



If you are carrying a cup of coffee
and someone bumps into you,
why did you spill the coffee?

Vision 愿景

A **meaningful** Pacific Asia **tourism economy**
有意义的亚太旅游经济

Mission 使命

To share **knowledge**, enable **networking**, and protect **tourism economy assets**
by fostering innovation, collaboration and adaptability
通过促进创新性、协作性和适应性来分享知识、构建网络、并保护旅游经济资产。



PATAAnalytics

Research & Strategic Intelligence
PATA分析：研究与业界战略情报

PATAConnect

Events & Business Exchange
PATA连接：活动与商业交流

PATAcademy

Education & Training
PATA学术：教育与培训

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Benchmark Destination Success
PATA指数：标准目的地的成功模式 PATA倡议

PATAInitiatives

PATA举措

PATAdvisory

Advocacy & Knowledge Transfer
PATA咨询 倡导与意见传递

PATAI First

Enable AI Adoption
PATA AI优先：应用AI技术

PATAProtect

Increase Resilience
PATA保护机制：增强复原力

PATAalent

Attract & Retain Talent
PATA人才：吸引和培养人才资源开发

PATAIndex PATA指数：标准目的地的成功模式 PATA倡议

Measured
by **numbers**
v. Value

KPIs are
Conventional
v. Meaningful

Tourism is
a **problem**
v. Solution

CHALLENGE: Tourism KPIs are ineffective

- Numbers (quantity eg Arrivals) instead of Value (quality)
- Conventional indicators underestimate real impact
- Tourism is perceived as a problem not solution

Agentic AI

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Municipality

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Benchmark Destination Success

**Benchmark
Performance**

**Recognise
Success**

**Improvement
Framework**

SOLUTION: Benchmarking destination success

- Improve measurement of tourism performance
- More effective recognition of success in tourism
- Provide direction and guidance for improvement



Proposed KPIs

- Tourism Employment % of Total Employment
- Annual Growth of Tourism Employment
- Ratio of Tourism Direct GDP Growth / GDP Growth
- Connectivity - number of flights
- Connectivity - number of available seats
- Capacity - Number of Hotel Beds
- Tourism Direct contribution to GDP (%)
- Annual Growth of Tourism Direct contribution to GDP
- Ratio of Tourism Direct GDP Growth / GDP Growth
- Ratio visitors/population
- Ratio Domestic/International - tourism revenue
- Ratio Inbound/Outbound
- Ratio 1st time/repeat
- Expenditure per day

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