

PATA Thailand Chair's Chatter

" Every crisis has its opportunity " is one of the many wise Chinese sayings and your PATA Thailand Chapter ExCom is heeding this advice and met this week with Our Honorary Chairman, Governor Suraphon Svetasreni, as well as with Deputy Governor Juthaporn Rerngronasa !

During a 2 hour session we, your Chapter representatives, exchanged ideas and discussed opinions on how to turn the present challenges into future chances with the aim of first rehabilitating, and then expanding, the various Thai Tourism Industries that your Chapter represents.

The bottom line of our constructive 2-way conversation is that :

- The TAT is working to unite the industry and to bring a sense of community back into our industry and that we all agree, it will need a " All for One, One for All " approach once we can start the recovery process.
- We are aware of the many, sometimes conflicting, statements that tourism association leaders are presently making and we agreed on the need to " accentuate the positive ", as well as on the necessity to reduce this negative approach of " only " highlighting the huge loss of revenues.
- We concur that the present approach will have a negative " domino " effect ", scaring actual and potential leisure tourists as well as business event organizers even more, therefore resulting in more postponements and/or cancellations. For that reason the PATA Thailand Chapter will continue to refer to the TAT's spokesperson(s) when asked to comment.
- We have offered, on your behalf, our members' support and agreed that the PATA Thailand Chapter will support the TAT with the planning of 2 recovery activities and, once the time is ripe, the execution of such " events " :

Cooperate on the conception and the organization of a trend-of-the-future setting 50th Anniversary Conference, highlighting the Governor's 4 main objectives for the TAT, hopefully during the last quarter of 2010 !

To be part of a team to design potential recovery strategies and actions similar to " The World Our Guest " revival campaign but, in contrast to 1992, primarily using digital communication as its key component !

- Last but not least, we discussed and agreed that we have to prepare each other to effectively encounter the imminent "onslaught" of so-called " Friends of Thailand " distributors which will soon start to pressure their suppliers to reduce their rates by at least 30 %

Specifically the SME organizations of our tourism industries will, in a little while and once again, be bullied, black-mailed and " educated " that, in order to facilitate marketing promotion activities by those distributors, additional discounts are needed !

Or else Thailand's tourism will never come back, those " friends " will " enlighten " us !!!!!!!

We, the Excom, hope that this feedback and the information on our future actions is what you are looking for in order to get more value out of the PATA Thailand Chapter.

Please do let us know what else we, your ExCom, can do to start preparing for Thailand's biggest and fastest ever come-back after this present crisis.

Wishing you all a cheerful, and peaceful, Songkran,

PATA-ly yours,

Bert Van Walbeek,
your Chairman of your PATA Thailand Chapter.