



## **Minutes of the Executive Committee Meeting held on Wednesday, August 19<sup>th</sup>, 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. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee
Mr. Danny McCafferty	Committee
Mr. Ashley Monteiro	Committee
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
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. James Reed	Committee
Mr. Blair Speers	Committee
Mr. Pichai Chunganuwad	Committee
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Mr. Apichai Sakulsureeyadej	Advisor, TTC

Luzi Matzig, Chairman, opened the meeting at 1020 hrs.

### **1. Minutes of the Executive Committee Meeting held on July 22<sup>nd</sup>, 2009**

The Minutes were reviewed and approved.

### **2. Committee Reports**

#### **Membership Committee**

In the absence of Nino Jotikasthira, Chairman, Joan reported that Abacus has paid their membership fees for 2009.

Khun Ornuma informed the meeting that American Express has stated their interest to join the Thailand Chapter and she will forward this contact information to the Secretariat.

### **P.R. Committee**

Ken Scott, Chairman, reported he will now issue an e-newsletter to the members with information on the TAFI Exhibition in Chiangmai. However, he is waiting for the relaunch of the PATA website.

Luzi requested the meeting to check the PATA website at [www.pata-thailand.org](http://www.pata-thailand.org). The banners and buttons which are available now blink and look very attractive. He booked a banner on the first page for E-Clearing.

### **Education Committee**

#### **“Revenue Generation Through Innovation!” on October 28<sup>th</sup>, 2009**

Bert presented the tentative programme for this seminar and the names of potential speakers were proposed by the meeting. Dates discussed by the meeting are – October 21<sup>st</sup> or 28<sup>th</sup> and it was decided we will move our September Luncheon Meeting to the final date for this seminar.

The Secretariat will issue an invitation to Dr. Ian Fenwick, Advisor, Sasin Graduate Institute of Business Administration to be the Luncheon Speaker.

Both Khun Ornuma and Khun Jamlong suggested that Amadeus has inhouse experts in the field of yielding so we could invite them to speak at this seminar.

M.L. Hathaijanok will check if ACCOR has a speaker for this seminar.

Panelists – Bert will contact the NTO Reps of Taiwan, Macau, Singapore and Malaysia.

### **Industry Development Committee**

Khun Danai reported to the meeting on the “Miracle that will revive tourism” organized by FETTA and the Prime Minister was the guest speaker. The meeting stated its disappointed that despite the fact that so many excellent questions were presented from the floor, only 3 questions were brought to the PM :

1. To establish a National Agenda to support travel industry.
2. To work out a short term promotion to increase tourists for the coming peak seasons.
3. To clean up the airport – the PM has setup a special taskforce to ensure the security and safety of tourists.

PM also extended the deadline to September next year for loans to the travel industry and extended a waiver for visa until mid 2010.

PM admitted that there is a need to improve the management process and the efficiency.

For marketing issue, PM shared his view that the advertising strategy should focus on tactical specific market instead of expensive media with mass market. This is exactly what Khun Danai spoke, on behalf of PATA, to the chairman of TAT during one of the TAT focus group early this year.

Luzi stated that only 5 companies have received support of Baht 5 million loan to date.

M.L. Hathaijanok stated that this amount is not sufficient especially for the hotels. However, Luzi stated that this amount will be able to help travel agents.

### **Marketing Committee**

### **Joint PATA/SKAL Xmas Lunch**

Danny was requested to submit a proposal from Dusit Thani Hotel for the Joint PATA/SKAL Xmas Luncheon on December 8<sup>th</sup>, 2009 to be forwarded to SKAL Thailand for their consideration.

### **Promotion to the India Market**

Ashley informed the meeting that H1N1 is now a major concern for India as the companies are requiring their staff to submit health certificates upon their return abroad so this will greatly effect the travel industry. His company just had their first group cancellation for this reason.

The meeting requested TAT to issue an updated press release on H1N1 so that our members can assist to disseminate this information to their clients. The meeting requested that this regular press release on H1N1 should be update.

TAFI - International Travel Convention 2009, Chiangmai, October 23<sup>rd</sup>-25<sup>th</sup>, 2009

Luzy informed the meeting that TAFI has provided PATA Thailand Chapter with 10 tables at a special price of Baht 9,000 per table as well as a special registrations of US\$135 for social events or US\$290 for the full conference package. The meeting decided in order to offer this excellent promotional opportunity to all our members we will request TAFI to permit us to share the above 10 tables for 20 members.

We will also ensure that the two companies sharing a table are travel agents and hotels or others and we will offer each exhibitor with two chairs for the exhibitors and their visitors. We will then sell each half table for Baht 8,000 and Baht 10,000 for non-members.

Joan will also get the floor plan of the exhibition from TAFI as well as the registration forms for the conference. She will also check if signage will have to be prepared by each exhibitor or by TAFI?

The following table were booked –

Table 1 – Pathfinders Travel Co., Ltd. and The Dusit Thani Hotel

Table 2 – Asian Trails Ltd.

The meeting thanked Ashley for his excellent support on this matter for enabling us to finalise this connection with TAFI on such a timely manner.

### **Financial Report for August 2009**

Khun Kusa Panyarachun, Hon. Treasurer, reviewed the Financial Report for August 2009.

### **3. Any Other Business**

#### **Establishment of the Tourism Intelligence Committee**

M.L. Hathaijanok submitted his personal letter to the Prime Minister on this matter which was discussed at great length by the meeting.

The meeting proposed that M.L. Hathaijanok should follow up on his letter to the Prime Minister on a personal basis. If the Prime Minister is receptive to call a meeting with PATA Thailand Chapter this matter will then be officially tabled.

The meeting adjourned at 1215 hrs.

