

PATA Thailand Chapter's ExCom Meeting Minutes

February 27, 2013, 10:00h at 10:00h at the Engagement Hub
of the PATA Head Office.

Present:

Mr. Bert van Walbeek	Chairman Executive Committee
Mr. Luzi Matzig	Vice Chairman
M.L. Hathaijnok Kritikara	Hon. Secretary
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Ms. Ben Montgomery	Committee Member
Ms. Patsupa Lelanapaparn	TAT Committee Member
Mr. Visanu Jaroensilp	TAT Committee Member
Ms. "Tangmo" - Pheereeya Anusonthi	PATA HQ
Mrs. Gisi van Walbeek	Secretariat

Excused:

Mr. Ken Scott	Chairman PR Committee
Mr. Bob James	Treasurer
Mr. Blair Speers	Chairman IT Committee
Mr. Marcel Sawyere	Chairman Inbound Marketing Committee
Mr. Duncan Jamieson	Chairman Membership Committee
Ms. Kritsanee Srisatin	Chairman Industry Relations Committee
Ms. Chureerat Kongtrakul	TAT Committee Member
Ms. Anoma Romyanan	TG Committee member
Ms. Panada Chanitwat	Representing the TG Committee member

Guests:

Mr. Justin Malcolm
Ms. Sirima Eamtako
Mr. Siradej Donavanik

The Chairman opened the meeting at 10:11 AM

All present members re-introduced themselves to everybody present.

Minutes of ExCom meeting and the AGM on January 30, 2012 were reviewed and approved.

Chairman's Report

The Chairman explained that this meeting didn't have an agenda but that he was looking for ideas to make the chapter more active and not only concentrate on the administration.

He would like to have 2 actions from each committee member proposed to develop the membership, stabilize the finances and/or enhance advocacy within the Thai tourism environment.

He also pointed out strongly that more involvement of the committee members is needed.

Sirima's question of "what does it mean to join PATA" resulted in a lively debate.

How can we raise the Chapter's profile and what is the outside perception of the Chapter?

Two keywords emerged:

- ✓ Networking
- ✓ Perception

Justin mentioned the relevance of

- ✓ Tourism flow
- ✓ City wide events
- ✓ Advocacy

and what can the Chapter contribute to it

The Chapter needs to reinvigorate its image and put more emphasis on the way of communication with the members.

Kh. Siradej spoke about getting a better foothold for PATA in connection with authorities and the potential to share more information in a structured way with the members.

City level data should be available on the m-Power platform.

Ben pointed out that we have a mission to accomplish:

- ✓ To contribute to the industry
- ✓ To be the voice

There are two sets of benefits which could stand side by side to fulfil the needs of the members.

- ✓ mPower shared with all members
- ✓ events with impact.

Jan said that we have to build up our image to make people wanting to join PATA Chapter Thailand, and do we know what the needs of our members are, i.e.

- ✓ Networking
- ✓ Information
- ✓ Knowledge
- ✓ Access
- ✓ Tailor-made information, like city info

Kh. Visanu stated that TAT is cooperating and sharing information with the industry.

Kh. Nok mentioned that Bangkok has the lowest average hotel rates “ worldwide “ – actions to address that challenge could add value to the membership.

Sirima would like more statements of the PATA president in case of crises and more engagement with the media.

Luzi's opinion is that as long as the industry knows who PATA is that is sufficient.

The Chapter certainly cannot do its own research but there is enough information available within PATA already.

Maybe students should have free mPower access for 6 months.

The Chairman reflected on how to create revenue for the chapter and that we need more sponsors other than hotels.

He gave some feedback and said we should revisit the “what is in it for me” and maybe after redesigning it send it to all ExCom members and start working on a new one.

Regarding the member communication it is strongly recommended to communicate more aggressive through FB and Twitter.

He also mentioned the PATA annual and board meeting on April 27 in the Centara where during the chapter colloquium the social media will be addressed and explained how to use it.

He summed up the points raised

- ✓ Advocacy
- ✓ mPower
- ✓ Relevance of data

and then asked the ExCom members where can they help and to start developing S.M.A.R.T plans related to their sub-committee responsibilities.

Young PATA should be established and Kh. Siradej will help to organize YTP events. , AU Student Chapter to be involved too

The following points were the result of the brainstorming:

1. Networking
2. Perception
3. Relevance : information, knowledge, unique access, what do people want from us
4. Chapter communication: strong, smart
5. Tourist flow / system, identify key stakeholders PATA Chapter,
Image + Perception, New experience
6. Advocacy – PATA mPower :
share PATA membership – PATA Next Generation
7. Consistent advocacy – event sharing
8. Academic activities
9. Tourism – share
10. More tourists, how to handle
11. Public / Media – more relevance, active, engagement with media, more outstanding

The Chairman had planned an event for March but that was not possible since it is a very busy month for all.

Committee Reports

Education Committee

Jan reported on the planned event TEAM : Tourism, Education, Awareness, Me

Jan and Justin will meet to plan for a student contest using the Khun Kusa scholarship funds for price money purposes.

Marketing Inbound Tourism Committee

Please start S.M.A.R.T. plan

Marketing Outbound Tourism Committee	Please start S.M.A.R.T. plan
P.R. Committee	Please start S.M.A.R.T. plan
Membership Committee	Please start S.M.A.R.T. plan
Industry Relations Committee	Please start S.M.A.R.T. plan

One weakness of the Chapter is the lack of communication with the BMA.

Information Technology Committee Please start S.M.A.R.T. plan

Treasurer

Bob was excused and Luzi read the financial reports. No objections were raised and their accuracy accepted.

Secretariat matters

Gisi reported that the Chapter has 103 members to date.

- ✓ Air Transport Service cancelled their membership.

4 membership applications were presented and accepted:

- ✓ Neat Interactive
- ✓ Asia Travel and Hotel Mag
- ✓ Prima Connection
- ✓ Sea View Resort & Spa

PATA Headquarters items

The PATA Annual Summit will take place on April 26 and (Executive) Board Meetings and their AGM are on April 27 and 28, all to be held at the Centara.

All ExCom members are invited to the colloquium.

The Chairman encouraged all present to attend.

On April 25 PATA is organizing The Youth Forum at Thammasat University

Any Other Business

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 11:45hrs.

Next meeting

Wednesday, March 27, 2013

10:00h at Asian Trails' Board Room