

PATA Thailand Chapter's ExCom Meeting Minutes

May 22, 2013, 10:00h at Asian Trails' Board Room

Present:

Mr. Bert van Walbeek	Chairman Executive Committee
Mr. Luzi Matzig	Vice Chairman
M.L. Hathaijnok Kritikara	Hon. Secretary
Mr. Bob James	Treasurer
Ms. Ben Montgomery	Chairman Industry Relations Committee
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee
Ms. Sirima Eamtako	Chairman PR Committee
Ms. Patsupa Lelanapaparn	TAT Committee Member
Mr. Siradej Donavanik (Champ)	Committee member
Ms. "Tangmo" - Pheereeya Anusonthi	PATA HQ
Ms. Sutarat Chalothorn	PATA HQ
Mrs. Gisi van Walbeek	Secretariat

Excused:

Mr. Blair Speers	Chairman IT Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Ms. Chureerat Kongtrakul	TAT Committee Member

Unexcused:

Ms. Anoma Romyanan	TG Committee member
Ms. Panada Chanitwat	Representing the TG Committee member

Guests:

Mr. Surasee Lertchitwuttikul	AU Student Chapter
Mr. Charlie Sukhahuta	AU Student Chapter

The Chairman opened the meeting at 10:05 AM, welcomed the 2 guests and asked them to introduce themselves.

He also introduced Khun Sutarat Chalothorn who will take over from Ms. "Tangmo" as HQ representative.

The Chairman also informed the meeting of the passing away of Khun Kanokwan Koetkaen (Ploy). Justin represented the Chapter at her funeral.

Minutes of ExCom meeting on March 27, 2013 were reviewed and approved.

Chairman's Report

He was asking again all ExCom members to help make the Chapter successful and invest 2 hours of their time per week to take responsibility for some of the Chapter's actions

He was also informing the meeting that 2 replacements need to be found for the open tour operator slots.

Committee Reports

Action

Education Committee

Dr. Jutamas was excused and the Chairman reported on her behalf.

He informed the ExCom members about the T.E.A.M. meeting with TCT, Khun Piyaman, Khun Apichai which was attended by Ben, Dr. Jutamas and himself.

Furthermore, he gave a detailed report about the planned industry day from Siam University which the Chapter helps to organize.

TAT has requested that the chapter organizes another event " Mapping the Future ", which will take place in September.

It shall mainly focus on CVE (Complete Visitor Economy) and the Chairman will try and get speakers from Kasikorn Bank, ADB and the Worldbank.

Bert

Dr. Jutamas is also working on writing the " rules " for the student contest of the Khun Kusa scholarship

Jan

Charlie and Max explained their plans for the AU student chapter. The Chairman asked the ExCom members to support the students.

Justin and Champ stressed the importance of getting students as Interns or part-time workers in the hotel industry.

Justin agreed to do a presentation at the AU once the Student Chapter committee is established.

Justin

The chairman also asked the students to have a lecturer taking a role and responsibility for their chapter.

Charlie/Max

Marketing Inbound Tourism Committee

The Chairman informed the meeting about the upcoming TTM+ on June 6 and 7.

On June 5 the PATA Thailand Chapter will organize and monitor a forum where 2 guest speakers, Prof. Richards and Mr. Oostdam will give a presentation 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.

All members are invited to attend this forum.

The Chapter received a request from Skål to hold another joint event.

This will be a midsummer evening party, organized by PATA Thailand Chapter and administration done by Skål.

It was decided to do this at the Chatrium Hotel on July 18 on their pool terrace.

The proposed menu was approved, Baht 550.00 per person plus free flow of drinks for Baht 290.00 p.p.

The Chairman asked Justin to plan quarterly luncheons.

Justin

He also asked the meeting for additional ideas for future events, also for the students.

One idea was to organize weekend study trips.

Marketing Outbound Tourism Committee

Khun Narierut reported that the planned meeting with TTAA is postponed.

She suggested to invite outbound Travel Agents for an informal meeting.

Narierut

Khun Narierut will draft a proposal for technical orientated trips.

Narierut

P.R. Committee

Khun Sirima spoke about the idea to have a media briefing on a regular basis to explain e.g. the role of the PATA Thailand Chapter and reasons why to join the Thailand Chapter.

The Chairman mentioned that he would like to meet with the media people in the engagement hub on Wednesday, July 3, after the ExCom meeting and introduce CVE, Safety & Security and T.E.A.M. (creating awareness for the industry) to the press. He will ask 3 persons to talk about these points.

Khun Sirima will prepare a media brief plan (please see page 6)

Sirima

She also spoke about the website.

She told the meeting that Facebook is not really a replacement for the e-newsletter and that it should be re-instated.

Sirima

Membership Committee

The Chairman asked all ExCom members again for help to get more members.

The idea member get member was rejected.

Each committee member should try and recruit 2 more members.

All

Industry Relations Committee

Ben reported on the planned meeting with BMA.

Ben

She is also very active with the cooperation plans
with ATTA, MOTS, TAT, TCT and THA.

The Chairman elaborated on the crisis taskforce (Thailand Tourism Crisis Communication Taskforce) which was established last year, and consists of 2 persons each from the Ministry, TAT, THA, ATTA, TCT, PATA Thailand Chapter.

The president of TCT will be the spokesperson of the taskforce, at the moment this is Khun Piyaman.

Information Technology Committee

The Chairman informed the meeting that Blair Speers wants to resign from the ExCom Committee.

Sirima was enquiring about the banner sales. We still didn't receive any documents about the sales prices and/or revenue.

The Chairman will also contact some IT related chapter members to find a replacement for Blair.

Bert

Treasurer

Bob James read the financial reports, no objections were raised and the accuracy of the reports was accepted.

The overall consensus was that the chapter needs to find ways to create more revenue.

One way to do so is to have more events as the November event clearly showed.

But more important is to increase the number of members.

All

The Chairman suggested to make the "Mapping the Future" a Chapter event to create some revenue there.

Ben pointed out that all events have to have value and be more specific to attract members.

It was proposed to have some educational events and that they should have a "catchy" topic.

All

Secretariat matters

Gisi reported on the membership:

Total members: 106

Members paid: 57

New members

FLANN O'BRIEN'S IRISH PUB

LUXURY ASIA LIFESTYLES

CHATRIUM HOTEL RIVERSIDE BANGKOK

PROJECT CHILDHOOD PREVENTION PILLAR THAILAND

Chapter registration is still not completed.

Secretariat

PATA Headquarters items

Tangmo reminded the meeting of the upcoming Travel Mart in Chengdu,
September 15 -17, Chapter members are offered a special discount.

The secretariat will send out the mailing for this.

Secretariat

She also informed the meeting about data sharing through Google doc.

A major youth forum will take place in Kuala Lumpur in October and chapters will help students to go there.

In addition youth symposia will be organized, one in Chengdu.

Any Other Business

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 11:54hrs.

Next meeting

**Wednesday, July 3,, 2013
10:00h at PATA Head Office
Engagement Hub**

To be followed by the Media Brief at 13:00h,

Please see next page.

PATA Thailand Chapter Media Brief

Date & Time: July 3, 2013 at 1pm (after the PTC's monthly board meeting)

Venue: PATA Headquarters' Engagement Hub

Suggested NEWS 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)

Timeline:

1pm: Welcome and introduction

1.05pm: Khun Bert to brief media on PATA Thailand Chapter plans and progress for 2013

1.10pm: Khun Ben to brief media on Mapping the Future

1.20pm: Khun Justin to brief media on Inbound Tourism Marketing & CVE

1.30pm: Khun Champ to brief media on PATA Thailand Chapter 2.0
and the importance of new media to Thai tourism

1.40pm: Q&A

2.30pm: Ends

Target local print media :

Bangkok Post, The Nation, Post Today, Krungthepturakij, Daily News, Matichon, Thairath, Manager, Siamrath, Thansettakij, Prachachartturakij

*Media may require to use the room to write the stories, and wi-fi connection to file copies, internet access to be provided to media FOC

Photography :

A professional photographer costs 3,000B per job if we want to send a Photo caption news or facilitate media with photos

Refreshments :

Drinks and snacks (can we find hotel to sponsor ?)