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## THE-ICE 18<sup>th</sup> IPoE Forum 2025

**Plenary Panel: Re-examining the Triple Bottom Line – Balancing Social, Environmental, and Economic Influences on the Tourism and Hospitality Industry**

### **Ms Ben Montgomery**

**Chairperson, Pacific Asia Travel Association (PATA) Thailand Chapter**



Ms Ben Montgomery is a corporate ambassador for Centara Hotels & Resorts, the sustainable growing Thai-owned hotel chain. She is responsible for strengthening relations between Centara and the owners of Centara-managed hotels currently located in 15 countries in Asia and the Indian Ocean.

Ben represents Centara in various Industry Councils and Associations. She currently is a Chairperson of Pacific Asia Travel Association (PATA) Thailand Chapter, an Executive Board Member of PATA, a Vice President for the Thai Hotels Association (THA) and a Board Member of ASEAN Hotel & Restaurant Association.

She was an elected member of Executive Board of Pacific Asia Travel Association (PATA) in 2016-2018 and 2024-2026.

She was elected a Chairperson for PATA Thailand Chapter in 2014-2015 and 2022-2024 and 2024-2026. She is a frequent speaker at tourism industry events including PATA'S and a guest lecturer at Universities in Thailand, the Philippines, Hong Kong and China.

Currently, Ben is also representing Centara at Joint Public & Private Working Committee to develop the workforce from Thailand Vocational Education for Hotel and Tourism Industry.