



**MINUTES**  
**PATA Thailand Chapter Executive Committee**  
**Wednesday, April 29, 2015; 10:00 – 12:30 hrs.**  
**Chyna Restaurant, 12<sup>th</sup> Floor, Centra Central Station Hotel**

**Present:**

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|-------------------------------|---------------------------------------|
| ▪ Mr. Justin Malcolm          | Acting Chair                          |
| ▪ Mr. Bob James               | Treasurer                             |
| ▪ Mr. Theodore Koumelis       | Chairman Membership Committee         |
| ▪ Mr. Justin Malcolm          | Chairman Inbound Marketing Committee  |
| ▪ Khun Nino Jotikasthira      | Chairman Industry Relations Committee |
| ▪ Mrs. Narierut Pantong       | Chairman Outbound Marketing Committee |
| ▪ Mr. Steve Ross              | Chairman PR Committee                 |
| ▪ Mrs. Ben Montgomery         | Committee Member                      |
| ▪ Khun Chotechuang Soorangura | Committee Member                      |
| ▪ Khun Anoma Romyanan         | Committee Member                      |
| ▪ Khun Jirawadi Virabutr      | Committee Member                      |
| ▪ Khun Urairat Naothaworn     | Advisor (MoTS)                        |
| ▪ Khun Phornsiri Manoharn     | Advisor                               |

**Apologies:**

- |                                 |                              |
|---------------------------------|------------------------------|
| ▪ Mr. Luzi Matzig               | Vice Chairman                |
| ▪ A/Prof. Dr. Jutamas Wisansing | Chairman Education Committee |
| ▪ Mr. Har van der Veen          | Chairman IT Committee        |
| ▪ Mr. Steve Ross                | Chairman PR Committee        |
| ▪ Khun Siripakorn Cheawsamoot   | Committee Member             |

**Secretariat:**

- |                              |                         |
|------------------------------|-------------------------|
| ▪ Prof. Dr. Walter Jamieson  | Secretariat Director    |
| ▪ Mr. John Koldowski         | Secretariat             |
| ▪ Ms. Thanakarn Vongvisitsin | Secretariat Coordinator |

**1. Opening of Meeting**

The Chair meeting opened the meeting at 10:20 am.

As a first point of discussion Mrs. Montgomery indicated her need to step down from the position as the Chairman for personal reasons. She further indicated that Mr. Luzi Matzig will stand in as Acting Chairman until such time as this situation is resolved.



In the absence of Mr. Luzi Matzig, Mr. Justin Malcolm was requested to assume the chairman's role for the meeting.

## **2. Approval of the Agenda**

The Agenda was approved as read.

## **3. Minutes of last meeting:**

The Minutes of the last meeting – March 25, 2015 – were tabled and approved as read.

Moved, Mr. Justin Malcolm; seconded Mr. Bob James

## **4. Treasurer's Report**

The Treasurer – Mr. Bob James – outlined his plan to present the financial statements of the Chapter from the year 2013 in order to give a broader comparison base given the changes of late. The financial statement for 2014 as audited by the CPA-certified independent partner of Sukhothai Inter Law, was made available.

*Action arising: the 2015 budget which was discussed, needs to be approved by the Executive Committee at its next meeting.*

## **5. AGM Agenda**

The agenda for the AGM – immediately following this Executive Committee meeting - was tabled and discussed.

## **6. Activities**

Digital Travel Mart & Travel Technology Conference

Mr. Koumelis gave an update on the proposed Digital Travel Mart & Travel Technology Conference which is designed as a one-day event combining a conference and exhibition. The event proposes to deliver IT information to travel suppliers and companies by bringing international know-how and expertise to the local industry.

Mr. Koumelis wishes to involve the TAT in the design of the program tools because of the strength of their digital marketing capacity. Technological tools for pre-scheduling meetings will be displayed for travel technological suppliers based on the recent membership survey result that found that suppliers would like to increase their connection network. Suppliers are looking for practical advice in terms of the general trends of technological advancement, digital marketing, and the practical solution of IT matters.

Support from the TAT and the MoTS will be needed in order to start positioning this event and to attract sponsors. Travel technology companies will make up the exhibition. It is expected that this event will generate revenue for the Chapter.

Mr. Malcolm requested that Mr. Koumelis table a full and detailed proposal including a budget at the next monthly meeting of the Executive Committee. This was supported by the Chair and committee members present and Mr. Koumelis agreed to do so.



### Adventure Mart in Chiang Rai

For other activities, the Chair announced that PATA will be holding its Adventure Mart in Chiang Rai during the first quarter of 2016.

### Human Capital Committee

Given the absence of A/Prof. Dr. Jutamas Wisansing, there was no report from the Human Capital Committee.

*Action arising: A/Prof. Dr. Jutamas Wisansing will provide a report on how educational and capacity building initiatives seeking PTC support or endorsement, will be considered by the Human Capital Committee.*

## **7. Branding**

Mr. James outlined his thoughts concerning how the strength of the Chapter comes from the diversity of the Executive Committees across the tourism sector and how this could be utilized to recruit members – new and past. Communication needs to be reinforced by using members' logos on every communication channel.

The PTC could give additional support for members by better displaying their respective logos and supporting information. It was suggested that PTC business cards could be issued by using the new template of PATA's name cards.

In addition, the Thai-speaking community should not be overlooked when creating awareness and conducting marketing activities. A discussion on how to effectively differentiate the Chapter from PATA followed.

Mr. Koumelis indicated that in his view, branding of the PTC should be aligned with that of PATA - Mr. James accepted that point in part, but maintained that some form of differentiation is still needed. Due to time constraints it was agreed that this discussion would be held over until the next meeting. Mr. James offered to put together a presentation for the next meeting - a suggestion accepted by the Chair and all present, with thanks.

Mr. Malcom reminded the committee that all activities involving the PTC must be linked to revenue goals and that if branding can generate more interest in membership and/or involvement, then it should proceed.

*Action arising: Report from Mr. James at the next Executive Committee meeting*

## **8. Secretariat Update**

Prof. Dr. Walter Jamieson in the name of the Secretariat brought members up-to-date on organizational financial matters. He reported that it has taken some time to get the financial matters in place however most of the legal and administrative issues have now been resolved. He reported that basic legal documentation essential to the operation of the organization was not available when the Secretariat assumed its responsibilities but has now been identified and obtained.

He concluded his remarks by saying that at this point the Secretariat is in a position to assume its activities formally given that financial and legal concerns have largely been dealt with.

The current number of paid-up members stands at 33. Invoices to ex-members have been sent out and since followed up.

The Secretariat offered to produce a set of Standard Operating Procedures manual for the Chapter and will table the first draft at the next meeting. This was met with approval from the Chair and Executive Committee members in attendance.

*Action arising: Secretariat to provide the draft manual at the next Executive Committee meeting.*

## **9. MoTS Update**

Khun Naothaworn, on behalf of the MoTS conveyed her appreciation of being a part of the Executive Committee but would like some clarification on the expectations of the Chapter in this regard. The Chair suggested this be explored and discussed at the next meeting, in addition to requesting the MoU be sent to all ExCom members to read prior to the next meeting.

*Action arising: The Chair will lead a discussion at the next Executive Committee meeting regarding PTC expectations.*

Khun Naothaworn then updated committee members of past and future activities of the MoTS which included:

- The recent golden triangle event which involved the PATA Chiang Rai Chapter.
- The ASEAN Tourism Working Group (TWG), which will take place this August/September, possibly in Chiang Mai. Approval of the venue is pending.
- The GMS Tourism Working Group will be convened in Chantaburi in November.
- A bid for World Tourism day will be made at a UNWTO meeting in June.
- Thailand will host the APEC TWG in May 2016.

*Actions arising:*

1. *At the suggestion of committee members, Khun Naothaworn agreed to provide a calendar of upcoming activities involving the MoTS, at the next meeting of the Executive.*
2. *Consideration needs to be given as to how the Chapter can best leverage these events.*

## **10. Website**

PTC's new website – Justin has held a conversation with the student that assisted PATA HQ and the design cost is being worked on by Mr. James and Mr. Har van der Veen for presentation at the next ExCom meeting. Mr. Malcolm has commenced a review of all content and will be ready to supply copy on the approval of the website revamp, subject to ExCom's approval of costs to do so.



*Action arising: Mr van der Veen to present the proposal at the next meeting.*

### **11. Next Meeting**

The next Executive Committee meeting is scheduled to be held on June 03, 2015 at Centara Grand, CentralWorld from 10.00 to 12.30 hours.

### **12. Other Business**

At the suggestion of Khun Phornsiri Manoharn and with the agreement of the Executive Committee all committee chairs will be asked to prepare written reports that will be circulated by the Secretariat prior to each meeting. This will increase the efficiency of the meetings and provide members with the opportunity of being better prepared to provide feedback to the various initiatives.

*Action arising: Each committee chair will provide the Secretariat with a written report no later than May 29.*

There being no other business, the Chairman thanked all present for their attendance and inputs and closed the meeting at 12:30 in order to proceed to the business of the AGM.

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