

January 21, 1971
PATA

**THE PACIFIC AREA TRAVEL ASSOCIATION
(PATA) STAMPS**

The Bureau of Posts issues today, January 21, 1971 the Pacific Area Travel Association (PATA) stamps on the occasion of its 20th Annual Conference and Workshop, which is being held in Baguio and Manila from January 21 to 29, 1971.

The special commemorative stamps measure 34x43 mm, perforation to perforation in 5, 10 and 70-sentimo (centavos) denominations in quantities of 1,000,000 each, 50 stamps in a sheet and printed in Heliogravure Process in four colors by Harrisons and Sons Ltd, of London. The stamps feature the PATA Logo, a horse drawn carriage common in the provinces and some streets in Manila.

The Pacific Area Travel Association (PATA), which will hold its 11th Workshop and 20th Annual Conference in Baguio and Manila, Jan. 20-29, was founded in 1951 as a non-profit corporation of Hawaii, to promote travel to within the Pacific area.

Membership in PATA is open to duly qualified private firms and government organizations having direct interest in travel in the Pacific.

The primary objective of PATA has always been to promote the entire Pacific area, comprising more than one third of the world, and not any specific destination area.

As might be expected, there are several behemoths of Pacific travel - Hawaii, Japan, Hongkong, for example - along which flows the major traffic. But one of the great strengths of PATA comes from the promotion of lesser visited areas, which have so much to offer the visitor.

Unlike a usual trade association, PATA has no intent to protect or give special advantages to any individual member or group of members. While composed almost entirely of competitive organizations, it is accepted that the primary task is to develop a greater volume of business which will lead to better business for each member.

The success of this philosophy cannot be denied, for each of the past 20 years has produced travel volume averging increases of approximately 14 percent over the preceding year.

Joint together in PATA are the government tourist offices of 36 destination areas. 47 air and steamship lines providing passenger service to and within the Pacific, approximately 170 of the leading hotels. 36 publishers having a primary interest either in travel or in the Pacific, and 904 members comprised of wholesale and retail travel agencies, tour operators, ground and water transportation companies, and hotel representatives - all having special interest in the Pacific.

PATA is financed entirely by its members in two ways: membership dues, which are agreed to by the members of the various categories and which remain quite stable over a period

of year; and marketing assessments, which are administered according to special formulas and which vary slightly from year to year, according to the total marketing budget adopted by an Annual Conference.

Each year members meet in Annual Conference, which among others, elect from among the members a Board of Directors comprised of 40 individuals. Each year the Directors elect six officers - President, from the area where the next Conference will be held; 1st Vice-President, from the San Francisco area, 2nd Vice-President, from the area where the next-but-one Conference will be held; 3rd Vice-President, representing the Allied and Associate members; Treasurer and Secretary.

The Board of Directors meets monthly, usually at San Francisco, where is located the headquarters and only office of PATA.

Undoubtedly, the most important factor in PATA's promotional function is the Annual Conference, which draws together leaders of the travel industry from throughout the Pacific and North America, with an increasing number from Europe. Here, ideas are exchanged, weaknesses are examined and a program for the future is devised.

With the best thinking of this group, which usually numbers about 500 individuals, comes a series of resolutions which pertain to nearly every major facet of the travel industry.

The combined resources and energies of all these individuals and their organizations produces a synergistic result benefiting all of the Pacific.

A major fringe benefit of the overall PATA program is the stimulation of various carrier and government members, particularly the latter, to examine their respective advertising and promotion programs and to enlarge them in both scope and effectiveness. Several government members which had no such programs before today have embarked on rather substantial ones.

The Pacific area is promoted by PATA basically through four channels: advertising, publicity, promotion and the monthly publication, Pacific Travel News.

The above comprise the basic ways and means by which PATA stimulates interest in and travel to the Pacific among the potential tourist population, and by which it conducts a continuing education program on the Pacific for those engaged directly in the travel industry.

Supporting the various promotional and education projects of PATA is research. The world's travel industry has heard of the famed Checci Report - Tourist Potential of the Pacific and Far East - considered by the industry to be the most comprehensive study of its kind ever undertaken. This has been used a reference from which various areas planned their futures.

This is being followed by a major study, the Pacific Visitors Survey, during which the travel habits, and the demographics of travellers and non-travellers are being analyzed.

**PATA - COMMEMORATIVE
STAMPS**

Souvenir



PACIFIC AREA TRAVEL ASSOCIATION

Workshop
BAGUIO

Conference
MANILA

January 21—29, 1971



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