The 8th UNWTO/PATA Forum on
TOURISM TRENDS AND OUTLOOK

After 34 years
A New Name and A New Mission
14th Oct 2014
Enhancing Connectivity in Tourism

Martin J. Craigs, CEO, PATA
Engaging since 1951 | Integrating the Tourism Value Chain | Public + Private
Strategic Pillars

Sustainability & Social Responsibility

Insightful Research

Aligned Advocacy

Innovative Events

Human Capital Development

Photo: the-homestore.com
To stimulate development outside of major cities such as Beijing and Shanghai, the Chinese government plans to open about **100 new airports** by 2020 at a cost of some **$62 billion**. The expansion sites—from Mohe, the northernmost town in China, to Hainan island in the south to Bachu in the far west—are like a treasure map for GE’s infrastructure units.
The Maritime Silk Route
Global Middle Income Class in 2009 and Prediction for 2030

Sources: OECD, Standard Chartered Research
TBA – The PATA way

T | Talk, Touch, Teach
B | Benchmark & Believe
A | ACT ACT ACT ACT | No more paralysis by analysis