



**Minutes of the Executive Committee Meeting
held on Wednesday, May 27th, 2009, 10:00 hrs.
at Asian Trails Ltd.**

Present:

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. James Reed	Committee
Mr. Duncan McCafferty	Committee
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mrs. Joan Sarasin	Secretariat

Excused:

Mr. Bob James	Co-Chairman, Education Committee
Mr. Nino E. Jotikasthira	Chairman, Membership Committee
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee
Mr. Blair Speers	Committee
Mr. Ashley Monteiro	Committee
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Mr. Pichai Chunganuwad	Committee
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTC

Luzi Matzig, Chairman, opened the meeting at 1005 hrs.

1. Minutes of the Executive Committee Meeting held on April 28th, 2009

The Minutes were reviewed and approved.

2. Pending Matters -

Bowling Tournament

The meeting approved the following programme for the PATA Thailand Chapter Bowling Tournament –

1. Date : Friday, July 24th, 2009
2. Location : BLU-O Rhythm & Bowl, Ratchayothin Branch
3. Total Cost : 20 Teams x 3 persons per team x 3 games per person x Baht 70 per game – Baht 12,600
4. Cost per team : Baht 1,500 per team of 3 persons for 9 games
5. To provide snacks and a free drink – Baht 70 per person
6. Not including dinner – own account
7. Bookings received –
 - Asian Trails Ltd. – 3 teams
 - Destination Asia – 3 teams
 - ScottAsia Communications Co., Ltd. – 1 team
 - Dusit Thani Hotel – 3 teams
 - PATA Head Office – to be confirmed
 - World Travel Service Ltd. – to be confirmed
 - ACCOR – to be confirmed

Total 10 teams confirmed on May 27th

Tourism Entrepreneur Fund

Khun Ben reported that there was a meeting organised by The Nation Group on 16 May 2009 at which they had a booth to collect applications for loans for the above fund. She suggested that we follow up with SME Bank on this matter.

Khun Luzi informed the meeting that one of the requirements to apply for this fund is that the loan must be guaranteed by one of the Directors of the company and this is a major problem for the companies.

The meeting decided that we will send an inquiry addressed to the Minister of Finance with a copy to Dr. Sasithara Pichaichannarong, Permanent Secretary, Ministry of Tourism and Sports on when the applicants for this loan will be advised about their loan.

Member E-Newsletter -

Joan will follow up with PATA HQ for the pictures of the Spirit of PATA Award for the Member E-Newsletter which Ken will send out next week.

Khun Rochana will send to the PATA Secretariat the Minutes of the PATA Chapters Meeting held in Macau to be sent to our members.

3. Committee Reports

Education Committee

“Risk & Crisis Management in Tourism” on June 17th, 2009 at Dusit Thani Hotel

Joan informed the meeting that she has only received one booking to date. The meeting reviewed the registration fees and decided we will reduce the fees as follows – PATA Member rate – from Baht 2,900 to Baht 2,200 and Non-Member from Baht 3,300 to Baht 2,700.

The PATA Secretariat will amend the seminar brochure and add the special offer of the new registration fees in red on the cover of the brochure and to send it out to our members as well as to our other databases.

The suggestion from Khun Ben to offer a special registration fee for academics and students was approved by the meeting and Joan will work out the cost of two coffee breaks to which we will add a Baht 100 handling fee. This

rate will be added to the seminar brochure and it will be clearly stated that no lunch is included with this special rate.

Khun Ben suggested that we make a special incentive offer of a free registration to the academics who are able to book 3 or more students and this was approved by the meeting.

Khun Danny very kindly offered to reduce the meeting package of the Dusit Thani Hotel from Baht 1,400 to Baht 1,300 to help us with the above reduced registration fees.

Ken promised to announce this seminar with the special offer in the Member e-Newsletter to be issued next week.

Khun Ben informed the meeting that Khun Jackie and Bert are in Pakistan in Karachi and Islamabad organising a Crisis Management Seminar and Ken will include this information in the Member e-Newsletter.

The meeting proposed that Khun Weerasak Kowsurat should be invited to be the guest of honour at the Seminar Opening Ceremony and for him to give a presentation on the Crisis Management Plan of the Ministry of Tourism & Sports. Joan will check this with Bert before issuing our invitation. The meeting decided if he is not our guest of honour he will be invited to be our guest for this seminar.

Khun Kusa stated that this seminar is of great importance to the PATA Thailand Chapter and the travel industry of Thailand and he confirmed that we have the funds to offer our members and non-members a reduction in the registration fees.

The meeting requested Ken to issue invitations to the following media –

1. TTR Weekly
2. Imtiaz Muqbil, Travel Impact
3. Khun Sirinart, TTG
4. Khun Sathita, Krungthep

Thailand Tourism Crisis Management Office

M.L. Hathaijanok informed the meeting he personally presented this document prepared by Bert to Khun Santichai Euachongprasit, Deputy Governor for International Marketing, TAT, as well as Khun Weerasak Kowsurat. In the meantime, the PATA Thailand Chapter Secretariat will also send this by hand to TAT for the incoming TAT Governor for information and action.

P.R. Committee

Ken informed the meeting that the Product e-Newsletter was issued to our members on May 23rd, and was sent to his database of 1,700 travel media in the region. Therefore, he will inform our members in the next Member e-newsletter.

The Member e-Newsletter to be issued next week will cover the following –

- Pictures of the Spirit of PATA Award
- Risk & Crisis Management in Tourism Seminar
 - Special Offer registration fees
 - John Koldowski to replace Greg Duffell, PATA HQ and will speak on statistics
 - Bowling Tournament to be held on July 24th, 2009

M.L. Hathaijanok informed the meeting he has suggested to Khun Greg that PATA HQ should revive “The Celebrity Programme” when Nadal will participate in the Thailand Tennis Open and when the Liverpool team will play a match with the Thai team.

Industry Development Committee

Khun Danai informed the meeting that he also attended the conference organized by The Nation Group with Khun Phornsiri Manoharn, Past Governor of TAT and President of PATA, as a guest speaker. He suggested that we should get the database of this seminar organised by The Nation and to invite them to join PATA Thailand Chapter. Khun Ben will contact The Nation for this database.

Ken informed the meeting he has been in contact with Jonathan Head of BBC and he will check with his head office in London if he can accept our invitation to be a guest speaker. However, the meeting felt that since Jonathan will leave Thailand in July Ken should contact Dan Rivers of CNN instead.

Marketing Committee

Khun Luzi requested that in the next Member e-Newsletter Ken should advertise the list of banners and buttons which are still available in the PATA Website and to inform our members they can click on www.pata-thailand.org to check out what is still available on the website.

Joan will ensure that Product e-Newsletter are included in the PATA Thailand Chapter website.

Financial Report for May 2009

Khun Kusa presented the Financial Report for May 2009.

The PATA Secretariat will send out a final reminder to the 12 members who have still not paid their 2009 Membership Fees and another invoice will be sent with this reminder letter.

Khun Danny was requested to contact the Landmark about their pending membership fees.

Green Projects Committee

In the absence of Khun Vincent, Joan reported that she has received a list of Ecotourism Projects which were submitted for the SKAL International Awards in 2006. The meeting approved that this list of ecotourism projects should be forwarded to our members from the Green Projects Committee as there are some very interesting projects.

Membership Committee

In the absence of Khun Nino, the meeting approved the following membership applications –

1. Crown Silom Limited
2. The Paradise Koh Yao Boutique Beach Resort & Spa

Khun Luzi proposed that we invite BAR to appoint a member to serve on the PATA Executive Committee so that their representative can attend our monthly meetings.

Khun Ben informed the meeting that PATA HQ sends inquiries for membership in the local chapter to the Secretariat.

4. Any Other Business -

Max Rewards Programme from TCEB

The PATA Thailand Chapter will send this circular to our members as this is a very attractive offer from TCEB for small groups visiting Thailand from Asian countries.

PATA Thailand Chapter Funds

Ken proposed to the meeting that we should consider using some of the funds of PATA Thailand Chapter in order to organise a promotional programme.

The meeting decided that we should keep these funds as the number of members is continuously reduced and it was noted that in 2008 our membership fees did not cover our annual costs.

Khun Danai brought to the attention of the meeting that with the present economic situation many government departments are offering training seminars on a complimentary basis so this will effect the income from our training seminars.

TTM+ 2009

Joan informed the meeting that TAT has invited 6 PATA Thailand Chapter members to attend the TTM+ 2009 to be held on June 3rd-7th, 2009.

Presentation of a Plaque to Kurt Wachtveitl on his Retirement from the Oriental Hotel

Khun Luzi informed the meeting that members of the Executive Committee presented a plaque prepared by Bob James to Kurt Wachtveitl on his retirement and the meeting thanked Bob for an excellent job.

Webinar Session

Khun Ben informed the meeting that PATA HQ will be issuing an invitation of the members of the Thailand Chapter to participate in a Webinar Session on second week of June. The invitation will be sent directly to all members.

Khun Rochana informed the meeting that Khun Greg has set up a PATA Task Force to review the membership fees of PATA HQ and the Chapters as proposed at the PATA Chapters Meeting in Macau.

The next Executive Committee Meeting will be held on June 17th, at 1000-1200 hrs., at Dusit Thani Hotel.

There being no further business the meeting adjourned at 1200 hrs.