

## Chairman's Report 2013

The PATA Thailand Chapter Executive Committee served their second year's term of office from January - December 2012 - 2013 with the following amendments :

Mr. Thawatchai Arunyik replaced Mr. Suraphon Svetasreni as Honorary Advisor

Mr. Justin Malcolm replaced Mr. Marcel Sawyer as Chairman Inbound Marketing Committee

Mr. Chotechuang " Tony " Soorangura replaced Ms. Kritsanee Srisatin  
 as Committee Member Travel Agents

Mr. Siradej Donavanik replaced Mr. Duncan Jamieson as Committee Member Hotels

Mr. Har van der Veen replaced Mr. Blair Speers as Chairman IT Committee

Mrs. Ben Montgomery replaced Mrs. Jurairat Mongkolwongsiri as Committee Member Hotels

Ms. Sirima Eamtako replaced Mr. Ken Scott as Chairman P.R. Committee,  
 but resigned 4 months later and has not yet been replaced

Ms. Anoma Romyanan replaced Chollada Pasutanawin  
 as official Thai Airways Representative

Ms. Sutarat Chalothorn replaced Ms. "Tangmo" Pheereeya Anusonthi  
 representing PATA Head Office

The present Executive Committee at the end of the 2012-2013 terms is as follows

|                                 |                                       |
|---------------------------------|---------------------------------------|
| Bert van Walbeek                | Chairman Executive Committee          |
| Luzi Matzig                     | Vice Chairman                         |
| M.L. Hathaijanok Kritakara      | Hon. Secretary                        |
| Bob James                       | Treasurer                             |
| Narierut Pantong                | Chairman Outbound Marketing Committee |
| Justin Malcolm                  | Chairman Inbound Marketing Committee  |
| Ben Montgomery                  | Chairman Industry Relations Committee |
| Dr. Jutamas Wisansing           | Chairman Education Committee          |
| TBA                             | Chairman P.R. Committee               |
| Har van der Veen                | Chairman IT Committee                 |
| Chotechuang " Tony " Soorangura | Committee Member Travel Agents        |
| Siradej Donavanik               | Committee Member Hotels               |
| TBA                             | Committee Member Travel Agents        |
| Chureerat Kongtragul            | Representing TAT                      |
| Anoma Romyanan                  | Representing THAI                     |
| Sutarat Chalothorn              | Representative of PATA Head Office    |
| Thawatchai Arunyik              | Hon. Adviser                          |
| Phornsiri Manoharn              | Advisor                               |
| Piyaman Tejapaibul              | Advisor                               |

## **Executive Committee Meetings 2013**

1. January 30, 2013
2. February 27, 2013
3. March 27, 2013
4. May 22, 2013
5. July 03, 2013
6. July 30, 2013
7. August 28, 2013
8. October 30, 2013

## **New members in 2013**

**20**

1. ABACUS DESIGN
2. ASIA TRAVEL & HOTEL MAG
3. BENETONE TRAVEL SERVICES
4. CHATRIUM HOTEL RIVERSIDE BANGKOK
5. FLANN O'BRIEN'S IRISH PUB
6. GLOBAL TRAVEL MEDIA
7. HIMALAYAN HOLIDAYS
8. IMPACT EXHIBITION MANAGEMENT CO., LTD.
9. JOHN GRAY SEACANOE
10. LIGHTBLUE ENVIRONMENTAL CONSULTING CO., LTD
11. LUXURY ASIA LIFESTYLES
12. MINDWAVES SOLUTIONS
13. NEAT INTERACTIVE
14. PACIFIC LEISURE (THAILAND) LIMITED
15. PMC PRODUCTION THAILAND (NANTA)
16. POWER TRAVEL & TOURS
17. PRIMA CONNECTION
18. PROJECT CHILDHOOD PREVENTION PILLAR THAILAND
19. SEA VIEW RESORT & SPA
20. SIAM UNIVERSITY

## **Cancelled Members in 2013**

**11**

1. ASIAN HIGHWAY CO., LTD.
2. BAYOKE SUITE HOTEL
3. EDUCATIONAL TRAVEL CENTER CO., LTD.
4. LASPLASH WORDWIDE MAGAZINE
5. MSL SOFTWARE (THAILAND) CO., LTD.
6. PATHFINDERS TRAVEL CO., LTD.
7. RIVA SURYA BANGKOK
8. SCOTTASIA COMMUNICATIONS CO., LTD.
9. SWISSOTEL - LE CONCORDE BANGKOK
10. TRANSPORT SERVICE LTD.
11. WESTIN GRANDE SUKHUMVIT, BANGKOK

## **Last member paid fee in November !**

Total Chapter members at end of 2013 : **109**

## Overview

2013 was a frustrating year with many changes in the Executive Committee and under average attendance due to the many business commitment as well as due attention needed towards the challenges Thailand, and its Tourism Industries, were and still are facing !

Although the PATA Thailand Chapter's Mission Statement is

**The PATA Thailand Chapter's Mission is to enable the networking of all tourism stakeholders locally and globally to advocate to work together to support the responsible development and industry capacity building through empowerment**

it was interesting to see that teamwork was difficult to achieve due to the above mentioned pressures.

Despite intensive debates during the ExCom meeting in February and March it was difficult to move from talk the talk to walk the walk.

### **The main PATA Thailand Chapter 2013 events were :**

January 30 Voranai Vanijaka, a political columnist at the Bangkok Post and lecturer in journalism and mass media at Thammasat University, and Imtiaz Muqbil, the Executive Editor of Travel Impact Newswire, debated the question.

Is Thai Culture Good or Bad for the Development of Thailand's  
Tourism Industry ?

April 26 PATA Annual Summit took place in Bangkok, all ExCom members were invited to the Chapter Colloquium on April 27.

May 28 Siam University, International Convention and Expo Summit.

SU together with the PATA Thailand Chapter organized an Industry Day where 4 of the attending professors presented to the private industry.

June 5, During the TTM+ the Chapter and the TAT organized a forum on June 5 about " Repositioning destination through creative tourism and dynamic packages " .

During this forum where 2 guest speakers, Prof. Richards and Mr. Oostdam presented their views on creative tourism and dynamic packaging.

This will be followed by a panel discussion with Luzi Matzig, Hans van der Born, Sumate Sudasna and Andrew Biggs.

July 3 PATA Thailand Chapter Media Brief at PATA Headquarters' Engagement Hub.

Topics:

- Complete Visitor Economy (objectives & progress)
- Mapping the Future 2013 September event
- New media (social networks) vs Thai tourism
- PATA Thailand Chapter 2.0 (Gen Y members)

Spokespersons:

- Bert van Walbeek (overall picture)
- Siradej Donavanik (Gen Y – New Media)
- Ben Montgomery (Gen Y – Mapping the Future)
- Justin Malcolm (Gen Y - Inbound Tourism Marketing)

- July 18 A Midsummer Evening party, was jointly organized by PATA Thailand Chapter and Skål.at the Chatrium Hotel on their pool terrace.
- August 28 Child Safe workshop with Project Childhood Prevention Pillars in cooperation with World Vision and AusAID.
- October 16 Safety & Security brainstorm session, a joint event between PATA Thailand Chapter, Skål and JFCCT was organized. The results of that session will be summarized at the upcoming Forum.
- Nov.14 The Safety & Security Forum formulated the “Chao Phraya Declaration” with the support of the two guest speakers, Dr. Beirman from Sydney and Dr. Alexandros Parskevas from Oxford.
- Nov.19 Meeting took place to thank the outgoing Governor Khun Suraphon Svetasreni and to welcome the new Governor, Khun Thawatchai Arunyik.
- The incoming governor agreed to continue being an honorary advisor to the Chapter.
- The “Chao Phraya Declaration” was presented to Governor Suraphon.
- Dec. 13 Joint Skål – PATA Christmas luncheon and silent auction, this yearly event was, once again, successfully organized by SKÅL International - Bangkok and the PATA Thailand Chapter.
- The traditional Silent Auction raised a total of about Baht 36.000 as well as US \$ 4.805 to be shared between Skål and the Chapter.
- This will be a welcome donation towards the Good Shepherd Sisters in Ding Daeng and the Khun Kusa Panyarachun Scholarship.

**The Chairman, the Chapter and its ExCom members, assisted in various PATA Thailand Chapter and PATA Head Office activities:**

- TTAA meetings
- Youth Forum at Thammasat university
- AU Student Chapter
- Tourism Council of Thailand
- BMA
- Thailand Tourism Crisis Communication taskforce
- MoTS
- Bangkok University

## Administration & Finance

The re-registering of the PATA Thailand Chapter is finalized and final statements for 2009 - 2012 are in process, due to be finished in February 2014.

Once completed, the following steps need to be made :

- Revision of bylaws
- Approval of revised bylaws by EGM
- Legal approval by Royal Thai Government
- Legal change of PATA Chapter logo
- Change of Executive Committee members registration

This year unfortunately did not see an improvement in our finances, mainly due to the cost of the Chapter registration.

We closed the books for 2013 with a operational loss of Baht 152,106.22.

**Bert van Walbeek,**

**Chairman PATA Thailand Chapter.**