



**Minutes of the Executive Committee Meeting  
held on Wednesday, June 17<sup>th</sup>, 2009, 10:00 hrs.  
at Dusit Thani Hotel**

**Present:**

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Nino E. Jotikasthira	Chairman, Membership Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. James Reed	Committee
Mr. Jamlong Ratanapan	Committee
Mr. Blair Speers	Committee
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTC
Mrs. Joan Sarasin	Secretariat

**Excused:**

Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. Bob James	Co-Chairman, Education Committee
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Danny McCafferty	Committee
Mr. Ashley Monteiro	Committee
Mr. Pichai Chunganuwad	Committee
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ

Luzi Matzig, Chairman, opened the meeting at 0945 hrs.

**1. Minutes of the Executive Committee Meeting held on May 27<sup>th</sup>, 2009**

The Minutes of the Executive Committee Meeting were reviewed and approved.

Luzi informed the meeting he received a letter of resignation from the Executive Committee from Vincent Tabuteau due to the fact that he now commutes between Phuket and Bangkok.

The meeting approved that we will request Vincent to keep his position as Chairman, Green Projects Committee for the rest of this year.

## 2. Committee Reports

### Membership Committee

Nino Jotikasthira, Chairman, submitted a membership application from Phuket Book Now Co., Ltd. The meeting requested that Blair will check up this company before we approve their application.

The meeting requested the Secretariat to send out the third and final letter of reminder to the 11 member organisations with pending membership fees for 2009.

### Education Committee

#### **“Risk & Crisis Management in Tourism” on June 17<sup>th</sup>, 2009 at Dusit Thani Hotel**

Joan reported on this seminar –

- Attendance - 50 persons
- Attendance for the Luncheon Meeting - 70 persons

#### **“Travel Technology Seminar 2009”, July 15<sup>th</sup>, 2009 at The Westin Grande Sukhumvit, to be co-hosted by Tourism Technology Association (TTA) and PATA Thailand Chapter**

The PATA Secretariat will help to promote the above seminar for which the Thailand Chapter is the co-host. Khun Apichai informed the meeting a Baht 700 handling fee will be contributed towards PATA Thailand Chapter.

Khun Apichai informed the meeting that this seminar to be co-hosted by the two associations will be a trial run and if it is successful we will plan to organize more IT seminars as well as organizing an annual IT seminar.

Khun Apichai invited the Executive Committee Members to the Launch Ceremony of TTA to be held on July 24<sup>th</sup>, 2009 at Dusit Thani Hotel.

#### **“MICE Marketing Seminar”**

The meeting suggested that the Education Committee should plan another seminar for the MICE Industry in September when we will organise our next Quarterly Luncheon Meeting.

Ken suggested that we could also plan a seminar for the media and now they handle crisis.

### P.R. Committee

Ken informed the meeting that he has sent out the monthly e-product newsletter as well as our e-newsletter for the members.

The next e-newsletter in July will cover the following –

- “Risk & Crisis Management in Tourism Seminar”
- Meeting with Khun Weerasak Kowsurat on June 17<sup>th</sup>
- TTA Seminar on July 15<sup>th</sup>
- Bowling on July 24<sup>th</sup>
- MICE Seminar in September, 2009

Ken suggested to the meeting that we should invite Khun Suraphon Svetasreni, Deputy Governor, Policy & Planning, Tourism Authority of Thailand for a luncheon meeting so that we can get his support for PATA Thailand Chapter to play an active role with this the management of this centre. The meeting requested Ken to arrange this luncheon meeting.

Blair Speers offered his support to recommend a new template design for the e-product newsletter and 3-newsletter for members.

### **Industry Development Committee**

Khun Danai Wansom, Chairman, thanked M.L. Hathaijanok Kritakara for his efforts in organizing the informal meeting with Khun Weerasak Kowsurat, Chairman, TAT, this morning. He stated that it is such meetings which will improve the image of PATA Thailand Chapter as being an association only for international tourism.

Luzi suggested to TAT they should consider flying in international VIPs and he suggested Susan Boyle. The meeting also suggested that the visit of the Liverpool Football team as well as Nadal should be highlighted in all the media and advertising by TAT.

A suggestion we made that the latest internet media should be used to promote the above programme as the younger generation access these media before they make their travel plans.

### **Tourism Entrepreneur Fund**

Luzi informed the meeting that to date nothing has been done with this fund. He has tried to register his subsidiary companies for this loan without any success.

Khun Danai informed the meeting he attended a meeting recently when it was announced that the Muslim Bank has funds available to be travel industry but they have asked the local travel industry for the criteria of companies in the travel industry who should receive these loans so this matter is also pending.

### **Marketing Committee**

Luzi Matzig, Chairman, informed the meeting that the 1<sup>st</sup> circular on the Bowling Tournament to be held on July 24<sup>th</sup> at 1800 hrs. has been sent to our members and to date we have 10 teams booked.

The Secretariat will request our members to donate travel packages to be used as prizes for this tournament.

### **Financial Report for June 2009**

In the absence of Khun Kusa Panyarachun, Hon. Treasurer, the Secretariat presented the Financial Report for June 2009.

There being no further business the meeting adjourned at 1100 hrs. The Executive Committee Members were invited to attend the "Risk & Crisis Management in Tourism Seminar".