



**Minutes of the Executive Committee Meeting  
held on Wednesday, September 23<sup>rd</sup>, 2009, 10:00 hrs.  
at World Travel Service Ltd.**

**Present:**

Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme 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. Danny McCafferty	Committee
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Ms. Chanida Mumanachit	Assistant Executive Director – The Americas, TAT
Mrs. Joan Sarasin	Secretariat

**Excused:**

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
Mr. Bob James	Co-Chairman, Education Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Jamlong Ratanapan	Committee
Mr. Ashley Monteiro	Committee
Mr. Blair Speers	Committee
Mr. Pichai Chunganuwad	Committee
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTC

Khun Kusa Panyarachun, Vice-Chairman & Hon. Treasurer, opened the meeting at 1005 hrs. in the absence of Luzi Matzig who is abroad.

**1. Minutes of the Executive Committee Meeting held on August 19<sup>th</sup>, 2009**

The Minutes were reviewed and approved.

## **2. Committee Reports**

### **Membership Committee**

Khun Nino Jotikasthira, Chairman, Membership Committee, reported that we still have 6 members with outstanding membership fees for 2009.

Khun Nino will contact Menam Hotel which is now a Ramada Hotel to find out if the new management is interested to maintain their membership of PATA Thailand Chapter.

The meeting approved the membership of the rest of the members will be cancelled –

1. Ambika Tour Agency Ltd.
2. Exotissimo Travel (Thailand) Co., Ltd.
3. Manohra Hotel
4. Oriental Travels
5. S.I. Tours Ltd., Part

### **Education Committee**

#### **“Revenue Generation Through Innovation!” to be held at the Rembrandt Hotel & Towers**

Joan informed the meeting the Rembrandt has offered us a meeting package of Baht 1,100 for Welcome coffee and tea at 0730hrs., two coffee breaks and a Western Set Lunch. They will host soft drinks during the Pre-Lunch Cocktails and charge Baht 550 for the Quarterly Luncheon Meeting.

Joan will request the Rembrandt Hotel for 2 complimentary rooms for October 27<sup>th</sup>-28<sup>th</sup> for our guest speakers.

### **Marketing Committee**

#### **TAFI International Travel Convention 2009**

Joan informed the meeting that to date we have only received bookings for a total of 3 table tops for the TAFI International Travel Convention 2009. The meeting approved that we will return the remaining table tops to TAFI and to pay them for these tables booked.

#### **Joint PATA/SKAL Xmas Luncheon, December 8<sup>th</sup>, 2009**

Joan informed the meeting that we are working on a programme to be proposed by the Dusit Thani Hotel for this function and the SKAL International – Bangkok has requested that we should follow the programme organized last year at the Chaophaya Park Hotel.

## **3. Any Other Business**

M.L. Hathaijanok informed the meeting that Khun Pornsiri Manoharn, Chairman of PATA International has asked for the support of the PATA Thailand Chapter to promote the PATA Travel Mart to be held in Hangzhou, China, on September 25<sup>th</sup>-27<sup>th</sup>, 2009.

M.L. Hathaijanok informed the meeting that Khun Weerasak Kaosurat has resigned as Chairman of TAT.

Khun Anusak Intarasakpasak has been appointed President of TCEB.

M.L. Hathaijanok informed the meeting he attended a meeting with the 4 major Chambers of Commerce – US, Australia, British and France-Thai which will be forming Tourism Committees to work closely with the Thai Chamber of Commerce. He suggested that the PATA Thailand Chapter should work closely with these major Chambers of Commerce. However, Khun Nino stated that he has attended these meetings of the Chambers of Commerce and he did not feel their agenda was to improve tourism for Thailand but their own countries.

Bert suggested that we could invite representatives of these Chambers of Commerce to a meeting with the Thailand Chapter together with the Minister of Tourism and Sports and he asked M.L. Hathaijanok to work on this.

Bert stated that it is important for the travel industry to plan and implement programmes ourselves rather than waiting for the government to implement these programmes. He suggested that we identify 3 priorities on which we can work without the support of the government.

Jim brought to the attention of the meeting that there are new regulations from the EU which will be in place by next year and he felt that just before the deadline the local industry will rush to meeting these deadlines or else lose the business.

Therefore, the meeting agreed that we will work with the Chambers of Commerce and Khun Kusa suggested that we should also work with the Thailand Tourism Council.

Nino suggested that we should ask our members to provide us with a list of their management staff who should receive all the PATA Thailand Chapter circulars in future. This was approved by the meeting so the Secretariat will prepare a circular to be issued to our members to increase our database for all circulars and newsletters.

The Secretariat will also check with PATA HQ if they are sending our newsletter to their database throughout the world and if not they will be requested to do so in future.

Khun Chanida, TAT, informed the meeting that as a newcomer to the Executive Committee she would like to state that it is TAT's responsibility to promote Thailand as a destination and the Ministry of Tourism and Sports is responsible for development.

There being no further business the meeting adjourned at 1250 hrs.

The next Executive Committee Meeting will be held on October 28<sup>th</sup>, 2009 at the Rembrandt Hotel, the venue of the "Revenue Generation Through Innovation!" Seminar.