



PRESS RELEASE:

PATA Malaysia Chapter (PMC) – 2017 Spirit of PATA Award:

PMC has once again won the 2017 Spirit of PATA Award in recognition of its continued initiatives and programs targeted at contributing value and benefits to the tourism and hospitality industry in Malaysia.

This has added another feather to PMC's cap, after having won the PATA Most Innovative Chapter Award in 2015 and the Spirit of PATA Award in 2016.

The award will be received by the Chairman of PATA Malaysia Chapter, YBhg. Datuk Seri Mirza Mohammad Taiyab, who is also the Director General of Tourism Malaysia, during the PATA Board Dinner and Chapter Awards Presentation on 16 September 2017 held in conjunction with the PATA Travel Mart (PTM) 2017 in Macao SAR.

BACKGROUND:-

PATA:

The Pacific Asia Travel Association or PATA, is an international membership association and is the world's leader and authority on Pacific Asia travel and tourism. Founded in Hawaii in 1951 and now headquartered in Bangkok, Thailand, PATA is an Association with a membership of nearly 2000 organizations, including governments and destinations, airlines and cruise lines, hotels, tour operators, travel agencies and other tourism-related corporations and companies, educational institutions, financial and consultancy services, and media. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of the membership of PATA.

PATA Malaysia Chapter (PMC):

The PATA Malaysia Chapter (PMC), established in 1975, is an extension of the Association (PATA) to assist in translating the global objectives of PATA into local action within Malaysia, through operating programs and activities relevant to the local communities and also avail the facilities of PATA to all Chapter members.

PMC has a vision to be Malaysia's leading voice on travel and tourism within Asia-Pacific and its mission is to create value for tourism stakeholders through private and public sector collaboration and also to promote the sustainable growth of travel & tourism to, from and within Malaysia.

Tourism Malaysia took the helm of PMC since 2012, considering the historical benefits contributed by PATA in the gradual transformation of Tourism Malaysia and the development of the tourism industry in Malaysia through key events, such as PATA Conferences, Travel Marts, and Annual Meetings hosted in Malaysia. The current Chairman of PMC is YBhg. Datuk Seri Mirza Mohammad Taiyab, Director General of Tourism Malaysia.

PMC Membership Status:

As of 15 September 2017, PMC has a total of 94 members in various categories as below:

Government Sectors	-	4
Airlines	-	3
Educational Institutions	-	6
Hotels	-	29
Travel/Tour Agents	-	34
Others	-	18

PMC Achievements:

Since its revamp under the leadership of Tourism Malaysia, PMC has been very active and successfully organized several programs and events. Of special mention are:

- Tourism Career Fairs held annually since 2014
- PATA Hub City Forum-KL held in 2014
- PMC Crisis Communication Management Workshop held in 2015
- PATA Inter-Chapter Meets with Singapore and Thailand held in 2016 and 2017
- Business networking sessions held in Kota Kinabalu, Kuching and Langkawi in 2015, 2016 and 2017 respectively.

Contact Person	:	Mr. GP Subramaniam (Executive Secretary)
Email	:	patamalaysia@gmail.com
Mobile No.	:	019 339 3162
Website	:	www.patamalaysia.org