

PATA announces Partnership with OAG

- A Monitor Desk Report

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The Pacific Asia Travel Association (PATA) has announced a new preferred partnership with OAG, a leading data platform for the global travel industry. The new agreement will provide PATA members with continued access to unique and reliable aviation data through the PATAmPOWER platform. It will also enable both organisations to provide wider insight and intelligence to the Asia Pacific visitor economy, through events, analysis, and further data collaboration.

OAG has the world's largest network of flight information, covering the whole journey from planning to customer experience. The data helps businesses achieve many goals, principally by finding new revenue streams, driving growth across operations, and deepening the relationship with customers.

Its customers include search engines, metasearch, tech start-ups, travel booking sites, international government organisations, global financial institutions, airlines, airports, and travel operators.

“Strengthening our partnership with OAG ensures we can provide members with the highest quality, most reliable aviation data including historical data (back to 2018) and 12-month forward frequency and seat capacity data. This will enable them to make smarter and more insightful decisions as they plan their recovery

strategies,” said Santosh Kumar, Director of Business Development, PATA. “I look forward to leveraging OAG’s data and insight to assist us in our mission for the responsible development of travel and tourism to, from and within the Asia Pacific region.”

“Our deeper partnership with PATA will provide richer data insights to facilitate market recovery and future investment in the region” said Mayur Patel, Head of Sales, Asia. “As Asia Pacific air travel embarks on its own come back journey, having access to data, networks and knowledge through this collaboration will equip PATA members will vital insight to get ahead of the curve”.

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