

# PATA Thailand Chapter's ExCom Meeting Minutes

January 30, 2013, 10:00h at Ramada Plaza Menam Riverside Hotel

Present:

Mr. Bert van Walbeek	Chairman Executive Committee
Mr. Luzi Matzig	Vice Chairman
M.L. Hathaijnok Kritikara	Hon. Secretary
Mr. Bob James	Treasurer
Mr. Ken Scott	Chairman PR Committee
Ms. Narierut Pantong	Chairman Outbound Marketing Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Ms. Jurairat Mongkolwongsiri	Committee Member
Ms. Patsupa Lelanaparn	TAT Committee Member
Mr. Visanu Jaroensilp	TAT Committee Member
Ms. "Tangmo" - Pheereeya Anusonthi	PATA HQ
Mrs. Gisi van Walbeek	Secretariat

Excused:

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

Guest:

Mr. Justin Malcolm

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The Chairman opened the meeting at 10:11 AM

Minutes of ExCom meeting, November 12, 2012 were reviewed and approved.

## Chairman's Report

The Chairman reported on Chair's activities during November, December and January and announced that Thai Airways has assigned Khun Arnoma Romyanan as their representative on the Executive Committee, as per the present applicable bye-laws.

The Chairman went into detail of the event on November 15, P&L statements had been sent out already. Question will arise later how the raised money will be spend.

He thanked the secretariat for the smooth progress during the function.

He also presented the guest, Mr. Justin Malcolm, General Manager of Aloft Bangkok, and former Chairman of the PATA Chiang Rai Chapter who introduced himself.

The Chairman went through the Chairman's report 2012 which will be read in great detail during the following AGM.

It was especially mentioned that the Christmas luncheon jointly held with SKÅL International Bangkok was very successful.

He also asked the attending ExCom members to please click on the Facebook and Twitter accounts of the PATA Thailand Chapter to raise more followers.

Activities planned for this year are two so called technical seminars together with the TAT.

One was planned for May, but is now scheduled for June 5, " Repositioning destination through creative tourism and dynamic packages". The Chairman explained in more detail and the reasons for its inclusion in the TTM+ 2013 program.

The second technical seminars in September will about corporate social responsibility and sustainability in tourism.

Also planned, in cooperation with Siam University, is an International Convention and Expo Summit at the end of May ( May 25 – 28 )

In October a tourism event is planned, together with the DZT ( Deutsche Zentrale für Tourismus ).

Still pending are the activities with TCT and TAT on an education activity how to motivate students to join the tourism industry.

No objections were raised and it was agreed that the Chairman's report for 2012 would be presented at the AGM, following the ExCom meeting.

He continued lining out his " dreams " for 2013.

1. 125 members by the end of this year
2. 15 different activities with various associations and by PATA Thailand Chapter

He mentioned the AGM and the luncheon with Mr. Voranai and Mr. Imtiaz as speakers, following the ExCom meeting.

## Committee Reports

### Education Committee

Dr.Jutamas would like a meeting with Khun Pyaman and Khun Apichart of the TCT.

It also needs to be decided at a later time which University should receive scholarships as a result of the money received, raised during the event on November 15.

### Marketing Inbound Tourism Committee

Marcel Sawyere was excused and the Chairman gave a brief explanation of the role of the Marketing Inbound Tourism Committee to Justin Malcolm who indicated his interest taking an active role in the Chapter.

### Marketing Outbound Tourism Committee

Kh. Narierut reported on the planned meeting with TAAT, she is also actively trying to promote the PATA Thailand Chapter to outbound travel organizations.

### P.R. Committee

Ken Scott reported on the social media, at the moment the Chapter has 409 followers on Facebook and 90 on Twitter.

He also asked the ExCom members to log onto it and therefore increase the followers.

### Membership Committee

Duncan Jamieson was excused, and there was nothing to report.

Applications for membership from Siam University and Benetone Travel were presented and approved.

### Industry Relations Committee

Kh. Kris was excused and the Chairman reported on her behalf.

### Information Technology Committee

Blair Speers was excused. The Chairman mentioned that he will ask him for a meeting since there are still some challenges with both, the chairman's and the secretariat's emails.

### Treasurer

Bob James read the financial reports. The Secretariat elaborated in more detail on the financial figures.

The year ended with a surplus of Baht 36,000.00, after all accounts receivables were paid. In comparison to the year before the Chapter had a loss of Baht 300,000.00.

It was agreed to write off the amount of Baht 1,883.20 which TAT deducted as withholding tax, no objections were raised and the accuracy of the reports was accepted.

The Chairman made a very clear point that the Chapter needs to raise more revenue through creating more events and also attracting more members.

It was mentioned that the present membership fee of Baht 4,000.00 might be too low and should be raised in 2014.

## Secretariat matters

Gisi van Walbeek reported that Sukhothai wants to increase their fee by Baht 1,000.00.

No objections were raised and the committee accepted that increase.

She also went into more detail regarding the still outstanding invoices from TG for the event on November 15 and the Christmas luncheon on December 13.

The silent auction during the Christmas luncheon raised about Baht 70.000,00 which will be donated to the Good Shepherd Sisters in Ding Daeng.

Profit from the luncheon was Baht 4.100,00 for each, the Chapter and SKÅL.

Also still pending is the invoice from HotelTravel.Com for the webhosting.

GvW will try and get that settled with Blair as soon as possible

Members cancelled :

- ✓ Bayoke Suites
- ✓ Pathfinders Travel.

New members:

- ✓ Dusit Thani College

Membership fees 2013 already paid by January 30 : 10

Members already paid in 2012 for the membership 2013 : 7

## PATA Headquarters items

Tangmo reported on the planned PATA Annual Summit ( April 25 – 28 ) in Bangkok and the PATA Travel Mart ( September 15 --17 ) in Chengdu.

## Any Other Business

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 11:28hrs.

### Next meeting

**Wednesday, February 27, 2013**

**at 10:00h at the Engagement Hub  
of the PATA Head Office.**