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PATA Acts to Help Drive Higher Yield from China Outbound Market

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China Ready & Accredited Helping PATA Prepare Its Members to Be CHINA READY®

BANGKOK & BERLIN, March 4, 2015 — With over 100 million mainland Chinese now travelling outbound annually across the globe, the [Pacific Asia Travel Association](#) (PATA) has established a partnership with [China Ready & Accredited](#) (CRA) to help PATA members overcome potential “**profitless volume**” from this now major source of business for most destinations and many tourism operators around the world.

PATA CEO Mario Hardy noted that, “China is now the largest and fastest growing outbound travel market in the world, however for many tourism operators it has become “profitless volume”. Our members need to constantly adapt and evolved to stay competitive in today’s world.”

Mr Geoff Buckley, a Director of China based China Ready & Accredited (and past MD of Tourism Australia) observed, “The obvious solution is to target the high value/high yield segment of this market, but with 1.3 billion people in China and an extraordinarily complex media landscape such segmentation is not an easy or cheap task.”

To help its members more effectively target and service these potential high yield visitors, PATA is pleased to announce it has partnered with China Ready & Accredited to offer PATA members the China Ready & Accredited® Program. This Program is endorsed and supported by China’s government and industry, delivering global CHINA READY® expert culture training and quality service accreditation. Importantly, CRA has exclusive access to high value Chinese consumers, travellers and businesses in China and can promote accredited businesses directly to high spending Chinese people through its major China partners and supporters.

In endorsing PATA’s foresight, Ms Ting Ting Gong, CEO of China Ready & Accredited, commented that, “Chinese consumers, particularly those seeking to purchase global products or those travelling overseas, are looking for assurance they are dealing with trusted quality suppliers. The China Ready Accreditation Program® fulfils this role globally, helping Chinese to identify and buy from quality global CHINA READY® suppliers which understand and respect Chinese needs and culture.”

“To effectively connect our accredited business to these Chinese consumers,” continued Mr Buckley, “CRA has partnered and is supported by some unique, high level organizations in China such as, UnionPay International, the world’s largest payment scheme, with over 4 billion cards issued, and every Chinese outbound traveller has a UnionPay International card.”

With dedicated resources being established in PATA to help facilitate this new initiative, Mr Hardy indicated, “We will be working through our Chapter members, and aim to facilitate the introduction of the China Ready & Accredited® program across the whole network. Businesses that commit to the China Ready & Accredited® Program will then be marketed by CRA directly in China, linking them to “high value” potential Chinese outbound travellers seeking destinations and suppliers that they can trust”.

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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 87 government, state and city tourism bodies, nearly 31 international airlines, airports and cruise lines, 61 educational institutions, and hundreds of travel industry companies in