



November 21, 2018

Mr. Pronab Sarkar  
President  
Indian Association of Tour Operators (IATO)  
India

**Seller Invitation for the PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 in Rishikesh, Uttarakhand, India**

Dear Mr. Sarkar,

In collaboration with the Uttarakhand Tourism Development Board, the Pacific Asia Travel Association (PATA) would like to invite your members to participate as a seller at the [PATA Adventure Travel and Responsible Tourism Conference and Mart 2019 \(ATRTCM 2019\)](#) from **February 13-15** at the **Ganga Resort** in **Rishikesh, Uttarakhand, India**.

ATRTCM is Asia-Pacific's leading travel trade event dedicated to the adventure travel industry. The event comprises a one-day travel trade mart with leading international buyers and sellers, and a one-day conference along with high-level networking opportunities.

During the one-day travel mart, pre-matched appointments facilitate face-to-face meetings for sellers with leading adventure product buyers from around the world. Confirmed buyers joining this year's event include [Fest Travel](#) - Turkey, [Intrepid Travel](#) - Australia, [Mantra Wild Adventure](#) - Australia, [Myths and Mountains](#) - USA, and [TripAdvisor Experiences](#) - Singapore. We encourage IATO Members to take advantage of this unique opportunity to meet with international travel buyers at ATRTCM 2019.

The one-day conference, with the theme 'Rejuvenate Your Soul through Travel', will explore the nuances, trends and dynamics of one of the fastest-growing tourism sectors. The programme brings together international experts at the forefront of the adventure travel industry to discuss the sector's issues and opportunities.

**The 6 sqm. standard booth special fee for IATO Members is US\$1300 (from Non-Member of US\$1500) includes 1 set of appointments (20 slots) and 1 delegate badge.** Seller delegates have access to the one-day conference and all social functions listed in the programme at no extra cost.

Register by **November 30, 2018** to receive a **10% discount** by completing the [Seller Application Form](#) and returning it to us at [ATRTCM@PATA.org](mailto:ATRTCM@PATA.org) to secure your space at the travel mart.

For more information about the event, please visit [www.PATA.org/ATRTCM](http://www.PATA.org/ATRTCM)

We believe this would be a great opportunity for your members to network and build relationships with the buyers from around the world.

I look forward to welcoming you to Rishikesh, known as the 'Yoga Capital of the World'.

Yours sincerely,

Dr. Mario Hardy  
Chief Executive Officer  
Pacific Asia Travel Association (PATA)