

**PATA Thailand Chapter's ExCom Meeting Minutes**  
**30<sup>th</sup> July 2014, 14:00 am**  
**At Asiatique the Riverfront**

**Present:**

Ms. Ben Montgomery	Chairman Executive Committee & Chairman Industry Relations Committee
Mr. Luzi Matzig	Vice Chairman
Mr. Bob James	Treasurer
Ms. Urairatana Naothaworn	Advisor
Mr. Bert van Walbeek	Chairman Membership Committee
Mr. Har van der Veen	Chairman IT Committee
Dr. Jutamas Wisansing	Chairman Education Committee
Mr. Siripakorn Cheawsamoot	TAT Committee Member
Mr. Steve Ross	Committee Member
Ms. Pheereeya Anusonthi	PATA HQ
Ms. Monica Pawa	PATA HQ
Ms. Linda Adami	PATA HQ – Intern

**Excused:**

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

**Unexcused:**

M.L. Hathaijanok Kritakara	Hon. Secretary
Mr. Thawatchai Arunyik	TAT
Ms. Phornsiri Manoharn	Advisor
Ms. Pyaman Tejapaibul	TCT
Mr. Siradej Donavanik (Champ)	Committee Member
Ms. Chureerat Kongtrakul	TAT Committee Member
Ms. Patsupa Lelanapaparn	TAT Committee Member
Ms. Panada Chanitwat	Representing the TG Committee Member

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The Chairman opened the meeting at 14:00 pm and welcomed the members.

## Topic

## Presenter

### **Introduction of new Committee members**

**Chairman**

The Chairman introduced officially Ms. Urairatana Naothaworn, the Director of International Affairs Division of the Ministry of Tourism and Sports as PATA Thailand Chapter's new advisor.

### **ExCom Meeting 18<sup>th</sup> July, 2014,**

**Chairman**

### **Minutes to be approved**

The Chairman invited to review and to approve the ExCom Meeting Minutes of 18<sup>th</sup> June 2014.

### **Propose change of PATA Thailand Chapter Bylaws and Executive Committees** **Chairman**

The Chairman proposed to approve the revised PATA Thailand Chapter bylaws (3.f 7.f), which replaced the existing bylaws of 2001 and the amendment from 2008. The rationale for this change is to be united, as all PATA Chapters have been asked to implement the revised PATA Chapter bylaws of August 2010. The ExCom Committee approved the revised PATA Thailand Chapter bylaws.

The Chairman also proposed to approve the new version of PATA Stamp as PATA Logo has been changed. The ExCom Committee approved.

The Executive Committee voted the Chairman, Vice Chairman and Committee Chairmen as following:

Thawatchai Arunyik - Hon. Adviser

#### **Tourism Authority of Thailand**

Ben Montgomery - Chairman Executive Committee

#### **Centara Hotels & Resorts**

Luzi A. Matzig - Vice Chairman

#### **Asian Trails Ltd.**

M.L. Hathaijanok Kritakara - Hon. Secretary

#### **Accor Asia Pacific Corporation**

Bob James - Treasurer

#### **The Sheer Bravado Group**

Bert van Walbeek - Chairman Membership Committee

#### **The Winning Edge**

Narierut Pantong - Chairman Outbound Marketing Committee

#### **Nisco Travel**

Justin Malcom - Chairman Inbound Marketing Committee

#### **Starwood Hotels & Resorts**

Dr. Jutamas Wisansing - Chairman Education Committee

#### **Perfect Link Consulting Group**

Ben Montgomery - Chairman Industry Relations Committee

#### **Centara Hotels & Resorts**

Har van der Veen - Chairman IT Committee

#### **MindWaves Solutions Co., Ltd.**

Siradej Donovanik - Committee Member

#### **Dusit Thani Bangkok**

Chotechuang Soorangura - Committee Member

#### **NS Travel & Tours**

Chureerat Kongtragul - Committee Member

#### **Tourism Authority of Thailand**

Anoma Romyanan - Committee Member

#### **Thai Airways International Public Co., Ltd.**

Phornsiri Manoharn - Advisor

Piyaman Tejapaibul - Advisor

#### **Tourism Council of Thailand**

Urairatana Naothaworn - Advisor

#### **Ministry of Tourism and Sports**

**Secretariat matters****Chairman**

The Chairman updated the Committee on the membership of PATA Thailand Chapter:

Total Members: 96

Members Cancellation: 11

Members Unpaid: 29

**Financial Update****Chairman**

The Chairman presented the Committee the financial statement. The bottom line performance is still in negative balance. It emerged that since 2011, the net reserves have been diminishing every year leading to a potential deficit in net reserves, if immediate response action will not be taken. The Chairman discussed the possible options to reduce costs, especially Management Service and Professional fees. Moreover, she pointed out that other income will be sourced through the two fore-coming events.

Regarding Management fee which currently being paid to PATA HQ. Monica-PATA HQ updated that Khun Pairoj – PATA CFO has agreed in principal that if PTC recruit 18 more member to PATA International membership, then the Management fee will be waived.

**Financial Statement Summary as of June 2014**

Unit : THB	Audited 2011	Audited 2012	Audited 2013	YTD June 2014	Forecast Full year 2014
<b>REVENUE</b>					
Membership	319,455	367,000	373,500	264,750	388,125
Event registration	159,400	440,550	26,250	-	-
Luncheon Vouchers	48,650	138,000	53,900	16,100	15,100
Other programs	-	72,741	201,920	-	282,500
Other income	96,776	46,595	17,000	23,994	23,994
<b>Total</b>	<b>624,281</b>	<b>1,064,886</b>	<b>672,570</b>	<b>304,844</b>	<b>710,719</b>
<b>OPERATING EXPENSES</b>					
Management Service	403,371	449,400	513,600	256,800	495,800
Event luncheons	-	590,357	40,240	14,500	14,500
Quarterly luncheon Meeting	100,910	54,750	17,550	-	-
Professional fees	42,000	105,440	91,791	65,990	110,990
Others	202,648	142,141	120,795	193,973	253,973
<b>Total</b>	<b>748,929</b>	<b>1,342,088</b>	<b>783,977</b>	<b>531,263</b>	<b>876,263</b>
<b>Bottom line results</b>	<b>(124,648)</b>	<b>(277,202)</b>	<b>(111,407)</b>	<b>(226,419)</b>	<b>(165,544)</b>
<b>Net Capital, End of period</b>	<b>497,032</b>	<b>219,830</b>	<b>108,424</b>	<b>(6,588)</b>	<b>(57,120)</b>

**Events Calendar Update  
Update Facebook Event on 20<sup>th</sup> August 2014**

**Dr. Jutamas Wisansing**

Justin was excused and Dr. Jan reported on his behalf.

Dr. Jan introduced the idea of having the postponed Facebook event be part of FEALAC Seminar on Tourism - "Connecting East Asia with Latin America" sponsored by the Ministry of Tourism & Sports and the Ministry of Foreign Affairs where PATA Thailand chapter would deliver content and prove its potential for future collaboration with the Ministry of Tourism and Sports. PATA HQ will endorse the event too. Ms. Urairatana Naothaworn added that after the beginning of Thai Government fiscal year (1 October – 30 September) there could be the option for PATA Thailand Chapter to be hired as a consultant of the Ministry of Tourism and Sports.

**Plan for 2014 Kusa Scholarship with  
Central Group and TCDC**

**Dr. Jutamas Wisansing**

Dr. Jan gave a detailed report about the agreement with Central Group and TCDC for the 2014 Kusa Scholarship. Central Group agreed to be partner in this program. Ben and Dr. Jan are meeting with TCDC tomorrow to discuss their partnership. TCDC will provide content for "train the trainer program", and PATA will endorse it by issuing "PATA Certificate in Tourism Design". Key training managers and educators will be recruited from different organizations to be part of the "train the trainer program", which will take place at PATA HQ Engagement Hub on 11-12 September 2014. The educators will then be recruiting student teams, who will compete to provide innovative and creative solutions for real case settings in Central Group's units. Central Group will provide up to 15 jobs to the winning teams. She thanked Khun Bob for the flyer design for the PATA Certificate in Tourism Design. She added that we are looking for 30 attendees to join, who will be charged 12,000 for the two day workshop at PATA HQ Engagement Hub. The total income workshop plus membership fee for the event will be about 262,000 Baht (for 30 attendees). The Chair highlighted the possibility of continuing the event in the future, if the fore coming workshop in September will be successful.

**Boutique Collection**

**Dr. Jutamas Wisansing**

Dr. Jan introduced to the option of creating a Boutique Collection under PATA Thailand Chapter. These hotels lack of the marketing management skills and learning path. Therefore, PATA Thailand Chapter could offer a forum for those hotels which have been shortlisted in the KTC Competition program. The selling would be done through KTC but it will require the approval from KTC's partners such as TripAdvisor and Bangkok Airways. Dr. Jan will have further discussion with KTC.

### **Membership Committee Presentation**

**Mr. Bert van Walbeek**

Bert showed the committee a draft of letter to member which outline the benefit of the membership. The ExCom went through the list and Bert will change it accordingly.

The Chair invited the committee to be more engaged with the management of the Chapter's Facebook page. The Chapter's Twitter account will be taken out. Access to PATAmPower will only be at local level, namely Thailand only. Tangmo, our secretariat, will be in charge of the membership list, which she confirmed to have updated.

### **Student Chapter Update**

**Chairman**

The Chair reported that JC from PATA HQ will be running the Youth program for PATA HQ. We will work together after the new semester is opened in mid August. The PATA AU Student Chapter has to be formalized by Assumption University.

### **IT Committee Chairman**

**Mr. Har van der Veen**

Har suggested recruiting more people in each committee. There is a need to reinforce strategy optimization marketing. He also suggested introducing monthly webinars and forums to deliver content and knowledge. He will meet IT companies that will be interested in cooperating on this platform.

All agreed that the Chapter's website need to be redesigned completely, but due to budget constraints this will be delayed to next year. Har suggested that members' products and promotions will have to be put on the Chapter's website rather than its Facebook page. He highlighted that the website is very static and the content management system will have to be changed.

With regards to the web maintenance and improvement, he proposed the implementation of Digi-docs. The estimated time and price for the web development is about 4 months and 100,000 Baht respectively. In the meantime, he suggested removing the outdated information from the Chapter's webpage and updating fresh content. He then brought the attention to mobile marketing and discussed future opportunities.

### **PATA HQ Update**

**Ms. Monica Pawa**

Monica updated the no. of the buyers and sellers attending the upcoming PATA Travel Mart in Cambodia. At the moment there are 273 buyers, 230 suppliers and 30 tourism boards.

**TAT Insurance****Mr. Siripakorn Cheawsamoot**

Siripakorn reported that in response to the increase in insurance fees due to the recent political development, the TAT launched the "Thailand Travel Shield" last Friday. The package offers a very large coverage with different length options at competitive prices.

**Public Relations Committee****Chairman**

The Chair introduced Steve Ross to the committee, who will be in charge of the PR.

**Any Other Business**

No other pending business to be addressed, the Chairman thanked the committee and the meeting adjourned at 16:10 pm.

The next meeting will be held on Wednesday 27 August 2014 at Krabi Room, 25<sup>th</sup> Floor, Centara Grand at CentralWorld at 10:00-12:00 hrs.

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