARTICLE IS PUBLISHED**

20,000+ **NEW** **POSTS ON tumblr.**

13,000+ **iPhone** APPLICATIONS **DOWNLOADED**



100+ **Answers.com**  
40+ **YAHOO! ANSWERS**

**QUESTIONS ASKED ON THE INTERNET...**

600+ **NEW** **VIDEOS**



6,600+ **NEW** **PICTURES ARE UPLOADED ON flickr™**



50+ **WORDPRESS** **DOWNLOADS**

695,000+ **facebook.** **STATUS UPDATES**



125+ **PLUGIN** **DOWNLOADS**

25+ HOURS **TOTAL DURATION**

70+ **DOMAINS REGISTERED**

60+ **NEW** **BLOGS**

168 MILLION **EMAILS ARE SENT**

694,445 **SEARCH QUERIES**

1,700+ **Firefox** **DOWNLOADS**

79,364 **WALL POSTS**

510,040 **COMMENTS**

1,500+ **BLOG** **POSTS**



Google

Google Search



79,364 **WALL POSTS**



# The surge in niche markets is favourable to online travel consumption

**LEARNING**

**S-GENERATION**

**INDEPENDENT  
FEMALE TRAVELLER**

**SPORTS FAN**

**VFR TRAVELLER**

**YOUNG URBANITE**

**MEDITATION**

**LGBT**

**MEDICAL  
TOURISM**



**PATA**<sup>®</sup>

Pacific Asia Travel Association

**Next  
Gen**

2013 PATA Annual Summit: 25-28 April  
Centara Grand and  
Bangkok Convention Centre@CentralWorld

# Redefining Travel Experiences



# THANK YOU

Martin J. Craigs

CEO

PATA