

The logo for PATA (Pacific Asia Travel Association) features the word "PATA" in a large, bold, black sans-serif font. A blue swoosh underline is positioned beneath the letters "A" and "T". A registered trademark symbol (®) is located to the upper right of the "A".

**PATA**®

Pacific Asia Travel Association

The title "PATA Member Directory" is written in a white, bold, sans-serif font and is centered within a dark blue horizontal rectangular bar.

**PATA Member Directory**

The subtitle "A Guide to the info hub" is written in a white, bold, sans-serif font and is centered within a dark blue horizontal rectangular bar, positioned directly below the main title bar.

**A Guide to the info hub**

The year "2024" is displayed in a very large, bold, blue sans-serif font, with the "20" stacked above the "24".

**20  
24**

# **PATA Member Directory**

## **A Guide to the info hub**

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## 1. What is the Info Hub?

The Info Hub is an online platform powered by Growthzone that only PATA Members can log into to access their membership benefits, such as:

- The PATA Member Directory
- PATA Research and Publications
  - Go to **Resources** to download Research & Publications that are included in your Membership benefits
  - Go to [PATA Catalog on the PATA website](#) to purchase Research & Publications at a Member Discount
- Webinar recordings (under Resources)
- Managing your subscription to various PATA Newsletters
- Membership Benefit Presentation Deck (under Resources)
- List of Membership Benefits per Membership Category (under Resources)
- Video Tutorials for PATAmPOWER users
- ... and more!

This will be a members-only space for you to access your benefits. Please explore! Coming soon, PATA HQ will be launching the following features:

- Paying membership fees within the Info Hub
- Job Board
- For Members, By Members (thus moving it from the public website to the members-only space, since it is 'For Members' only.)
- Promote your own events within the Info Hub to other members
- ... and more!

## 2. What is the PATA Member Directory

The PATA Member Directory is a list of PATA International's Members, displaying the organisation's bio and contact details of the primary contact person. The member directory can be searched and filtered by region, destination and keywords. Make sure your organisation's directory listing is complete and update-to-date so others can successfully connect with you.

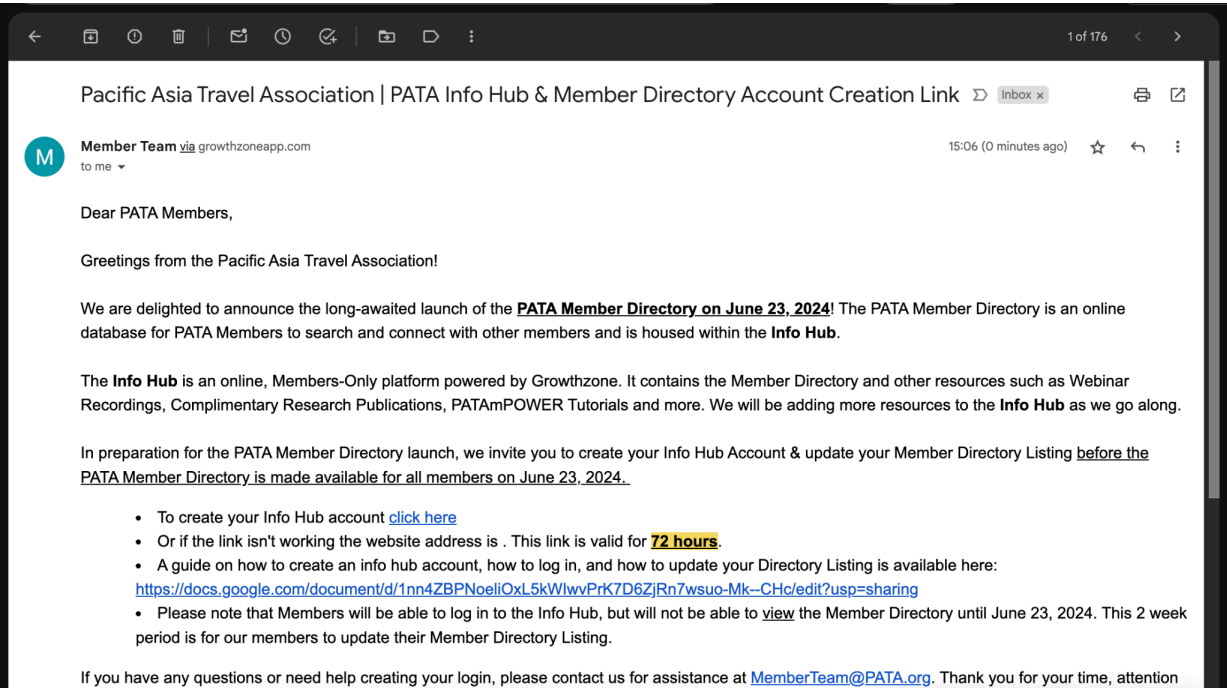
The PATA Member Directory is one of many resources that sits within the Info Hub.

### 3. How to gain access to the Info Hub

a. **Create your Info Hub account username & password**

- When the Info Hub was launched in June 2024, all members received an email with a system-generated link (valid for 3 days) inviting them to create their accounts. If you haven't created your account on the PATA Info Hub yet, please don't hesitate to contact us at [MemberTeam@pata.org](mailto:MemberTeam@pata.org). We'll be happy to resend the link to you.

The email should look like this:



- Alternatively, even without this email, existing contacts in the PATA database can create an account here: <https://patamembersdirectory.growthzoneapp.com/MIC/Create>. Your First name, Last Name and Email Address have to match in order for you to create an account. To ensure only PATA Members can create accounts, you will also require your PATA Membership ID Number to create an account. This can be found in your welcome/confirmation of membership email.



Pacific Asia Travel Association | PATA Create Account

Create an Account

First Name

Last Name

Email

Membership / Invoice #  
  
Enter your membership number or an invoice number

[Back to Login](#)

- All staff of a Member Organisation, who are already listed in PATA's Database, can create an Info Hub account. If you would like to have more staff members gain access to the Info Hub, please see "[How to add more staff members to PATA's Database and thus give them access to the Info Hub](#)" for instructions on how to do this.

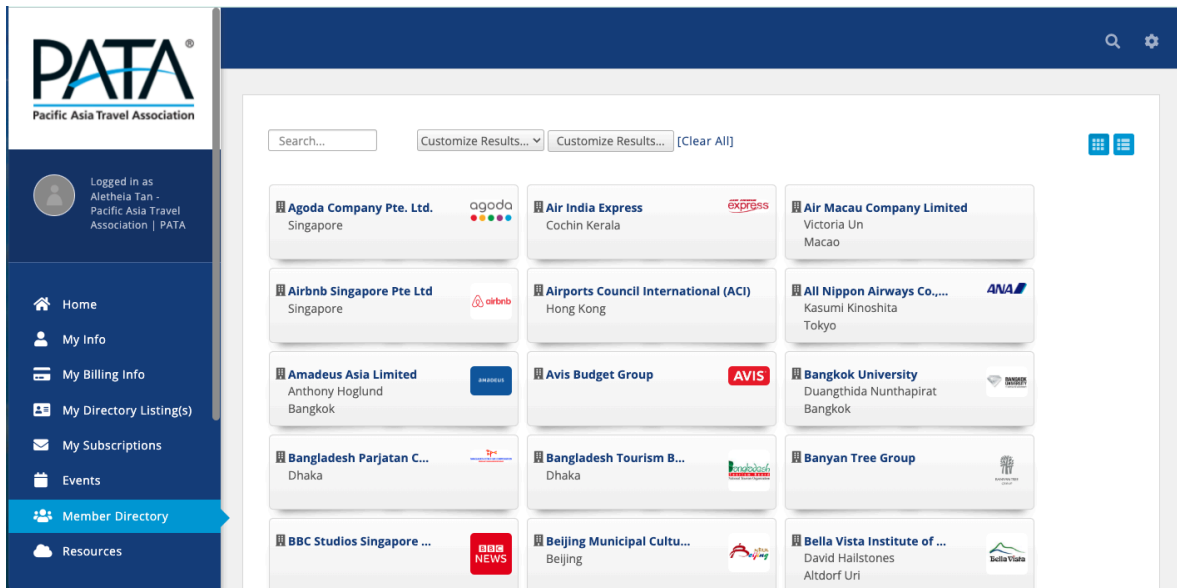
**Log into the PATA Info Hub here:**

<https://patamembersdirectory.growthzoneapp.com/MIC/login>

## 4. How to Update your Organisation's Directory Listing in the Info Hub

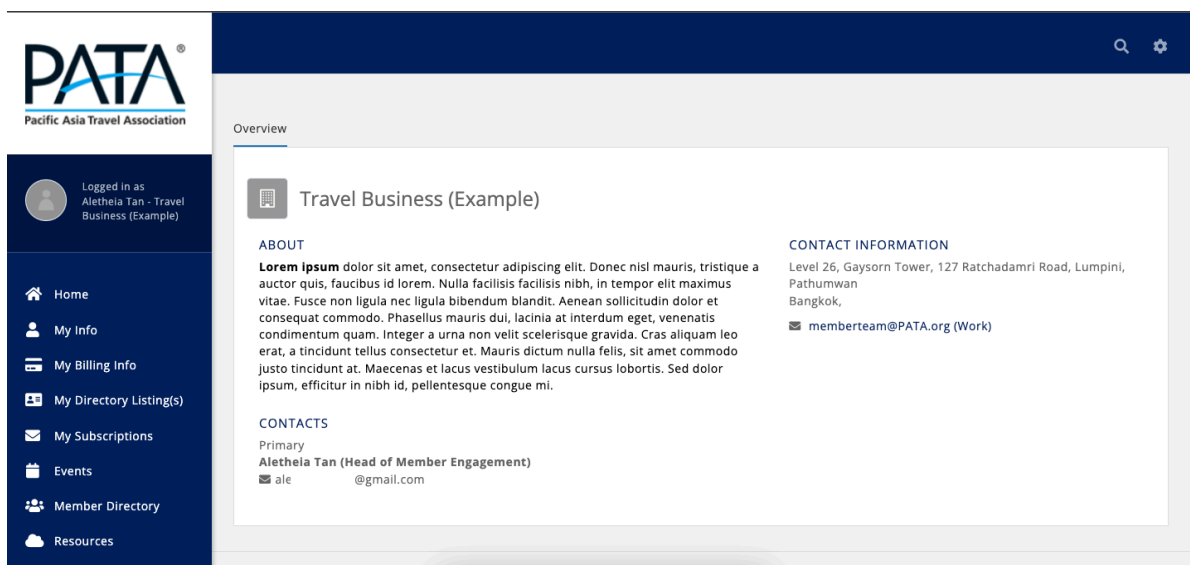
- You should have the ability to create new content and edit existing content in your organisation's directory listing.

### a. (Screenshot) Example of the PATA Member Directory:



This is an example of how your Directory Listing will appear in the Member Directory. Please update your Directory Listing so that members can contact you easily once the Member Directory is made available.

### b. (Screenshot) Example of Individual Organisation's Directory Listing – Standard Listing



- Each Standard Directory Listing should have a **Company Bio, Company Address, Company Email Address, Primary Contact Name, Job Title & Email Address.**

- You can also add your **Phone, Social Sites, Destination** (that your organisation is primarily based in, eg: Headquarters), **Region** (that your organisation operates in), etc.
- In general, there are two places where you can edit your Directory listing:
  1. **My Info** (left sidebar) > **Related Businesses** (top menu, fourth tab)
  2. **My Directory Listing(s)** (left side bar)

Clarification regarding **My Info**: Under **My Info** > **Contact Info** Tab, the details here are for your personal details as an individual. However, these details do not show up in the Member Directory. Individuals do not have a profile page within the Info Hub. Other members will not be able to see this information. You need not spend time updating this section.

#### c. How to edit your address & company bio

Click on **My Info** (left sidebar) > **Related Businesses** (top menu, fourth tab) > Update your address if needed by clicking the **Pencil Icon** > Edit your **company bio** if needed > Edit your **Destination** if needed > Remember to click **Save!**

#### d. Important Note on updating Addresses

**only the “Physical & Mailing” address will be listed in the Member directory.**

The “Physical” address or “Mailing” address will not show up.

**\*Please note that the “Physical & mailing” address is the address we send your invoices to, and any edits here will affect your invoicing in the future.**

#### e. Important Note on Email Addresses:

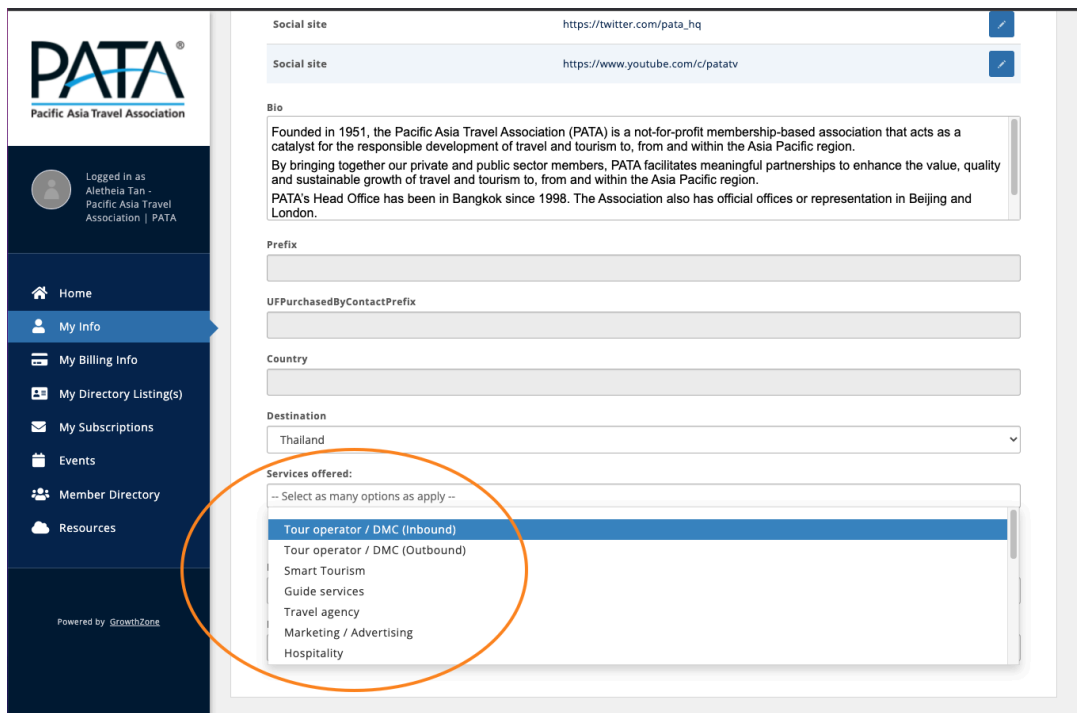
- For the business, only your “work” email address will be listed for other members to view.
- For the primary contact, only your “work” email address will be listed for other members to view. Your “Personal” email address will not be listed publicly, and it is for the sole purpose of PATA contacting you.

#### f. To add “Services Offered”,

in the same page as **My Info** (left sidebar) > **Related Businesses** (top menu, fourth tab) > **scroll down** > Under **Services offered**, select as many services offered as applicable from the drop down menu.

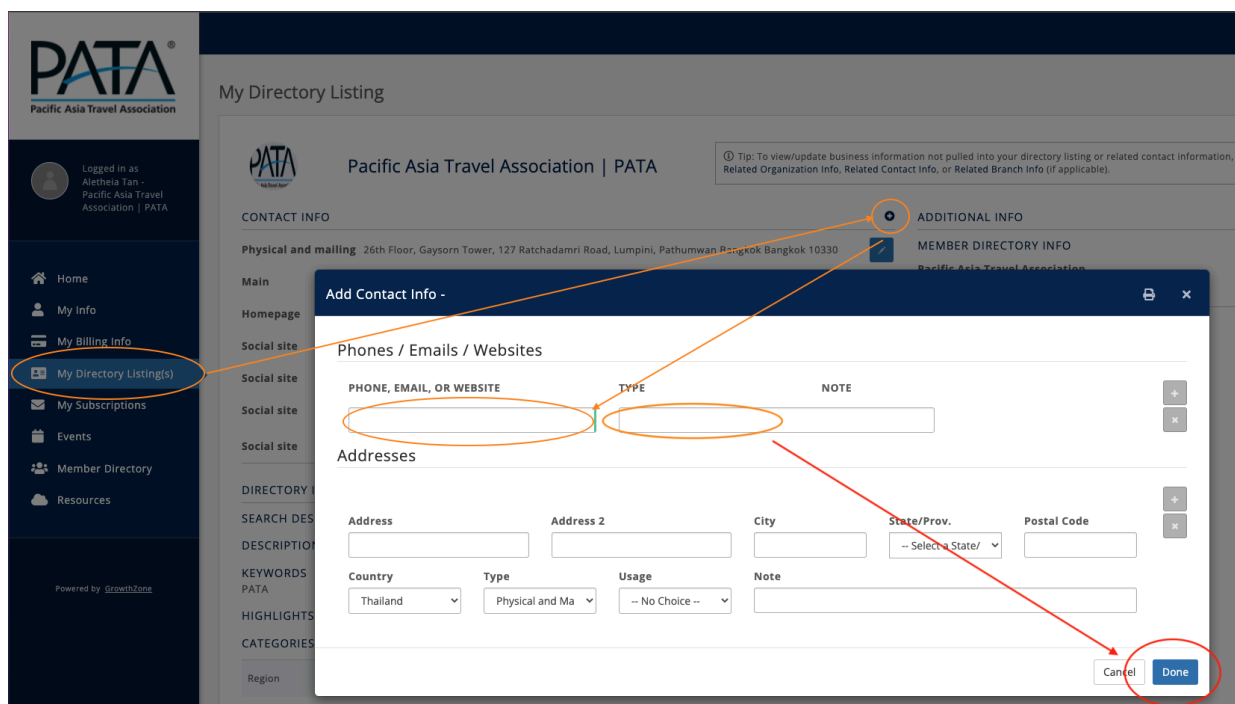


Let the Membership team know if we have missed out on an important service!



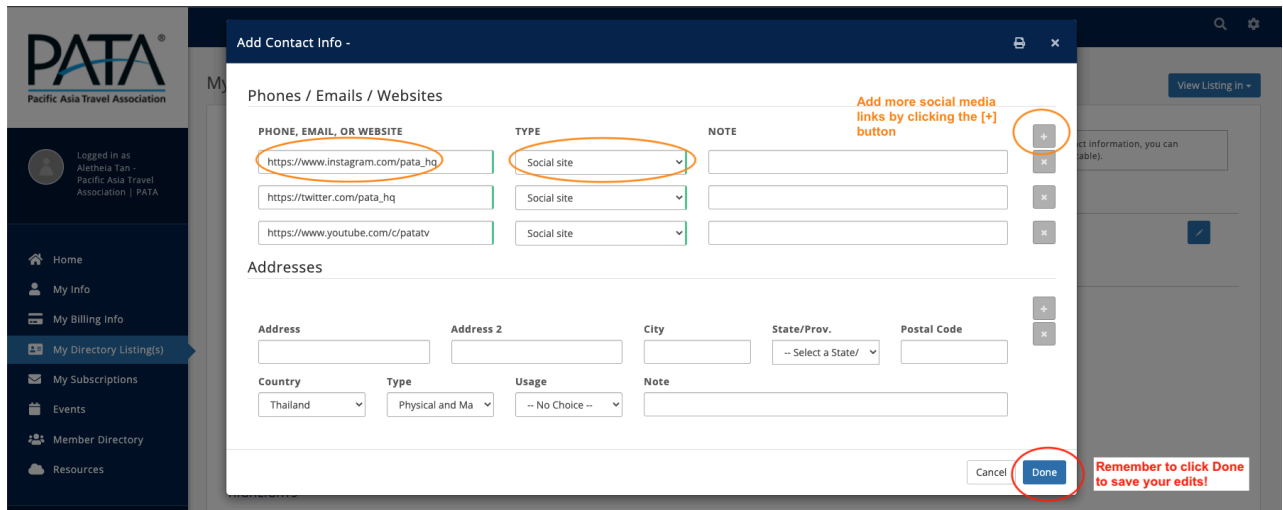
**g. To add your phone number,**

Go to **My Directory Listing(s)** (left side bar) > In the **Contact Info** section, Click the small **+** button > An “Add Contact Info” window will pop up > Add your Phone number under “**Phone, Email or Website**”, **\*\*\*Remember to add the country code!** > Under **Type**, select either “**Main**” or “**Work**” from the dropdown menu, **\*\*\*Only phone numbers indicated as “Main” or “Work” will be displayed in the Directory Listing.** > Remember to click **Done** to save your edits!



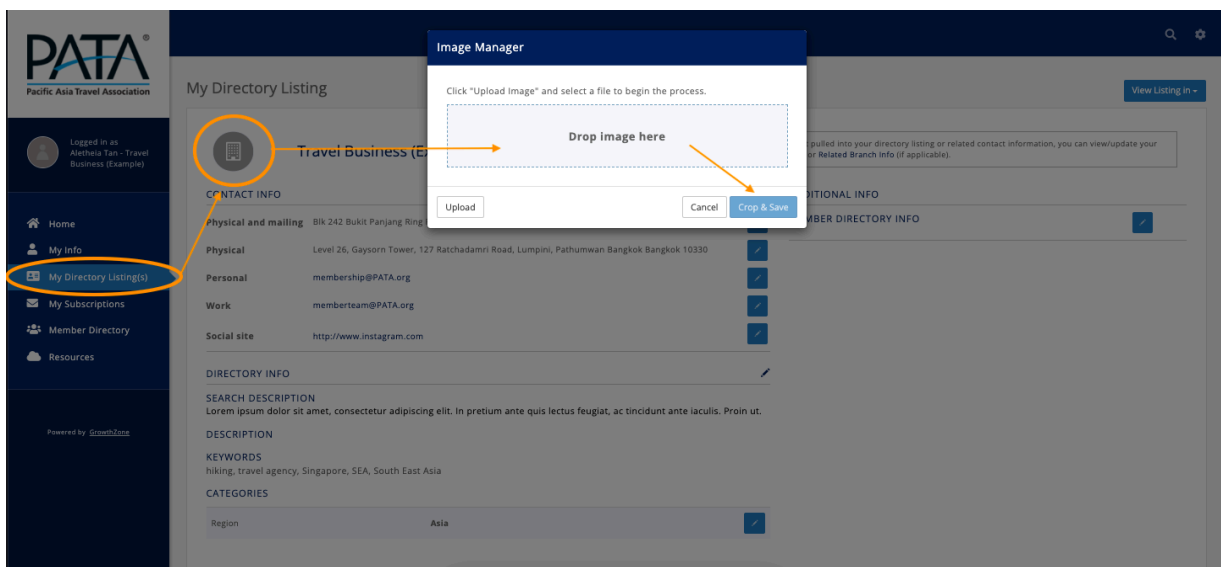
### h. To add your social sites:

Go to **My Info** (left side bar) > **Related Businesses** > In the **Contact Info** section, Click the small **+ button** > An “Add Contact Info” window will pop up > Add your Social Media links under **“Phone, Email or Website”** > Under Type, Select **“Social Site”** from the drop down menu > Click the grey **+ button** to add more links > Remember to click **Done** to save your edits!



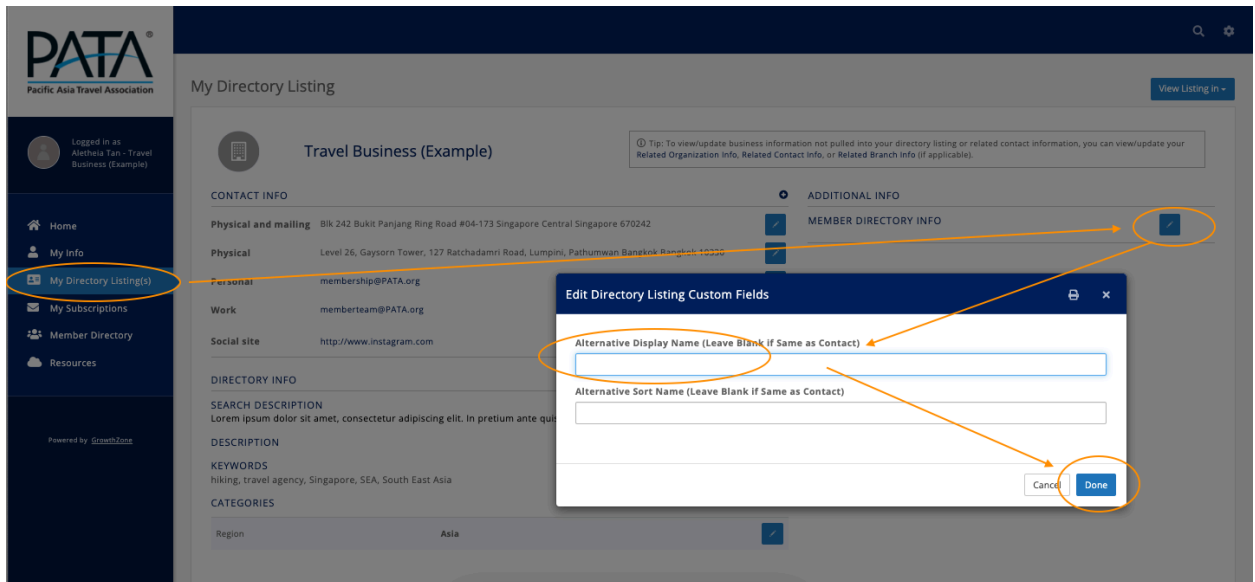
### i. To update your logo:

Go to **My Directory Listing(s)** (left side bar) > Click on the **grey circle building icon** > **Upload** a high-res logo > Click **Crop & Save**



**j. To change your organisation’s name in the member’s directory:**

Go to **My Directory Listing(s)** (left side bar) > Under **Addition Info** section (right side), Under **Member Directory Info** > Click the **Pencil Icon** > in the **pop up box**, Edit your **Alternative Display Name** > Click **Done** to save your changes.



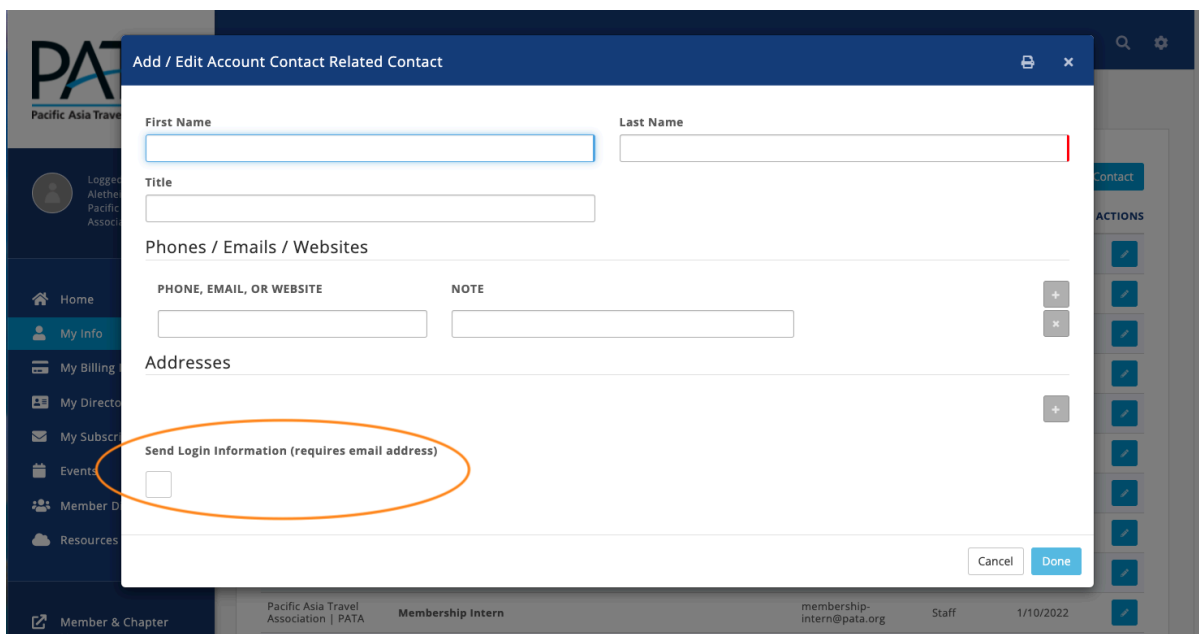
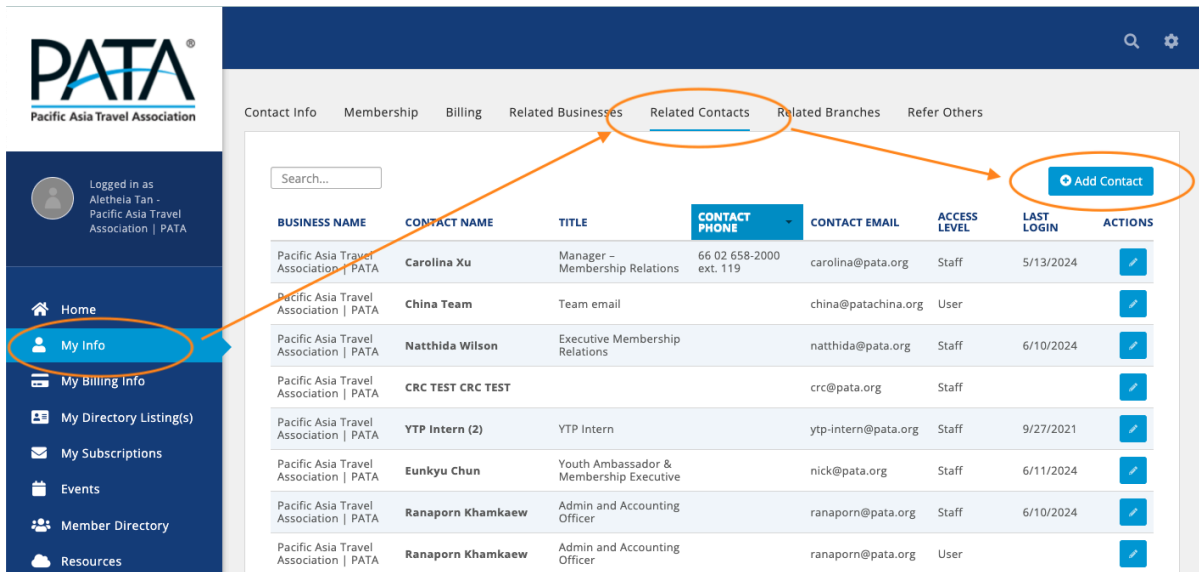
Use this when you want to add/remove “PTD” or “LTD” from your organisation name for branding purposes, or if you want to add/delete the destination / branch name of the office that holds the PATA Membership, or if you want to add details like “Formerly known as” in your Directory Listing Name.

**k. To change the primary contact listed in the member directory**

Please contact [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org) for assistance. We have to do this for you.

**l. How to add more staff members to PATA’s Database and thus give them access to the Info Hub**

Go to **My Info** (left side bar) > **Related Contacts** (Top Menu) > click **Add Contact** (blue button, right corner). A window will pop up where you can fill in the necessary details for your colleague. Check the **“Send Login Information”** box in order to send them a log-in email to the Info Hub.



**m. Keep the database up to date!**

Within **Related Contacts**, please feel free to edit staff information to keep PATA's database up to date. You might see colleagues who have left the organisation still listed in the database. You can edit this old contact with a new replacement, and check the **Send Login Information** box to send them the Login email.

However, your user's level of access does not allow you to delete content from the database, so if you need to make huge edits and changes to this section, please contact us [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org) for assistance!

**n. To change the destination that you are listed under in the member directory**

OR to have more than one destination listed under the Organisation, please contact [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org) for assistance. We have to do this for you.

# 5. For Members, By Members

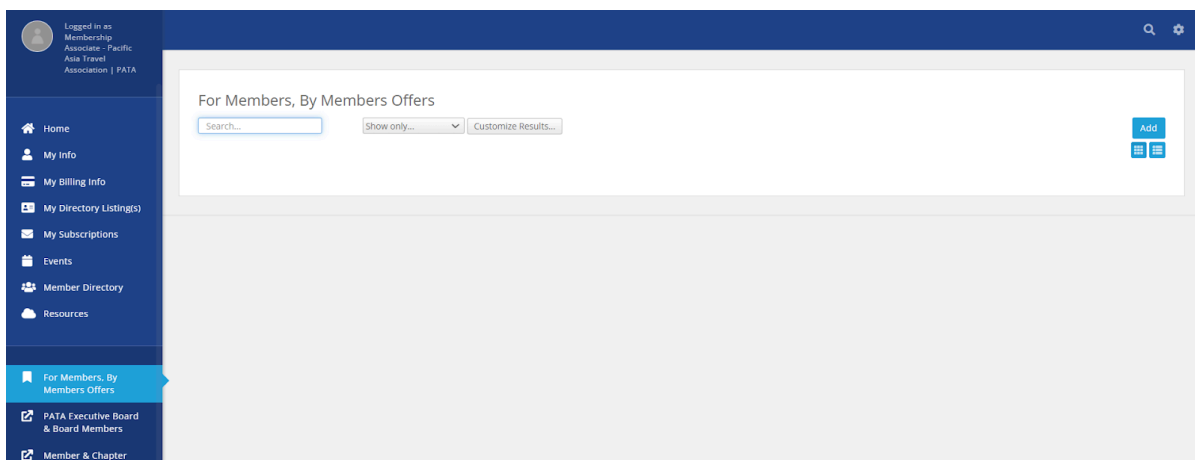
You can post your special offers and explore exclusive promotions from other PATA members.

This allows you to showcase your latest deals, discounts, and packages, while also staying informed about exciting offers from PATA members. It's a great way to collaborate, boost visibility, and take advantage of unique opportunities within the network.

Watch a video tutorial [here](#) for a step-by-step guide or follow instructions below.

## a. How to add your For Members, By Members Offer

- Go to For Members, By Members Offers (left sidebar) > Click on the + Add Button




- "Clicking 'Add' will take you to a new page where you can enter the details of your special offer.

### For Members, By Members Offer

The value of a PATA International Membership goes beyond the membership benefits that PATA directly provides. In collaboration with a select group of our members, we're pleased to offer preferred PATA member rates for the following products & services that are essential to all travel industry players.

These additional benefits are available only for PATA International Members.




#### Submit a new For Members, By Members Offer

Title

Description 

**B** *I* U ~~X~~ <sup>X</sup> **A** **T**



Search Description

Expiration Date

Promo Code

Contact (can edit)

Posted by (displayed publicly)

- Enter all the required details for your special offer. The expiration date should be set as the end of the promotion. This end date will also determine when your offer will no longer be available or removed from the listings.

Contact (can edit) Search

Posted by (displayed publicly)  
Pacific Asia Travel Association | PATA

Publish Start  
15/08/2024

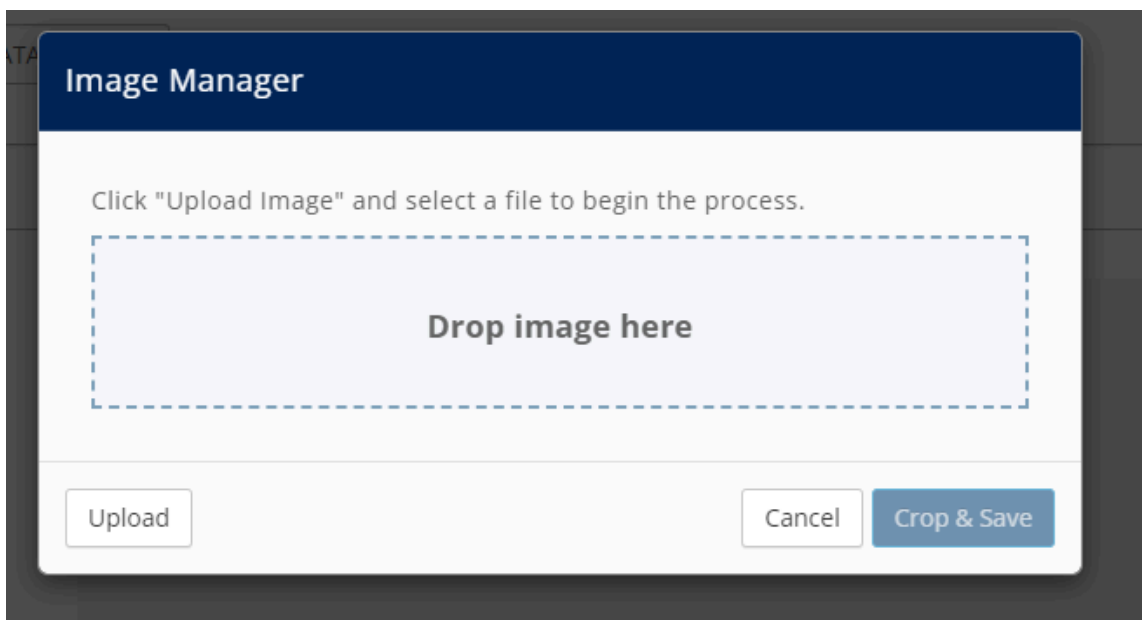
Publish End  
dd/mm/yyyy

Search Results Image

Other images  
+ Add Image

Submit

- Upload a cover image for your offer. This will be used as the cover, or you can upload your company logo instead.





Alt Text, Title and Caption are optional

Alt Text

Title

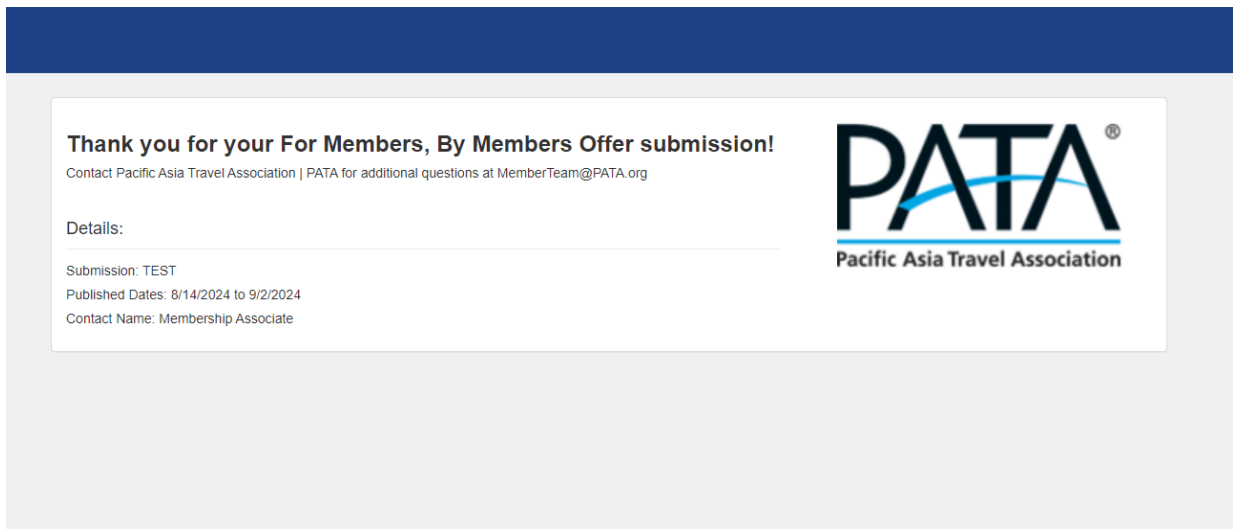
Caption

### Notes

- Supported file types: **.jpeg, .jpg, .png, .gif, .bmp.**
- After submission, your offer will be reviewed and pending approval by the PATA Membership Team.
- If you have multiple offers, you can submit additional ones following the same process.

Once you have completed the process, a confirmation page will appear.


- you can edit and update your special offer as needed.



**Thank you for your For Members, By Members Offer submission!**  
Contact Pacific Asia Travel Association | PATA for additional questions at [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org)

Details:

Submission: TEST  
Published Dates: 8/14/2024 to 9/2/2024  
Contact Name: Membership Associate

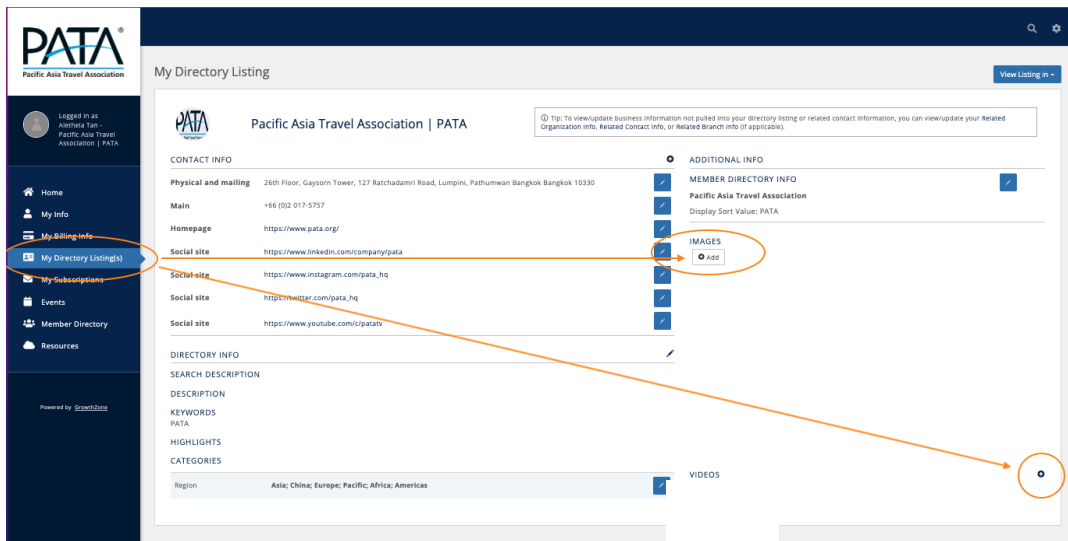


# 6. Deluxe Listings

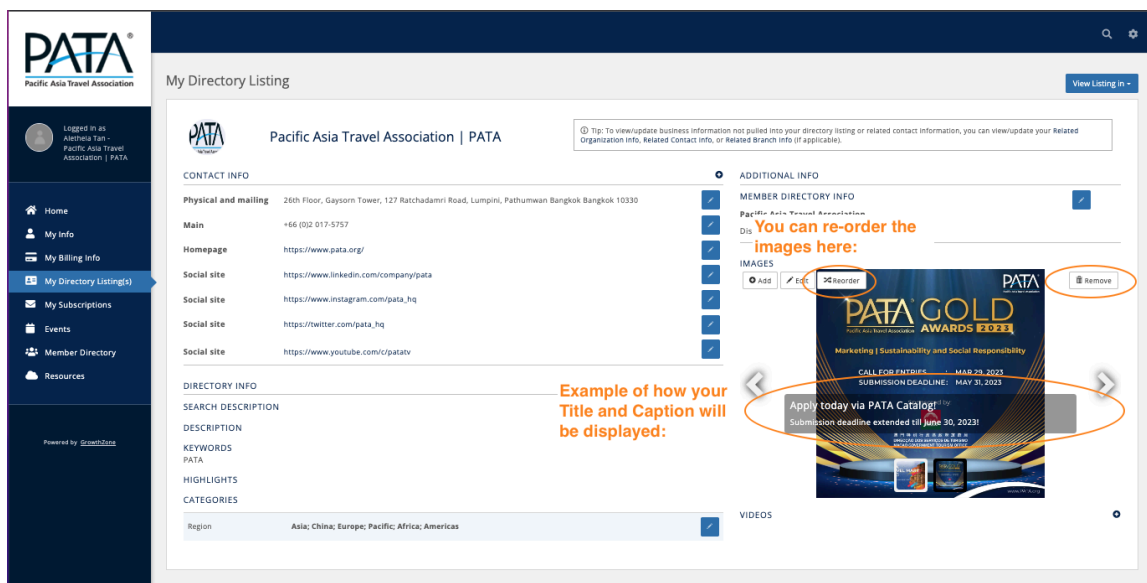
For Industry - Corporate members, Hospitality - Corporate members, Government members, Aviation members and Partners, you have a deluxe listing, which has higher visibility within the PATA Member Directory, and the ability to upload images.

## a. How to upload images

Go to **My Directory Listing(s)** (left sidebar) > Click on the **+ Add Button** for images.

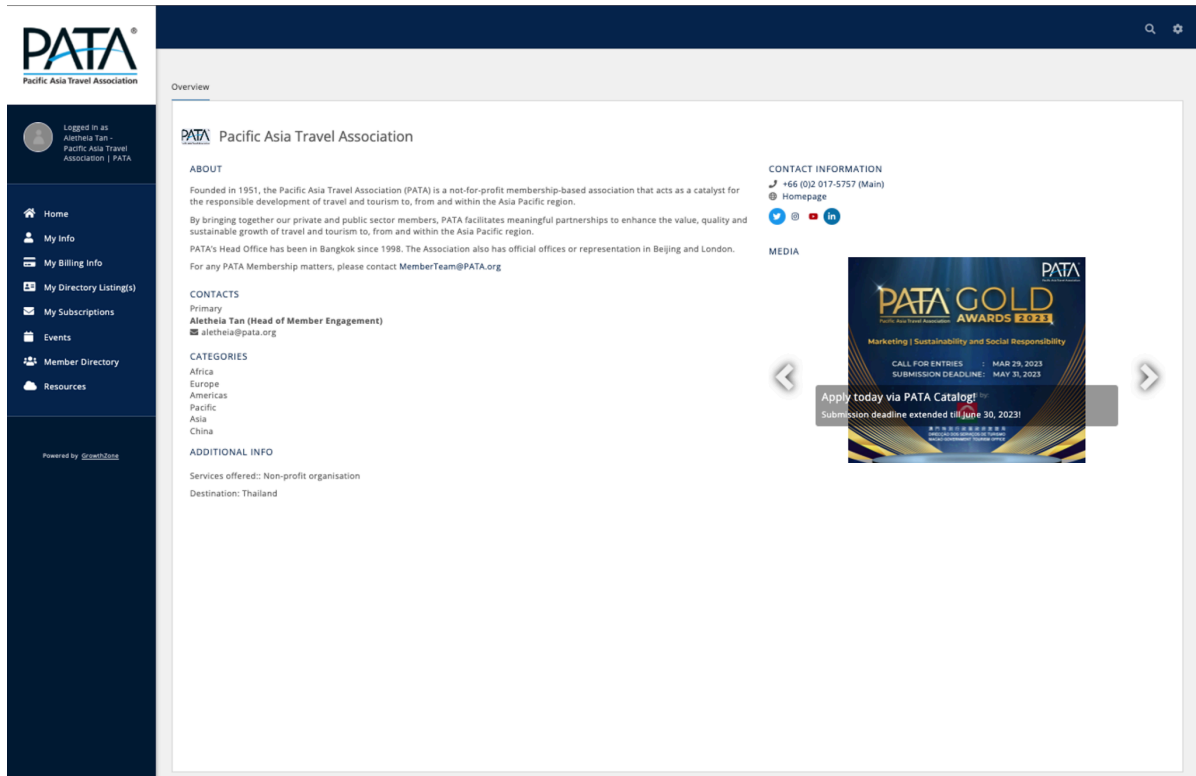


- For images, media-supported file types are: **.jpeg, .jpg, .png, .gif, .bmp**
- High res images of up to **1920x1080 px** are accepted.
- However, due to the way it is displayed in the Directory Listing, we recommend **aspect ratios of 4:3 / 16:9 / or square formats**.
- For images, the title and caption is **optional** and will hover in the middle of your image when displayed.



## b. (Screenshot) Example of Individual Organisation’s Directory Listing – Deluxe Listing

This is an example of how your organisation’s Deluxe Directory Listing will look like in the Member Directory after images are uploaded:

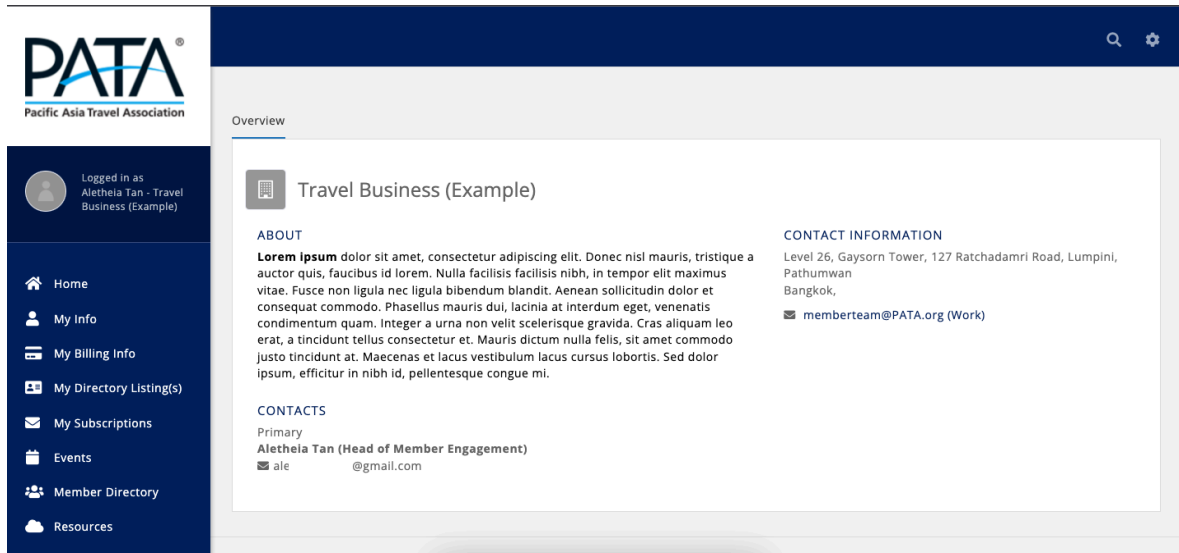


Once again, please note that you (and all other PATA Members) will be able to view your Directory Listing in the Member Directory. Please keep your Directory Listing up to date, so that members can contact you easily.

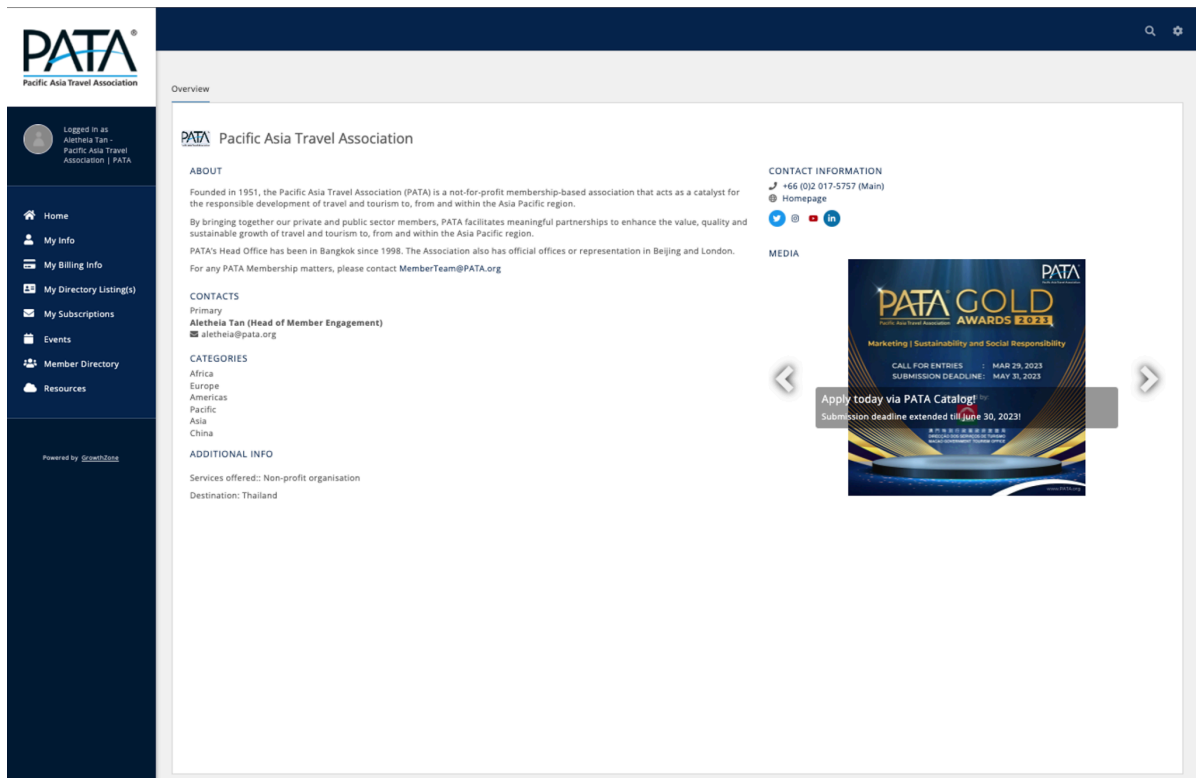
# 7. FAQs

## Question: How does it look like for Standard Listing and Deluxe Listing?

### Screenshot of Standard Listing:



### Screenshot of Deluxe Listing (For Industry - Corporate, Hospitality - Corporate, Aviation, Government Members & Partners):



**Question: How can I upgrade my Directory listing from standard to deluxe?**

**Answer:** If you are currently an Industry - General or Hospitality - General Member (US\$1000) or Education - Basic (US\$500), you will have to upgrade your membership category to Corporate level (US\$4000 per annum) or Education - Premium (US\$1500). Please get in touch with the PATA Membership Team at [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org) to discuss upgrading.

**Question: I have 2 organisation bios in my directory listing, how can i edit / change / delete this?**

**Answer:** This happens when you add the same organisation bio in 2 different places within the info hub. The first organisation bio can be edited **My Info** (left sidebar) > **Related Businesses** (top menu, fourth tab). The second organisation “bio” is actually the description box in **My Directory Listing(s)** (left sidebar) > under the Directory Info section > Click on the **pencil icon** > Edit **Description** in the **pop up box**. Delete or change the content in these 2 places so that it will not be a repeat.

**Question: I would like to delete my Directory Listing. / I do not want my business to appear in the PATA Member Directory.**

**Answer:** Please contact the PATA Membership Team at [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org) and we will delete it for you. Any edits, videos or media uploaded to your Directory Listing thus far remains in our cloud, so you can re-active your Directory Listing any time within your Membership period.

**Question: Where is the link to the Info Hub / Member Directory?**

**Answer:** Here it is – <https://patamembersdirectory.growthzoneapp.com/MIC/Login> – or you can also access it from PATA's Website (header bar).

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If all else fails, please email us at [MemberTeam@PATA.org](mailto:MemberTeam@PATA.org). We will do our best to assist you. Thank you in advance for your patience and understanding as we work out all the teething problems!

Yours sincerely,  
The PATA Membership Team

## 8. Terms & Conditions for Use

Dear PATA Members,

By accessing and using the PATA Info Hub, you agree to the following terms and conditions that are available for review here:

[PATA Website Terms & Conditions](#)

[Privacy Policy](#)

[Internet Security](#)

- 1. Sharing of Contact Information:** As a member of PATA, you acknowledge and consent to the sharing of your contact information, including your name, job title, and email address, with other PATA Members who have access to the Info Hub. This sharing of information is essential for networking and collaboration within the PATA community.
- 2. Responsibility for Information Removal:** If you do not wish to share your contact information with other PATA Members, it is your responsibility to remove that information from the Info Hub. Failure to do so implies your continued consent for sharing. Instructions for removing your information can be found here ([How To Guide: Accessing Info Hub & Editing PATA Member Directory 2023](#)), or you can contact [Memberteam@PATA.org](mailto:Memberteam@PATA.org).
- 3. Confidentiality and Proper Use:** You agree to maintain the confidentiality and security of any sensitive information accessed through the Info Hub. You will not share information with other third-parties and/or non-members. You will not use the information for any unauthorized or malicious purposes and will comply with all applicable laws and regulations.
- 4. Indemnity:** PATA shall not be liable for any loss, damage, or unauthorized use of your contact information resulting from your participation in the Info Hub. You agree to indemnify and hold PATA harmless against any claims, liabilities, or costs arising from your violation of these terms.
- 5. Modification and Termination:** PATA reserves the right to modify or terminate the Info Hub at any time without prior notice. You acknowledge that PATA is not liable for any consequences resulting from such modifications or terminations.

By continuing to access the PATA Info Hub, you signify your acceptance of these terms and conditions. If you have any questions or require assistance, please email [Memberteam@PATA.org](mailto:Memberteam@PATA.org).

Thank you for being a valued member of PATA and for your continued participation in the Info Hub.

Yours Sincerely,  
Pacific Asia Travel Association