

## MEDIA RELEASE

# PATA ANNUAL CONFERENCE 2012 IN MALAYSIA



BUILDING THE BUSINESS  
BEYOND PROFITS

**Kuala Lumpur, 17 April, 2012:** The Minister of Tourism, Malaysia, Dato' Sri Dr. Ng Yen Yen, officially announced today Malaysia's role as the host of the Pacific Asia Travel Association (PATA) Annual Conference 2012 in Malaysia. The conference will be held in Kuala Lumpur from 21 to 22 April 2012 at The Royale Chulan.

Malaysia's Deputy Prime Minister, YAB Tan Sri Muhyiddin Haji Mohd. Yassin is scheduled to declare the conference open on 21 April.

This is the fourth time that Malaysia is hosting the event after the first three in 1972, 1986 and 2001. This year's conference, themed "Building the Business Beyond Profits," will focus on corporate social responsibility in the tourism industry.

The logo for the event is an image of a sea turtle, depicted with sunglasses, exuding a casual and carefree mood in line with the spirit of holiday-making. The green shell of the turtle denotes fresh new ideas and innovations that stimulate the growth of the industry. The orange circular background, which resembles the sunrise and sunset, reflects Malaysia's tropical climate and year-round sunshine which provides the ideal setting for a wide range of tourist activities. Malaysia's iconic landmarks such as the Petronas Twin Towers and KL Tower reflect the nation's dynamic growth and progress in the 21<sup>st</sup>

century. The development is perfectly complemented by Malaysia's lush greenery, which is portrayed by the patch of grass in the background. It also signifies the tourism industry's commitment to sustainable and environmentally-friendly practices. The turtle shell bears the words, "PATA Annual Conference 2012 Malaysia" and the theme of this year's conference, "Building the Business Beyond Profits."

This design is inspired by the logo of the 1986 PATA Annual Conference which captured the hearts of people all over. The new logo takes a nostalgic look at the past, while outlining the dynamic growth and development that Malaysia has achieved in the ensuing years.

Dato' Sri Ng later distributed several PATA collaterals to industry members including taxi drivers, tour bus coaches and retail outlets nearby, in efforts to increase the awareness of the conference.

A total of 532 delegates from more than 30 countries are expected to take part in this year's conference, with more than 50 foreign media including BBC, Time, CNN, among them. Tourism Malaysia has been an active Government member of PATA since 1965 alongside 80 member organisations in Malaysia.

### **About PATA:**

Founded in 1951, Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with the private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region. Find out more at [www.PATA.org](http://www.PATA.org).

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