



Minutes of the Executive Committee Meeting held on Tuesday, April 28th, 2009, 10:00 hrs. at Asian Trails Ltd.

Present:

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Nino E. Jotikasthira	Chairman, Membership Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Bob James	Co-Chairman, Education Committee
Mr. James Reed	Committee
Mr. Duncan McCafferty	Committee
Mr. Jamlong Ratanapan	Committee
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mrs. Joan Sarasin	Secretariat

Excused:

Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. Pichai Chunganuwad	Committee
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTC

Luzi Matzig, Chairman, opened the meeting at 1010 hrs.

1. Minutes of the Executive Committee Meeting held on March 25th, 2009

The Minutes were reviewed and approved.

2. Pending Matters -

Bowling Tournament

Joan informed the meeting that due to the fact that FETTA had organised a bowling tournament in April together with 8 local travel associations, we did not go ahead with our Bowling Tournament scheduled in April.

The Secretariat was requested to get a costing for 20 teams x 3 games and for the tournament to be organised on a Friday in July.

Tourism Entrepreneur Fund

The Secretariat will follow up with TAT on this Fund and when it will commence.

Khun Nino reported to the meeting that he serves on this special committee for ATTA and they had a meeting last week when they were informed that these loans will now be with the SME Bank.

3. Committee Reports

Membership Committee

The meeting approved the membership application from Pathfinders Travel Co., Ltd. as well as the appointment of Ashley Monteiro, Managing Director, Pathfinders Travel Co., Ltd. to serve on the Executive Committee to represent inbound and outbound business for the Indian market.

The meeting approved that an invitation be issued to Blair Speers, CEO, H.T.N. Co., Ltd., to replace Heiko Wilms on the Executive Committee representing e-Commerce. The Secretariat will issue a letter of invitation to Blair.

Marketing Committee

PATA Thailand Chapter Website

Joan will get the pictures from PATA HQ for the presentation of the Spirit of PATA Award which was presented to Luzi at the PATA Annual Meeting held in Macau. Ken will publish these pictures in the e-Newsletter as well as in the website.

PATA Annual Meeting, Macau, April 18th-21st, 2009

Luzi reported that this was a very good meeting and everyone who attended was happy with the amendments announced by PATA HQ.

PATA Chapters Meeting, April 21st, 2009, Macau

M.L. Hathaijanok represented the Thailand Chapter at the PATA Chapters Meeting with 22 Chapters and 58 members in attendance.

He informed the meeting there was a webinar so that Chapters which were not present could participate in the meeting online.

The PATA Chapters were requested to comply with the following –

1. Information/Database sharing

Chapters should send their member lists to PATA Head Office, so we can get connected and share info on Chapter activities and others.

2. Chapter website

Some chapters have their own website and some don't. Should PATA come up with a website template for all chapters?

3. Logo usage/Brand Management

There has been some confusion of who gets to use which logo? There should be a policy from PATA Head Office on this.

4. Chapter meeting

Bring back the old day PATA Annual Conference. That way, we can re-engage chapters. Or at least have a networking platform for the chapters.

5. Chapter/PATA Head Office membership

It is Greg's commitment and intention to recognize all members (no matter at which level) equally. Should there be a difference between PATA HQ membership and local Chapter membership?

PATA Quarterly Luncheon Meeting in May with Kurt Wachtveitl as Guest Speaker

The meeting was informed that since Kurt Wachtveitl is not available to be our guest speaker for a luncheon to be held in May, Danny will contact him to meeting with the Executive Committee members at his convenience at The Oriental Hotel in order that we can present the plaque which has been prepared by Bob.

Education Committee

Thailand Tourism Crisis Management Seminar

In the absence of Bert Van Walbeek, Chairman, Education Committee, Joan reported that Bert has proposed the establishment of "The Thailand Tourism Crisis Management Office". M.L. Hathaijanok informed the meeting that Bert brought up this matter to Khun Phornsiri Manoharn during the PATA Annual Conference in Macau and this proposal has now been submitted to TAT for their consideration.

The meeting approved that it is timely for the Education Committee to organise this seminar to be conducted by Bert for the benefit of the tourism industry of Thailand.

James Reed informed the meeting that Bert has trained his staff in Crisis Management and they used his training materials during the airport closure last year and the recent political situation and he supports that Bert should organise this training seminar as soon as possible.

Danny McCafferty informed the meeting that after the incident of the Bali bomb Bert stepped in immediately to help by implementing his Crisis Management plan. He also endorsed that PATA Thailand Chapter should recommend to the Thai Government to use the service of Bert to implement his Crisis Management Plan.

The meeting confirmed that we will organise "The Thailand Tourism Crisis Management Seminar" to be organised by Bert on June 17th, 2009.

Luzi informed the meeting that Greg Duffell, President & CEO, PATA Head Office, has accepted his invitation to be the guest speaker at the Luncheon Meeting in June so the meeting approved we will organise the seminar together with the Luncheon Meeting on June 17th, 2009.

Members Survey for Future Educational Seminars

The meeting reviewed the results of the survey conducted with our members and it was decided that since we only had 7 responses we will send out the results to our members once again and to ask for their feedback on the topics of future seminars to be organised by the Education Committee.

Travel Technology Seminar 2009 to be organised by PATA Thailand Chapter and TTA

The meeting reviewed the Tentative Programme for this seminar to be organised jointly by PATA Thailand Chapter and TTA in June. The topics proposed by TTA will be of interest to our IT members but the meeting suggested the topic be changed to "e-Marketing".

P.R. Committee

Ken informed the meeting he will be issuing the PATA Product e-newsletter in May. He will also issue the e-newsletter for members in May and pictures of the presentation of the Spirit of PATA Award presented to Luzi at the PATA Annual Conference will be featured in this issue.

The meeting discussed the role of the international media during the recent political situation and it was decided that Ken will organise a luncheon meeting with some of the leading anchormen of the international networks to discuss how the travel industry can help them in future.

Green Projects Committee

In the absence of Vincent Tabuteau, Chairman, Joan reported that she followed up with SKAL International for information on their award winning projects. However, they were unable to provide us with information on the special gadget to control air-conditioning in tour coaches.

There being no further business the meeting adjourned at 1130 hrs.