

Marion Buttler
Regional Director – Europe
Pacific Asia Travel Association (PATA)

Ms. Marion Buttler is the Regional Director-Europe of the Pacific Asia Travel Association (PATA). Her major responsibility is, in partnership with PATA's private- and public-sector members, to enhance the sustainable growth, value and quality of travel and tourism to, from and within the Asia Pacific region.

Her experience spans over 20 years in tourism in the areas of sales, marketing, public relations, destination marketing, research, conferences, forums, crisis management and many more.

Prior to joining PATA in February 2003, Marion Buttler served for 4 years as Manager Central Europe for Tourism Australia.

Her responsibilities were the development and implementation of Tourism Australia's strategies in the markets of Germany, Switzerland, The Netherlands and the former Eastern European countries.

From 1987 to 1998 she was the Sales Manager Germany & Austria for Qantas Airways based in Frankfurt.

After the completion of her studies, Marion Buttler started her career in the tourism industry in the hotel sector with Canadian Pacific Plaza Hotels.