

## **Langkawi To Host PATA Travel Mart 2018**



**BANGKOK, May 24, 2017** – Langkawi is the venue for PATA Travel Mart 2018 (PTM 2018) with this signature [Pacific Asia Travel](#) Association (PATA) event being hosted by Tourism Malaysia and Langkawi Development Authority. The announcement was made on Sunday, May 21 by the Association’s CEO Dr. Mario Hardy during the [PATA Annual Summit](#) in Negombo, Sri Lanka.

Dr. Hardy said, “Tourism Malaysia and Langkawi Development Authority have been a valuable PATA member and partner since 1959 and 2017 respectively and we look forward to the opportunity of showcasing the culture, heritage and beauty of Langkawi. Delegates to PTM 2018 will experience one of Asia’s most remarkable and attractive destinations.”

Tourism Malaysia Director General, Datuk Seri Mirza Mohammad Taiyab said, “Malaysia is proud and honoured to be given the opportunity to host another PATA event again, this time in the beautiful island of Langkawi. We are pleased to be co-hosts of PATA Travel Mart 2018 with Langkawi Development Authority and look forward to welcoming all PATA members to Malaysia for a fruitful and memorable meeting and networking session.”

Langkawi, described as the ‘Isle of Legends’ and ‘Jewel of Kedah’, is one of the world’s great paradise island getaways. A magnet for international eco-tourism, Langkawi was designated a Global Geopark by UNESCO. It is home to numerous tourist attractions and luxury hotels, yet it also retains its ‘old Malaysia’ charm.

Langkawi is the main island in an archipelago of 99 islands in the Andaman Sea situated off the coast of Peninsular Malaysia. Part of the Malaysian state of Kedah, it lies south of Thailand and east of Indonesian Sumatra.

PATA Travel Mart is Asia-Pacific’s premier travel trade show featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.

According to Dato’ Haji Azizan Noordin, CEO Langkawi Development Authority, “PTM 2018 is a much awaited tourism event to be organised in Malaysia especially in Langkawi. It is a great honour for Langkawi Development Authority and Langkawi tourism industry players to jointly host this prestigious event with Tourism Malaysia. PTM will further promote Langkawi as an international resort island destination.”

Azizan received his Life Membership Award at PATA Annual Summit 2017 in Negombo, Sri Lanka.

PTM 2018 will take place at the Mahsuri International Exhibition Centre (MIEC), the island's largest convention venue.

For more information, email [PTM@PATA.org](mailto:PTM@PATA.org).

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**About PATA**

Founded in 1951, the [Pacific Asia Travel Association](#) (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 95 government, state and city tourism bodies, 25 international airlines and airports, 108 hospitality organisations, 72 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond. Thousands of travel professionals belong to the 36 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](#)), which includes [ACI](#), [CLIA](#), [IATA](#), [ICAO](#), [WEF](#), [UNWTO](#) and the [WTTTC](#). The [PATAmPOWER](#) 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)