



Pacific Area  
Travel Writers  
Association

Partner Destination

Partner Country



PATWA WORLD TOURISM AND  
AVIATION LEADERS SUMMIT ON  
**TOURISM & CLIMATE CHANGE**

**PATWA INTERNATIONAL  
TRAVEL AWARDS 2024**





# ABOUT **PATWA**

## **Pacific Area Travel Writers Association**

The Pacific Area Travel Writers Association (PATWA) is a non-profit, non-government, professional, international media organisation of travel writers founded in 1999. PATWA's primary objective is to serve as a catalyst for responsibly developing the travel and tourism industry in the Asia Pacific region.

# OUR **ORGANISATION**

PATWA is founded on the philosophy of supporting the sustainable development, growth, and development of worldwide travel, tourism, hospitality, and aviation. The organisation works with both public and private sectors to support sustainable growth, and improve the quality of travel and tourism across the globe. It adheres to the fundamental principles of the United Nations (UN); the United Nations Educational, Scientific and Cultural Organization (UNESCO); and UN Tourism. PATWA is a UN Tourism Affiliate Member.

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## OUR MISSION AND INSPIRATION

Our goal is to promote tourism by developing and encouraging travel writing, reporting, and communication across both print and electronic platforms.

Through our seminars, roundtables, and discussions with travel trade professionals from around the world, we help find solutions to the issues and problems the travel industry is facing.

## OUR GUIDING PRINCIPLES

1



Sustainability

2



Socio-cultural exchange

3



Respect for traditions, history & culture

4



Responsible development, consumption & production

5



Conservation of the environment & biodiversity

6



Gender, social & economic equality

7



Innovation



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# THE PATWA TEAM

## OUR BOARD



### **YATAN AHLUWALIA, Secretary General**

A global traveller who manages and oversees all our operations. He heads our awards jury and International Awards Council. Yatan lives out of a suitcase and functions on his laptop through most of the year. Besides being an authority on luxury and sustainable travel, he is a leading columnist, grooming and style consultant, trainer, lifestyle futurist, CEO of multiple companies, organic farmer, pet parent, and lover of all things sustainable and natural.



### **PREM AHLUWALIA, Deputy Secretary General**

Our co-founder and pillar of guidance, she has helped build our organisation, and take it across geographic boundaries. A world traveller and internationally recognised women's activist, author, editor, and lifetime travel journalist, she loves farming and her plants as much as writing.



### **PULKIT SHARMA, Head – Special Projects & Features Editor**

He helps plan, organise, and coordinate our events, and is the youngest member of our awards jury. A trained dancer, he has curated Dance Wellness. A young entrepreneur who understands how millennials think, he is always full of bright ideas, and loves everything related to wellbeing.

## OUR TEAM



### **DIYA KOSHY GEORGE, Content Head & Editor**

She is a content consultant with over 25 years' industry experience. Her editing and writing skills are put to use for our handbook, website, and social handles.



### **JOSEPH EDWARD MENDONCA, Consultant – Travel & Awards**

The 'silent' member of the team - seldom seen but always heard. A jury member and seasoned traveller, he has lived in multiple countries. A leading makeup artist, hair stylist, trainer, and pet parent, he has a very spiritual side and lives at his hilltop organic farm in the lower Himalayas.



### **RYAN FRANTZ, Design Consultant**

Often found grimacing over badly-kerned typography, Ryan is a creative consultant with over 24 years' industry experience and has helped, among other things, to design this handbook.

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# ABOUT THE AWARDS

The PATWA International Travel Awards have been instituted independently and standing on their own merit, annually, since 1999. The Award winners have been felicitated at an annual ceremony during ITB (Internationale Tourismus-Börse) Berlin. Awardees are recognised for having achieved the highest standards of excellence in their field. The PATWA International Travel Awards are among the most coveted awards in the travel industry.

The awards are given to governments, organisations, brands, ministers, and individuals who have excelled in the promotion of tourism. They also recognise airlines, hotels, travel agencies, tour operators, destinations, government bodies, and other service provider(s) related directly or indirectly with the trade.

The selection process is transparent and stringent. A jury comprising the PATWA International Awards Council, our worldwide media members, and Board collects, shortlists, and finalises nominations. The nominees are evaluated on various standards with an extensive internal evaluation/ audit within pre-set parameters for each category, as necessary.

The shortlisted nominations are finalised at the PATWA International Awards Council meeting held in November, each year. Award confirmations are then communicated to the winners.







# MEMBERSHIP CATEGORIES

## **MEDIA**

Media membership is free and available to all journalists (print or electronic media). This includes, but is not limited to media companies, publishers, editors, writers, columnists, photographers, producers, anchors, reporters, content creators, bloggers, vloggers, and other media professionals.

### **Special Benefits**

- Invitations for FAM tours, openings/launches, press meets, and networking events. This includes passes and vouchers from our partner hotels, airlines, and destinations. Please note these will be sent out to select members based on our guidelines.

Individual membership is available at a very nominal annual membership fee and is open to all professionals from the travel, tourism, hospitality, aviation, and non-trade-specific sectors.

### **Special Benefits**

- Self-nomination with a fast track to various categories of our annual awards.

## **COMPANIES**

Corporate membership is available to companies directly or indirectly related to the travel, tourism, hospitality, aviation, and non-trade-specific sectors. Companies can nominate five members.

### **Special Benefits**

- Can use branding provided by us with the prefix to our logo stating: Member of Pacific Area Travel Writers Association.
- Self-nomination with a fast track to various categories of our annual awards.

## **INSTITUTIONS/GOVERNMENTS**

- Institutional membership is available to governments, agencies, and organisations directly or indirectly related to the travel, tourism, hospitality, aviation and non-trade specific sectors. This category allows the nomination of 10 people as members.

### **Special Benefits**

- Can use branding provided by us with the prefix to our logo stating: Member of Pacific Area Travel Writers Association.
- Self-nomination with a fast track to various categories of our annual awards.
- Pre-reserved seating for 10 delegates at the PATWA World Tourism and Aviation Leaders Summit and PATWA International Travel Awards.



# ANNUAL BENEFITS

- Members get complimentary access to all our annual events with special pre-reserved seating for the media and VIPs.
- Members of the media and individuals will get one event pass.
- Companies will get five passes.
- Institutional members or governments will get 10 passes.
- Members will be able to download and access the PATWA handbook launched annually at the PATWA World Tourism & Aviation Leaders Meet and the PATWA International Travel Awards at ITB, Berlin, and our coffee table books and publications.

## **Membership Terms & Conditions**

- Membership will be granted to any applicant at the discretion of the PATWA Board.
- Members must pay annual and other subscription fees as the PATWA Board prescribes from time to time.
- We will advise all members of the annual fees for the upcoming year at the time of renewal.
- Your membership does not make you a part of the Board or the PATWA International Awards Council and jury, or give you the right to nominate or vote.
- You have no claims to the organisation or any of its events and activities.
- Your membership does not guarantee a shortlist or selection by the PATWA International Awards Council.
- Media and individual members may not use our name, logo, content, or collateral in any form whatsoever.
- Membership approval, renewals, and cancellations for all categories is at the sole discretion of the PATWA International Council.
- Reminders for renewals will be auto-generated and sent to your registered email four weeks, two weeks, and finally three days before the expiry date. Renewals not made on or before the expiry date will be terminated automatically.

## **Termination**

The Board may and will terminate the membership or may take any legal action if any member:

- Is found using the PATWA logo, branding, or name without prior approval or consent.
- Uses our name to further any personal or business interests/benefits.
- Asks for/claims the right to vote, apply for a position in the organisation, or be part of the awards jury.
- Claims to represent the organisation privately, publicly, or in the media.





# AWARD CATEGORIES

The PATWA International Travel Awards recognise:

- Airlines, Airports & Aviation
- Cargo, Catering & Service Providers
- Destinations, Countries, Districts, Provinces, & Cities
- Hotels & Hospitality
- Individual Excellence
- Ministers & Governments
- Restaurants, Bars & Dining
- Shipping, Trains, Ground Handling & Transportation
- Travel Agencies & Tour Operators
- Travel Media
- Travel Websites

## **Excellence in Governance**

This exclusive award category recognises the work done by countries, states, provinces, regions, districts and cities through and by their elected representatives to promote sustainable travel with policies, guidelines, and incentives for their destinations and the hospitality, aviation, and tourism sectors.

- The awards are given to governments including, but not limited to, ministers, governors, parliamentarians, and mayors. PATWA is the first organisation to have awards dedicated to excellence in governance on a regional, national, and international level.

## **Selection Process**

- A jury comprising the PATWA International Awards Council, our worldwide media members, and Board collects, shortlists and finalises nominations.
- The nominees are evaluated on various standards with an extensive internal evaluation/audit within pre-set parameters for each category, as necessary.
- The shortlisted nominations are finalised at the annual PATWA International Awards Council meeting.
- Award confirmations are then communicated to respective winners.
- Winners must accept the award, apply for our membership, and then confirm participation within 10 days of our communication.
- Failure to adhere to the guidelines and timelines results in the award being handed over to the runner-up in the particular award category.





## GUIDELINES

### **For organisations:**

Winners across all categories must:

- Publish and carry their award title on their website, and all print, television, and online advertisements, and media releases for a minimum period of 12 months following the award.
- Carry the PATWA logo provided by the PATWA Secretariat on all publicity material during this 12-month period.
- Display the plaque, trophy, and certificate prominently at their premises.
- Appoint a senior official to receive the award in person at the ceremony in Berlin. Travel costs and all expenses to be borne by the winner.
- Provide the photographs, logos, and publicity material for use in the PATWA handbook.
- Issue a media release about winning the award within 15 days of receiving the award.

### **For individuals**

Individuals must:

- Receive the award in person at the ceremony. Travel costs and expenses will be borne by the awardee.
- Display the plaque, trophy, and certificate prominently in their office.
- Provide the photographs, logos, and publicity material for use in the PATWA handbook.
- Issue a media release about winning the award within 15 days of receiving the award.

***For more details on PATWA, our activities and a list of previous winners, visit [www.patwainternational.com](http://www.patwainternational.com).***

# OUR SPEAKERS



## **H.E. CLAYTON BARTOLO**

Minister of Tourism and Public Cleanliness, Malta  
Spearheaded reforms that put Malta's most contributing economic sector on the path to recovery. Under his tenure, the Malta Tourism Strategy 2021-2030 was launched, through which tourism has recovered to pre-pandemic levels.



## **H.E. CELSO SABINO DE OLIVEIRA**

Minister of Tourism, Brazil.  
Celso Sabino has developed public policies that develop national tourism, and encourage domestic tourism. He was responsible for establishing the first UN Tourism Office for the Americas and the Caribbean region in Rio de Janeiro.



## **H.E. SYLVESTRE RADEGONDE**

Minister for Foreign Affairs and Tourism, Seychelles  
Sylvestre Radegonde has served as Ambassador Extraordinary and Plenipotentiary of Seychelles to several countries and Seychelles' Permanent Delegate to UNESCO, Permanent Representative to UN Tourism, and Chairman and CEO of the Seychelles Tourism Board (STB).



## **H.E. EDMUND BARTLETT**

Minister of Tourism, Jamaica  
Dynamic, results-oriented leader, recognised for his wide-ranging expertise and accomplishments in both tourism and politics, innovator and visionary. He has also served as Vice Chairman of the UN Tourism Executive Council.





# INDUSTRY TRENDS

OUR TOP TRENDS FOR HOSPITALITY,  
DESTINATIONS AND AVIATION.





# HOSPITALITY

- 1 Return to luxury:** A shift to niche hotels, resorts, and spas
- 2 Experiences:** Guests will favour properties that offer curated and unique experiences. Wildlife safaris, farm stays, vineyards, green spaces, and tech-enabled amenities will become more popular.
- 3 Small is big:** Small hotels, B&Bs, lodges, inns, and boutique hotels will see high occupancy. Properties on highways, remote, and 'off the beaten track' locations will also have increased occupancy.



- 4 Service excellence:** Brands and chains that go the extra mile to meet their guests' expectations will have higher earnings. Personalisation and customisation for returning and regular guests will gain momentum.
- 5 My stay, my rules:** Flexibility is the new buzzword, especially for business travellers. Guests will want convenient check-in and check-out timings, anytime dining, and spas and gyms that stay open 24/7.







# DESTINATIONS

**1 Spirituality is big:** Religious and spiritual tourism to gain momentum. People will want to 'find themselves' in places that offer life-changing experiences.

**2 Wellness & medical tourism:** Spa holidays, treatments, and rejuvenation therapies will draw visitors, who are in no rush to leave.



Madurai Meenakshi Temple, Tamil Nadu



Golden Temple, Punjab

**3 Adventure & sports holidays:** Travellers will seek thrills on land, water and in the air. They will return to destinations that offer multiple outdoor activities.

**4 The solo traveller:** Holidaying alone and business travel is likely to increase. Both mature and younger travellers will travel and spend more than ever before.

**5 Leisure travel:** The affluent traveller will seek luxe calm at resorts and on cruises. They will also seek culture at music, art, and food festivals. The conscious traveller will also seek sustainable luxury at emerging, lesser-known destinations.







# AVIATION & AIRLINES

- 1 Airports that save time:** Passengers will want their wait time and transits at airports to get shorter and simpler. Tech-enabled check-ins, facial recognition, no boarding cards, and visa-free travel are here to stay.
- 2 Business and Premium Economy:** Business class is the new first class. Premium economy travel will be preferred by the mid-segment traveller. Low-cost airlines will need to offer better services and more baggage allowance to remain relevant.
- 3 Benefits:** Frequent flyers will want to earn points faster, and get more upgrades, priority check-ins and extra baggage allowances. Customers will expect returns for their loyalty and patronage.
- 4 Culinary delights:** Airlines will need to focus on and improve their meal options and standards. Organic, vegan, vegetarian, regional food, and refreshments will become preferred options. Meals will need to get bigger and better with more customisation options available.
- 5 Service with a smile:** Inflight and ground crews will need to become warmer, caring and understanding. Glamour is back and airlines will need to ensure their people look good and are both aspirational and inspirational.

*(Our annual trends have been compiled by our worldwide members, industry leaders and lifestyle influencers).*





# 2024 WINNERS

## DESTINATIONS



**DESTINATION OF THE YEAR**  
**INDIA**  
GOA



**DESTINATION OF THE YEAR**  
**CULTURE**  
TAMIL NADU, INDIA



**DESTINATION OF THE YEAR**  
**FARM & RURAL TOURISM**  
PUNJAB



**DESTINATION OF THE YEAR**  
**HISTORY**  
REPUBLIC OF ARMENIA



**DESTINATION OF THE YEAR**  
**ECOLOGICAL TOURISM**  
CO-OPERATIVE REPUBLIC OF GUYANA



**DESTINATION OF THE YEAR**  
**HONEYMOONS & ROMANTIC HOLIDAYS**  
JAMAICA



**DESTINATION OF THE YEAR**  
**MEDITERRANEAN REGION**  
REPUBLIC OF MALTA



**DESTINATION OF THE YEAR**  
**FEDERATIVE REPUBLIC OF BRAZIL**

PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2024 WINNERS

## HOSPITALITY

*Le* MERIDIEN

**BEST CITY HOTEL - NEW DELHI**  
LE MERIDIEN  
NEW DELHI



**BEST HOTEL CHAIN  
SERVICE STANDARDS**  
TAJ HOTELS



**BEST HOTEL CHAIN  
SOUTH ASIA**  
RADISSON HOTEL GROUP



PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2024 WINNERS

ORGANISATIONAL EXCELLENCE



BEST ORGANISATION – INCLUSIVITY  
**INTERNATIONAL LGBTQ+ TRAVEL  
ASSOCIATION**

PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2024 WINNERS

## INDIVIDUAL EXCELLENCE



**BEST WOMAN PROFESSIONAL  
HOSPITALITY MANAGEMENT - INDIA**  
KANJIKA HASRAT



**BEST PROFESSIONAL  
HOSPITALITY DEVELOPMENT - INDIA**  
MEENA BHATIA



**BEST PROFESSIONAL  
HOSPITALITY OPERATIONS - INDIA**  
K. MOHANCHANDRAN



**BEST PROFESSIONAL  
HOSPITALITY - INDIA**  
ZUBIN SAXENA



**BEST CRITIC  
AIRLINES & AVIATION**  
JOSH CAHILL



PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2024 WINNERS

## PATWA GOLD AWARDS



**TOURISM PROMOTIONS**

DR. SAGNIK CHOWDHURY  
DDG & REGIONAL DIRECTOR  
FOR WESTERN AND CENTRAL INDIA  
FOR THE MINISTRY OF TOURISM,  
GOVT. OF INDIA.



**HOSPITALITY LEADERSHIP**

K.B. KACHRU  
CHAIRMAN EMERITUS  
& PRINCIPAL ADVISOR,  
SOUTH ASIA  
RADISSON HOTEL GROUP



**TRAVEL & TOURISM**

ALAIN ST. ANGE  
FORMER MINISTER FOR TOURISM, CIVIL  
AVIATION, PORTS & MARINE, REPUBLIC OF  
SEYCHELLES AND HEAD AT SAINT ANGE  
TOURISM CONSULTANCY



# 2024 WINNERS

## EXCELLENCE IN GOVERNANCE



**WOMAN TOURISM MINISTER OF THE YEAR  
OF THE YEAR  
INDIA**  
H.E. ANMOL GAGAN MAAN



**WOMAN TOURISM MINISTER OF THE YEAR  
SOUTH AMERICA**  
H.E. ONEIDGE WALROND  
CO-OPERATIVE REPUBLIC OF GUYANA



**TOURISM MINISTER OF THE YEAR  
INDIA**  
H.E. ROHAN KHAUNTE



**TOURISM MINISTER OF THE YEAR  
INDIAN OCEAN REGION**  
H.E. SYLVESTRE RADEGONDE  
REPUBLIC OF SEYCHELLES



**TOURISM MINISTER OF THE YEAR  
SOUTH AMERICA**  
H.E. CELSO SABINO DE OLIVEIRA  
FEDERATIVE REPUBLIC OF BRAZIL



**TOURISM MINISTER OF THE YEAR  
MEDITERRANEAN REGION**  
H.E. CLAYTON BARTOLO  
REPUBLIC OF MALTA



**GLOBAL ICON - GOVERNANCE**  
H.E. EDMUND BARTLETT  
MINISTER OF TOURISM  
JAMAICA





Mdina, Malta's old capital city, holds various baroque and medieval structures within its fortified walls and narrow-winding streets. The air of mystery that shrouds the 4,000 year old city leaves the wandering visitor in awe. Journey back in time among the majestic palazzos and the delicately-adorned churches of the old city of Mdina.





MDINA



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Rainforest



Kaieteur



Fort Zeelandia

[www.guyanaturism.com](http://www.guyanaturism.com)





PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2023 HALL OF FAME

## HOTELS



**BEST VINTAGE HOTEL**  
THE CLARIDGES, NEW DELHI



**BEST BOUTIQUE HOTEL CHAIN**  
TAMARA LEISURE EXPERIENCES



**BEST CONTEMPORARY HOTEL CHAIN**  
TRANCE HOTELS



**BEST HOTEL CHAIN:**  
**NICHE PROPERTIES**  
ROSEATE HOTELS & RESORTS



**BEST HOTEL CHAIN:**  
**LEISURE**  
RADISSON HOTELS



**HOTEL CHAIN OF THE YEAR:**  
INDIAN HOTELS COMPANY LIMITED



# PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN 2023 HALL OF FAME

## DESTINATIONS



**BEST STATE FOR CULTURE**  
WEST BENGAL, INDIA



**DESTINATION OF THE YEAR:  
HERITAGE**  
TAMIL NADU, INDIA



**WORLD'S BEST ISLAND**  
JAMAICA



**DESTINATION OF THE YEAR:  
WEST ASIA**  
REPUBLIC OF YEMEN



**DESTINATION OF THE YEAR:  
BALKAN REGION**  
REPUBLIC OF BULGARIA



**DESTINATION OF THE YEAR:  
NATURAL BEAUTY**  
REPUBLIC OF ZIMBABWE



**DESTINATION OF THE YEAR:  
SUSTAINABLE TOURISM**  
REPUBLIC OF GEORGIA



PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN

# 2023 HALL OF FAME

## INDIVIDUAL EXCELLENCE



**BEST PROFESSIONAL:  
DESTINATION MANAGEMENT**  
WINNIE MUCHANYUKA



**BEST PROFESSIONAL:  
HOSPITALITY**  
VIKRAM ADITYA SINGH



**BEST PROFESSIONAL:  
HOSPITALITY OPERATIONS**  
V.M. MANOJ MATHEW



**CEO OF THE YEAR:  
HOTELS**  
ANURAAG BHATNAGAR



**PROFESSIONAL OF THE YEAR:  
HOTELS**  
ZUBIN SAXENA



**LEADERSHIP HONOUR:  
HOSPITALITY SALES & MARKETING**  
PARVEEN CHANDER KUMAR



**LEADERSHIP HONOUR:  
HOSPITALITY OPERATIONS**  
KUSH KAPOOR



**INTERNATIONAL ACHIEVER:  
HOSPITALITY**  
RANJIT PHILLIPOSE



**LEADERSHIP HONOUR:  
EXCELLENCE IN HOSPITALITY**  
VEER VIJAY SINGH



**LEADERSHIP HONOUR:  
HOTEL OPERATIONS**  
ROHIT KHOSLA



**LEADERSHIP HONOUR:  
HOSPITALITY MANAGEMENT**  
PRABHAT VERMA



**PERSON OF THE YEAR:  
HOSPITALITY**  
PUNEET CHHATWAL



# PATWA INTERNATIONAL TRAVEL AWARDS, ITB BERLIN 2023 HALL OF FAME

## INDIVIDUAL EXCELLENCE



**LIFETIME ACHIEVEMENT AWARD:  
FOR PROMOTION OF  
THE TRAVEL TRADE**  
ALAIN ST. ANGE



**LIFETIME ACHIEVEMENT AWARD:  
FOR PROMOTION OF  
SUSTAINABLE TOURISM**  
H.E EDMUND BARTLETT



**TOURISM MINISTER OF THE YEAR:  
INDIA**  
H.E. THIRU K. RAMACHANDRAN  
TAMIL NADU



**TOURISM MINISTER OF THE YEAR:  
WEST ASIA**  
H.E. MOHAMED QUBATY  
REPUBLIC OF YEMEN



**TOURISM MINISTER OF THE YEAR:  
AFRICA**  
H.E. NQOBIZITHA MANGALISO NDLOVU  
REPUBLIC OF ZIMBABWE



**TOURISM MINISTER OF THE YEAR:  
BALKAN REGION**  
H.E. ILIN DIMITROV  
REPUBLIC OF BULGARIA



**TOURISM MINISTER OF THE YEAR:  
CENTRAL ASIA**  
H.E. ULUGBEK AZAMOV  
REPUBLIC OF UZBEKISTAN



**WOMAN TOURISM MINISTER OF THE YEAR**  
H.E. FATIMA AL SAIRAFI  
KINGDOM OF BAHRAIN



  
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*Therukoothu*  
Expressions of Tamil Nadu





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# Traverse **Ekadasha Teertha**



Shri Mangesh Temple - Mangeshi



Shri Shantadurga Kunkallikarin - Fatorpa



Shri Mahadeva Temple - Tambdisurla



Shri Saptakoteshwar Temple - Narve



Shri Brahmakarmali Temple - Sattari



Shri Mahalasa Temple - Mardol



Shri Hari Mandir - Margao



Shri Damodar Devasthan - Zambaulim



Shri Parshuram Temple - Paigin



Shri Mahaganapati Temple - Khandola



Shri Dattatreya Mandir - Sanquelim





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Munnar | Kanha | Coorg | Varanasi

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SELEQTIONS

VIVANTA

amã  
STAYS & TRAILS



# EXPLORE THE GLASS ICON IN LUTYENS DELHI



Over the last three decades, Le Meridien New Delhi has transformed itself into a masterpiece. The 5-star hotel is an epitome of world-class architecture, cuisine, design and fashion. Located in the heart of the city, the iconic glass building has been recognised as one of the 100 Icons of Delhi.

*Le* MERIDIEN

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For more information or to make a reservation, please mail  
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Our powerful and effective

# LOOK GOOD, FEEL GOOD

training ensures your  
associates and brand get  
a five star rating



**Look Good:** Grooming training, audits, brand standards and manuals including hair, skin, makeup, personal care, hygiene, poise, posture, wardrobe, uniforms, accessories, etiquette and soft skills.

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**Become a PATWA member:**  
(scan and sign up)



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