



PATA THAILAND CHAPTER EXECUTIVE COMMITTEE MEETING MINUTES

Wednesday 29TH October 2014, 10:00AM – 12:00PM

Centara Grand at CentralWorld

Present:

Ms. Ben Montgomery	Chairman Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
Mr. Bob James	Treasurer
Mr. Nino E. Jotikasthira	Chairman Industry Relations Committee
Mr. Theodore Koumelis	Chairman Membership Committee
M.L. Hathaijanok Kritakara	
Mr. Bob James	Treasurer
Ms. Narierut Pantong	Chairman of Outbound Marketing Committee
Mr. Justin Malcolm	Chairman Inbound Marketing Committee
Ms. Anoma Romyanan	
Mr. Phornsiri Manoharn	
Ms. Jirawadi Virabutu	
Mr. Walter Jamieson	
Mr. John Koldowski	
Ms. Pheereeya Anusonthi	PTC Secretariat
Mr. Bill Salanio	PATA HQ – Intern

Excused:

Mr. Har van der Veen
Mr. Chotechuang Soorangura
Ms. Urairatana Naothaworn

Unexcused:

Mr. Steve Ross

The meeting started by self-introduction of each attendee.

The Chairman formally opened the meeting after the self-introduction and presented the agenda for the day and asked approval from the attendees. She also welcomed Walter and John from Thammasat University as guests in the meeting.

TOPIC

PRESENTER

**PTC Strategic Intelligence Unit & Secretariat Proposal by
College of Innovation, Thammasat University**

**Dr. Walter Jamieson &
John Koldowski**

Khun Ben introduced the guests to present their proposal to the Executive Committee. Walter started his presentation by discussing on how they are going to assist the Chapter as a whole. Giving backgrounds of the university, he also demonstrates on what they do in Thammasat and in the College of Innovation.

Walter presented four terms of reference for the provision of secretariat services for the PATA Thailand Chapter and he stressed out that what they will offer to the Chapter is something that they never had before and will make sure for the smooth operation of the organization.

1. Management of the PATA Thailand Chapter Secretariat
2. Financial and Membership Support
3. Membership Services
4. Educational Program

However, the only request from the secretariat is basic supplies i.e., telephone, fax and printer that they need for working.

After Walter presented about the Secretariat, John presented about Tourism Intelligence Strategic Activities (ISA), how they will help the Chapter improve sources of information and how they provide the members with better information about the tourism flow in Thailand specifically.

ISA consists of the following:

1. Annual Statistical Report
2. Quarterly Press Release on ASEAN/Thai Tourism YTD
3. Annual Tourism Confidence Index
4. Half yearly update seminars
5. Organize seminars based on the availability of the necessary financial and administrative resources.

The Excom agreed to have this strategic partnership with CITU with additional cause that CITU will also manage 6 events per year.

Chair will finalize the agreement with Walter and John and present to the Excom at the next meeting.

Human Capital Development Committee

Chairman

Plan for 2014 Kusa Scholarship with Central Group and TCDC

- Chairman mentioned that the plan will be postponed to next year, 2015 which will be more promising and exciting. She said that it will not only be for the universities but private sectors are also welcome.

Membership Committee

Chairman

Theodore started his presentation by discussing his committee's action plans.

- First is to do a survey to ask what the members about their expectations through phone calls and emails. From there, the chapter could design what would the action plan for future.
- Second is about networking through organizing events and allow members to get in touched with each other. He gave an example to have online appointments (through the website) and then they can meet.
- Third is training, and organize a seminar in a practical level with a tangible outcome. He gave an example like web designing or crisis management.
- Fourth are events which he proposed to have activities in cooperation with other institutions like Chambers of Commerce and Embassies so members can meet other professionals from different industry so they can have business together.
- Lastly he discussed about "One-Stop-Shop" in which they would help businesses in Tourism and Hospitality sector who wants to establish their business in Thailand regardless if they are member or not. This shop would help them to have reference about the Thai Inbound and Outbound to and from Thailand so whoever would want to establish a business in Thailand, PATA Thailand is the first to go for reference.

Excom agreed to do the member survey immediately. Theodor will work with Tangmo for member list.

Outbound Marketing Committee

Chairman

Khun Narierut started her presentation by discussing about the invitation of PATA Bangladesh Chapter to visit their place and the invitation was since last year. Khun Ben herself stated that she is having difficulty in deciding about the invitation. The Chairman of the committee said that the chapter could possibly find the potential places within the area which can be an opportunity. She added that she is finding ways on what the place can sponsor to the Chapter. TG was asked to support with special fairs.

Industry Relations Committee

Chairman Industry Relations

Nino started his presentation by saying that their committee was able to manage to have press release as per the last Executive Committee meeting. The press release was able to send out but got very little picked up. Khun Ben said that she is asking some individuals to help so that the Chapter could have a better publish next time.

Nino also shared things he learned from the seminar he attended about the legality of business operations of some hotels in Thailand because there are some hotels/apartments that are operating without hotel license in the country which can be found in Agoda or TripAdvisor websites.

Chair mentioned that it is an opportunity for PATA Thailand Chapter to bridge between government and small boutique hotels through workshop and trainings and creation of PATA Thailand Chapter Boutique Collection. Dr. Jan is working ways to get PTC involved properly.

Financial Report

Mr. Bob James

Bob started his presentation by presenting the financial situation of the Chapter as of September. He said that there have been improvements in the number of members but still the membership outstanding balance is around THB 105, 375, composed of 25 members. He raised his concern about the collection of these debts.

He compared and explained the difference between the financial statuses per year and presented the revenue and operating expenses which he stressed out that the Chapter is still in loss. He said that the only way to at least minimize the loss is to contact and get all the unpaid members to pay. Tangmo said that there is only one paid as of October 29 and she is helping to follow-up the members.

Other Business

- After the Financial Report presentation, Khun Ben thanked Muay Thai Life for giving THB50, 000 as a PTC Premier Partner. Tangmo to follow up on administration.
- Bob pointed out the fundamental of PATA Thailand Chapter's influence in the industry and suggested to use the ExCom members' company name and logo when bid for the Chapter's partners as well as when recruit new members.
- **We need to improve our communications among us and with members and public at large. Chair will discuss with Steve.**
- Next meeting will be held on 26th of November 2014
- PATA Thailand Christmas Lunch will be on 11 December at QSNCC.

