

**MEMORANDUM OF UNDERSTANDING
BETWEEN
PACIFIC ASIA TRAVEL ASSOCIATION (PATA)
AND
SKÅL INTERNATIONAL (SKÅL)**

The Pacific Asia Travel Association (PATA) and Skål International, International Association of Travel and Tourism Professionals (SKÅL) engage in a partnership to strengthen the bond and shared interests between the two associations:

PATA and SKÅL will commit to the following:

Area of cooperation 1: Research & Publications

- a. Will share selected intelligence and proprietary research, free of charge and produce joint research or position papers as appropriate.
- b. Consider, subject to funding, a feature to showcase each other's data insights or research in each other's research publications; and provide content/contribute to editorial both online and in print. To be confirmed annually based on the priorities of each association.

Area of cooperation 2: Reciprocal activities

a. Meetings & Events:

Reciprocal invitations to one another's annual events including conferences, travel marts, and other ad hoc regional events with complimentary registration fee for one representative of the respective association. Delegates will be responsible for their own transportation, accommodation, and incidentals.

Reciprocal speaking invitations as and when appropriate for qualified speakers on relevant topics;

Reciprocal display opportunities free of charge at either the SKÅL World Congress or PATA Travel Mart.

Mutual endorsement of association events and promotion of events to each other's membership databases, with special offers where applicable.

b. Advocacy:

Mutual support in advocacy issues that are important to either association.

C. Membership & Market Access:

- Reciprocal membership, free of charge, together with the products, services, and discounts normally reserved for industry members (for the exclusive use of the association and not to be passed on to members without prior agreement)
- Offer special promotions, discounts and early bird deals to members of the other association to drive cross-fertilisation of membership and attendance at events.
- Explore resources to help SKÅL members enter the Pacific Asian travel market and vice-versa;
- When required/requested and appropriate, assistance in providing contacts/introductions in chapter locations and potential chapter locations.


Implementation of the agreement:

- Both parties will meet "face-to-face" at least once a year at WTM-London, ITB-Berlin, PATA or SKÅL World Congress, and/or at other predetermined events;
- Appointment of a representative or representatives to maintain permanent liaison with the other organization;
- Any amendments to the agreement must be made in writing.


Terms and renewal:

- This MOU be for a period of two years (renewable) with a mutual assessment during or following the second year;
- Either party may terminate this MOU by giving the other party advance written notice of 30 days.

Through the above activities, it is our intention to mutually support our respective associations in efforts to encourage the sustainable development of tourism as a means of promoting international understanding and appreciation of our respective cultures.



Dr. Mario Hardy
Chief Executive Officer
Pacific Asia Travel Association



Ms. Daniela Otero
Chief Executive Officer
SKÅL International

Macau, the Twenty-second of June 2018