



PATWA<sup>®</sup>

Pacific Area  
Travel Writers  
Association



PATWA

WORLD TOURISM LEADERS  
SUMMIT

&

INTERNATIONAL TRAVEL AWARDS



PARTICIPATION DECK  
2027 EDITION

# About

The Pacific Area Travel Writers Association (PATWA) is a global non-profit, non-governmental, international professional media organisation, founded in 1999. PATWA is an Affiliate Member of UN Tourism.

Guided by our founding philosophy, PATWA is committed to supporting the sustainable development and growth of global travel and tourism.

Our scope spans destinations, hospitality, aviation (including airlines and airports), transportation (such as cruise liners and railways), online travel platforms, travel technology, and allied service providers worldwide.

PATWA actively collaborates with governments, organisations, and companies across both the public and private sectors.

We adhere to the core principles of the United Nations Educational Scientific and Cultural Organization (UNESCO), the United Nations (UN), and UN Tourism, reinforcing our commitment to responsible, inclusive, and sustainable tourism development.



# PATWA World Tourism Leaders Summit



**H.E. Edmund Bartlett**  
Minister of Tourism  
Jamaica



**H.E. Barbara Rwodzi**  
Minister of Tourism & Hospitality  
Industry, Republic of Zimbabwe



**H.E. Celso Sabino De Oliveira**  
Former Minister of Tourism  
Federative Republic of Brazil



**H.E. Adrian Thomas**  
Minister for Tourism  
Creative Economy and Culture  
Grenada



**Dr. Alain St. Ange**  
Ambassador at Large, Former Minister  
for Tourism, Civil Aviation, Ports,  
Marine & Culture, Seychelles



**H.E. Sylvestre Radegonde**  
Former Minister for Foreign Affairs  
& Tourism, Seychelles



**H.E. Clayton Bartolo**  
Former Minister for Tourism  
Republic of Malta



**H.E. Carlos James**  
Former Minister of Tourism, Aviation,  
Sustainable Development & Culture  
Saint Vincent and the Grenadines



**Harry Theoharis**  
Deputy Minister of Foreign Affairs,  
Former Minister of Tourism  
Greece



**Dr. István Ujhelyi**  
Former Member of the EU Parliament,  
UN Tourism Ambassador to the EU &  
President of CEA & BVIS, Hungary



**H.E. Patricia De Lille**  
Minister of Tourism  
South Africa



**H.E. Marsha Tamika Henderson**  
Minister of Tourism, Civil Aviation  
and Urban Development  
St. Kitts And Nevis



**Yatan Ahluwalia**  
Secretary General  
PATWA



**H.E. Wynter Boipuso Mmolotsi**  
Minister of Environment & Tourism  
Republic of Botswana



**H.E. Viliame R. Gavoka**  
Deputy Prime Minister, Minister  
for Tourism & Civil Aviation  
Republic of Fiji

**An exclusive, invitation only annual gathering held alongside the PATWA International Travel**

**Awards at ITB, Berlin. Bringing together:**

- Heads of State & Ministers
- Industry Leaders across aviation, hospitality, transportation, destinations, travel tech and allied tourism sectors.
- Global tourism leaders & stakeholders

Speeches by distinguished ministers, addressing the year's theme.

Theme for 2027: **Tourism in the New World Order**

View 2026 Highlights:





# PATWA International Travel Awards

- Among the most prestigious recognitions in global tourism, presented annually at ITB, Berlin since 1999.
- Attended by global policymakers, industry leaders, and international media.
- Extensively covered worldwide.

## 2026 Numbers



200 +  
Attendees



79 +  
Awards



100 +  
Media



50 +  
Countries



15 +  
Ministers



500 +  
Media Coverages



## Award Categories

The PATWA International Travel Awards recognise:

- Airlines, Airports & Aviation
- Cargo & Catering
- Culture & Heritage
- Destinations, Countries, Districts, Provinces & Cities
- Hotels & Hospitality
- Individual Excellence
- Ministers & Governments
- Niche Tourism
- Restaurants, Bars & Dining
- Shipping, Trains, Ground Handling & Transportation
- Travel Agencies & Tour Operators
- Travel Media
- Travel Technology
- Travel Services
- Organisations



## Excellence in Governance ✨

An exclusive award category honouring governments and public leaders driving sustainable tourism, culture and heritage through progressive policy, strategic vision and innovation.

Recognising:

- Heads of State & Ministers
- Governors, Mayors & Policy Makers
- International, National, Regional & City - Level Leadership

**PATWA is the first organisation globally, to have awards dedicated to Excellence in Governance.**



## Selection Process

Our awards follow a transparent and highly structured evaluation framework, led by a global jury of our board, members and consultants.

### Process Overview

1. Nominations & Shortlisting
2. Detailed Evaluation & Audit
3. Jury Review & Finalisation
4. Winner Confirmation
5. Participation Compliance

Non-compliance may result in reassignment to the next eligible nominee.

Learn more: 

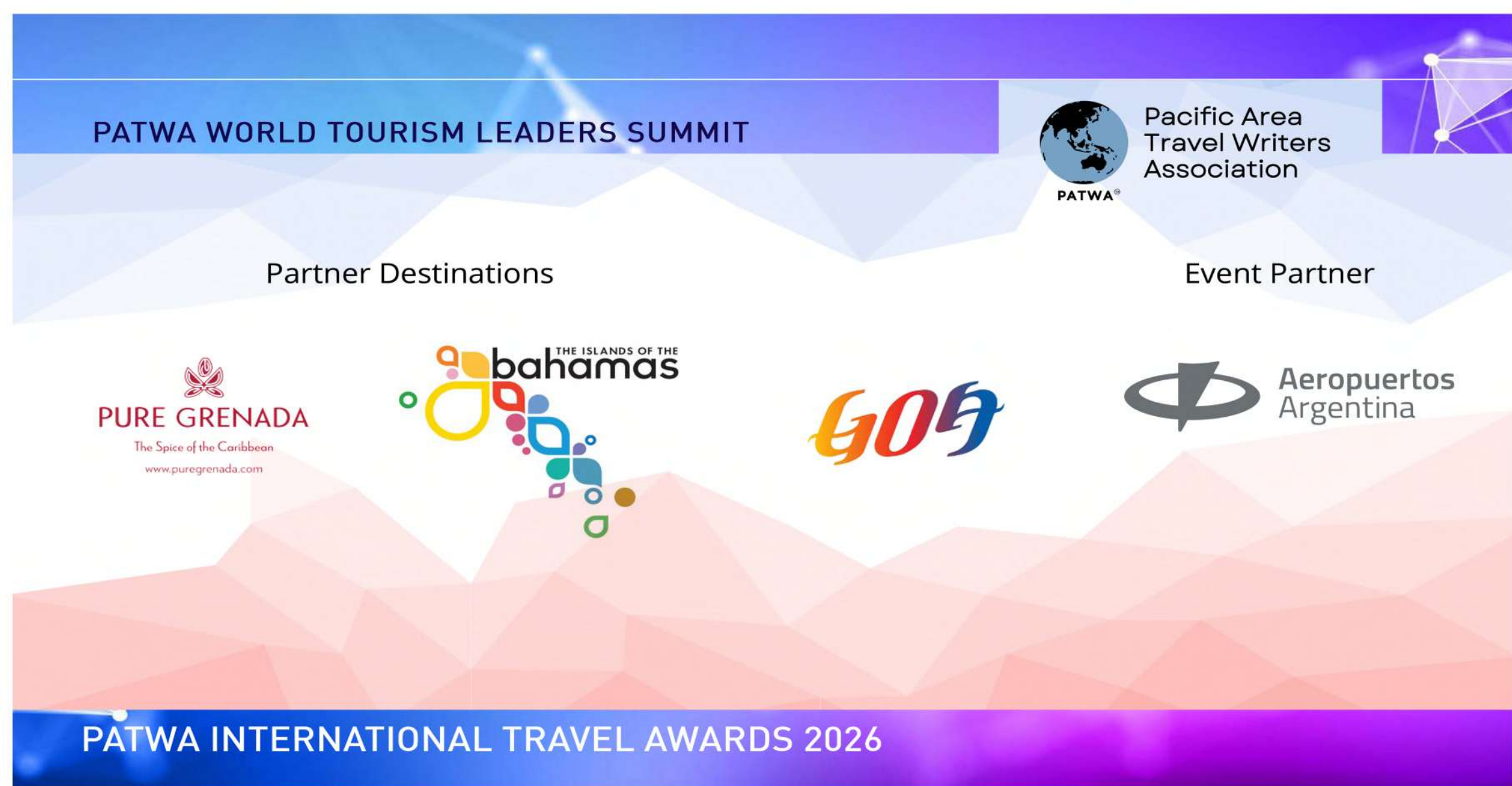


## Mandatory Participation Process

As a non-profit global media organisation, participation includes:

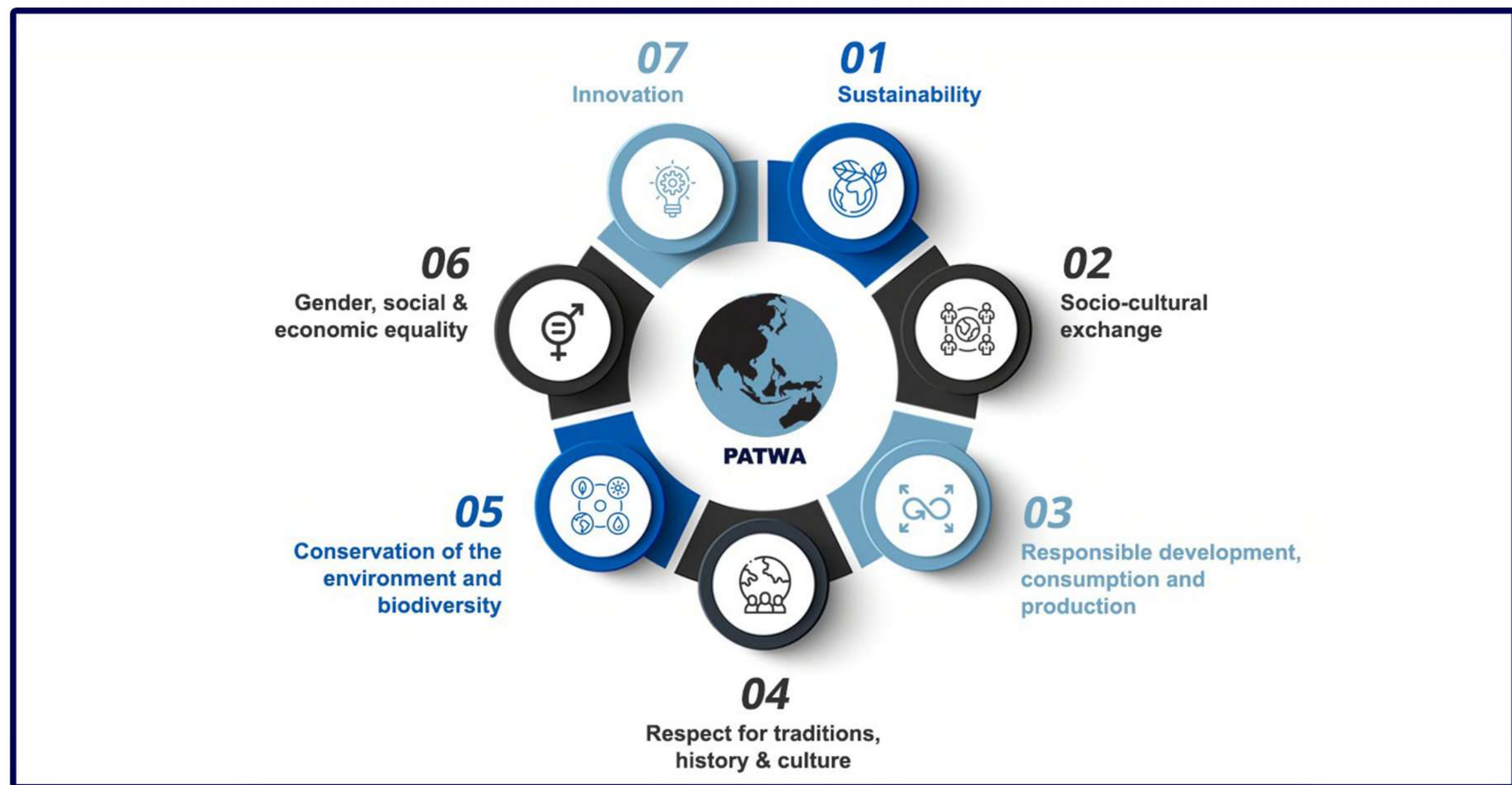
- Annual Membership
- Event Participation via advertising in the PATWA annual handbook

Our membership, participation and event partnership fee, support our events and operational costs and are not linked to the selection process or being nominated and confirmed for the PATWA International Travel Awards.



## Event Partner Status

- Achieved through double-page advertising in the PATWA annual handbook with enhanced benefits, as outlined further below.
- Event partners benefit from extensive branding, visibility and global exposure.



## Annual Membership

- All winners are required to enrol as PATWA members for a minimum of one year.
- Be part of a global community shaping the future of travel & tourism.

Discover Membership Benefits:



# Event Participation

## Option 1: Mandatory Participation & Membership

Single Page, Euros 6,000 + Annual Membership

- Entry participation
- International visibility

Single Page with Prime Placement, Euros 7,000 + Annual Membership

- High-impact positioning
- Enhanced exposure

## Option 2: Event Partnership

Partner Country, Partner Destination, Event Partner, Airline Partner or Hospitality Partner

Double Page, Euros 15,000 + Complimentary Membership

- Maximum visibility with global exposure
- Partner status
- Added media and branding benefits

## Option 3: Title Sponsor

Exclusive category with customised long-term association.

Please contact us for title sponsorship details.

## **Option 1. Single Page Advertisement (Mandatory)**

### **Benefits & Deliverables**

#### **Handbook Benefits**

- Single-page advertisement
- Award winners pictures & logos
- Award winners quotes

#### **Media Benefits**

- Media publicity
- 2 social media posts across PATWA platforms
- On-site media interactions

#### **Membership & Event Benefits**

- Fast-track consideration for future nominations
- 6 pre-reserved seats at each of our events
- Annual membership

## **Option 2. Double Page Advertisement (Event Partner)**

### **Benefits & Deliverables**

#### **Handbook Benefits**

- Double-page or centre-spread advertisement
- Three page advertorial
- Award winners pictures & quotes
- Logo on cover

#### **Media Benefits**

- Exclusive video interviews
- 8 social media posts across PATWA platforms
- Screening of brand / tourism film (twice; maximum 2 minutes each)
- On-site media interactions
- Extensive media publicity across PATWA platforms
- Quote in the pre and post-event media releases

(More benefits below)

## Branding Benefits

- Branding as PATWA Event Partner
- Logo placement on PATWA website
- Logo placement on invitations, screens, podium, seating tags, and backdrops
- Opportunity to host cocktails / high tea / presentations / cultural performances
- Option to set up a branded installation or display
- Distribution of branded souvenirs or promotional materials

## Membership & Event Benefits

- Complimentary annual PATWA membership
- Fast-track consideration for future nominations
- 12 pre-reserved prime seats at each of our events

# Post-Event Deliverables

(Applicable to both Option 1 & 2)

Following the event, our editorial team will share:

1. Group photograph from the award ceremony
2. Trophy mock-up featuring your award(s)
3. Individual on-stage photographs of award recipients
4. Creative artwork for large screens and digital displays
5. Social-media-ready award slide(s)
6. Official media guidelines and tagging details
7. PATVWA membership branding assets
8. Event videos and curated media coverage uploaded on our website



## **PR & Media Support**

(Applicable to both Option 1 & 2)

1. Global press release circulated through PATWA's international media network and PR agencies
2. Support for your own media outreach, including a quote from the PATWA Secretary General
3. Dedicated PATWA Media Office at the International Media Centre of ITB, Berlin

# PATWA Handbook

A flagship annual publication by Young Asia Publication, unveiled at the PATWA International Travel Awards at ITB, Berlin.

Showcasing destinations, brands and industry leaders to an international audience.

Explore the 2026 Edition:



# Handbook Distribution

Launched on stage by ministers at the PATWA World Tourism Leaders Summit & PATWA International Travel Awards, our annual handbook is directly shared with global leaders, diplomats, media and industry stakeholders.

- Distributed complimentary at ITB, Berlin.
- Worldwide, and across print and digital platforms.
- Accessible globally via PATWA platforms.

## Extensive Reach



20,000+ industry professionals



25,000+ online engagements



2024



2025



2026

# Artwork & Submission Requirements

## Ad Specifications

- Single Page & Double Page formats available

## For Event Partners

- Logo & brand assets
- High-quality images
- Promotional video (under 2 minutes)

Detailed guidelines will be shared by our editorial team upon confirmation.



# Advertising Terms

## Guidelines

- Written confirmation required to proceed
- Artwork to be submitted at least 15 days prior to print deadline
- Prime placements allocated on a first-come basis

## Payments

- Invoices issued for processing
- Advance payment required at confirmation
- Participation confirmed upon receipt of full payment

Payments processed via our official publishing partner, Young Asia Publication

# Stay Connected

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