

## MEDIA RELEASE

### Create Experiences and Share Opportunities at AT&RTCM 2016 in Chiang Rai, Thailand

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**BANGKOK, September 24, 2015** -- The [Pacific Asia Travel Association](#) (PATA) is pleased to announce that the [PATA Adventure Travel and Responsible Tourism Conference and Mart 2016](#) (AT&RTCM 2016) will be taking place in the historic northern city of Chiang Rai, Thailand from February 17-19, 2016 under the theme “Creating Experiences, Sharing Opportunities”.

The PATA Adventure Travel and Responsible Tourism Conference and Mart 2016 is a three-day niche event with both conference and travel mart components that brings together tourism professionals involved in adventure travel and responsible tourism to discuss creating new opportunities for promoting environmental protection and social sustainability within the industry. The event brings together the public and private sectors to address issues facing the adventure travel, responsible and sustainable tourism sectors.

“PATA is excited to have the opportunity to showcase the historic northern city of Chiang Rai, Thailand. The city has so much to offer today’s travellers wishing to experience natural beauty, indigenous culture, and rich heritage,” said PATA CEO **Mario Hardy**. “The choice of the destination reflects the growing importance of dispersing tourists to emerging destinations, an issue the Association has been actively promoting through such activities as the [PATA CEO Challenge 2015](#). This event is the perfect opportunity for travel trade professionals to learn first hand about this fast growing tourist destination.”

**Sugree Sithivanich**, Deputy Governor for Marketing Communications, Tourism Authority of Thailand added, "TAT has been encouraging tourism that promotes the environment and contributes to social and cultural betterment. It is in line with the “balanced philosophy” of tourism, which ensures that economic benefits of tourism go hand-in-hand with environmental and cultural preservation. That’s why Thailand is pleased to be the host of the PATA Adventure Travel and Responsible Tourism Conference and Mart 2016 (AT&RTCM 2016).

We also felt that Chiang Rai will be perfect destination for the PATA Adventure Travel and Responsible Tourism Conference & Mart 2016. In addition to being a wonderful destination in its own right, it also lies at the heart of the Golden Triangle region where the Thai border meets with those of Myanmar and Lao PDR. So visitors will be able to get a three-in-one package by being able to visit all three destinations for the cost of one."

The former capital of the great Lanna Kingdom, Chiang Rai is a fascinating province filled with cultural and natural wonders. Located in northern Thailand, it is a land of outstanding natural beauty, where tourists can escape the crowds and

visit remote hill tribes and spot exotic wildlife.

Chiang Rai now competes with Chiang Mai as a major tourist attraction and is fast becoming a popular escape for today's tourists. A traveller's paradise, endowed with abundant natural attractions and antiquities, attractions range from ruins of ancient settlements and Buddhist shrines to magnificent mountain scenery and hill tribe villages. For those interested in the pristine natural beauty of the countryside, travellers can take part in jungle trekking or mountain hiking. Visitors can also take the opportunity to immerse themselves in the indigenous culture, including those of a variety of different hill tribe communities.

Chiang Rai is also a centre for community development projects, helping rural villagers develop their attractions without adversely affecting their natural and cultural assets.

AT&RTCM 2016 offers a tremendous platform for sellers and buyers involved in the world of adventure travel and responsible tourism to secure effective business appointments through its well-proven system of pre-matched appointments. It is an excellent opportunity to create new experiences and share new opportunities with tourism professionals from around the world.

For more information or to register for the event as a seller, buyer, conference or media delegate, please visit [www.PATA.org/ATRRCM-2016](http://www.PATA.org/ATRRCM-2016) or email [ATRRCM@PATA.org](mailto:ATRRCM@PATA.org).

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## **About PATA**

Founded in 1951, the [Pacific Asia Travel Association](http://www.PATA.org) (PATA) is a not-for profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. The Association provides aligned advocacy, insightful research and innovative events to its member organisations, comprising 87 government, state and city tourism bodies, 25 international airlines, airports and cruise lines, 59 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. Thousands of travel professionals belong to the 43 local PATA chapters worldwide. The chapters organise travel industry training and business development events. Their grassroots activism underpins PATA's membership of the Global Travel Association Coalition ([GTAC](http://www.GTAC.org)), which includes [ACI](http://www.ACI.org), [CLIA](http://www.CLIA.org), [IATA](http://www.IATA.org), [ICAO](http://www.ICAO.org), [WEF](http://www.WEF.org), [UNWTO](http://www.UNWTO.org) and the [WTTC](http://www.WTTC.org). The [PATAmPOWER](http://www.PATAmPOWER.org) platform delivers unrivalled data, forecasts and insights from the PATA Strategic Intelligence Centre to members' desktops and mobile devices anywhere in the world. PATA's Head Office has been in Bangkok since 1998. The Association also has official offices or representation in Beijing, Sydney, and London. Visit [www.PATA.org](http://www.PATA.org).