

PATA announces new Executive Board

- A Monitor Desk Report

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Dhaka: The Pacific Asia Travel Association (PATA) has announced the ratification of the new PATA Executive Board. Peter Semone has been formally endorsed as the Chair of the Association's Executive Board and replaces Soon-Hwa Wong who was elected Chair in October 2020.

On his appointment, Semone said, "Today, we are emerging from the most severe crisis to hit our community since PATA was founded in 1951. The Covid-19 pandemic has wrought unprecedented devastation on tourism destinations and businesses across Asia and the Pacific. It is in these times of crisis, when organisations like PATA play a critical role."

"Now is the time to rethink tourism in Asia Pacific and 'build forward better' through an intelligent pathway that balances economic growth with socio-cultural and environmental considerations."

During the 71st PATA Annual General Meeting held virtually on May 13, PATA also elected six new members to its Executive Board including

Benjamin Liao, Forte Hotel Group, Chinese Taipei; Suman Pandey, Explore Himalaya Travel and Adventure, Nepal; Tunku Iskandar, Mitra Malaysia Sdn. Bhd, Malaysia; SanJeet, DDP Publications Private Ltd., India; Luzi Matzig, Asian Trails Ltd., Thailand, and Dr Fanny Vong, Institute for Tourism Studies (IFTM), Macao, China.

They will be joining current Executive Board members Dr Abdulla Mausoom, Ministry of Tourism, Maldives, and Noredah Othman, Sabah Tourism Board, Malaysia.

Benjamin Liao and Suman Pandey were elected as the new Vice Chairman and Secretary/Treasurer, respectively.

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