

**PATA Thailand Chapter Executive Committee Meeting Minutes**

**Wednesday 24<sup>th</sup> September 2014, 10:00am - 12:00pm**

**At Centara Grand at CentralWorld**

**Present:**

Ms. Ben Montgomery	Chairman Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
Mr. Bob James	Treasurer
Dr. Jutamas Wisansing	Chairman Education Committee
Mr. Siripakorn Cheawsamoot	TAT Committee Member
Ms. Nittaya Hattasinyotin	TAT Committee Administration
Mr. Steve Ross	Chairman Public Relations Committee
M.L. Hathaijanok Kritakara	Hon. Secretary
Mr. Har Van de Veen	Chairman IT Committee
Mr. Nino E. Jotikasthira	Chairman Industry Relations Committee
Mr. Theodore Koumelis	Chairman Membership Committee
Ms. Pheereeya Anusonthi	PATA HQ
Ms. Lou Darriet	PATA HQ – Intern

**Excused:**

Mr. Chotechuang Soorangura (Tony)	Committee Member
Ms. Narierut Pantong	Chairman of Outbound Marketing Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee

**Unexcused:**

Ms. Anoma Romyanan	TG Committee Member
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Showing of the 'PATA Fabled History and Formidable Future' video.

The Chairman opened the meeting at 10:00 am and welcomed the members. She informed the meeting that PATA Thailand Chapter had won 2013 PATA Chapter "Award of Excellence" in Phnom Penh, Cambodia when Khun Siripakorn, Luzi and Ben had received the award on behalf of the Chapter.

She presented the agenda.

<b>Topic</b>	<b>Presenter</b>
<b>Introduction of new Committee members</b>	<b>Chairman</b>

Everyone present at the meeting introduced themselves and the Chairman officially introduced 2 new members: Mr. Theodore Koumelis from Travel Daily News and Mr. Nino E. Jotikasthira from Destination Services.

<b>PATA Chapter Award – Award of Excellence</b>	<b>Chairman</b>
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The Chairman congratulated the Committee members for their achievements in winning the Award of Excellence last week at PTM in Cambodia, and praised the Next Gen concept they are endorsing.

<b>PATA CEO Martin Craigs' Resignation</b>	<b>Chairman</b>
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The Chairman clarified Mario Hardy's position as CEO starting from 1<sup>st</sup> November 2014 and acknowledged that PATA Thailand Chapter members will have to be supportive of him. She highlighted Mario's down to earth personality, strong IT background and his excellent job and engagement as PATA Foundation Chairman all make for a positive future for PATA's leadership.

<b>ExCom Meeting 30<sup>th</sup> July 2014, Minutes to be approved</b>	<b>Chairman</b>
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The Chairman invited to review and approve the ExCom Meeting Minutes of the 30<sup>th</sup> July 2014. She announced that the financial statement will be disclosed in the Minutes from now on.

<b>MOTS Update</b>	<b>Chairman</b>
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- **Report on FEALAC Event on 20<sup>th</sup> August 2014**
- **Update World Tourism Day Seminar 23<sup>rd</sup> September 2014**

The Chairman announced that the FEALAC Seminar on Tourism – "Connecting East Asia with Latin America" on the 20<sup>th</sup> August went very well and generated positive feedback. PATA Thailand Chapter has helped organize the World Tourism Seminar and plans to make a proposition to the Ministry to cooperate in organizing WTD 2016 which is prospect to be held in Bangkok, Thailand.

In addition the Chairman and members discussed opting for the separation of the tourism and sports divisions of the Ministry in the aim of having one single Ministry of Tourism. The group questioned whether it would be feasible for PATA Thailand Chapter to support this idea. They concluded publishing a press release stating that PATA Thailand Chapter advocated the

restructuring of the Ministry of Tourism Thailand, to be supported by the importance of the tourism industry and its huge contribution to national GDP.

#### **TAT Update**

#### **Mr Siripakorn Cheawsamoot**

Mr Siripakorn introduced Ms. Nittaya Hattasinyotin, a new representative from TAT at PTC.

Mr Siripakorn also announced that TAT is exploring the possibility of re-launching Visit Thailand Year since it was last launched in 1987. He introduced 'Discover Thainess Year 2015', a campaign that would be focused around the '7 wonders of Thailand':

- Thai Experience
- Thai Way of life
- Thai Wisdom
- Thai Adventure
- Thai Sanook
- Thai Hidden beauty
- Thai Treasures

Introducing the concept of 'Thainess', which currently has no official meaning, could be an interesting way to position the tourism direction the country is taking.

#### **IT Grand Slam, IT Engagements and Website**

#### **Mr. Har Van der Veen**

Mr. Har Van der Veen spoke about including debates in the program for the IT Grand Slam, instead of just a day of monotonous presentations with little interaction. He mentioned that the date of the event has not yet been set but will certainly be in Q12015.

Har also announced that the IT team will start using the Webex software for monthly Tourism IT webinars, since the software uses a high quality fibre optic network, despite the fact that it is harder to use than other software such as Go To Meeting. Shifting to the content of the webinars, he mentioned that he has found around 8 potential presenters.

#### **Chairman**

The Chairman shared that PATA HQ Webinars had got very low attendants in previous years (around 10-15 viewers each time), and that they need to find interesting topics and better ways to promote the Webinar to get more members to participate. She raised her concern that trying to make the webinar project work could demand much time.

She reminded the board members that the PATA website will go live on 1<sup>st</sup> November and that we could wait to see what we and members could benefit from the new website.

#### **Plan for 2014 Kusa Scholarship with**

#### **Dr. Jutamas Wisansing**

#### **Central Group and TCDC**

Dr Jutamas announced that after a long process the Kusa Scholarship Project and partnership with Central Group and TCDC has finally been signed last week. TCDC has agreed for PTC to share the content for the "Train the Trainer Workshop" which PTC will issue "PATA Thailand Chapter Certificate of Participation - Tourism Service Design Workshop" to all delegates.

Due to time constraint, the two-day "Think Tourism, Think Service Design Workshop", at PATA Engagement Hub of PATA HQ, date has been postponed till 1Q 2015.

For Student Competition, all contestant teams will get an opportunity to attend a workshop together and the winners will receive job offers from Central Group.

**PATA Thailand Boutique Collection Proposal**

**Dr. Jutamas Wisansing**

Dr Jutamas updated the Committee members on the current situation regarding the Thailand Boutique Collection proposal. She explained that the database of hotels from the Thailand Boutique Hotel Awards comprises of 300 hotels, but that some are small and unregistered because of the rigid Thai regulations and the difficulty of fitting into the THA legal system.

She raised the question of how to get the smaller hotels involved, which represents a challenge because they all have different interests and resources. She believes that creating a 'Boutique Collection' platform is the solution and that if PATA Thailand Chapter manages to recruit a few of the hotels as members, more would be ready to get involved. The proposal from PATA Thailand Chapter to create the Boutique Collection has been well received in the meeting Dr. Jan had with 12 hotel representatives last week. She is hoping to get up to 50 on board in the next stage. PATA is currently offering these hotels a discounted 4000 baht membership fee if they come as a group.

Dr Jan also introduced the idea of initiating a "Boutique Travel Mart" to target this segment of the market and link all the hotels together.

**Mr. Siripakorn Cheawsamoot**

Mr. Siripakorn exposed his view on the rising challenge of unregistered boutique hotels, by stating that TAT strongly supports this category because they are unique and vastly contribute to the "Thainess" concept he introduced earlier. He stated that the majority of these hotels are actually categorized as SMEs and are able to participate in the Thailand Travel Mart under this status, but that others struggle to be recognized.

**Update Events Calendar**

**Chairman**

The Chairman asked the members to review if any events were to be added to the calendar. The updates concerned the Skal BKK/PATA Thailand Chapter Christmas lunch on 11<sup>th</sup> December 2014, and the 'Train the Trainer' event for which the date has not yet been set.

**Membership Drive/ ExCom Member Replacement**

**Mr. Theodore Koumelis**

Mr. Theodore Koumelis asked for other Committee members to update him on previous Committee activities and procedures in order for him to contribute and execute his new role as a Chairman Membership Committee. He also suggested communicating the portfolio of Committee Board activities throughout the year as well as in the past 2-3 years to members.

**Outbound Marketing Committee Update**

**Chairman**

The Chairman mentioned that the Bangladesh Chapter has invited the Thailand Chapter to Bangladesh for a visit and/or possible a Fam Trip. Khun Narierat to explore the possibility and benefits both sides could get from this activity.

**PR Committee**

**Mr. Steve Ross**

Mr. Steve Ross, Nino and Theodore agreed they would work on a press release on the previous discussion on 'The Ministry of Tourism Thailand' as one entity, which Steve will publish on the TTR Weekly Website by Friday 26<sup>th</sup> September. Mr. Steve Ross also pointed

out that in the future he would need press release material at least 2 weeks in advance, and that the content should be a short, straight to the point message.

### **Industry Relations**

### **Chairman**

The Chairman informed the group that the TCT Executive Committee election is set 7 October.

Chair proposed to the ExCom for Nino to take a position of Chair of Industry Relations. The ExCom approved.

### **Financial Report**

### **Mr. Bob James**

Mr. Bob James presented the financial statement to the Committee. The Chapter is at a crossroad and is struggling in terms of revenue. The bottom line performance is negative with a loss of TBH 257,691 YTD August 2014. Mr Bob James stated that the net reserve is in deficit, putting the Chapter in a situation of bankruptcy. He highlighted the main reasons for this negative balance being:

- The Chapter Secretariat fee have been consuming more than the Chapter earns from annual Membership fee collection
- Some Members not paying their fees
- Events: some have been good and have generated money, others have been financially catastrophic

Achieving recovery will be challenging and has to involve PATA HQ to reduce the secretariat fee. Pledging for sponsorship from members is not well exploited in Chapter. It is crucial to reverse the financial situation.

Khun Jan added that the Chapter has to review the sources of revenue and funding. The Chapter has a lot to offer to their members hence a lot more to exploit in return.

Mr. Luzi A. Matzig added that the main focus should be on cutting expenses of the Secretariat fee. Ms. Pheereeya Anusonthi said a discussion with the CFO regarding this matter will be in order.

### **Mr. Nino E. Jotikasthira**

To this topic Mr. Nino E. Jotikasthira added that PATA is the no 1 English speaking tourism associations in Thailand, and that they should really exploit this benefit in order to attract more international members. He identified what members want the most: ***networking, sales and exposure, and the ability to have a voice and to make change in their country.*** These are the things they need to stay focused on to drive members to the Chapter.

### **Secretariat Matters**

- **Update on Secretariat's activities**
- **Registration Update**

### **Chairman**

The Chairman updated the Committee on current work-in-progress regarding membership: In addition to the Boutique Collection members and "Train the Trainer" projects, Muay Thai Live have become a premium partner of PATA Thailand Chapter. The Chapter is hoping to receive

50,000 baht from them, as well as 200,000 baht from the Ministry of Tourism and Sports Thailand after October.

**Ms. Pheereeya Anusonthi**

Ms. Pheereeya Anusonthi informed the ExCom members that the obtaining of signatures from 40 members in order to approve the change of Bylaws and Chairman on the Board is pending. The Secretariat will complete the task prior the next ExCom meeting.

**PATA HQ Update**

**Ms. Pheereeya Anusonthi**

Ms. Pheereeya updated the Committee on the current membership status of PATA Thailand Chapter since July 2014:

8 New Members, 1 termination, 27 outstanding

The board has decided to give one final reminder to the outstanding members before terminating them. The Chairman went through the list of outstanding members and the Committee Board members called out for the ones they could personally follow up with. The remaining members are to be dealt with by secretariat.

**Any other business**

No other pending business to be addressed, the Chairman thanked the Committee and the meeting adjourned at 12:30 pm.

The next meeting will be held on 29<sup>th</sup> October 2014.

