PATA®
Pacific Asia Travel Association

Member Directory
A Guide to the Info Hub

2025

www.PATA.org

PATA Member Directory
A Guide to the Info Hub

Contents			

Pacific Asia Travel Association

Unit 908 9th Floor No.111 True Digital Park Unicorn Building Sukhumvit Road, Bang Chak, Phra Khanong, Bangkok 10260
Tel: +66 (0)2-460-9264 ∣ E-mail: membership@pata.org ∣ Website: www.PATA.org

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
- For Members, By Members (FMBM)
- … and more

This exclusive members-only space gives you access to your benefits—feel free to explore!

In the future, PATA HQ will be introducing the following features.

- Paying membership fees within the Info Hub
- Job Board
- Promote your own events within the Info Hub to other members
- … and more

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2. What is the PATA Member Directory

The PATA Member Directory is a list of PATA 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 launched in June 2024, we sent an email with a system-generated link (valid for 3 days) to help all members create their Info Hub accounts. If you haven't set up your account yet, simply reach out to us at Memberteam@pata.org. We are more than happy to send the link to you.

The email will be sent by the PATA Member Team and will include a link:

Get Started with the PATA Info Hub – Your Link Is Ready!   Inbox ×

M Member Team via growthzoneapp.com   28 Jan 2025, 14:49 (2 days ago)
to me ▾

Dear PATA Members,

Greetings from the Pacific Asia Travel Association!

We are delighted to share that the **PATA Member Directory** is now available! This online database serves as a valuable resource for PATA members to search for and connect with one another. You can easily access the directory within the **Info Hub.**

The **Info Hub** is an online, Members-Only platform powered by GrowthZone. It contains the Member Directory and other resources such as Webinar Recordings, Complimentary Research Publications, PATAmPOWER Tutorials and more. More resources will be added to the Info Hub over time.

We would love to help you get started, please follow these steps when you are ready:

1. Create your Info Hub Account: https://e-services.pata.org/MIC/CreateAccount/o-TE1wxuuuKDGD59ftDOpavW1UQhdym446AIdnMqVsQ or https://patamembersdirectory.growthzoneapp.com/MIC/login This link is valid for **3 days**.

2. You may need your PATA Member ID to log in. Your organisation's Member ID number is **XXXX.**

3. Update your Member Directory Listing: A How To Guide is available **here**.

If you have any questions or need help creating your login, please contact us for assistance at MemberTeam@PATA.org. Thank you for your time, attention and support!

Yours Sincerely,

PATA Member Team

- 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. PATA Membership ID Number might be required to create an account. This can be found in your welcome/confirmation of membership email.

- Please contact MemberTeam@PATA.org if you need help in gaining access to your Info Hub account.
- 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:
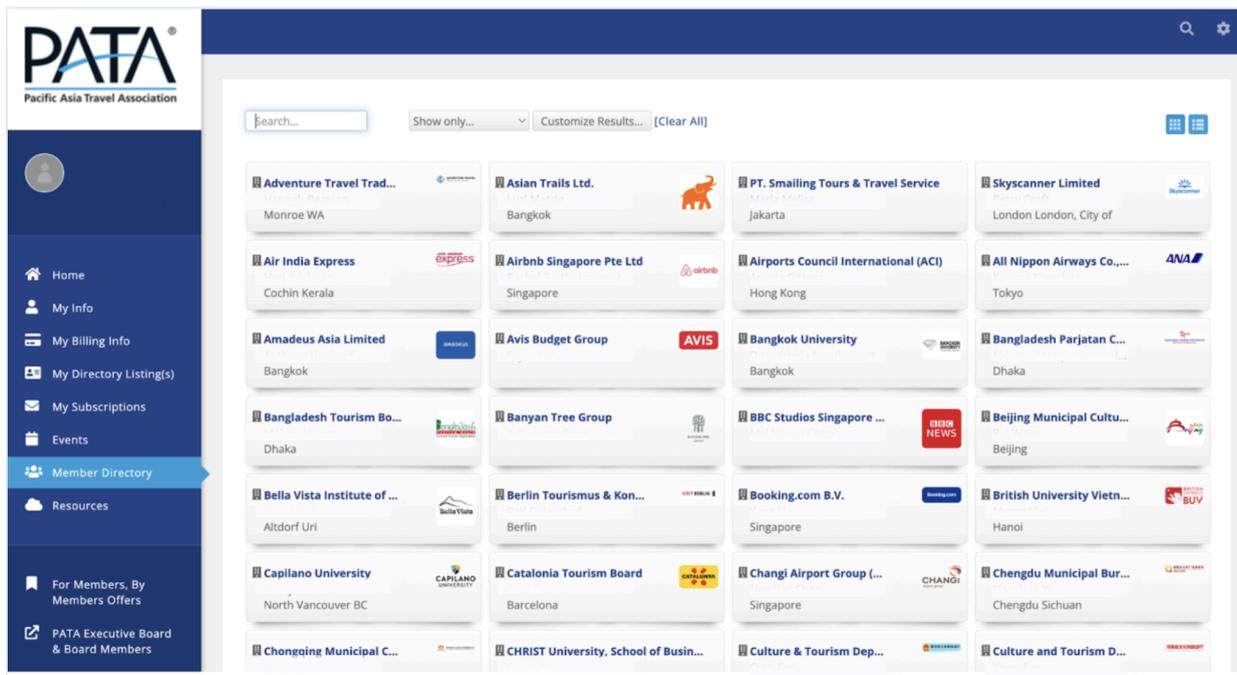
This is an example of how your Directory Listing will appear in the Member Directory. We encourage our members to update their Directory Listing so that other members can contact you easily once the Member Directory is made available.

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b. (**Screenshot) Example of Individual Organisation's Directory Listing – Standard Listing**
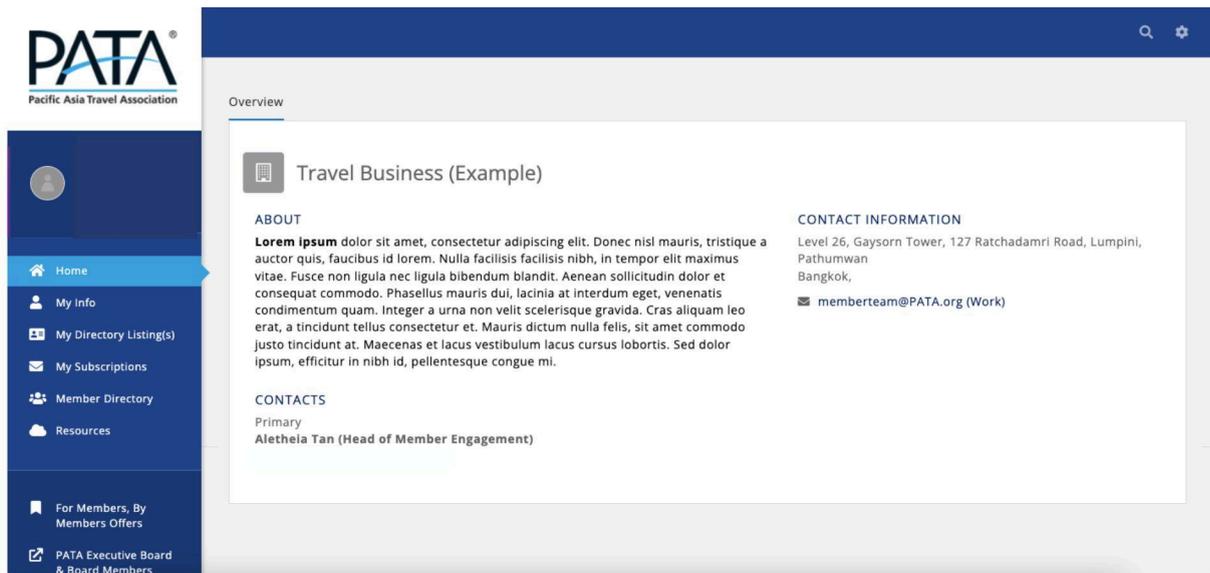
- Each Standard Directory Listing should have a **Company Bio**, **Company Address**, **Company Email Address**, **Primary Contact Name**, **Job Title & Email Address**.

- 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.

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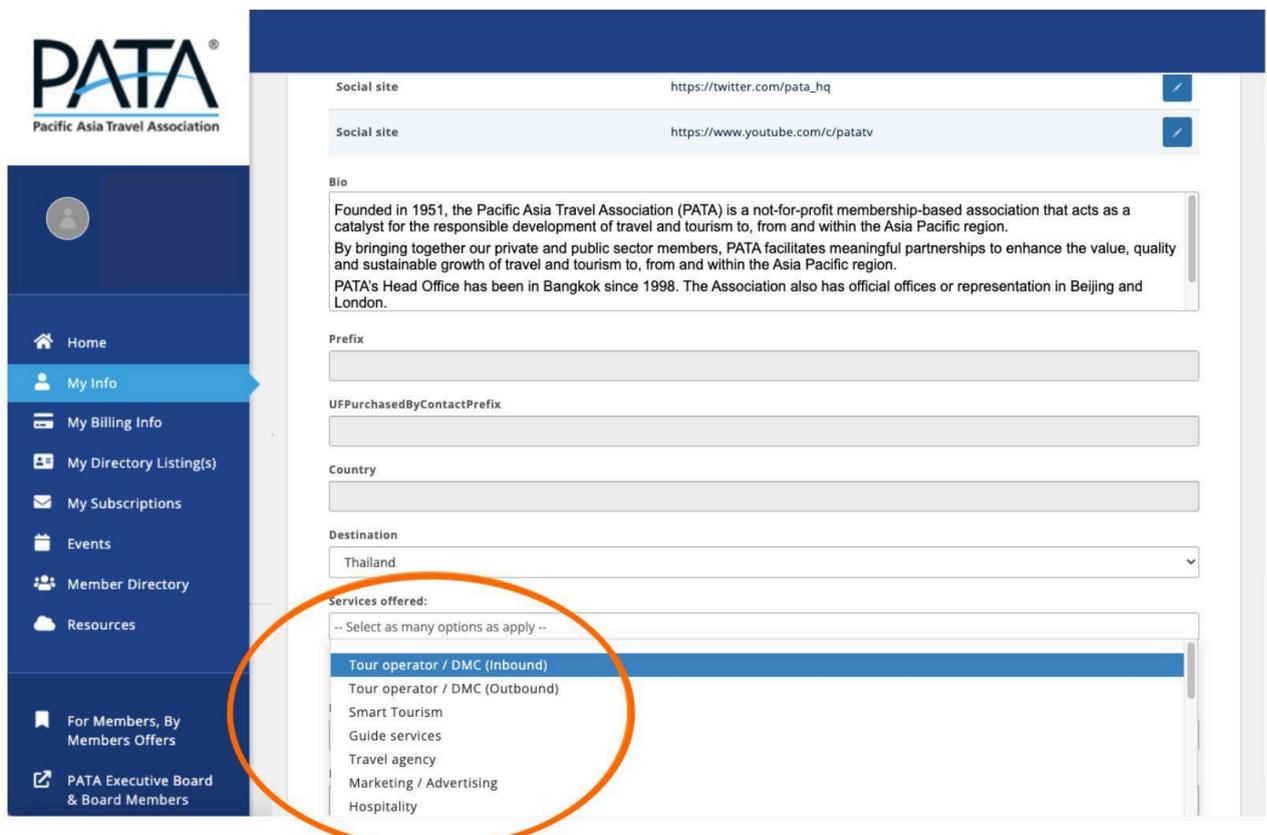
e. Important Note on Email Addresses

- 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.

Please inform the Membership team if we have missed out on an important service.

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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**" (please add the country code) > Under **Type**, select either "**Main**" or "**Work**" from the dropdown menu (phone numbers indicated as "Main" or "Work" will be displayed in the Directory Listing.) > Click **Done** to save your edits.
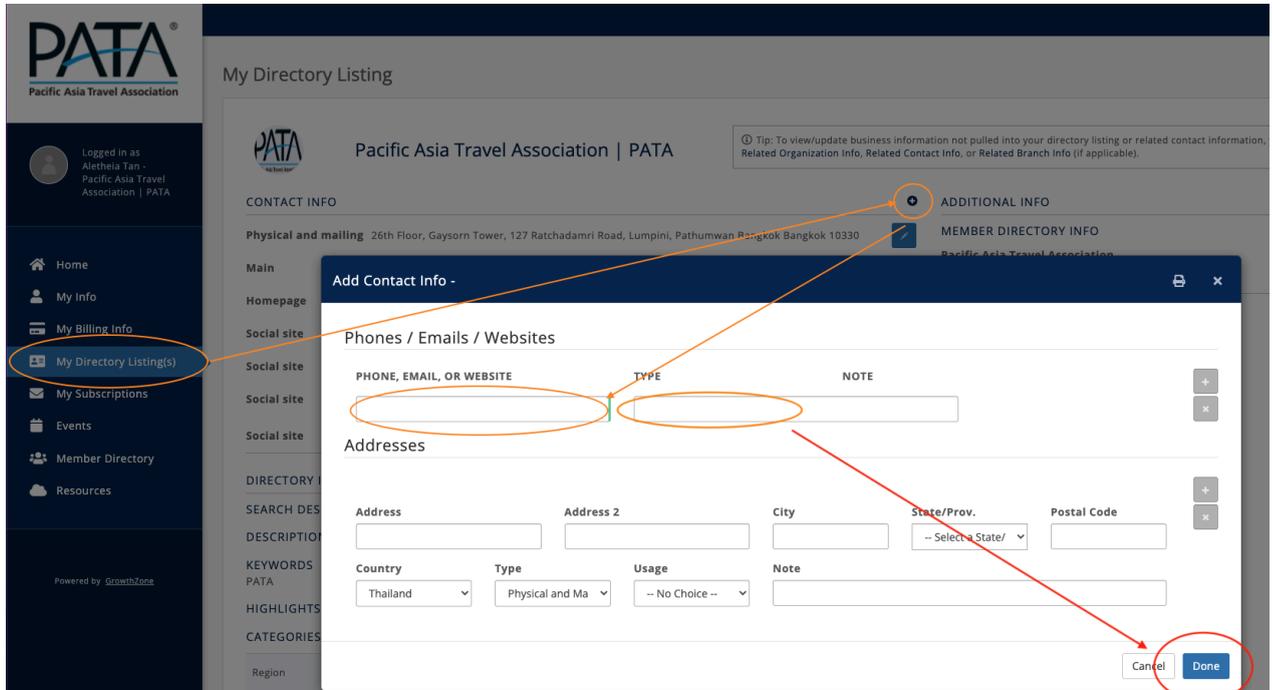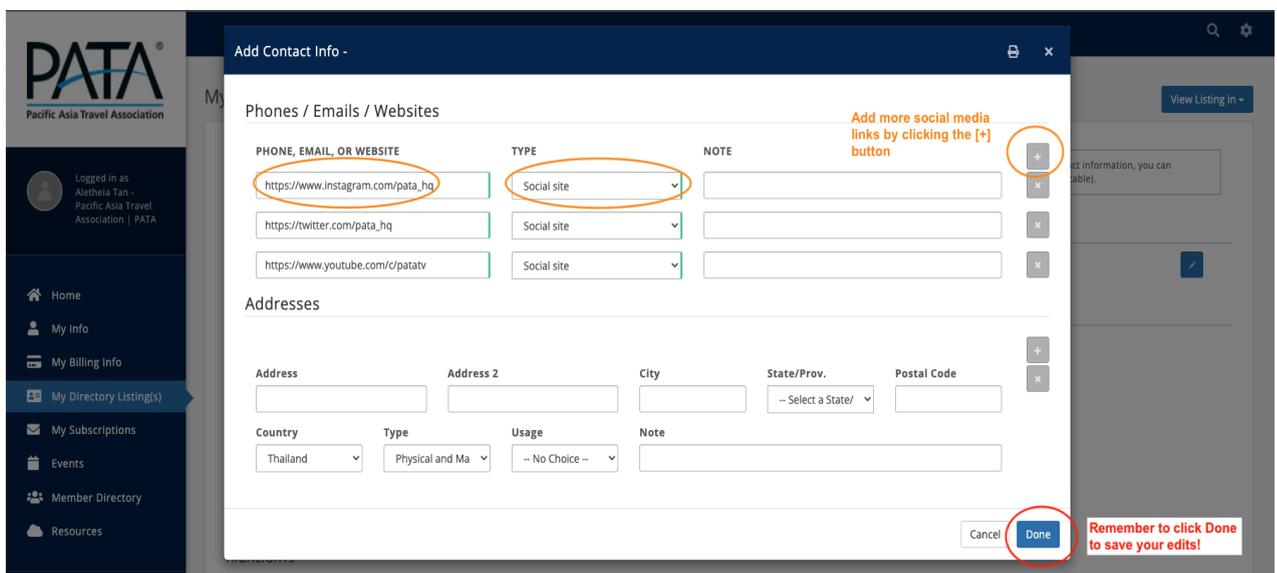

h. To add your social sites

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 > Click **Done** to save.

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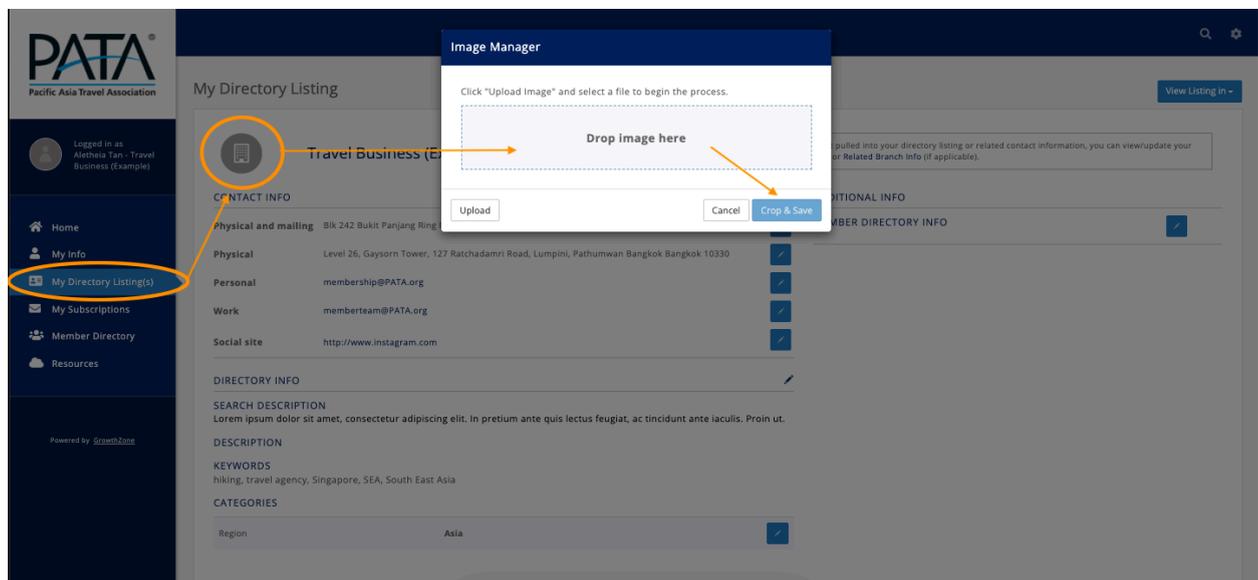
j. To change your organisation's name in the member's directory:

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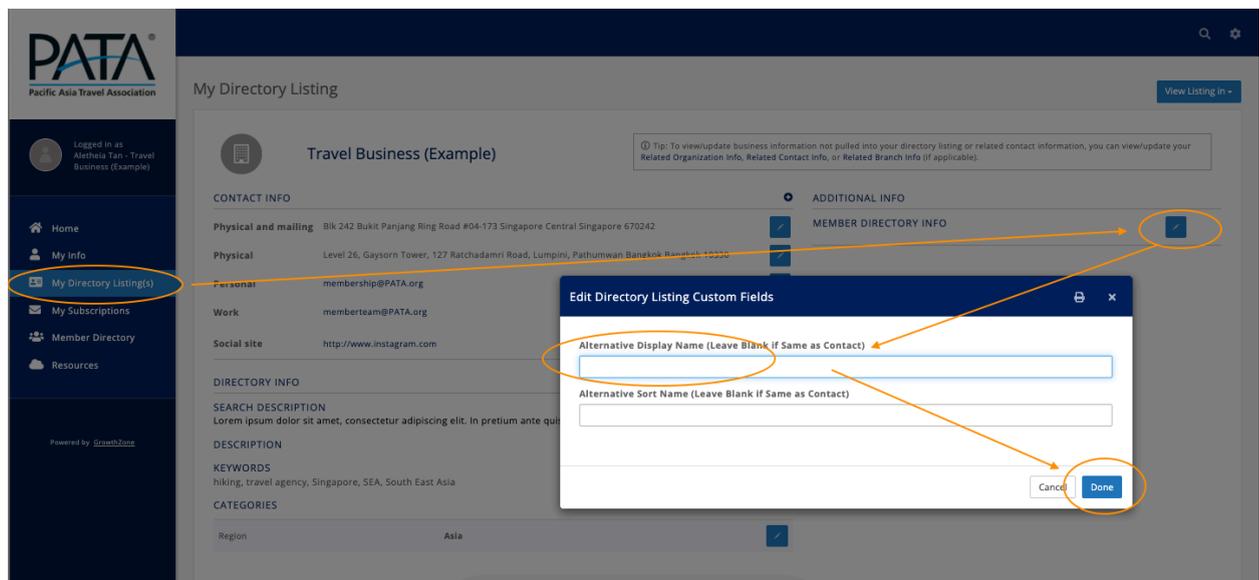**Member Directory** Info > Click the **Pencil Icon** > in the **pop up box**, Edit your **Alternative
Display Name** > Click **Done** to save your changes.

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.

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

Please contact 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.

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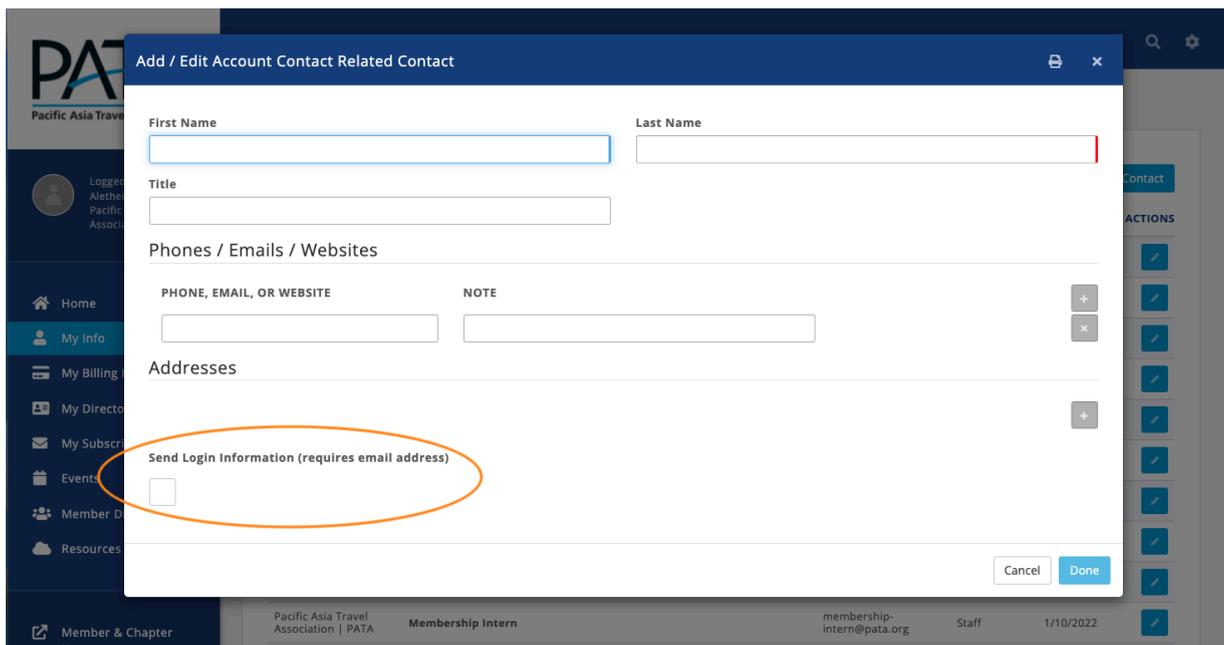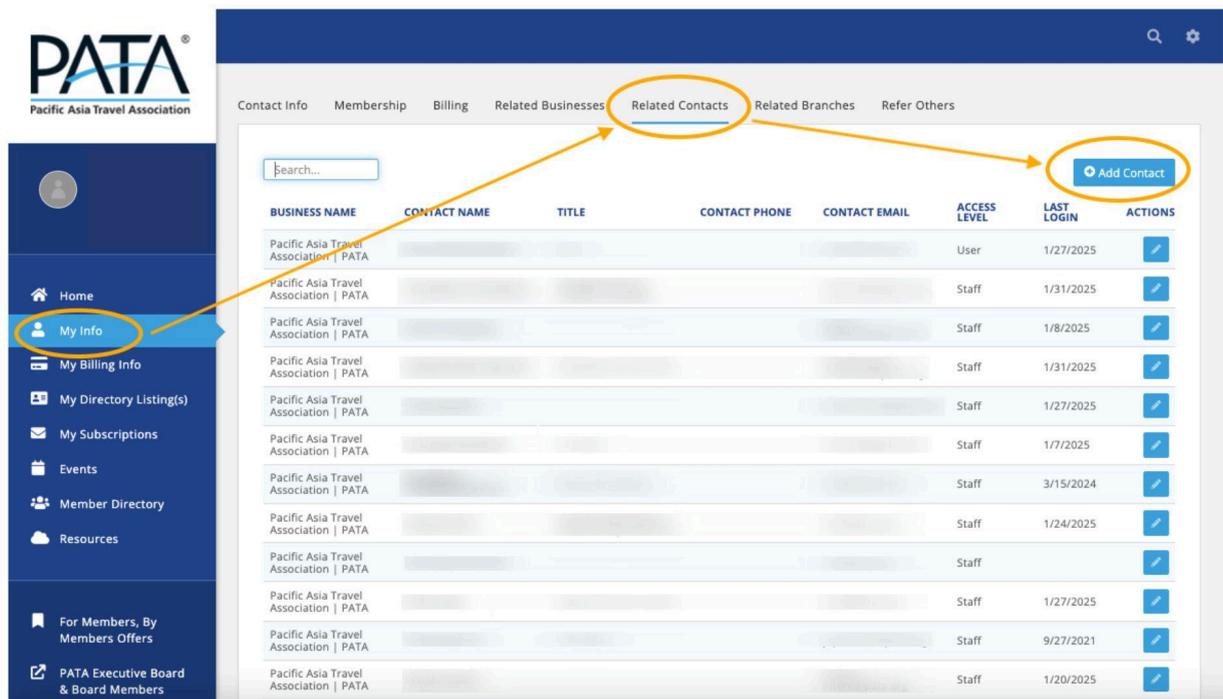
m. **Keep the database up to date!**

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 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 for assistance. We have to do this for you.
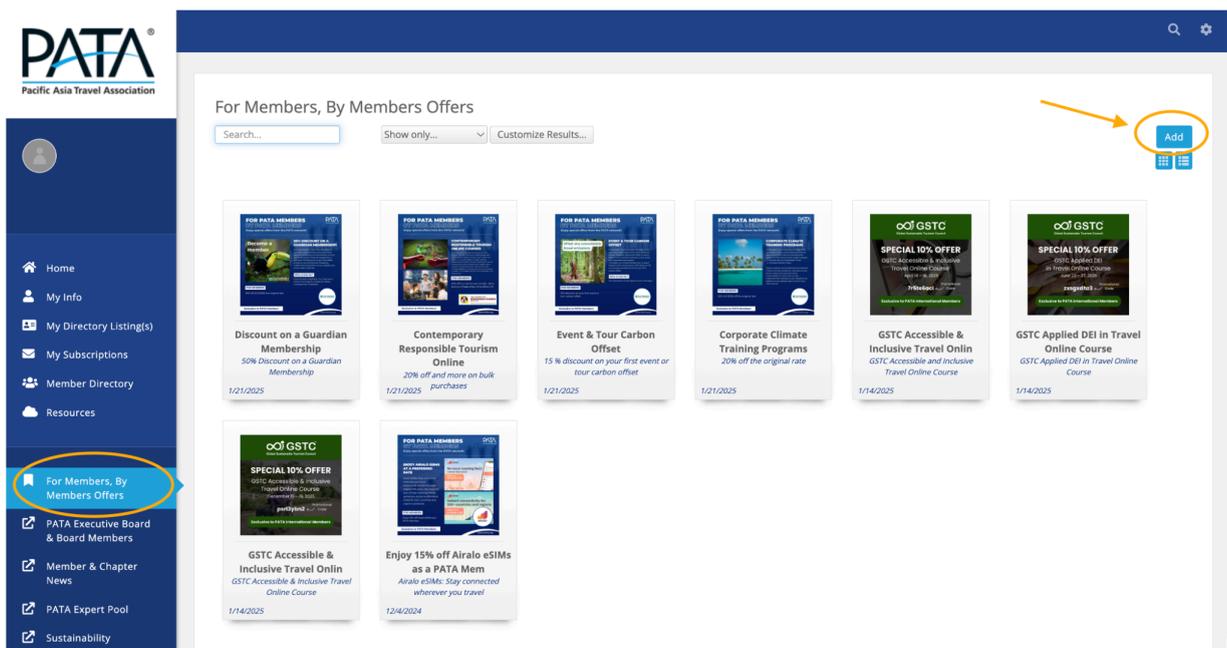
5. For Members, By Members

This initiative provides PATA members with a platform to offer special product and service discounts to other PATA members. It allows you to showcase your latest deals, discounts, and packages while staying informed about exciting offers from fellow members. It's a great way to collaborate, increase visibility, and take advantage of unique opportunities within the network.

Watch a Video Tutorial 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.

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For Members, By Members Offer

FMBM: Connecting Members, Creating Value

It's not just about what we offer—it's about the exclusive value you gain through our network. We invite our members to share special discounts on products and services with fellow travel industry professionals, creating a community of shared opportunities.

These exclusive benefits are available only to **PATA Members**!

PATA ®
Pacific Asia Travel Association

Submit a new For Members, By Members Offer

Title

Fill in a title of your offer

Description

B   I   U   S   X₁   X¹   A ▾   TI ▾   🌢   🙂   ¶ ▾   ≡ ▾   ⊒   ⊒   —

🔗   🖼   ⊞   ↺   ↻   ⬦   ▸

Fill in full details of your offer

Search Description

Optional

● Enter all the required details for your special offer.

Expiration Date

dd/mm/yyyy

Promo Code

Contact (can edit)   Search

Posted by (displayed publicly)

Pacific Asia Travel Association | PATA

Publish Start   Publish End

31/01/2025   dd/mm/yyyy

Search Results Image   Other images

🏷   ＋ Add Image

● The **Expiration Date** should be set as the end of the promotion.

● The **Publish End** date determines when your offer will expire and be removed from the listings.

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- **Search Results Image** is a cover photo for your offer. If you don't have a cover image, you can upload your company logo instead.
- **Other images** are additional visuals that relate to or provide more details about your offer.
- Image supported file types: **.jpeg, .jpg, .png, .gif, .bmp.**

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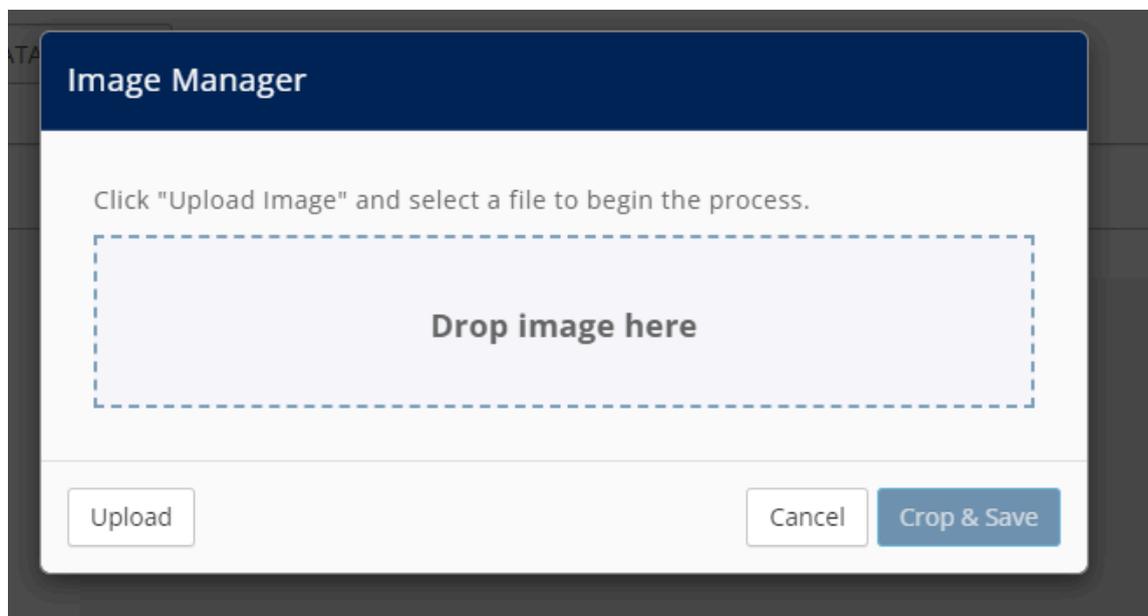
- Titles and captions are optional and will hover in the middle of your image when displayed.

Alt Text

Title

Caption

Upload   Cancel   Crop & Save

- 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.

Thank you for your For Members, By Members Offer submission!

Contact Pacific Asia Travel Association | PATA for additional questions at MemberTeam@PATA.org

Details:

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

- After this, your FMBM offer will be pending approval from our side.
- Once approved, we will notify you via email and your offer will be displayed in the Info Hub.
- Edit button ⊘ will be available after the approval and you will be able to edit and update your special offer as needed.

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6. Deluxe Listings

The Member Directory offers two listing categories: **Deluxe** and **Standard**

The **Deluxe listing** is available for:

- Government members
- Aviation members
- Partners
- Industry - Corporate members
- Hospitality - Corporate members
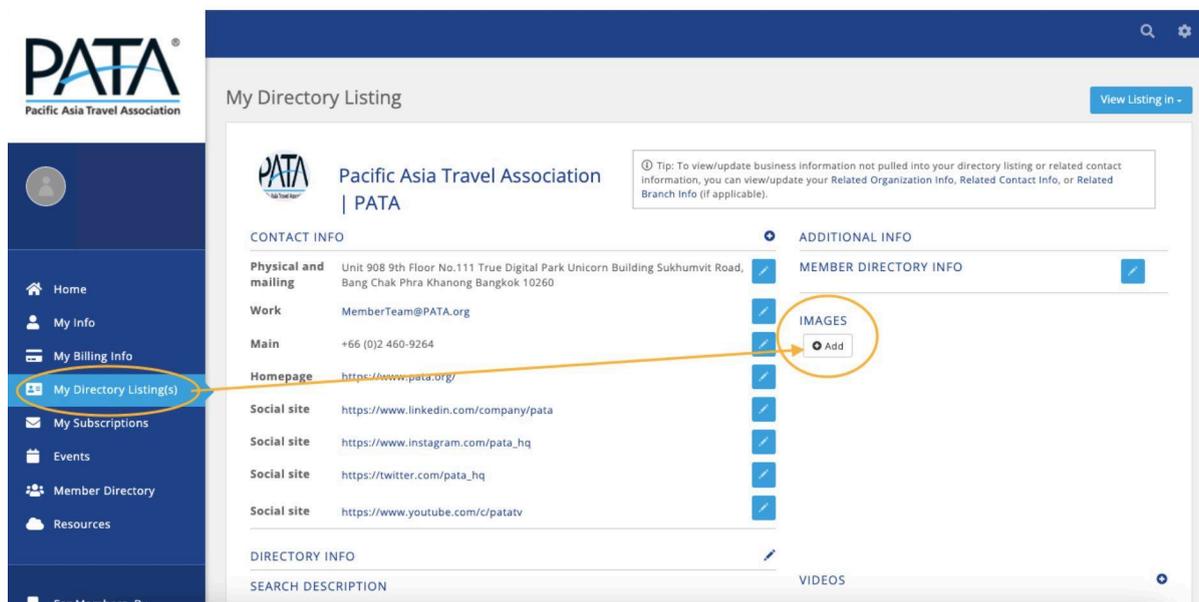- Education - Premium members

What does a Deluxe listing offer?

With a Deluxe listing, you gain **enhanced features** within the PATA Member Directory, including the ability to **upload images and videos** to enrich your profile.

a. How to upload images and videos

For images

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

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- Images supported file types are **.jpeg, .jpg, .png, .gif,** and **.bmp**.
- High-resolution images up to **1920x1080 px**. are acceptable.
- However, due to the display format in the Directory Listing, we recommend using aspect ratios of **4:3, 16:9, or square formats** for the best appearance.

For videos

- Click on the **+ Add Button** for videos and paste your video URL link.
- You can upload multiple videos.

Below is an example of how your organisation's **Deluxe Directory Listing** will look like in the Member Directory with an image and a video.

b. (Screenshot) Example of Individual Organisation's Directory Listing – Deluxe Listing
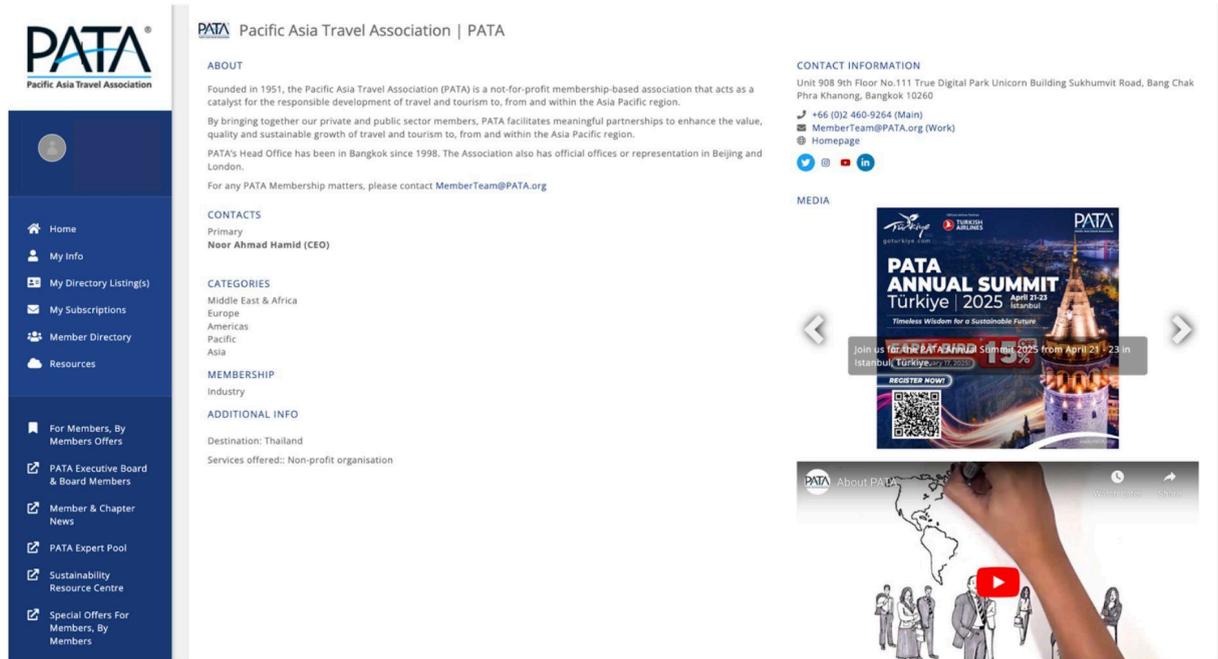
Notes:

- If you upload multiple images, they will rotate in sequence.
- Videos will be displayed below images. We recommend you upload related videos to your business/ organization.
- Keep your Directory Listing up to date to ensure members can easily contact you.

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1. What does it look like for Standard Listing and Deluxe Listing?

Standard Listing

Deluxe Listing

Pacific Asia Travel Association
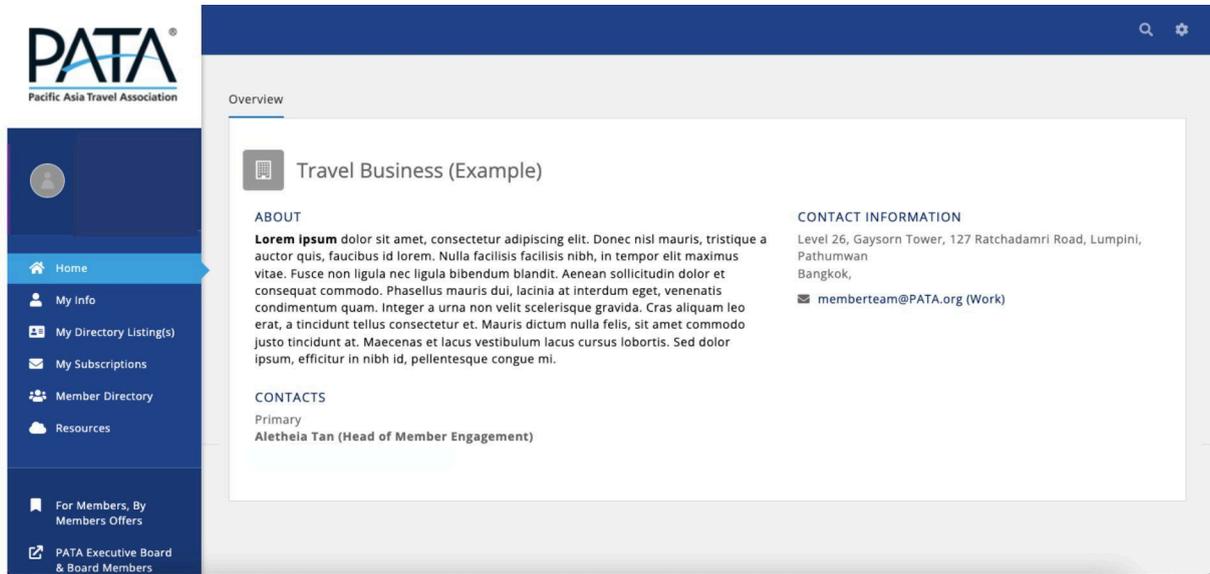
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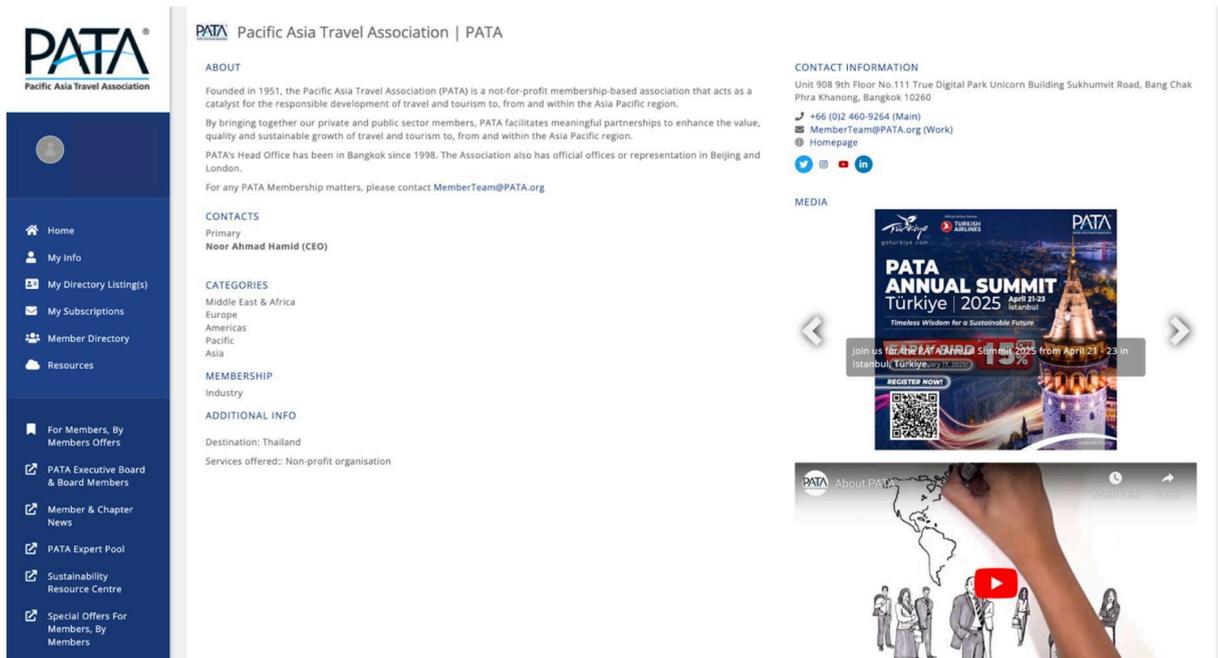
2. How can I upgrade my Directory listing from standard to deluxe?

If you are currently an **Industry - General** or **Hospitality - General Member** (US$1000), or an **Education - Basic Member** (US$500), you will need to upgrade your membership to the **Corporate level** (US$4000 per annum) or **Education - Premium** (US$1500).

Please contact the PATA Membership Team at MemberTeam@PATA.org to discuss the upgrade options.

3. I have two organization bios in my Directory Listing. How can I edit, change, or delete them?

This issue occurs when the same organization bio is added in two different sections of the Info Hub. To resolve this:

1. The first organization bio can be edited in **My Info** (left sidebar) > **Related Businesses** tab at the top menu.
2. The second organization bio is actually the **Description** box in **My Directory Listing(s)** (left sidebar) > under the **Directory Info** section. Click the pencil icon, then select **Edit Description** in the pop-up box.

Delete or update the content in these two areas to avoid duplication.

4. I would like to delete my Directory Listing or I do not want my business to appear in the PATA Member Directory.

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

5. Where is the link to the Info Hub / Member Directory?

Here is the link: https://patamembersdirectory.growthzoneapp.com/MIC/Login. Alternatively, you can access it from the header bar on PATA's website.

For further inquiries and questions, please feel free to email us at MemberTeam@PATA.org. We are always here to support our members.

Yours sincerely,

The PATA Membership Team

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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.

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.

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

Yours Sincerely,
Pacific Asia Travel Association

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