

January 22<sup>nd</sup> 2025

To whom it may concern,

**Pacific Asia Travel Association (PATA)**, founded in 1951, is a not-for-profit membership-based association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. By bringing together our private and public sector members, PATA facilitates meaningful partnerships to enhance the value, quality and sustainable growth of travel and tourism to, from and within the Asia Pacific region.

Ms. Son successfully completed her internship with PATA Headquarters (PATA HQ) in the Membership Department from October 1, 2024 to December 31, 2024. She excelled in her role and was a valuable asset to our international association.

**Comments from PATA HQ Team Members:**

**Noor Ahmad Hamid, Chief Executive Officer:** "The PATA Internship Program has been adapted during the global pandemic to provide a robust hybrid work experience, allowing young tourism professionals to gain essential work experience and expand their networks while supporting PATA's mission. Ms. Seongyeon Son contributed significantly to our Membership Department, providing invaluable support and making important contributions to PATA's initiatives."

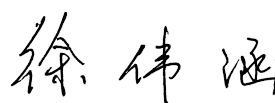
**Weihan Xu, Carolina, Membership Relations Manager:** "Seongyeon Son has been a responsible, reliable, and valuable team player throughout her internship. Her contributions include managing CRM tasks, developing new intern onboarding agenda, coordinating new online application process, designing Canva content for membership engagement, as well as other ad-hoc projects. She consistently demonstrated strong competence in her work and provided excellent support to the team, successfully completing all her assignments to a high standard."

We are confident that Ms. Seongyeon Son will be a valuable asset to your organization, as demonstrated by the performance during her time with us. We wish her the very best in future endeavors, both personally and professionally.

Yours truly,



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**Noor Ahmad Hamid**  
Chief Executive Officer  
Pacific Asia Travel Association



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**Carolina Xu**  
Senior Manager - Membership  
Relations  
Pacific Asia Travel Association