

The PATA New Zealand Trust

The PATA New Zealand Trust was established to contribute to the development of the New Zealand tourism industry with a particular focus on recognising leadership talent in the industry. With a small capital base raised from educational programmes that were run by the then PATA New Zealand Chapter and some generous bequests, the Trust has for the past 12 years been committed to supporting the professional development of young tourism leaders.

The Trustees have all held significant industry leadership roles in the New Zealand tourism industry and also internationally with the Pacific Asia Travel Association. Although there are no longer any formal or financial links with the international body of PATA, the Trust's purpose is closely aligned with the ethos of what was PATA's 'Development Authority'. The 'Development Authority' pioneered the development of a number of tourism master plans in the region. These plans had a firm foundation built on the principles of sustainable development and the plans underpinned much of the early growth in Pacific-Asia travel and tourism.

The PATA New Zealand Trust is proud to promote its ongoing commitment to the principles of sustainable development by supporting the Emerging Tourism Leader Award. It is after all, people who make the difference.

He tangata, he tangata, he tangata.