

Minutes
PATA Thailand Chapter Executive Committee
January 14, 2015

(Minutes are designed to present actions and important updates.)

Present:

- Ben Montgomery
- Luzi A. Matzig
- M.L. Hathaijanok Kritakara
- Bob James
- Theodore Koumelis
- Justin Malcolm
- Nino Jotikasthira
- Har van der Veen
- Phornsiri Manoharn

Absent

- Urairatana Naothaworn
- Narierut Pantong
- Dr. Jutamas Wisansing
- Steve Ross
- Chotechuang Soorangura
- Sipoom Nakchattre, TAT
- Anoma Romyanan, TG
- Tony Chotechuang Soorangura

1. Approval of minutes:

Moved by LM

Seconded by BJ

Approved

2. PTC Strategic Plan for 2015

2.1 Background

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region.

The Pacific Asia Travel Association (PATA) Thailand Chapter supports the responsible development of the travel and tourism industry in Thailand.

2.2 Mission Statement

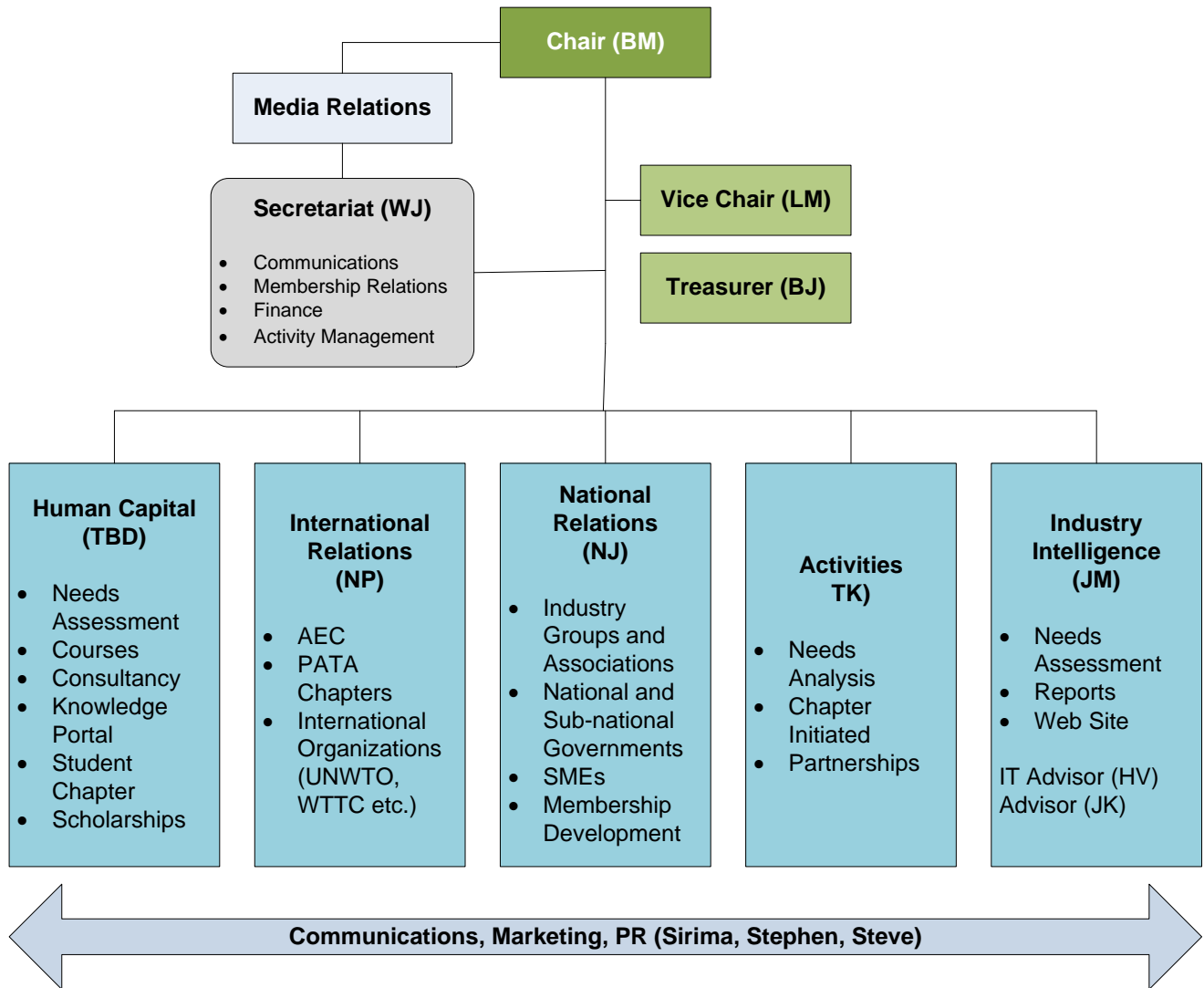
The primary mission of the PATA Thailand Chapter is to support the responsible development of the travel and tourism industry in Thailand and ensure that the power of tourism contributes positively to the overall development and wellbeing of the Kingdom. It accomplishes this primary mission through a series of activities including capacity building, marketing & branding, industry intelligence, and managing mutually effective relationships with government agencies and nongovernmental organizations to ensure that the needs of the industry are well understood by key stakeholders. These activities are in broad conformity with the overall objectives of PATA.

Moved by NJ
Seconded by BJ
Approved

2.2 PTC Structure

A committee structure was put forward. After extensive discussions a structure was agreed to as follows together with initial responsibilities assigned by the Chair.

Moved by LM
Seconded JM
Approved



2.3 Strategic Plan Activities for 2015
(To be supplied by JK)

2.4 Actions from the Strategic Plan Discussion (To be presented at the next Executive Committee meeting)

2.4.1 Human Capital Committee meets to meet to as well as a work plan together with a process and criteria for providers to obtain PATA support

2.4.2 Bob James as Treasurer needs to prepare a budget for 2015, to present for ExCom approval in February 2015's monthly meeting.

2.4.3 Activities Committee to produce a process and criteria for the selection of activities.

3. Outlook Event

Planning is well underway for the event. The event is to be free for members with nonmembers having the following registration fee structure options: Baht 3,000 per person registration fee or registration plus a 12-month PATA Thailand Chapter Membership at Baht 5,500.

4. XMAS Event

Budget details to be provided for next meeting

5. Bangkok University Event on February 26

All executive committee members are invited.

6. Next Meeting

February 25 10:00 – 12:30 hrs. at Krabi Room, 25th Floor at Centara Grand at CentralWorld