



**Draft of Minutes of the Executive Committee Meeting
held on Wednesday, March 31st, 2010, 10:00 hrs.
at Asian Trails Ltd.**

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
Mr. Danai Wansom	Chairman, Industry Relations Committee
Mr. Blair Speers	Chairman, IT Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Luzi A. Matzig	Committee Member
Mr. Bob James	Committee Member
M.L. Hathaijanok Kritakara	Committee Member
Mr. Philip Vira Bunnag	Committee Member
Ms. Ben Montgomery	Director, PATA Chapters, PATA HQ
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Duncan Jamieson	Committee Member
Mr. Jamlong Ratanapan	Committee Member
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT

Absent:

Mr. Danny McCafferty	Chairman, Membership Committee
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert open the meeting at 1010 hrs., and welcome everyone to the 2nd Executive Committee Meeting.

	ACTION
<p>1. Minutes of the Executive Committee Meeting held on February 17th, 2010</p> <p>Approved</p> <p>Actions Taken & Outstanding Items</p> <p>- Role of Responsibilities of the PATA Secretariat – circulated to the ExCom. Upon finalization of the Action Plans of all Committees a Memorandum of Agreement will be signed with the Secretariat. The same will apply for the Draft Budget which is pending submission of all Action Plans when we will know our income for the year.</p>	<p>Secretariat</p>

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	ACTION
<p>- 2nd Quarterly Luncheon Meeting, March 31st, 2010 – This event was cancelled due to the number of bookings received resulting from the political situation. This event will be rescheduled later in the year. This committee will consider creative venues i.e. museums, Sea World and later in the year Madame Tursards once it is open.</p> <p>- Due to the absence of Jim the Marketing Inbound Tourism Committee was requested to follow up on the possibility of hosting a coffee break at the TTM, June 2nd-4th, 2010.</p> <p>- Visit of PATA Vietnam Chapter, July 5th-10th, 2010 – The meeting reviewed the list of the organizations of the participants, the majority of whom are outbound travel. Philip informed the meeting that THAI organizes Fam Trips on a regular basis. Bert will request the list of the participants and if hotel accommodations are available from our members we will offer this but it was agreed that we will not request THAI to provide us with airline tickets.</p>	<p>Jim</p> <p>Bert</p>
<p>2. Chairman's Report</p> <p>2.1 The meeting requested the Secretariat to check if all our advisors are able to attend the ExCom. meeting.</p> <p>2.2 Report on Meeting with TAT Governor on February 24th, 2010 – The meeting with the TAT Governor resulted in an invitation for PATA Thailand Chapter to organise an international seminar for the 50th Anniversary of TAT.</p> <p>2.2.1 TAT has scheduled a meeting to discuss the TAT 50th Anniversary Seminar on April 7th, 2010. Bert requested Philip to consider if THAI can contribute towards the TAT 50th Anniversary Seminar by supporting 4 international speakers who will address the main topics – Branding, Sustainability, E-Marketing, Crisis Communication.</p> <p>2.3 It was decided to put this visit on hold until the Permanent Secretariat of the Ministry of Tourism is finalized.</p> <p>2.4 Danai reported to the meeting that there were originally 60 travel association members and this has now been reduced with the establishment of FETTA with 14 members. Danai will check if we should also work with FETTA. Bert stated that he would like to see PATA Thailand Chapter quoted in the future and this will be the responsibility of the Industry Relations Committee. Database of 60 Travel Associations from TTC.</p> <p>2.5 Budget – once we have an Action Plan we will plan the Budget. Pending at the present time is the Membership Committee.</p>	<p>Secretariat</p> <p>Philip</p> <p>Secretariat</p> <p>Danny</p>
<p>3. Committee Reports</p> <p>Education Committee -</p> <p>We will reschedule the luncheon presentation on “The Role of Digital Marketing as Tourism Revenue Generator” once we have scheduled the date for the 50th Anniversary International Conference of TAT.</p>	<p>Bert</p>

	ACTION
<p>Marketing Inbound Committee –</p> <p>1. Luncheon Speakers at the 2nd Quarterly Luncheon Meeting, May 19th, 2010 – the meeting approved that we will approach Dan Rivers as he has done an excellent job in reporting on the recent political situation.</p> <p>2. “Option of Thailand” Survey – This survey will be based on a Thailand Visitor “Option of Thailand” survey and we will work with PATA HQ on this project. Bert stated he knows 4 PhD students who are doing research on this matter so he will ask the university if we can work with them. Ben stated that it is planned for Chapters to have research projects. Bert suggested that we should get our travel agent members to contribute questions for this survey Philip suggested that we work with TAT on this project as they must already have some of this data and would be interested to receive the information from our survey. Bert suggested that the Thailand Chapter and TAT should each come up with some questions so that we can piggyback on each other.</p>	<p>Ken</p> <p>Marketing Inbound</p>
<p>P.R. Committee –</p> <p>Ken presented the P.R. Committee Action Plan. The meeting approved that Ken will submit an invoice for Baht 7,000 for five press releases to be prepared annually.</p> <p>Ken will put both Danai and Bert on the media list if we are asked for a statement from the Thailand Chapter.</p>	<p>Ken</p> <p>Ken</p>
<p>Membership Committee –</p> <p>Bert stated that a letter of invitation should be sent to PATA HQ members who are not members of the Thailand and to invite them join the Thailand Chapter.</p> <p>Name cards – the meeting approved that name cards will be prepared for the Chairman, P.R. Committee Chairman, as well as Industry Relations Chairman and Committee Member, M.L. Hathaijanok. The email address will be according to their titles and Blair will help with this matter.</p> <p>Smart Action Plan still to be submitted</p>	<p>Danny</p> <p>Secretariat</p>
<p>Industry Relations Committee –</p> <p>Danai presented the Industry Relations Committee Action Plan.</p> <p>With reference to Danai being appointed to represent the Thailand Chapter as an Advisor to the TTA, he requested that he should be replaced with Blair as this association is an IT association. This was approved by the ExCom. However, Blair confirmed he will attend the next TTA Executive Committee Meeting and will be accompanied by his staff in the event these meetings are held in Thai.</p> <p>Danai reviewed the SMART Action Steps for the Industry Relations Committee.</p>	<p>Secretariat</p>

	ACTION
<p>Information Technology Committee –</p> <p>Blair gave a present on “Moving PATA Thailand into the Social Media Age – Leveraging Social Media”.</p> <p>He reported on the present status of the PATA website and further improvements are in process. The meeting approved the new design of the PATA Thailand Chapter website.</p> <p>Smart Action Plan still to be submitted</p> <p>The Secretariat will send out a new front page of the PATA Website offering our members new banners/buttons. The meeting requested that billing for banners and buttons should be sent out to the members who were advertisers last year.</p> <p>The meeting approved that Ken will be responsible for the contents of the PATA Facebook and Twitter. However, the Secretariat will be responsible for the management of the PATA website.</p> <p>Blair offered that a member of his staff will come to Bangkok to provide training on how to manage the contents for the Facebook and Twitter. All members of the ExCom. were invited to sign up for Facebook as we need 25 fans.</p>	<p>Blair</p> <p>Secretariat</p> <p>Ken/Secretariat</p> <p>All / Blair</p>
<p>Finance Committee –</p> <p>The Secretariat will send out a 2nd reminder to the remaining 23 members who have not paid their membership fees for 2010.</p> <p>The Secretariat will prepare the draft budget for consideration at the next ExCom Meeting.</p> <p>In the absence of Khun Kusa the Financial Report for March 2010 was reviewed.</p>	<p>Secretariat</p> <p>Secretariat</p>
<p>Secretariat Matters –</p> <p>Database on tourism associations in Thailand – the Secretariat will get this database from the Thailand Tourism Council and FETTA.</p>	<p>Secretariat</p>
<p>PATA HQ Items –</p> <p>UK Air Passenger Duty (APD) – the meeting approved that we will request our members to submit a letter to the UK Ambassador expressing serious concerns about the APD.</p> <p>Intern from Kunming – the meeting decided that at this time our members would not be interested to provide training for interns from Kunming. However, the PATA Thailand Chapter Secretariat offered to train these interns on their responsibilities as the PATA Secretariat at their office for a few days.</p>	<p>Secretariat</p> <p>Ben/ Secretariat</p>

