

**Minutes of the Executive Committee Meeting  
held on Wednesday, October 28<sup>th</sup>, 2009, 10:00 hrs.  
at Rembrandt Hotel & Towers.**

**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. Ken Scott	Chairman, P.R. Committee
Mr. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Bob James	Co-Chairman, Education Committee
Mr. James Reed	Committee
Mr. Danny McCafferty	Committee
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Ms. Angkana Sakulpensuk	PATA HQ
Mr. Apichai Sakulsureeyadej	Advisor, TTC
Mrs. Joan Sarasin	Secretariat

**Excused:**

Mr. Nino E. Jotikasthira	Chairman, Membership 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. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Rochana Maiyaraj	Manager – Membership Service, PATA HQ
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI

Luzi Matzig, Chairman, Executive Committee & Chairman, Marketing Committee, opened the meeting at 1015 hrs.

**1. Minutes of the Executive Committee Meeting held on September 23<sup>rd</sup>, 2009**

The Minutes were reviewed and approved.

**2. Pending Matters**

**Meetings with Chambers of Commerce**

Bert informed the meeting that most of the Chambers of Commerce already have a Tourism Committee so we should contact them to work with them in the future.

Luzi informed the meeting he has attended a meeting of the American Chamber of Commerce and they are only interested in promoting travel to the US and not to Thailand.

The meeting discussed the bad publicity on Thailand tourism in UK and France and there are 8 series on the internet. The meeting felt that the government should address this problem.

Jim promised to send information on the EU directives to the Executive Committee members. Joan offered to contact the Life Assurance Association for Public Liability insurance for the PATA members.

### **Database from our Members**

Joan reported that to date she has only had a response from 9 members who have sent us additional names of their management for our database in order that we can keep them informed of all future PATA events and seminars. The meeting requested that another circular be sent out to all our members excluding the above 9 members.

### **PATA HQ Database**

Ben informed the meeting that the Thailand Chapter Newsletters are sent to the internal database of the HQ but not to their international database. However, they are in the process of updating their database and they will take note to send our Newsletters to this database in future.

## **3. Committee Reports**

### **Marketing Committee**

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

Joan reported that the following members attended –

1. Asian Trails Ltd.
2. Chaophaya Hotel & Resorts
3. Destination Asia (Thailand) Limited
4. Hansar Samui Resort & Spa
5. Muang Samui Spa Resort and Muang Samui Villas & Suites
6. Rembrandt Hotel & Towers
7. Turismo Asia Co., Ltd.

Danny reported that his teams were able to get some good contacts and to learn about the Indian Market.

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

Joan reported that plans for the Joint PATA/SKAL Xmas Luncheon to be held on December 8<sup>th</sup>, are being finalised with the Dusit Thani Hotel.

The PATA Secretariat will send out a circular requesting our members for gifts for Door Prizes as well as for the Silent Auction to raise funds for the SKAL/PATA AIDS Babies Milk, and to book a choir to entertain our members during the lunch.

## **Education Committee**

### **SOTA International Conference Thailand, Bangkok, in February 2010**

Bert informed the meeting that PATA HQ is working with CAT to design a tourism information system and the SOTA International Conference is being planned in Bangkok in February 2010. Bert will be working with this organization to plan this conference on February 3<sup>rd</sup>, 2010. The meeting agreed that this conference will replace “Revenue Generation Through Innovation” which will be postponed until later next year.

However, it was agreed that this will be a separate event and the PATA Thailand Chapter AGM will be held on January 20<sup>th</sup>, 2010 as we will have the Elections of the Executive Committee.

Bert informed the meeting the conference will target 500 persons and will be a half day event with lunch and one coffee break. If this event is finalized the meeting proposed that we will get our hotel members to bid for this event in order that we can get the most attractive half day package. The meeting confirmed that Bert will be responsible for finalizing this conference which will possibly be organized by the Thailand Chapter.

### **PATA Travel Mart for University Students**

The meeting requested Bert to plan a major event in 2010 with the leading universities which can be a career day table top as well as presentations by our members.

## **Industry Development Committee**

Khun Danai Wansom, Chairman, informed the meeting that he attended the “ICT Industry Summit 2009 – Tourism Industry Summit”, organized by SIPA, Software Industry Promotion Agency, and ATCI, The Association of Thai ICT Industry, which did not charge a registration fees and attendance was free of charge. The government has established Thai Tourism e-Commerce project to develop competitive advantages for tourism industry in addition to other industry. There will be a series of free seminars. He stated this concern that this new trend of not charging registration fees may effect our training seminars for our members as we only charge a normal fee to cover our expenses.

## **Membership Committee**

In the absence of Nino Jotikasthira, Chairman, Membership Committee, Joan reported that we have now cancelled the following 5 members organizations who have not paid their membership fees for 2009 -

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

Khun Kusa suggested that we conduct another survey to ask our members what they would like us to do for them in order to ensure their membership of the PATA Thailand Chapter is worth their membership fees. The PATA Secretariat will organize this survey before the end of the year so this information is ready for the new Executive Committee to be elected in January 2010.

## **Financial Report for October 2009**

Khun Kusa Panyarachun, Hon. Treasurer, presented the Financial Report for October 2009. The meeting requested that Retained Earnings from 2008 are not shown as a liability.

### **4. Any Other Business**

#### **PATA Byelaws**

Ben informed the meeting that PATA HQ is updating Chapter Bylaws so once this has been finalized the Chapters will be requested to update their own Chapter Bylaws. PATA HQ aims to present new Chapter Bylaws at AGM in April 2010. Chapter Handbook will also be revised after new Chapter Bylaws is approved.

The PATA Secretariat will distribute to our members the information on the PATA HQ Corporate Social Responsibilities. Some free registrations will be provided to the Chapters.

#### **Road Shows**

Ben reported that PATA India Chapter is organizing a Road Show to Norway, Sweden and Finland. This programme was in cooperation between India Chapter and these other countries. M.L. Hathaijanok suggested that we plan a Road Show with the India Chapter. He also suggested that we plan a Pre/Post Road Show/Go Between with other chapters nearby before or after the PATA Mart to be held in Macau and Luzi suggested that a visit to Taiwan or Korea could be arranged. The meeting suggested that we should select a destination and then we should work with the PATA chapters in these countries.

Luzi suggested that we should also invite PATA Chapters to visit Thailand on their way to the PATA Mart in Macau.

The meeting agreed we will invite the India PATA Chapter to stop by in Thailand on their way to Macau in September 2010 for the “India/Thailand PATA Chapters Go Between 2010” and this will be scheduled pre-PATA Mart, and the programme will start with a stopover in Bangkok.

Luzi proposed a half day programme with a tabletop exhibition by our members and suggested the Novotel Suvarnabhumi for their convenience. Complimentary accommodations and tours will be offered.

Jackie offered to propose this programme to the PATA Indian Chapter and to start the arrangements.

#### **PATA HQ Responsibilities**

Jackie informed the meeting about the new responsibilities of Ben, Angkana and herself as follows –

Ben has been assigned to take care of PATA Chapter development. She will be the contact point person for all chapters and chapter-related matters.

Angkana is in charge of PATA endorsed events. She was at the meeting because of the joint Thailand Chapter-SOTA seminar to be held early February 2010.

Jackie has been tasked with marketing services primarily looking after partnership and membership communication.

**PATA-TTA Social Media Marketing Seminar, November 11<sup>th</sup>, 2009**

Khun Apichai informed the meeting that there are 60 registrations to date with 19 registrations from PATA Thailand Chapter members.

**PATA Malaysia Golf Tournament, November 1<sup>st</sup>, 2009**

Ben issued an invitation to the PATA Executive Committee members to join this golf tournament and to meet with the PATA Malaysia Chapter members.

There being no further business the meeting adjourned at 1205 hrs.