

Using price as a marketing (recovery) tool

Rates versus value :

Are we going off the deep end ?

Wednesday, July 28th, 2010

1730-2000 hrs.

Siam Ocean World



17:30	Registration & Cocktails
18:30	Welcome
18:32	Panel discussion
19:45	Conclusion of panel's debate
20:00	Good night and " Together We Can



Panellists :

Inbound Operator Luzi Matzig , Asian Trails
Chaladol Ussaman
CBS Travel Asia

Wholesaler " Surprise Guest

"Hotels Chanin Donavanik, Dusit Group
Wayne Buckingham, Starwood

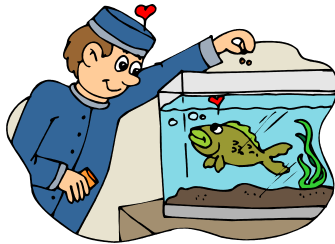
Moderator Jim Reed



Rate or Value, off the deep end ? Using price as marketing (recovery) tool

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1730-2000 hrs.
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REGISTRATION FORM



Return to:
PATA Thailand Chapter Secretariat
Convention Organisers Co., Ltd
15/13 Anarak Building, Soi Pipat (Silom 3)
Silom Road, Bangrak
Bangkok 10550, Thailand
Tel: (66-2) 237-5195 to 9
Fax (66-2) 237-5190
E-mail: pata@asiaaccess.net.th

REGISTRATION INSTRUCTIONS

1. Delegate Registration Form to be completed in BLOCK letters, must be returned with payment to --

PATA Thailand Chapter
The Thai Military Bank, Silom Soi 7 Branch
Current Account No: 004-100263-5
Or charged to an Amex/Visa/Master Credit Card (3% extra charge)

2. A receipt to be issued by the PATA Treasurer will serve as a confirmation.

Registration Fee Entitlement

1. Free Siam Ocean World Entrance Fee for PATA Thailand Chapter Members
2. Special Siam Ocean World Entrance Fee for Non-Members
3. Hot & Cold Snacks and Hors D'oeuvres



DELEGATE INFORMATION

Surname/Family Name _____ First Name _____

Organisation/Company _____

Position _____

Address _____

Telephone _____ Fax _____ Email _____

Registration Fees *(No cancellations, replacements accepted)*

PATA Thailand Chapter Member Baht 550 per person or Luncheon Voucher
Non -Member Baht 800 per person

Payment

Cheque No. _____ Amount _____

Bank _____

Credit Card: (For credit card payment sign below to authorize your payment and send the form to PATA Secretariat, Fax 0-2237-5190)

Amex Visa MasterCard

Credit Card No. _____ Expiry Date _____

CVV No: _____ (3 digits at back of VISA and MasterCard only)

Credit Card Owner _____

Amount Baht _____

Signature _____ Date _____