

PATA TRAVEL MART 2024 | Thailand

August
27-29

Queen Sirikit National Convention Center
Bangkok

Post-Show Report

PATA TRAVEL MART 2024



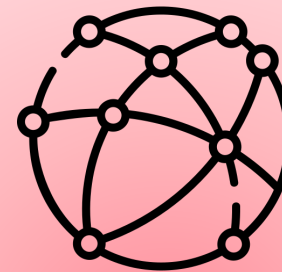
941

**Total
Delegates**



505

Organisations



45

Destinations

Media Reach and Value



336

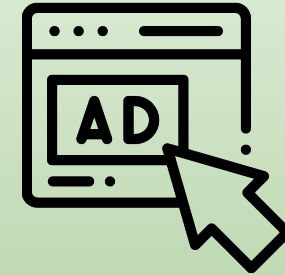
**Number of
mentions**

(Including facebook and X)



131M

Total Reach

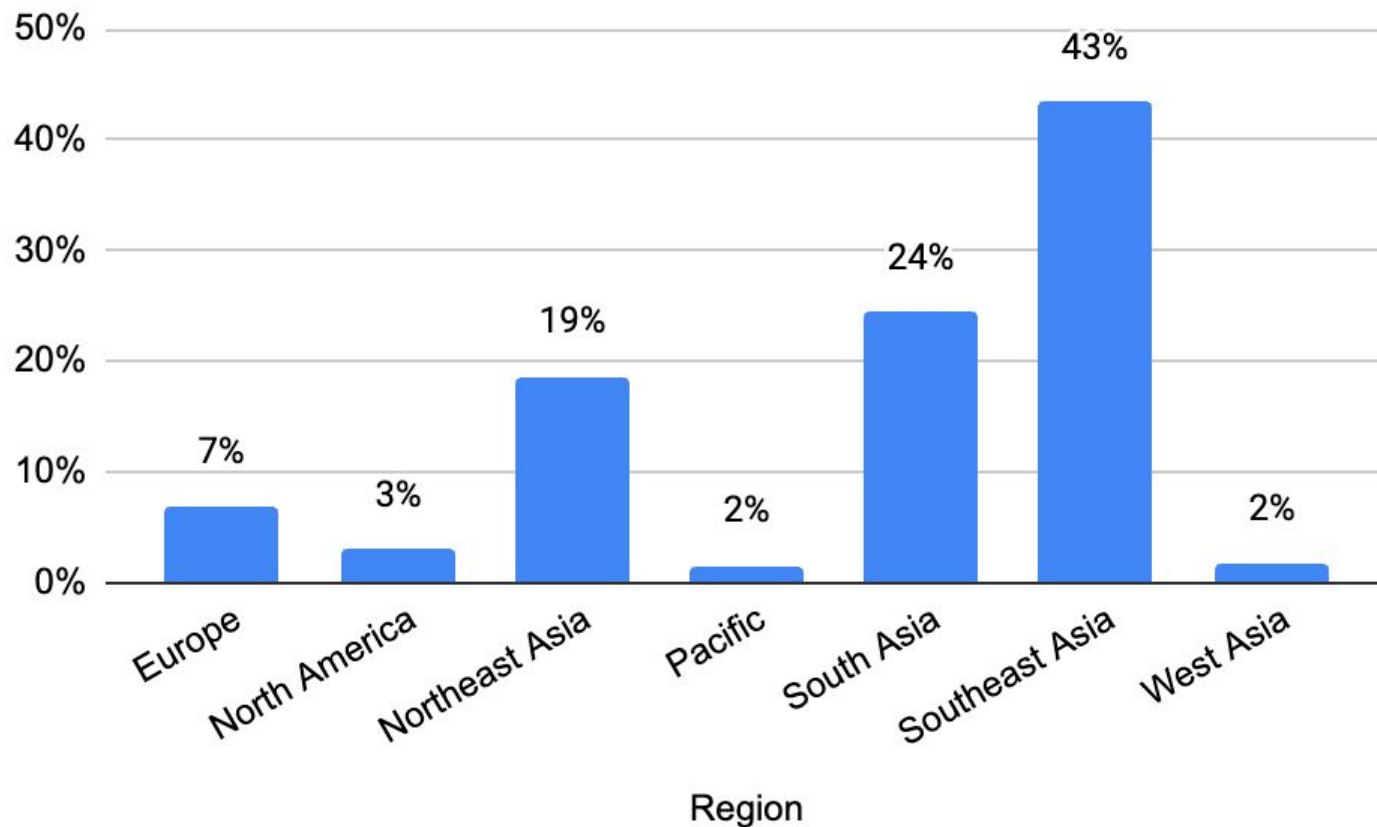


1,211,857 USD

**Advertising
Value
Equivalency
(AVE)**

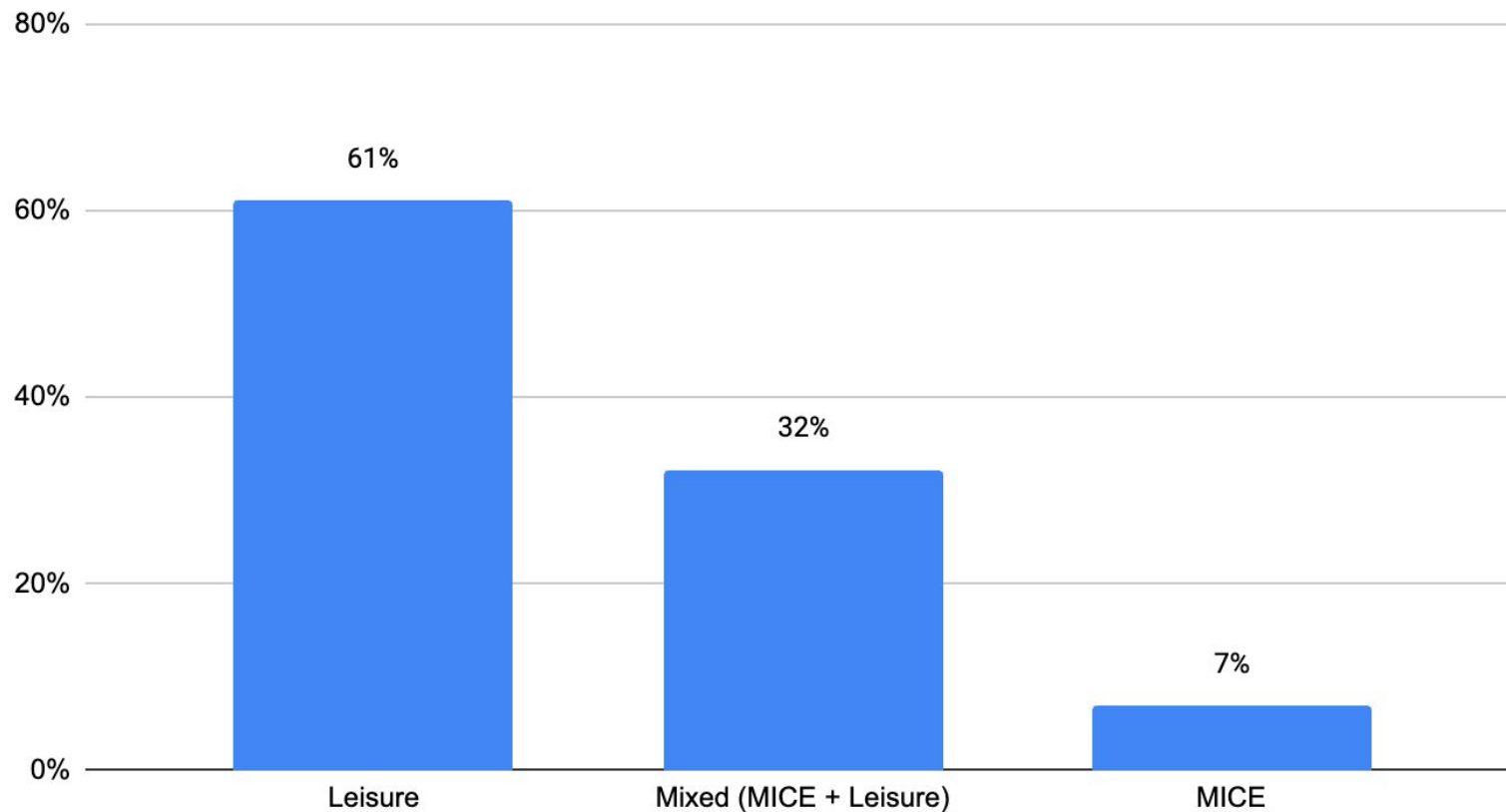
Delegates (By Region)

Total Delegates: 941

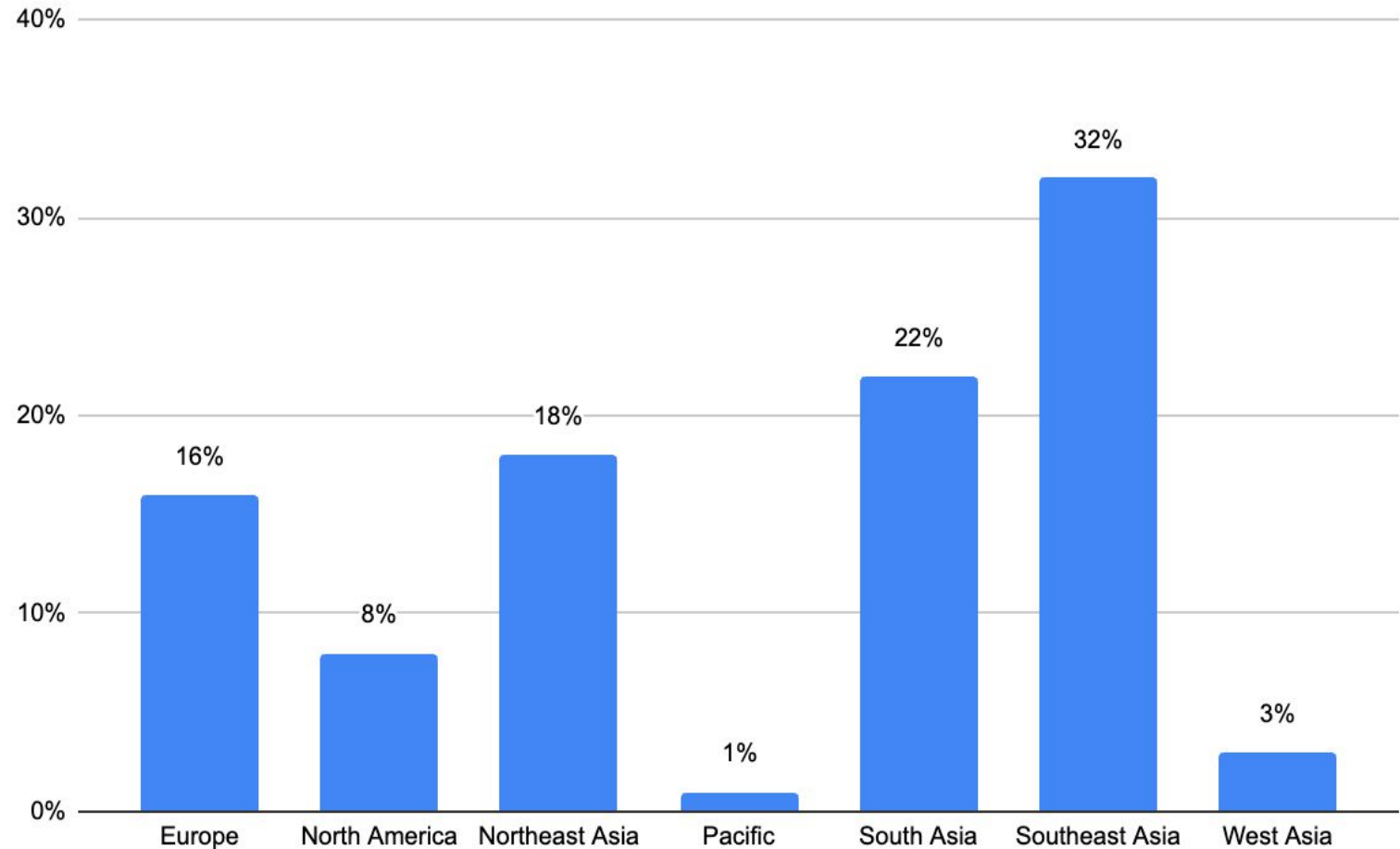


Buyer Survey

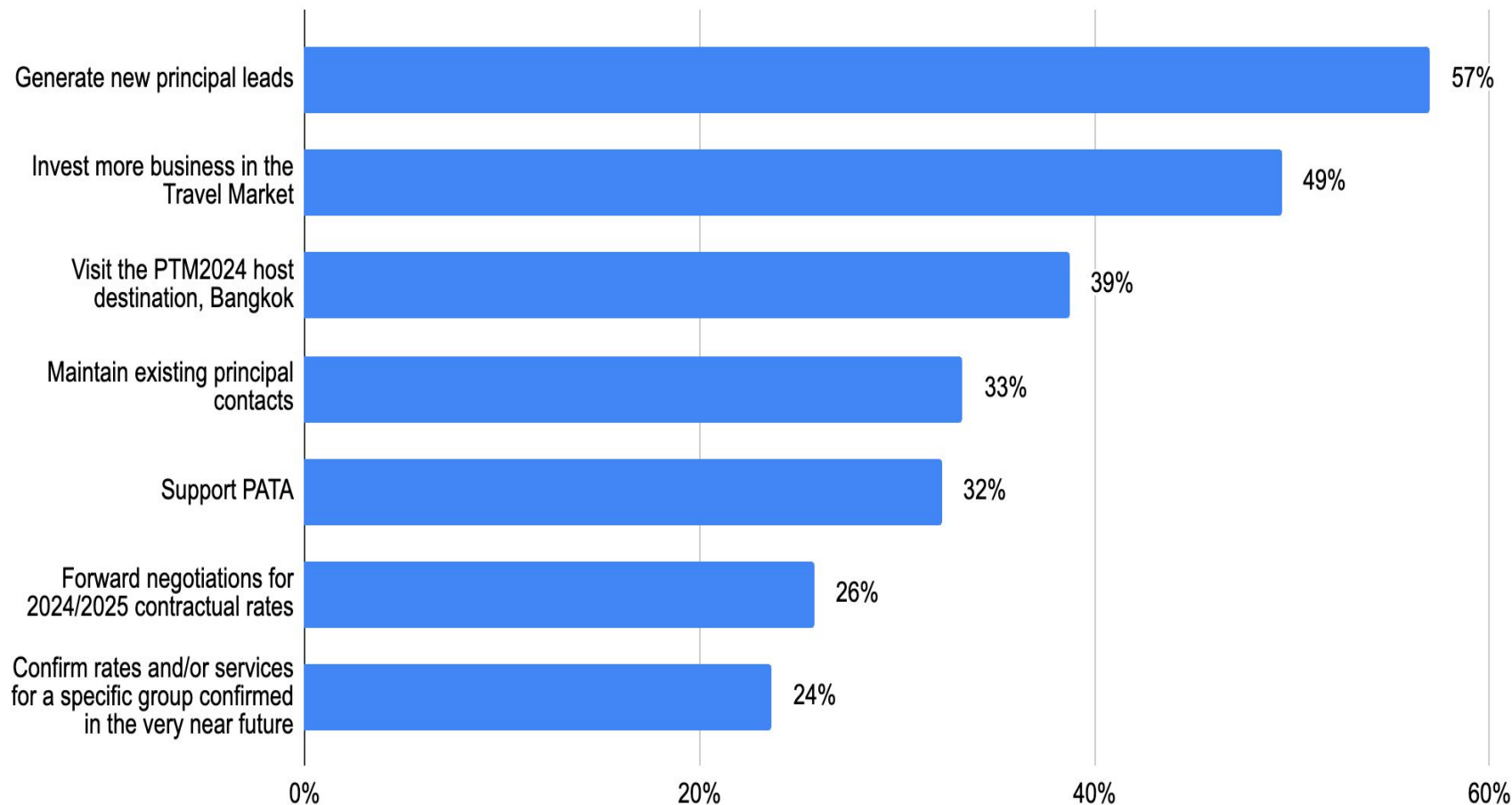
Buyer Profiles



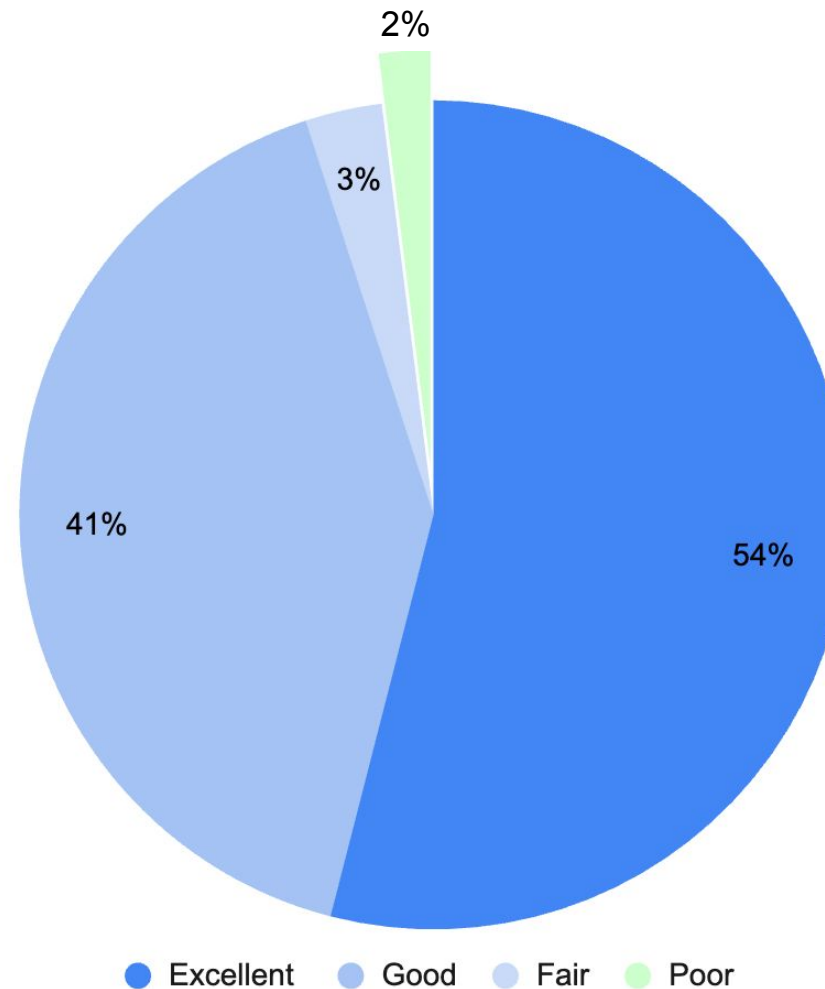
Buyer (By Region)



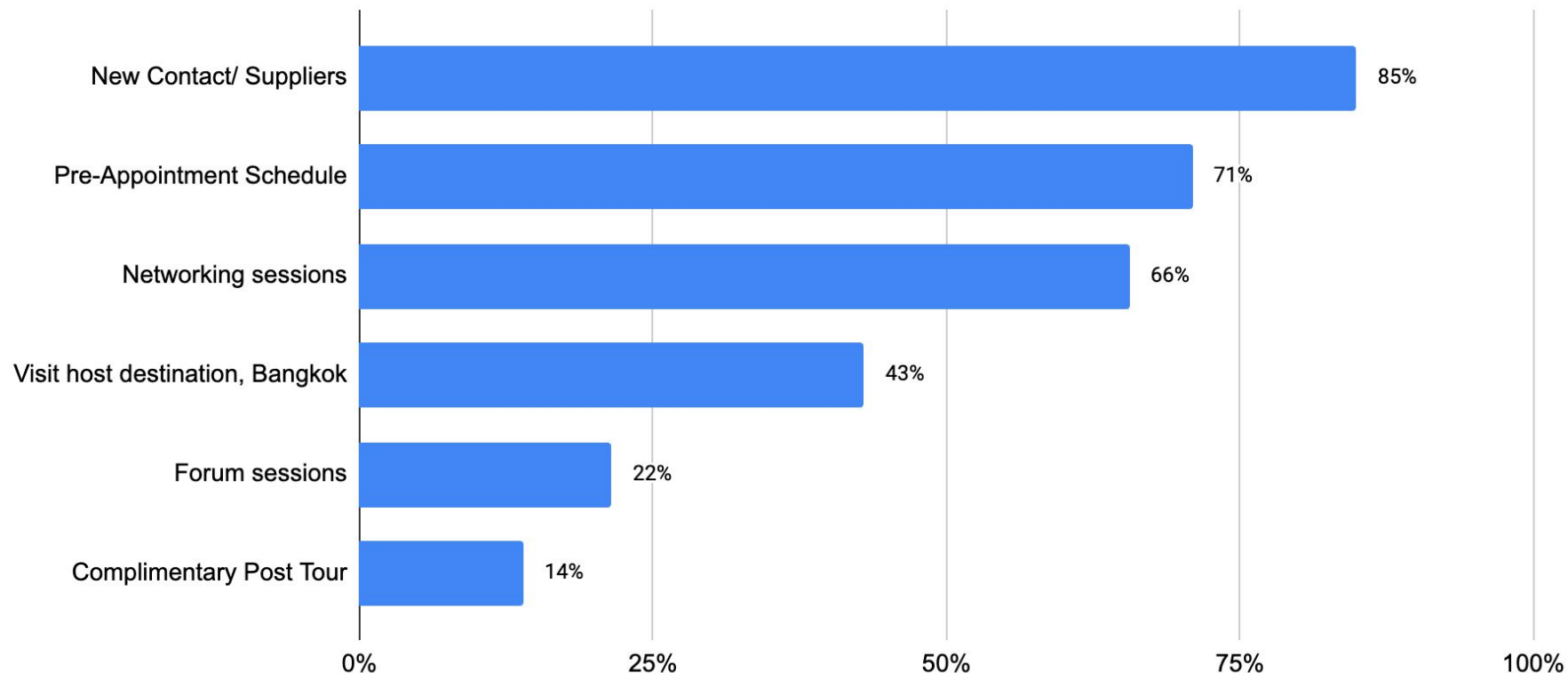
As a Buyer, the main objectives for participating were to: (Select all that apply)



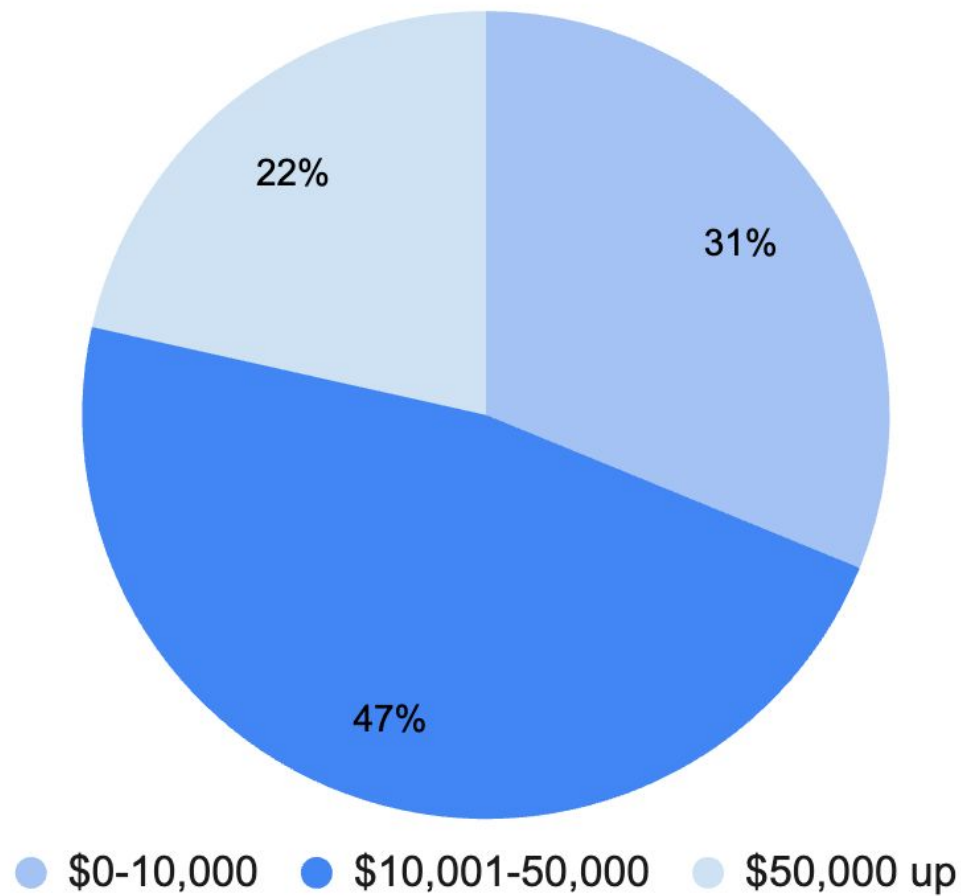
Satisfaction with PTM 2024's Appointment Schedule



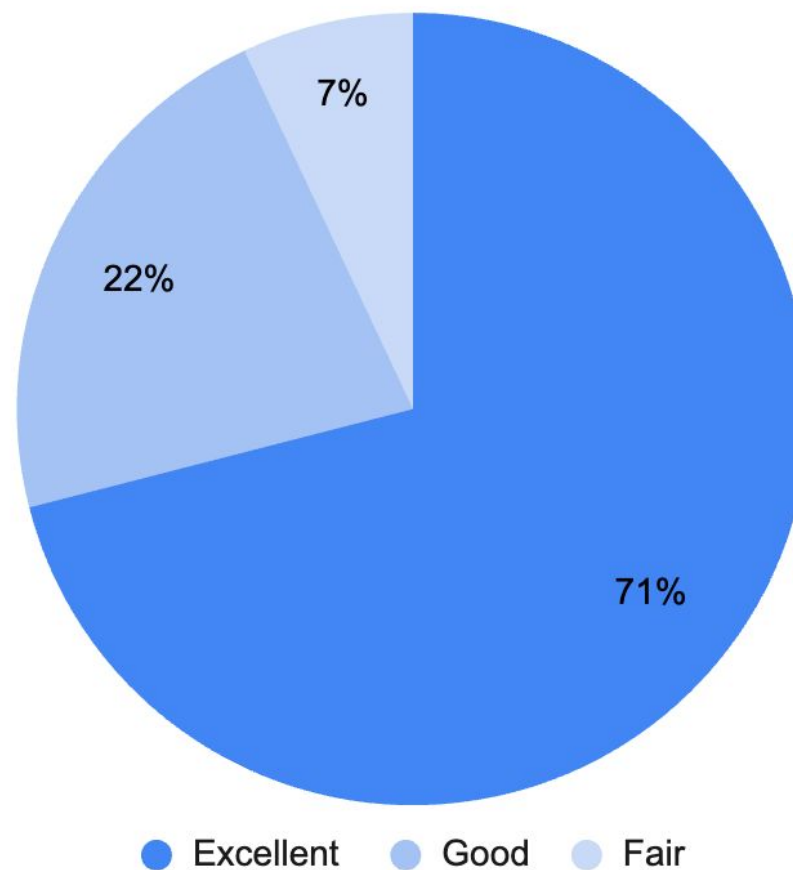
Please select the top three aspects of the event that provided you the greatest benefit.



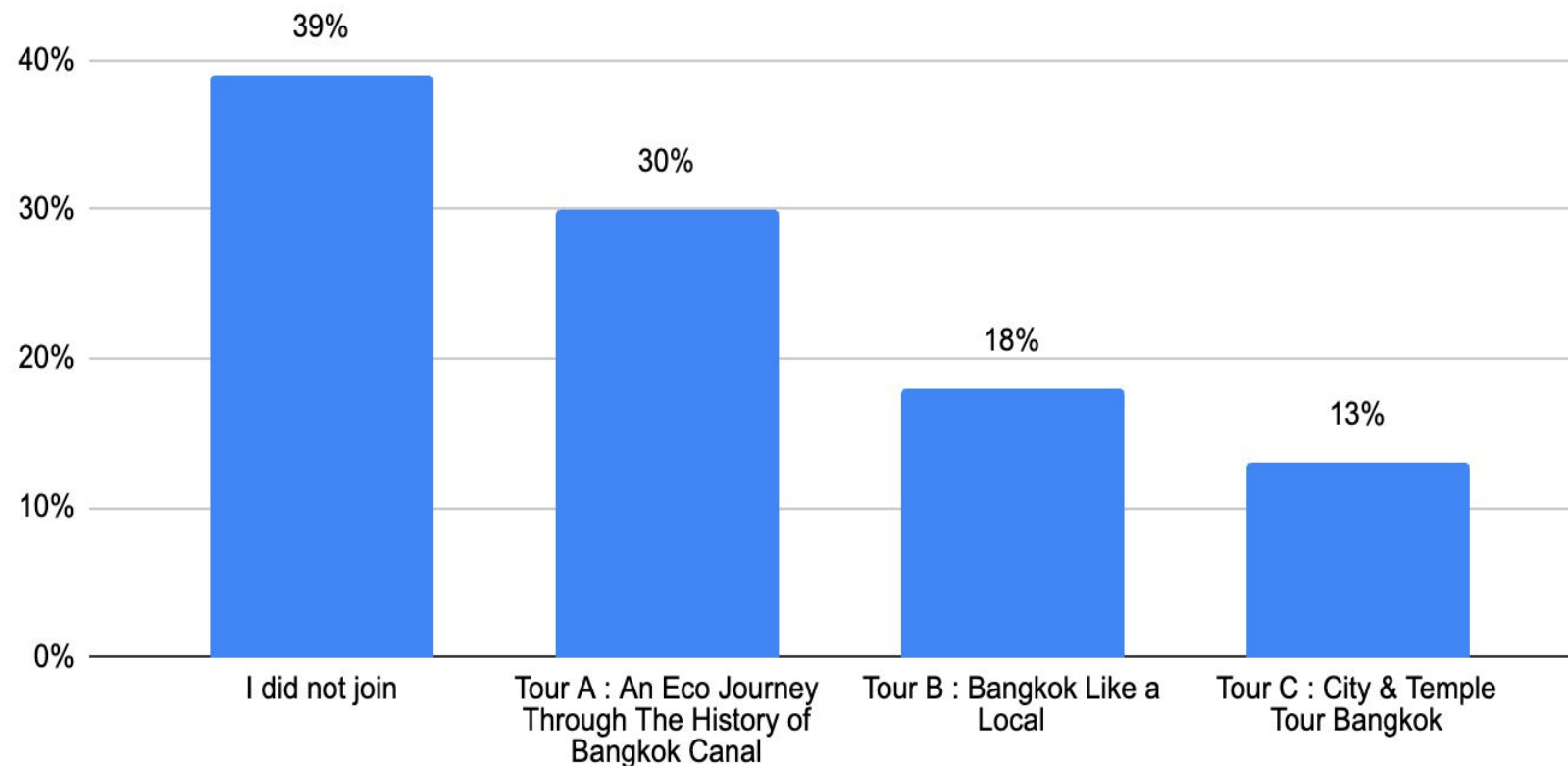
**What is the expected
business value you
anticipate from PTM 2024
(in USD)?**



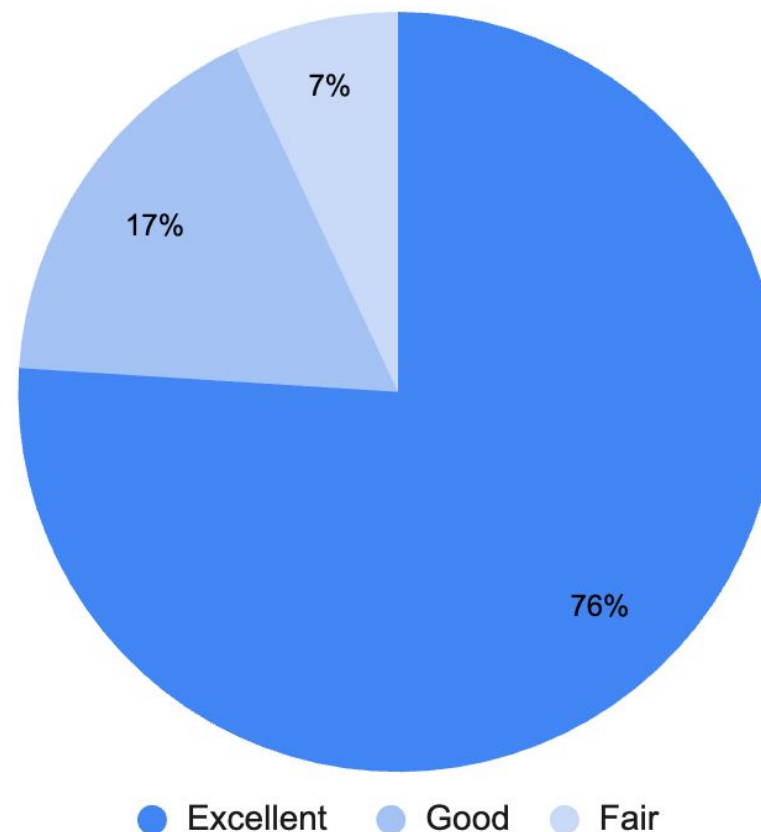
Please rate your satisfaction with the logistics arrangements for PTM 2024, specifically regarding airport transfers (between the airport and hotels).



**Which complimentary
post-event tour did
you register for?**



**Please rate your
satisfaction with the
complimentary
post-event tour.**



Buyer

Additional Feedback on PATA Travel Mart 2024

Canada

- **Excellent.**

France

- **The format is perfect.**
- **Great show.**
- **I met a very good future partners for my new trips, perfect!**

Czech republic

- **Thank you for inviting.**

India

- **I am happy.**
- **Nice.**
- **Event is Good.**
- **Good event format.**
- **Everything is so perfect personally I love it.**

Philippine

- It's improved like the app it's better than last year. Very easy to log in and make appointments.
- Nice event.
- Perfectly done.
- Great.
- Everything is excellent.
- All good.

Italy

- Good Organisation.

Russia

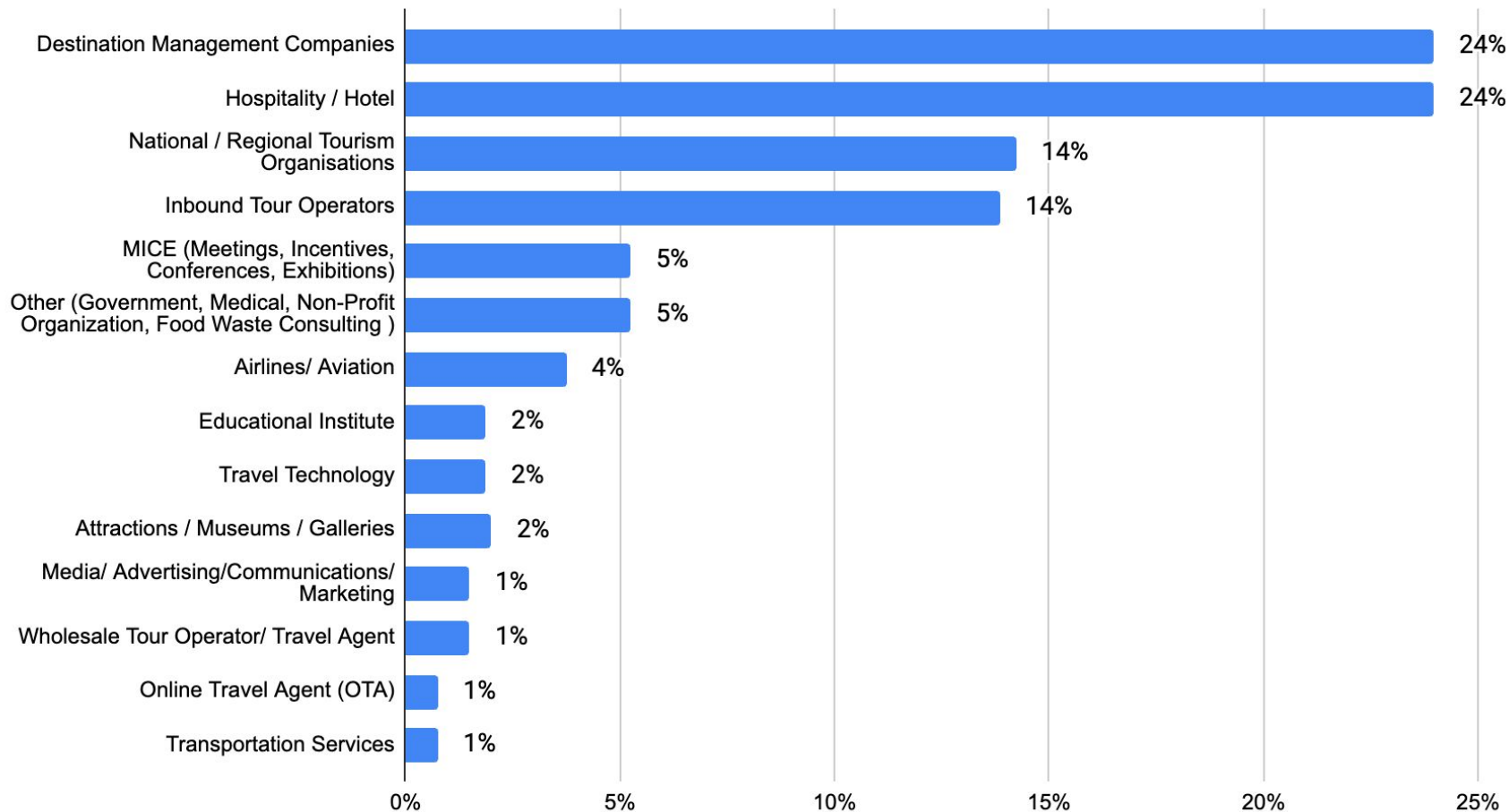
- Good.

UAE

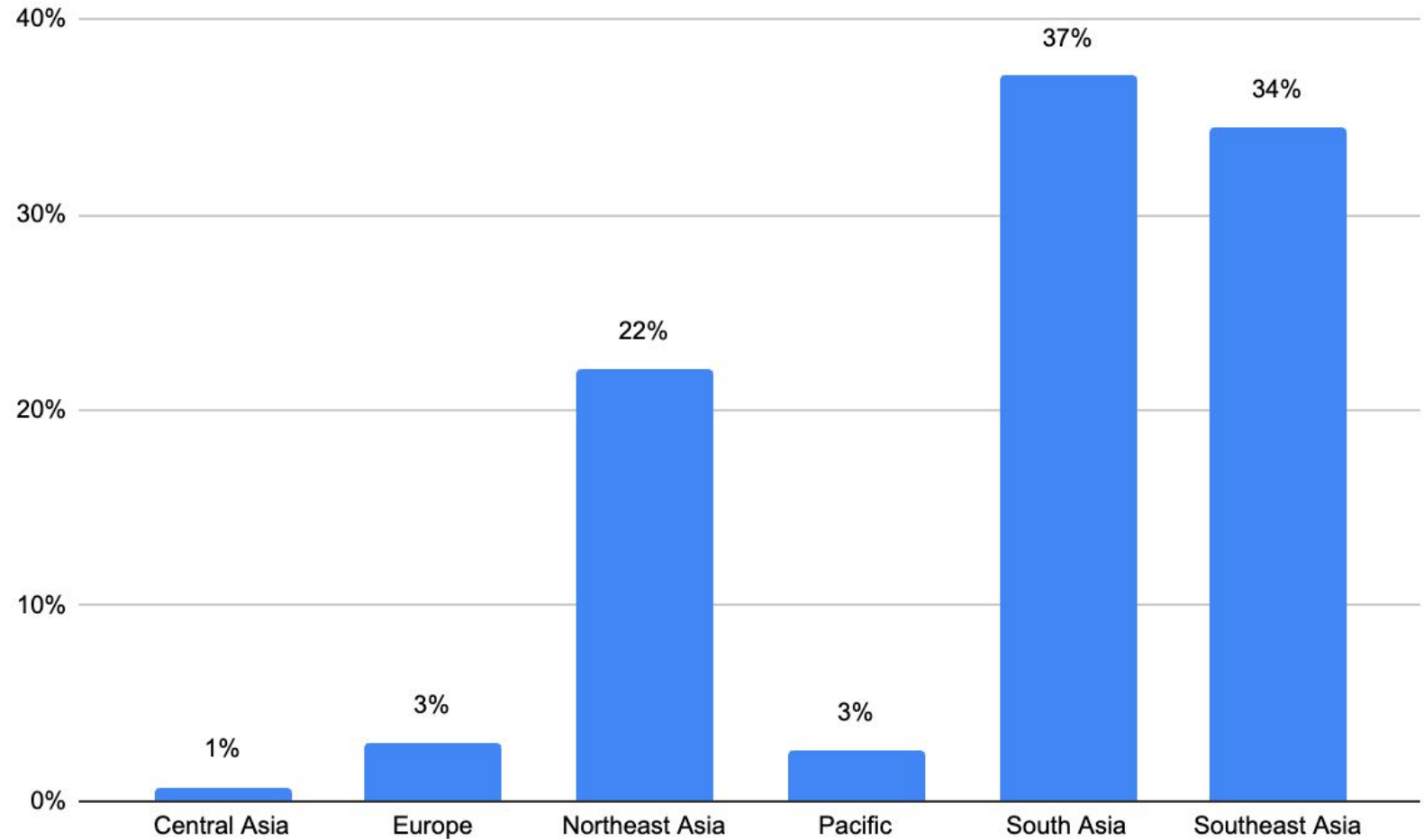
- All good.

Exhibitor Survey

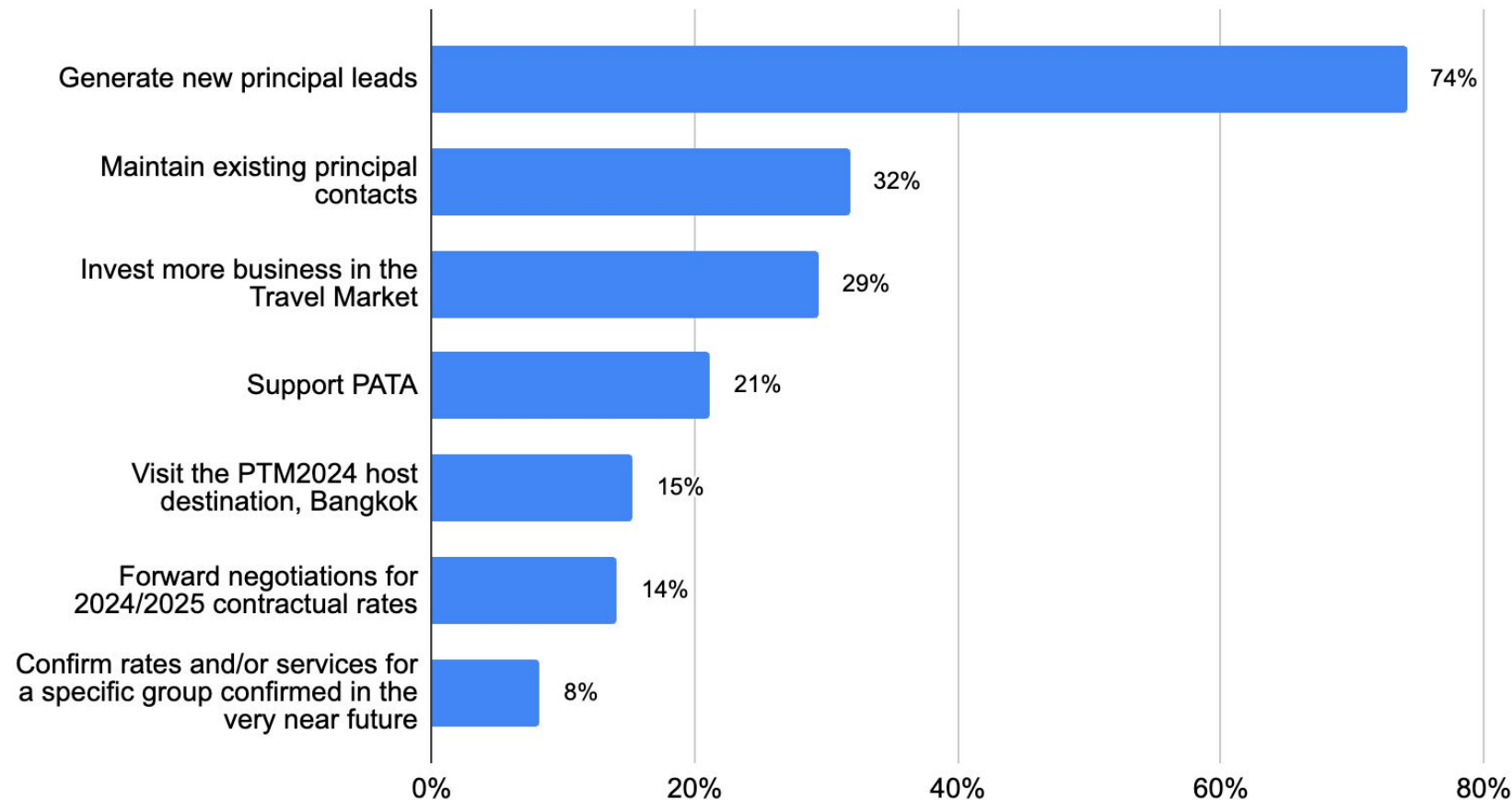
Exhibitor Profiles



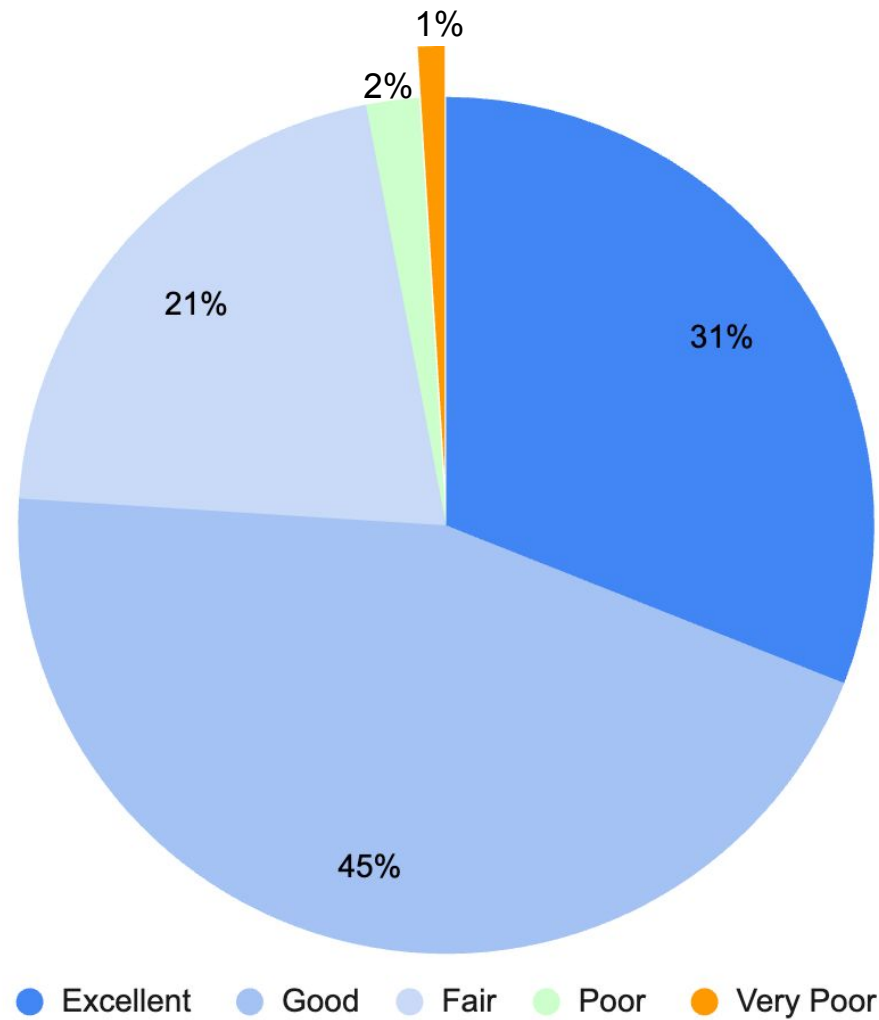
Exhibitor (By Region)



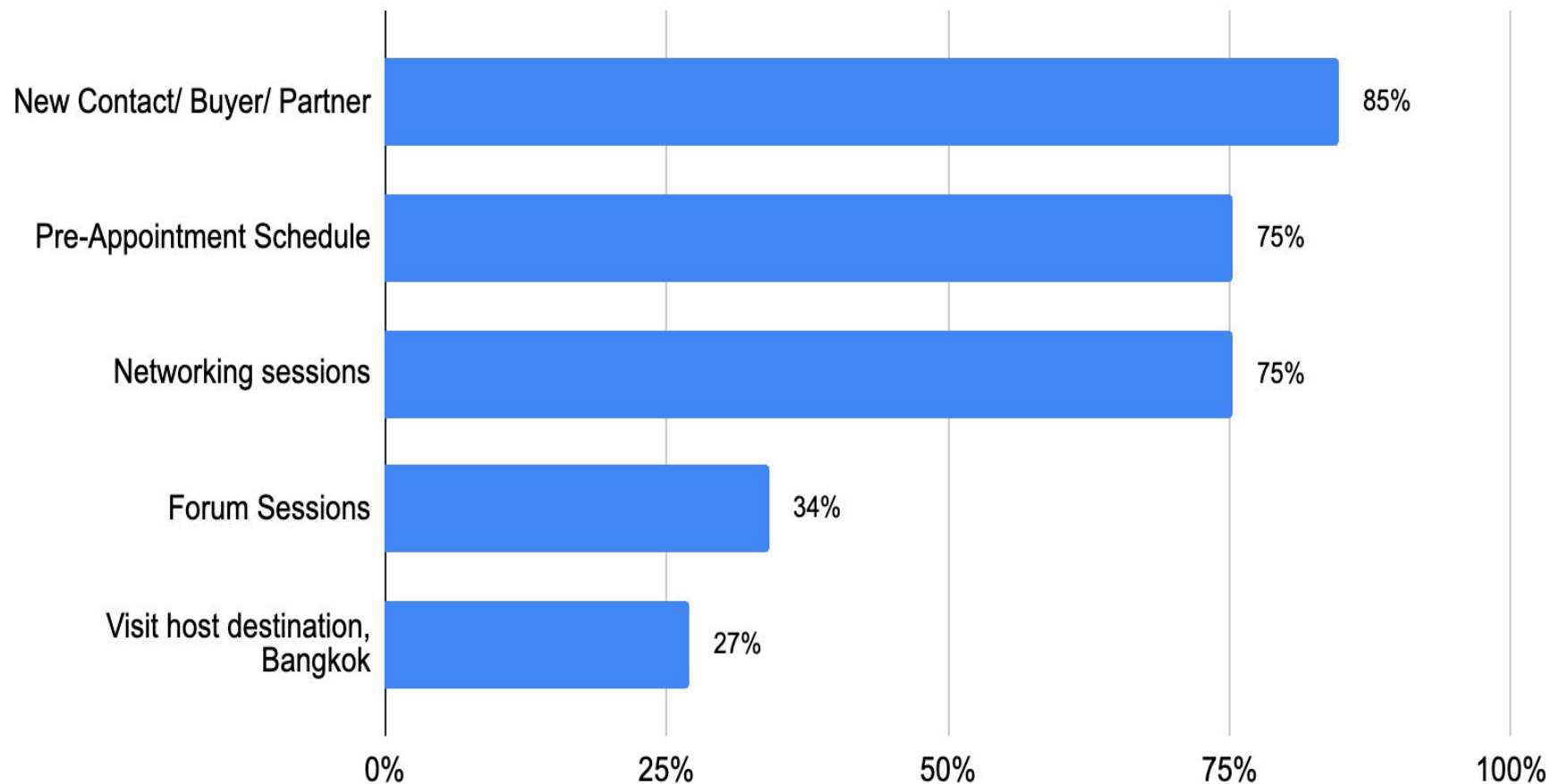
**As an Exhibitor, the main objectives in participating were to:
(Select all that apply)**



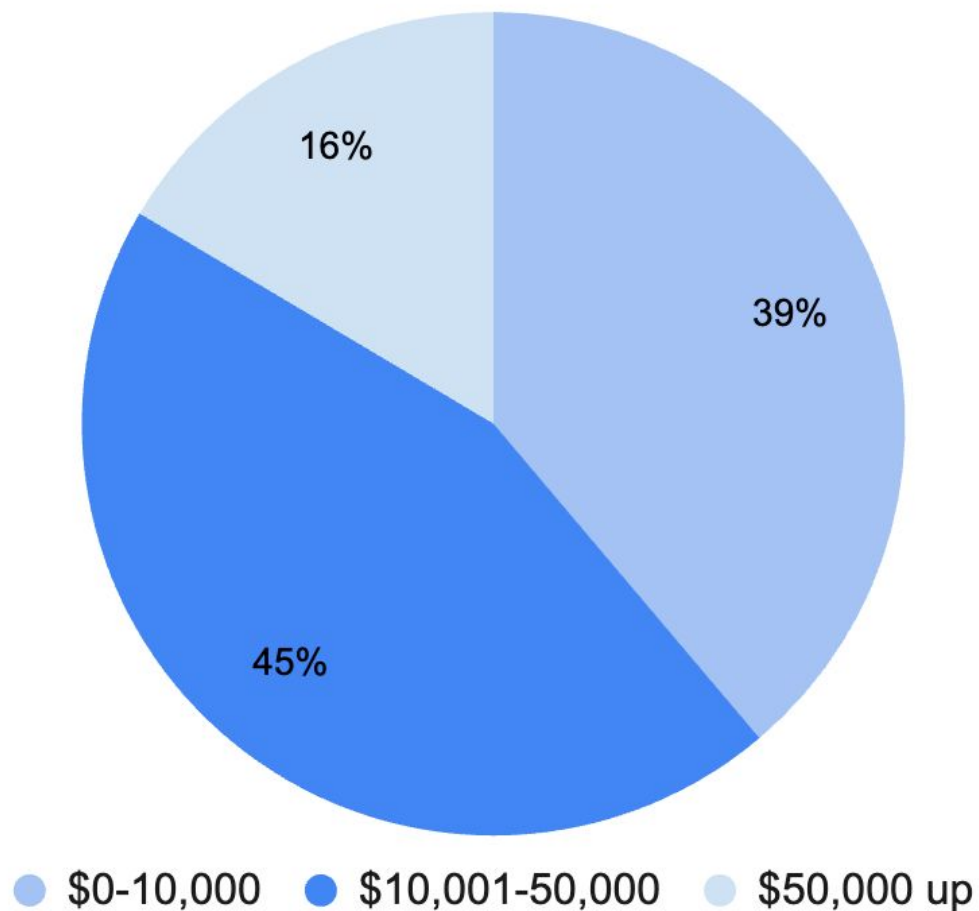
Satisfaction with PTM 2024's Appointment Schedule



Please select the top three aspects of the event that provided you the greatest benefit.



**What is the expected
business value you
anticipate from PTM 2024
(in USD)?**



Exhibitor

Additional Feedback on PATA Travel Mart 2024

Chinese Taipei

- Good.
- Everything is good.

Korea (ROK)

- Perfect!
- Good organised.

Nepal

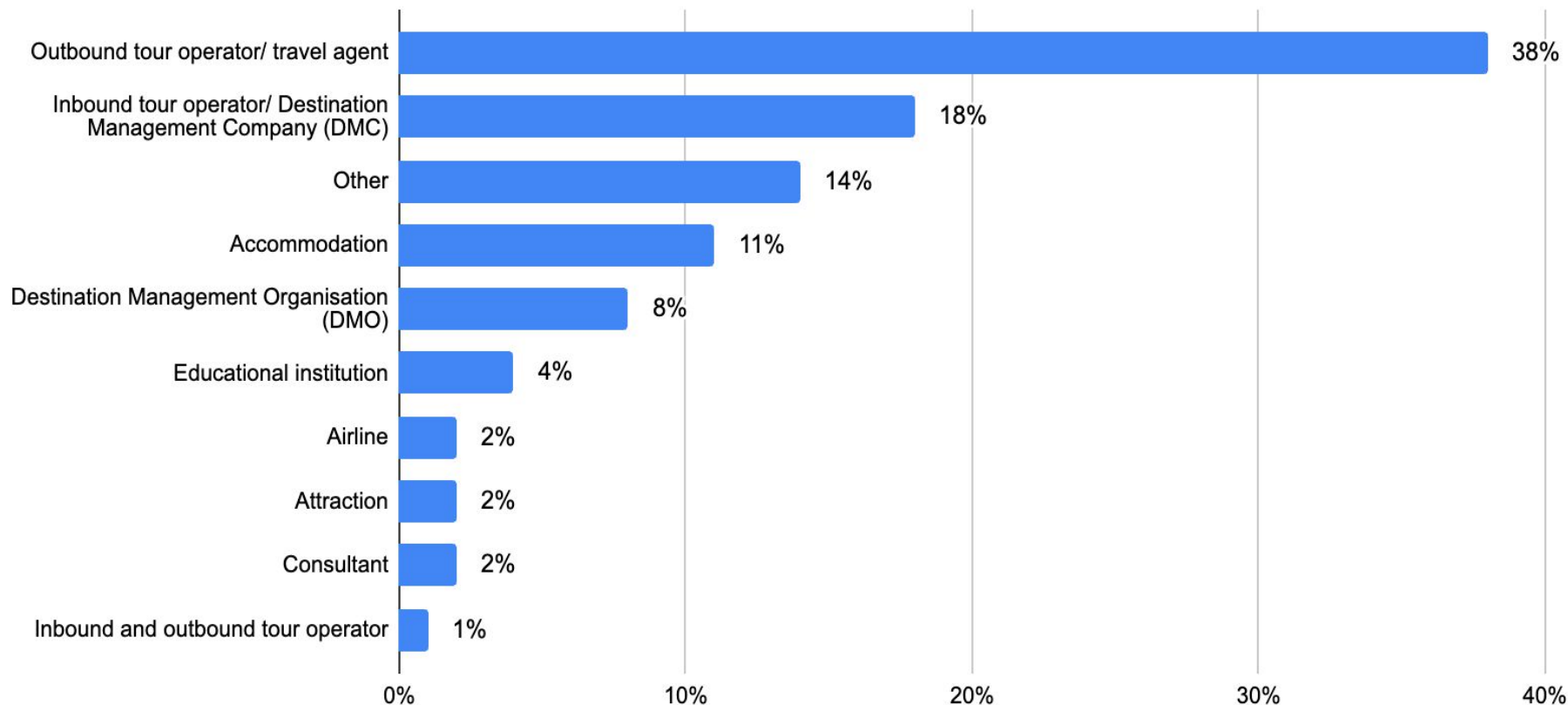
- All good.
- Well organised.
- It is very good.

Thailand

- It is all good.
- Good organised and ran smoothly.

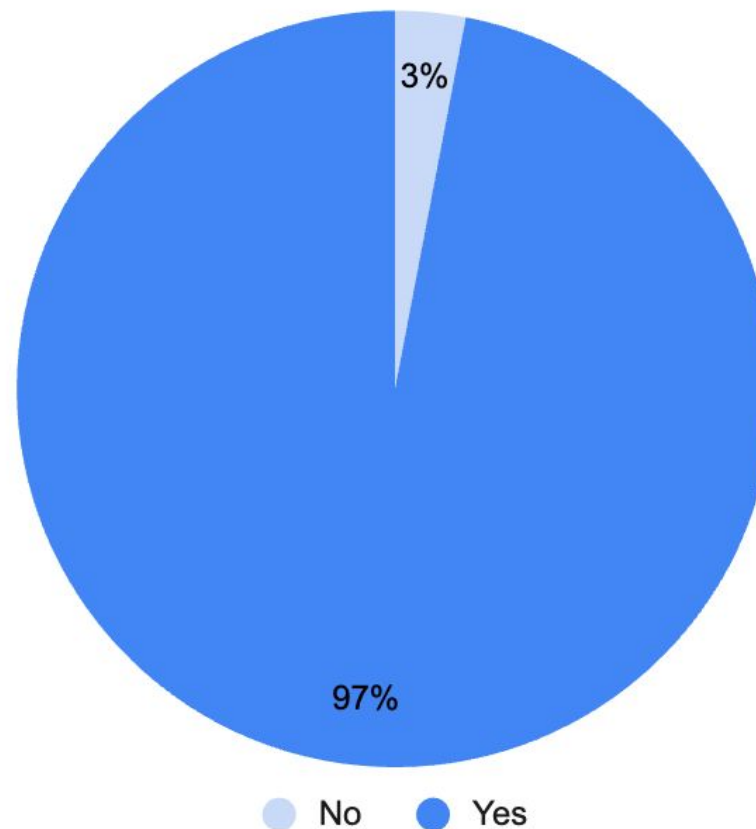
Other Questions for Exhibitors and Buyers

**What
industry
sector are
you in?**

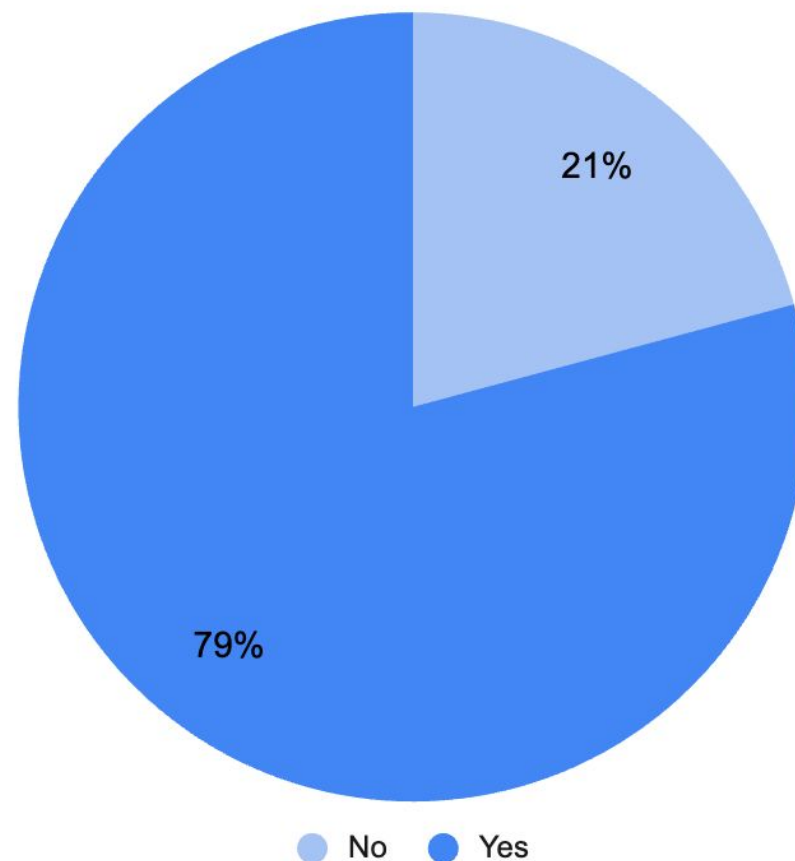


Other: Media, MICE, Tourism Board, Government, NTO, Travel Insurance, International online platform, Food Waste Prevention Tech

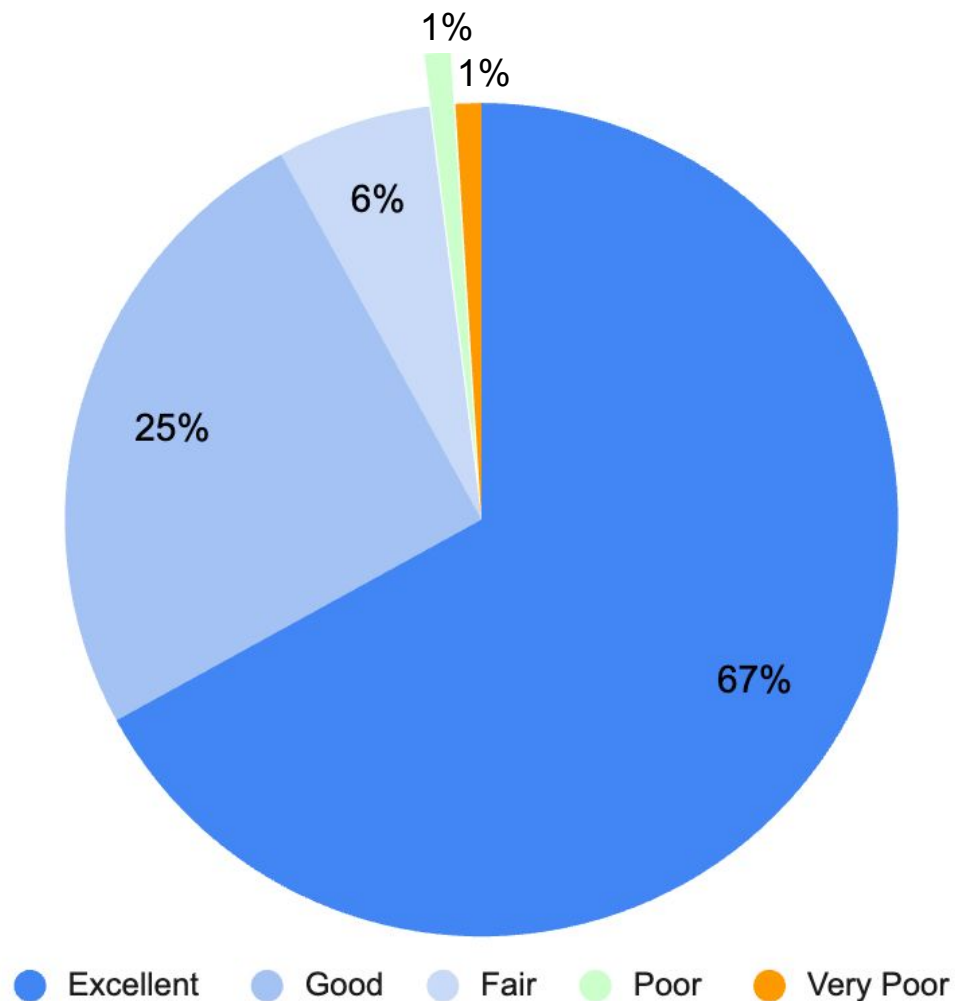
Did you like the format of the event (Half-day Forum and two days of appointment sessions)?



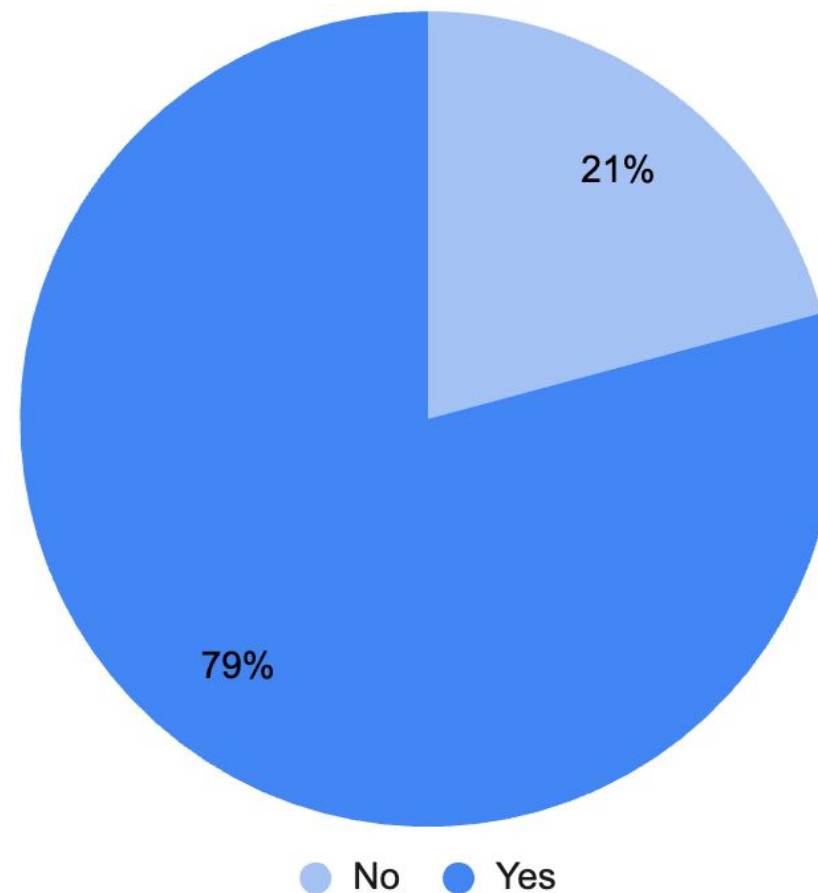
**Did you attend
Welcome Reception
on August 27?**



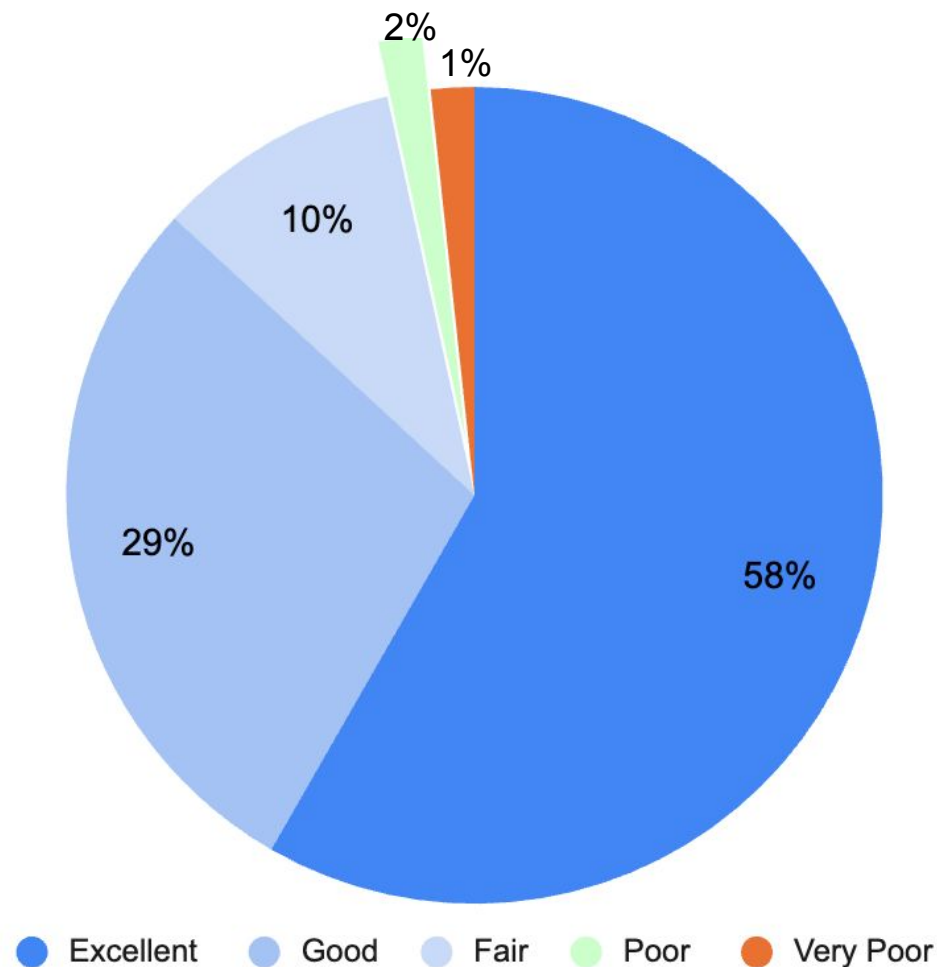
**Please provide your
rating of the
Welcome Reception
held on August 27.**



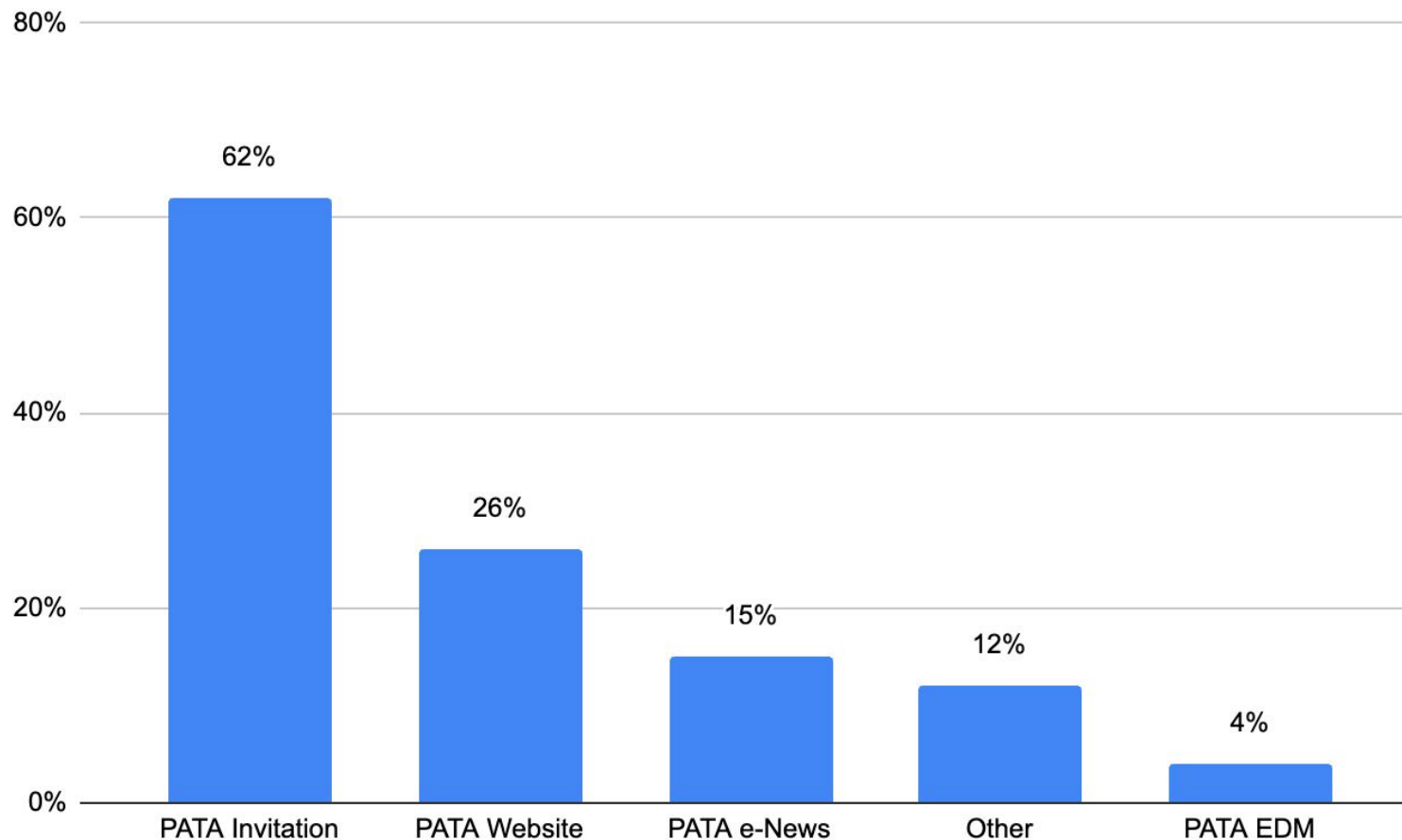
**Did you attend the
PATA Gold Awards
Lunch and Award
Presentations on
August 28?**



**Please provide your
rating of the PATA
Gold Awards Lunch
and Award
Presentations on
August 28**

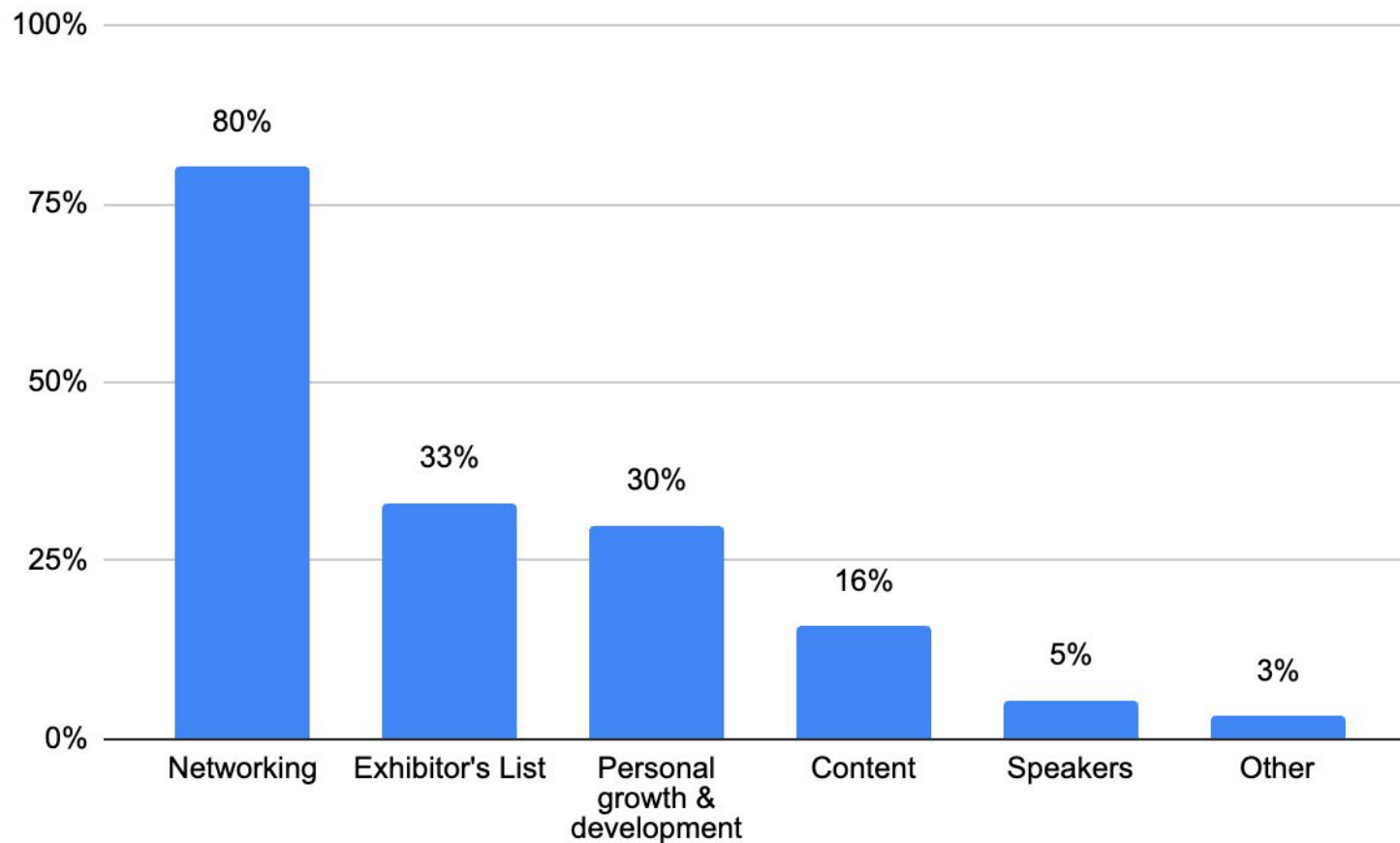


**How did you learn
about PTM 2024?
(Select all that apply)**



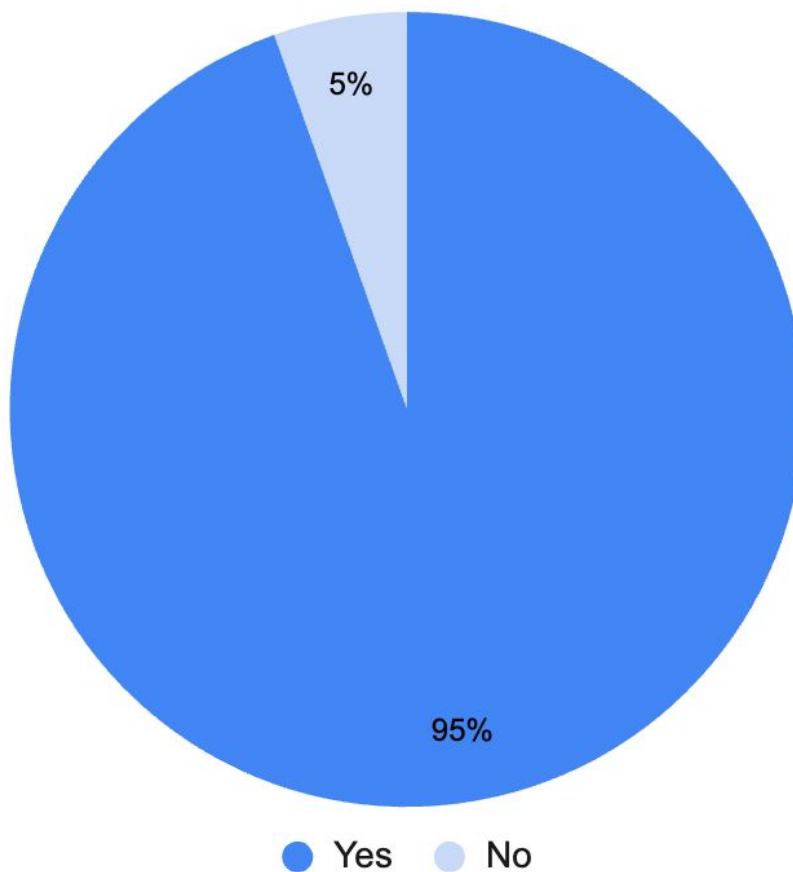
Other: Colleague, Friend, Marketing Agency, LinkedIn, Facebook, PATA Member, TCEB, ITB, Travel ShopTech

**Please specify your
main reason(s) for
attending PTM 2024.
(Select all that apply)**

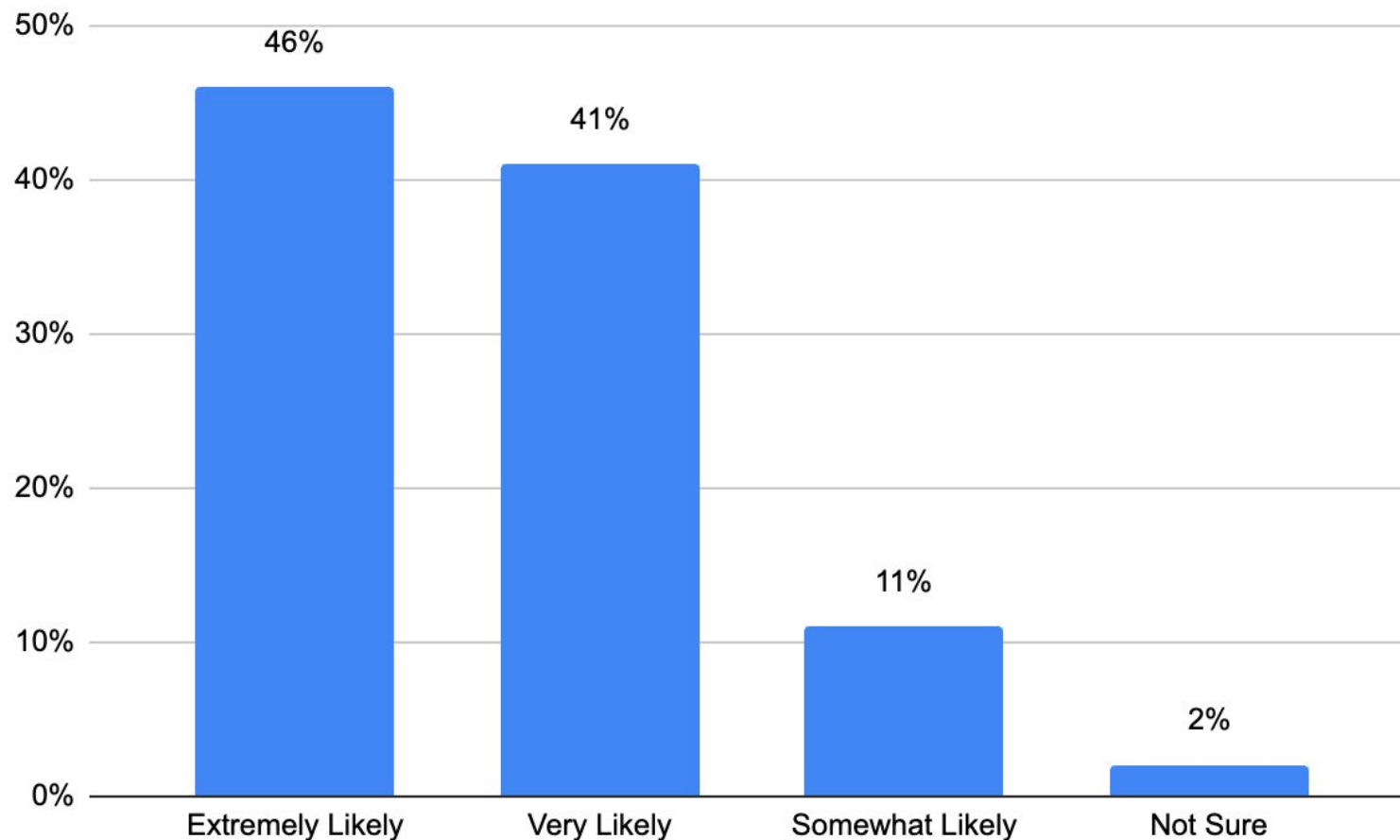


Other: Buyers, Joining Pavilion, Industry Update, Partnership, Promote city

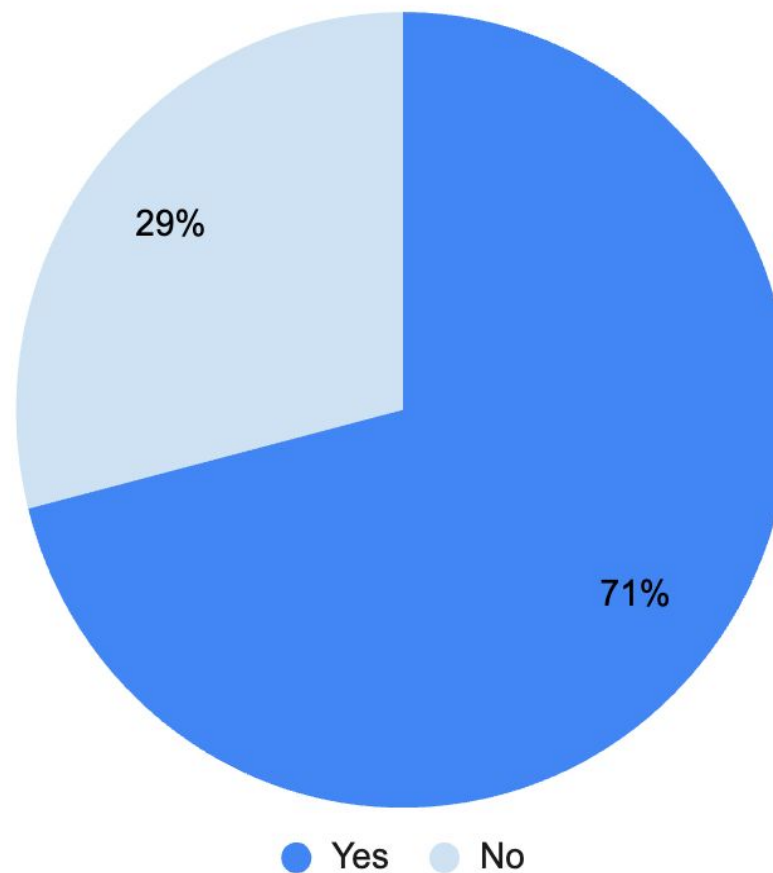
**Did PTM 2024 fulfill
your reason(s) for
attending?**



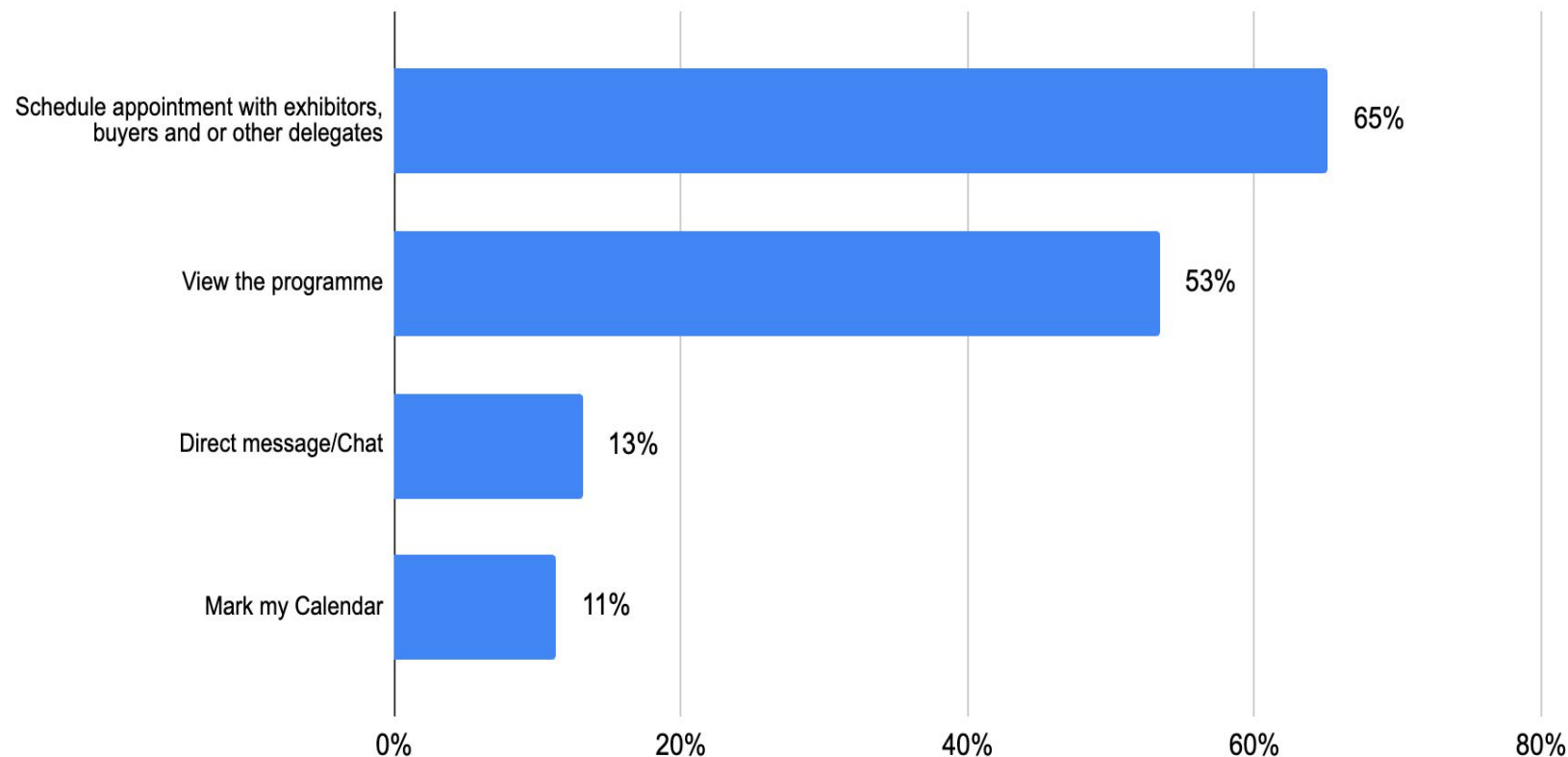
**Please rate how likely
you would recommend
PTM to a friend or
colleague.**



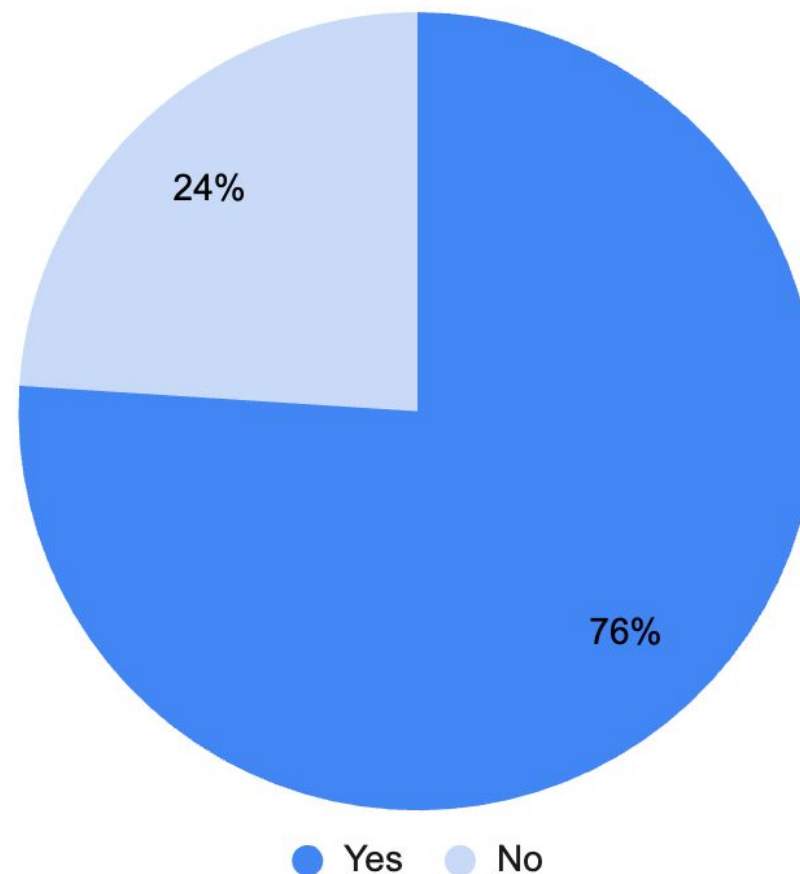
Did you use the Cvent App?



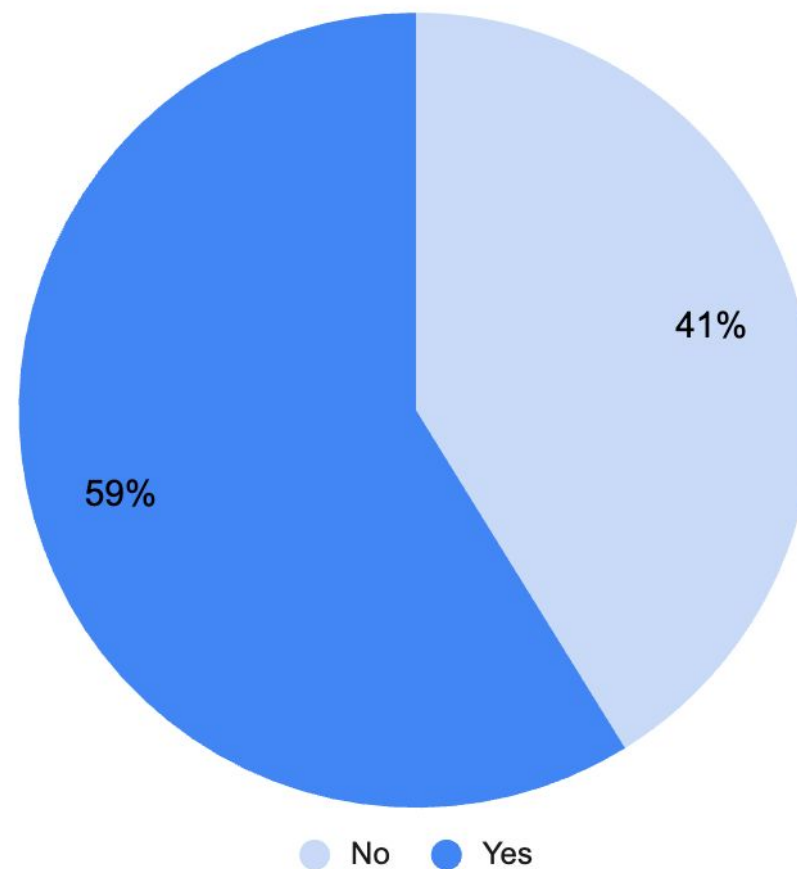
**Which function(s)
of the Cvent App
did you use?
(Select all that
apply)**



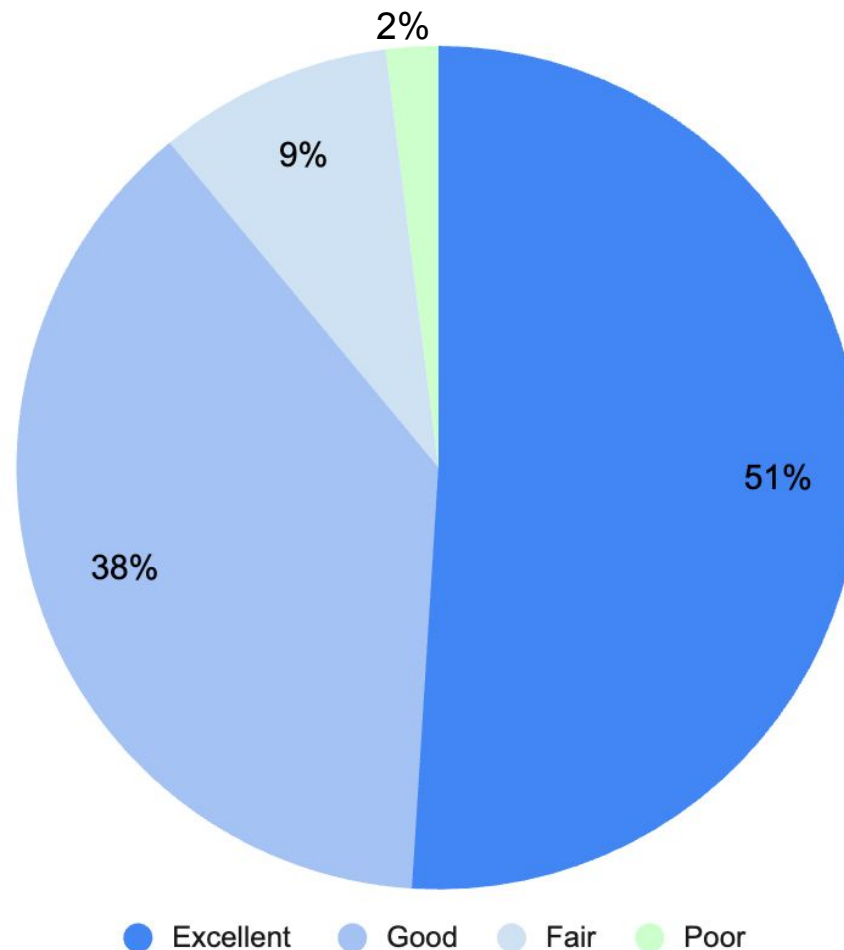
**Do you think the
Cvent App is
user-friendly?**



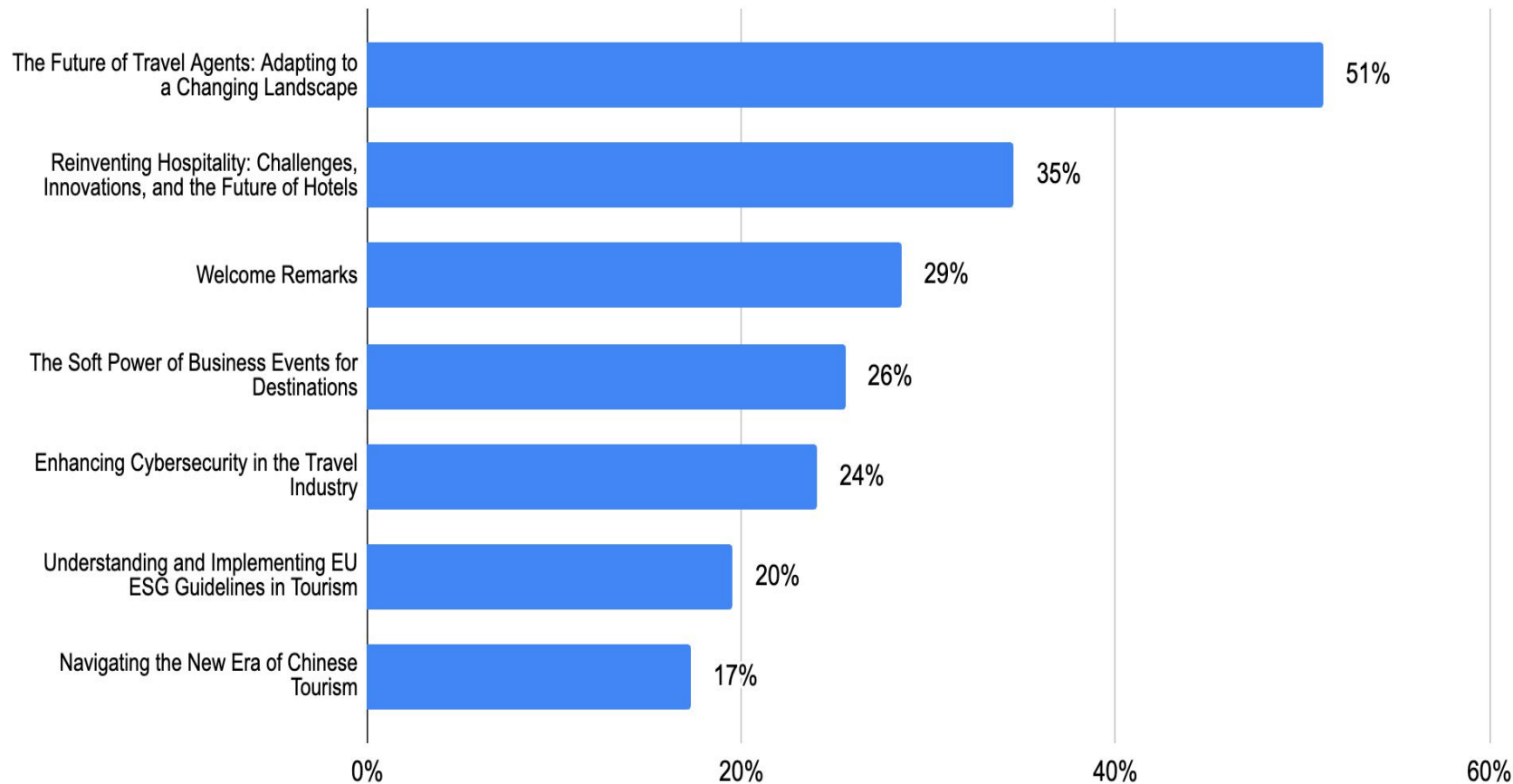
**Did you attend PATA
Knowledge Forum on
August 27?**



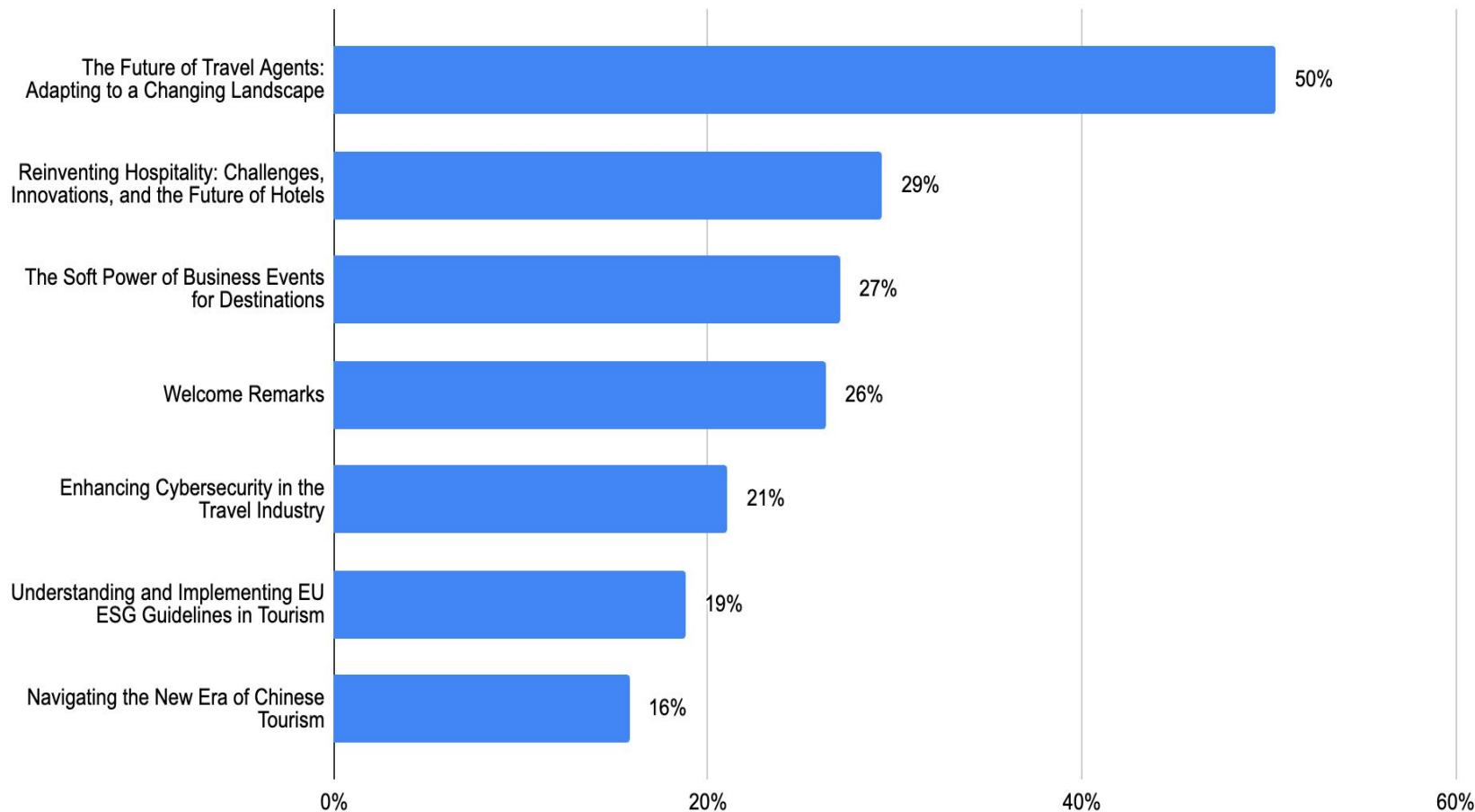
**Please provide your
rating of the PATA
Knowledge Forum on
August 27**



**Which session(s) of the
PATA Knowledge Forum
were you most
interested in attending?
(Select all that apply)**



**Which session(s) of the
PATA Knowledge Forum
were most relevant for your
organisation?
(Select all that apply)**



Which speaker(s) were you mostly interested in listening to?



Rank 1:
Michael Zhou,
President, Tang Dynasty



Rank 2:
Nichlas "Nick" Maratos,
Vice President - Commercial, Dusit Thani Public Company Limited

Topic or speaker suggestions for future PTM

Speaker

Tim (Hotel Planner CEO)

Topic

- Social growth.
- CTRIP Perspective European Point Of View/Comparison.
- Future of Sustainable Tourism Sustainability.
- Growing strategy.
- Role of Travel Agents and Sustainability in Tourism.
- Ecotourism.
- How to protect and support travel agencies from scammers.
- Backpackers that are not compliant but then making an income more than the compliant travel agencies.
- Travel Life Certification.
- Future Of Global Tourism Industry.
- Country Trends.

- More about marketing, Destination Marketing.
- Talent and Leadership Development.
- Educational Travel.
- Outlook for 2026.
- Weddings.
- EU visa and pass.
- AI in Travel and Solution, Event and AI.
- City introduction.
- Social Responsibility Events.
- No Plastics > any solutions?
- The future of travel agent.
- Topic is how AI can work for reservation platform.
- Technically.
- Networking.
- More about cybersecurity measures.

Trade Visitor

Additional Feedback on PATA Travel Mart 2024

Thailand

- Good.
- The event is great, and adding even more engaging activities could enhance the experience further.

Indonesia

- It is a great experience.
- Everything is great.

Vietnam

- Great connections , Thanks.
- I love it.

Highlight - Opening Ceremony



Highlight - Registration



Highlight - PATA Travel Mart Exhibition



Highlight - PATA Travel Mart Exhibition



Highlight - PATA Travel Mart Exhibition



Highlight - Welcome Reception



Highlight - Power of Networking



Highlight - Power of Networking



Highlight - PATA Gold Awards



Highlight - PATA Youth Symposium



Highlight - PATA Youth Symposium



Highlight - PATA Knowledge Forum



Highlight - PATA Knowledge Forum





Thank You