

## **Draft of Minutes of the Executive Committee Meeting held on Wednesday, June 16<sup>th</sup>, 2010, 10:00 hrs. at World Travel Service Ltd.**

**Present:**

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. Danai Wansom	Chairman, Industry Relations Committee
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Bob James	Committee Member
M.L. Hathaijanok Kritakara	Committee Member
Mr. Duncan Jamieson	Committee Member
Mr. Jamlong Ratanapan	Committee Member
Mrs. Phornsiri Manoharn	Advisor, PATA HQ
Ms. Ben Montgomery	Director, PATA Chapters, PATA HQ
Mrs. Joan Sarasin	Secretariat

**Excused :**

Mr. Luzi A. Matzig	Committee Member
Mr. Danny McCafferty	Chairman, Membership Committee

**Absent:**

Mr. Blair Speers	Chairman, IT Committee
To be appointed	Committee Member
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert open the meeting at 1005 hrs., and welcome everyone back after two months.

Bert reviewed the circulars sent to our members and it was agreed that the Thailand Chapter has received very positive exposure during the political situation. He has been in contact with ROH and we are now looking forward to hearing from THAI on their replacement on the ExCom for Khun Philip Vira Bunnag.

	<b>ACTION</b>
<p><b>1. Minutes of the Executive Committee Meeting held on March 31<sup>st</sup>, 2010</b></p> <p>The Minutes were reviewed and approved.</p>	

	<b>ACTION</b>
<p><b>2. Chairman's Report</b></p> <p>2.1 Meeting with the Permanent Secretary of the Ministry of Tourism and Sports -</p> <p>Bert stated that it is important for the Thailand Chapter to be included in the mailing list of the Ministry for all future meetings.</p> <p>Khun Phornsiri offered to organise a meeting with the Permanent Secretary over the next few weeks. Khun Danai and M.L. Hathaijanok will prepare the Agenda for this meeting.</p> <p>Danai informed the meeting that he met Khun Attachai Burakamkovit, Permanent Secretary, Ministry of Tourism and Sports, and informed him that the Thailand Chapter would like to meet with him.</p> <p>2.2 Bert thanked Ken for all his work during the recent political situation.</p> <p>2.3 PATA Thailand Chapter Facebook – the PATA Secretariat will follow up on the ExCom members to register on the Thailand Chapter Facebook.</p> <p>2.4 Visit of PATA Vietnam Chapter – the meeting decided not to proceed with this programme.</p> <p>2.5 Travel Associations – The Industry Relations Committee will work out a plan to work with the 60 travel associations.</p> <p>2.6 Budget – the Budget will be prepared as soon as we have received the SMART Plan from the Membership Committee.</p>	<p style="text-align: center;">Danai Mom</p> <p style="text-align: center;">Secretariat</p> <p style="text-align: center;">Danai Mom</p> <p style="text-align: center;">Bert / Secretariat</p>
<p><b>3. Committee Reports</b></p> <p><b>Education Committee -</b></p> <p>TAT 50<sup>th</sup> Anniversary Celebration Conference Meeting – “The Role of Digital Marketing as Tourism Revenue Generator” – Bert will restart the planning for the above seminar with the office of the TAT Governor.</p> <p><b>Membership Committee -</b></p> <p>Duncan reported in the absence of Danny that they had met and discussed the declining membership of the Thailand Chapter. Limited finances of our members will effect our membership at this time. Therefore, it was proposed that we maintain our membership fees. However, in future the Membership Committee will target organizations such as AOT, King Power Duty Free, Gems Gallery, to invite them to join the Thailand Chapter as well as to be sponsors. Ben stated that this will be in line with PATA HQ who are recruiting organizations to be sponsors.</p> <p>Khun Phornsiri suggested that we should offer educational institutions a reduced membership fees as many institutions have made this suggestion to her. The Membership Committee will review this.</p>	<p style="text-align: center;">Bert</p> <p style="text-align: center;">Danny Duncan</p> <p style="text-align: center;">Danny Duncan</p>

	<b>ACTION</b>
<p>Jim inquired how PATA HQ plans to address the greatly reduced number of their memberships and he stated his concern on the loss of 60% of the membership over the past few years. Ben informed the meeting that Renton de Alwis will be rejoining PATA HQ for a few months in mid-July in order to assist in this matter. PATA HQ will also work on strengthening the Chapters and twinning of Chapter will be part of the plan.</p>	
<p>Danai suggested that PATA HQ should review the cost of their member fees if they are losing members.</p>	Danny Duncan
<p>Bert stated that members are now asking what they get for their membership and this is a major problem being faced by all travel associations worldwide. The Thailand Chapter will also have to start to work on how we can improve our Chapter.</p>	
<p>Khun Phornsiri suggested that since we have members from throughout Thailand we should get members to form their own satellite chapters.</p>	Danny Duncan
<p>Membership Applications –</p> <ol style="list-style-type: none"> <li>1. Red Ginger Chic Resort</li> <li>2. Patong Paragon Resort &amp; Spa</li> </ol>	
<p><b>Inbound Marketing Committee –</b></p> <p>Jim reported that the April Quarterly Luncheon Meeting was cancelled due to the political situation. He asked the meeting for suggestions on new luncheon/event venues in order to attract our members. Jim also stated his concern that as all our members will be experiencing their own crisis that lunches may not be appropriate at this time. The following suggestions were submitted –</p> <ol style="list-style-type: none"> <li>1. An interactive Evening event with reference to the standing lunches/mini networking cocktail functions being organized by SKAL Bangkok which are quite successful.</li> <li>2. Late afternoon/early evening shorter, more focused programmes/evening talks.</li> <li>3. To organise lunch meetings if we have a special programme which is value-added for our members.</li> </ol> <p>The following were proposed –</p> <ol style="list-style-type: none"> <li>1. To check if there is a function room at the Siam Ocean World Aquarium</li> <li>2. Evening function at about 1730 hrs. with a Panel Discussion</li> <li>3. To join up with Travel Daily Asia which organizes lunch sessions</li> </ol> <p>Jim inquired if a survey has been done to inbound and outbound travelers? Bert stated that he will contact Dr. Kom Campiranon at Thurakij Bundit University who is doing a survey with their students of both political events in 2009 and 2010.</p>	<p>Jim</p> <p>Jim</p> <p>Jim</p> <p>Jim</p> <p>Bert / Jim</p>

Jim informed the meeting that both he and Luzi serve on the Joint Foreign Chambers of Commerce and they will have their first meeting of the year next week. The meeting confirmed that Luzi will be appointed as the official representative of the Thailand Chapter.	Luzi
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------

	<b>ACTION</b>
<p>The meeting requested Jim to organise a Panel discussion to discuss the recent circular sent by the PAA ExCom with reference to reduction of room rates by ROH following by comments made on this matter by the travel media as well as the travel industry.</p>	Jim
<p><b>Outbound Marketing Committee –</b></p> <p>Bert informed the meeting that we have checked with all the travel agent members and none of them can represent outbound travel agents. It is very important that we have outbound travel agent members in order that we can organise twinning with other Chapters. Khun Phornsiri suggested that we call this “Chapter Relations” instead of concentrating on outbound travel agents. However, Bert stated that we would like to have outbound travel agents as members of the Thailand Chapter. Danai offered to invite some outbound travel agents to be our members.</p>	Danai
<p>Bert suggested that we should invite some of the major travel industry associations to serve as Advisors on the Executive Committee. He also proposed that we should not require these Advisors to be members of the Thailand Chapter.</p>	Danai/ Mom
<p><b>Public Relations Committee –</b></p>	
<p>Ken informed the meeting that he will issue the members and product newsletters next week.</p>	Ken
<p>Merritt Gurley, PATA Interactive Marketing who prepared a clip on the cleanup of Bangkok would like to do a clip on the Thailand Chapter. The meeting requested Ken to draft and outline and to coordinate this interview.</p>	Ken
<p>PATA Finland Chapter – Bert circulated an introduction to the Finland Chapter and suggested that the P.R. Committee should review this to improve the introduction to the Thailand Chapter in our website. Khun Phornsiri requested we prepare this improved introduction as she has received many requests from potential members.</p>	Ken / Danny / Duncan
<p><b>Industry Relations Committee –</b></p>	
<p>Danai reported on the meeting on “Tourism Development for 2011-2015” he attended at the Ministry of Tourism and Sports. Bert requested that the Industry Relations Committee should submit a request from the Thailand Chapter that in order for foreign senior management to be able to attend these very important meetings that these meetings should be held in English. Khun Phornsiri suggested that these meetings are very important meetings so we should request that at least one meeting a month should be held in English for the foreign senior management.</p>	Danai / Bert
<p>Danai will attend the “Focus Meeting” to be organized by TAT and chaired by the Governor on June 17<sup>th</sup>. Bert will provide him with the ideas gathered from the brainstorming session held at the Dusit Thani Hotel on May 5<sup>th</sup>, to be submitted to this meeting.</p>	Danai
<p><b>Information Technology Committee –</b></p>	

Bert informed the meeting that Blair's team has been very supportive and the PATA Website is up-to-date.	Blair
----------------------------------------------------------------------------------------------------------	-------

	<b>ACTION</b>
<p><b>Financial Report for March-June, 2010 –</b></p> <p>Khun Kusa submitted the Financial Report for March-June, 2010, which was approved by the meeting.</p> <p>Outstanding Memberships for 2010 – The meeting requested the Membership Committee to follow up on the 22 members with outstanding membership fees for 2010.</p> <p>The meeting requested that the layout of the monthly accounts should be in <b>Excel</b> columns which make it easier to read. Bert offered to prepare a sample of the new layout <b>for further consideration, before making any changes to the traditional way of preparing the final overviews</b></p> <p><b>An animated debate followed on the role of the PATA chapters in general, and specifically in Thailand, and the merits of advocacy of sensitive issues, like marketing over price.</b></p> <p><b>It is clear that the Chapter can't tell our members how to run their business, but pointing out advantages and disadvantages of certain actions, and the potential reactions, should be considered as giving the members added value in the form of " food for thought "</b></p> <p><b>As the majority of the ExCom members present agreed with this approach, the Chair will continue this approach, but as last time, will consult all ExCom members on the content of the Chair Chatter and the issue to be addressed.</b></p> <p><b>PATA HQ Matters –</b></p> <p>Ben announced that PATA has launched an online feature which allows members to create and upload their membership profile. This will allow the members to manage and maintain their corporate account, thus ensuring that information displayed on the PATA Website is current and relevant. Ben will work with the PATA Secretariat on this matter.</p> <p>Khun Phornsiri reported that at the PATA AGM in Kuching, there was a lot of discussion on the bylaws of the PATA Executive Committee. It is planned to send the Business Plan and the CEO Update Report to all members.</p>	<p>All</p> <p>Kusa / Bert</p> <p>Bert</p>
<p><b>4. Secretariat Matters</b></p> <p>The MOU of the Secretariat will amended once again for signature at the ExCom Meeting in July.</p>	<p>Secretariat / Bert</p>
<p><b>5. World Expo Bid</b></p> <p>Khun Phornsiri informed the meeting that she is the Chairman of the World Expo Bid</p>	

Committee who will be going to Shanghai to announce that Thailand will submit a bid for the world Expo in ten years time.	
---------------------------------------------------------------------------------------------------------------------------	--

There being no further business the meeting adjourned at 1230 hrs.	
--------------------------------------------------------------------	--