



**Minutes of the Executive Committee Meeting
held on Wednesday, January 20th, 2010, 10:00 hrs.
at Amarin Boardroom, JW Marriott Hotel Bangkok**

Present:

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
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. Blair Speers	Committee
Ms. Chanida Mumanachit	Representative Khun Jamlong Ratanaphan
Ms. Ben Montgomery	Director, PATA Chapters, PATA HQ
Mrs. Joan Sarasin	Secretariat

Absent:

M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Nino E. Jotikasthira	Chairman, Membership Committee
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Danny McCafferty	Committee
Mr. Ashley Monteiro	Committee
Mr. Pichai Chunganuwad	Committee
Mr. Jamlong Ratanapan	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. 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

Luzi Matzig, Chairman, Executive Committee & Chairman, Marketing Committee, opened the meeting at 1020 hrs.

1. Minutes of the Executive Committee Meeting held on December 8th, 2009

The following amendment was made to the Minutes –

Additional Database for Members –

Ben informed the meeting she will now send all our mailings to the PATA database.

2. Committee Reports

Membership Committee

In the absence of Nino Jotikasthira, Chairman, Membership Committee, Joan reported on the following memberships –

Cancelled Members

1. Aprime Hotels & Resorts
2. Pacific Leisure Ltd. – the meeting requested Joan to contact Alwin Zecha, the owner, to inquire on the reason for this cancellation.

New Members

1. Silk Road Design – approved
2. Fair House Villas & Spa – approved

New Category of Membership on the Executive Committee –

The Executive Committee proposed that the Incoming Executive Committee should add a new position on the Executive Committee for Academics & Tourism Students. The meeting had proposed that we issue an invitation to Prof. Suttichai Jitapunkul of Chulalongkorn University. There was also a suggestion that this category of membership will have their registration fee of Baht 1,000 waived.

The meeting requested the PATA Secretariat to check the list of Thailand Chapter members who are members of PATA HQ. Bert proposed that we should work towards ensuring that every PATA member will in the future also be a Thailand Chapter member.

Marketing Committee

Annual General Meeting & Elections Luncheon Meeting, January 20th, 2010

Luzi Matzig, Chairman, Marketing Committee, reported that Mr. Alexander Rayner has been invited to be our guest speaker for the AGM & Elections Luncheon Meeting and his presentation will be on “Creating Competitive Advantage with etourism”.

Luzi reported that the arrangements for the AGM & Election are well in hand. Joan was appointed to be the Elections Chairman and she will request for candidates to be proposed from the floor. However, they must be present to run for office.

The meeting proposed Duncan Jamieson, Oasis Inn Bangkok Hotel, as the 4th candidate for the Hotel category. The Oasis Inn Bangkok Hotel is not a member of PATA but Duncan Jamieson has been an active member for many years as well as serving many terms of office on the Executive Committee.

Asian PATA Chapters

Ben proposed to the Incoming Marketing Committee to work with the Asian Chapters – India, Singapore, Malaysia, Korea and Japan.

PATA Vietnam Chapter Fam Trip to Thailand, June 1st-6th, 2010 before the Thailand Travel Mart (TTM)

The meeting requested Luzi to inform the Vietnam Chapter that TAT already offers complimentary Pre/Post Tours for all Buyers attending TTM so their request for a Fam Trip at this time would only compete with the TAT programme. However, the meeting proposed as in the past that the Incoming Marketing Committee could organise a luncheon meeting with a prominent guest speaker and to invite all TTM participants at the TTM venue and the Vietnam Chapter will be our guests.

Khun Chanida Mumanachit, TAT, requested that a request should be submitted by the Thailand Chapter for this luncheon meeting to be included in the official programme of TTM.

PATA Website

Bert requested that the PATA Website should be updated and all old programmes, minutes, newsletters and information should be removed.

Blair informed that meeting that his company is working on improving the PATA Website. However, he requested that we should finalise the protocol for the management of the website in order to provide his company with directions. This will be discussed at the 1st Executive Committee Meeting of the Incoming Executive Committee.

Joan informed the meeting that the banners and buttons in the website will expire in March so the PATA Secretariat will send out a renewal form.

Education Committee

SOTA International Conference, February 17th, 2010

Bert reported to the meeting on the SOTA International Conference which was planned for February 17th, 2010. However, now that ATTA has withdrawn as one of the organisers for this conference but has offered that the organisers, CAT & ACE, make a presentation to the ATTA members at their luncheon meeting on February 25th, Bert recommended that it will no longer be of interest for the Thailand Chapter to organise this event.

Bert proposed the Incoming Education Committee should plan to work with the educational institutions in line with the Membership Committee which will propose a new membership category – Academics & Tourism Students.

These programmes are the following –

1. An Internship Programme
2. Job Fair

Industry Development Committee

Danai Wansom, Chairman, Industry Development Committee, proposed we organise a courtesy visit to the new TAT Governor, Suraphon Svetasreni. The PATA secretariat will get some dates from TAT for this official meeting.

The PATA Secretariat will get an official response to our invitation to the TAT Governor to serve as the Honorary Advisor of the Thailand Chapter.

Danai proposed to PATA that the smaller local hotels are all potential members but it will be important for the registration fee to be reduced for these local hotels.

The meeting noted that many of the chain hotels are no longer members of the Thailand Chapter. Jim offered to discuss this at a meeting he will attend with Starwood to check why their hotel properties are not members of both the Thailand Chapter and PATA HQ.

Financial Report

In the absence of Khun Kusa Panyarachun who joined the meeting later on, Luzi reviewed the Financial Report for 2009.

The meeting requested the PATA Secretariat to amend this report and to show the accrued income and expenditure so that we report the correct deficit of Baht 190,510.75 for 2009.

Khun Kusa informed the meeting upon joining the meeting that there was a deficit in 2009 so in order to ensure that the Thailand Chapter has funds to operate in the future we will have to be careful with our funds as well as ensuring that programmes to be organized in 2010 earn some income.

Green Projects Committee

The meeting noted that Vincent is not available to attend Executive Committee Meetings so the Incoming Executive Committee will find a replacement Chairman.

Ben proposed Khun Promvit Klampaiboon from Hostelling International who is very active in Ecotourism.

P.R. Committee

In the absence of Ken Scott, Chairman, P.R. Committee, Joan reported that the 1st e-Newsletter will be issued in February.

The meeting decided that the Incoming Executive Committee will meet at World Travel Service on February 17th, 2010, in order to elect the members of the Executive Committee. At that time, the Action Plans for each Committee will be discussed.

The meeting adjourned at 1215 hrs.