



## Minutes of the Executive Committee Meeting held on Wednesday, July 16<sup>th</sup>, 2008, 10:00 hrs. at Asian Trails Ltd.

**Present:**

|                              |   |
|------------------------------|---|
| Mr. Luzi A. Matzig           | Chairman, Executive Committee & Chairman, Marketing Committee |
| M.L. Hathaijanok Kritakara   | Hon. Secretary & Chairman, Programme Committee                |
| Mr. Bob James                | Co-Chairman, Education Committee                              |
| Mr. Ken Scott                | Chairman, P.R. Committee                                      |
| Mr. Duncan Jamieson          | Committee   |
| Mr. Bert Van Walbeek         | Committee   |
| Mr. James Reed               | Committee   |
| Mr. Heiko Wilms              | Committee   |
| Mr. Chalongchai Hiranyalekha | Director, Sales Management                                    |
| Ms. Supaporn Chinpasnan      | Convention/Incentive Sales Promotion, THAI                    |
| Ms. Patsupa Lelanapaparn     | Assistant Director – The Americas Market Division, TAT        |
| Mrs. Joan Sarasin            | Secretariat   |

**Excused:**

|                                 |  |
|---------------------------------|--|
| Mr. Kusa Panyarachun            | Vice Chairman & Hon. Treasurer           |
| Mr. Danai Wansom                | Chairman, Industry Development Committee |
| Mr. Nino E. Jotikasthira        | Chairman, Membership Committee           |
| Mr. Vincent Tabuteau            | Chairman, Green Projects Committee       |
| Ms. Nattera Kachornserelikitkul | Committee                                |
| Mr. Pichai Chunganuwad          | Committee                                |
| Mr. Apichai Sakulsureeyadej     | Advisor, TTC                             |
| Ms. Paveena Niemwongse          | Manager – Communications, PATA HQ        |
| Ms. Waraporn Sornprom           | Assistant Director – Membership, PATA HQ |

Mr. Luzi Matzig, Chairman, PATA Thailand Chapter, opened the meeting at 1005 hrs.

**1. Minutes of the Executive Committee Meeting held on May 7<sup>th</sup>, 2008**

The Minutes were reviewed and following amendments were made –

Page 2 - Function Room for Future Seminars –

The meeting suggested PATA Thailand Chapter should make use of the meeting rooms at the Tourism Authority of Thailand for future seminars in order that we can offer our members seminars at a more attractive rate and we could start by organizing the Educating the Educators Seminar at TAT so that we can charge a very low registration fee for academics.

Page 4 - Presentation of the Long Standing Award to Khun Kusa Panyarachun -

The meeting decided that this award will be officially presented by TAT Governor Phornsiri who will host lunch on this day when the award will be presented.

The Minutes were approved with the above amendments.

## **2. Committee Reports**

### **Membership Committee**

In the absence of Nino Jotikasthira, Chairman, Membership Committee, Joan reported that letters of invitation for membership in PATA Thailand Chapter were issued by Heiko Wilms to e-businesses and by Vincent Tabuteau to members of the Cruise Operators.

There have not been any applications received to date.

### **Membership with Outstanding Membership for 2008 –**

To date we have 14 members with outstanding membership fees for 2008.

The meeting cancelled MBK Development PLC.

Duncan Jamieson suggested that we should approach the major banks to be a member of the Thailand Chapter. Amex also supports many travel industry projects.

### **Education Committee**

#### **1. 3<sup>rd</sup> IT Seminar – “A Bite of On-line Product Distribution and Web 2.0”**

Bob James, Chairman, Education Committee, reported to the meeting that after postponing the 3<sup>rd</sup> IT Seminar from May 21<sup>st</sup> to June 25<sup>th</sup> due to very low bookings, it was decided to cancel this seminar.

Heiko Wilms informed the meeting that the topic “A Bite of On-line Product Distribution and Web 2.0” is very interesting but it is fairly advanced for the travel industry.

The meeting discussed at length what IT topics would be of interest to our members and it was agreed that an e-marketing seminar with IT topics would be more interesting to our members so the meeting requested that Heiko should discuss this with Mr. Har van der Veen.

Luzy Matzig informed the meeting that for future seminars a decision will be made on the minimum number of participants we need to go ahead with a seminar so once we have reached this number we will go ahead with the seminar.

#### **2. “The Future is Now” – Educating the Educators & Training the Trainers Seminar & PATA Quarterly Luncheon Meeting, August 19<sup>th</sup>, 2008 at The Tawana Bangkok**

Bert Van Walbeek informed the meeting that the seminar will be targeted to HR personnel and academics. However, since many organizations now recruit their staff from university students this would be an excellent opportunity to network with the leading educational institutions at this seminar.

Joan reported to the meeting that we had originally planned to apply for sponsorship of air transportation for a speaker from Brisbane but TCEB turned us down as education for the travel industry does not fit under training for the MICE industry. We then applied for sponsorship from TAT and this is pending is present.

The meeting decided that the minimum number of delegates for this seminar will be 30 delegates. We will also organise our Quarterly Luncheon Meeting which was postponed on June 25<sup>th</sup>, 2008.

The PATA Secretariat will launch this seminar on Monday, June 21<sup>st</sup>, 2008 with promotions to the following associations –

1. TAAT – Tourism Academic Association (Thailand) – Associate Prof. Manat Chaisawat to promote the seminar to all the educational institutions which are members of TAAT
2. Bert Van Walbeek – to also promote the seminar to his contacts as international institutions
3. PATA Thailand Chapter Members
4. PATA HQ database
5. TICA, TCEB, ICCA, SITE, THA, SKAL & ATTA

The meeting requested that the seminar brochure will also be sent out by Heiko as an electronic circular.

### **3. “Mission to MICE”, October 10<sup>th</sup>, 2008**

Bert Van Walbeek informed the meeting that we will have a meeting with TCEB to finalise their sponsorship which will be along the same lines as “The Big Picture” last year when they covered the expenses for all the speakers. Bert will have the programme for this seminar ready by the next Executive Committee Meeting in August.

Joan informed the meeting that she attended the TCEB Industry Day on July 3<sup>rd</sup>, and met with all the TCEB Reps from throughout the world (Australia, China, Hong Kong, India, Japan, Malaysia, Singapore & Russia) and they have promised to support this event as speakers as participants or to help promote the seminar.

Bert informed the meeting that we have to work with the organisers of IT&CMA to promote our seminar so that their delegates know ahead of time that our seminar will held on the day after IT&CMA.

Ken will prepare a press release on this seminar to be sent to all the travel magazines.

Joan informed the meeting that we have received an offer from the Centara Grand and Bangkok Convention Centre at CentralWorld as the venue hotel and we will request them to be a co-sponsor like last year.

Joan informed the meeting that we will target for 200 participants.

### **P.R. Committee**

Ken Scott, Chairman, P.R. Committee, reported that the July/August e-Newsletter was issued on July 7<sup>th</sup>. We had a very good response from our members for news items for this issue.

The meeting noted that the database to send the e-Newsletter includes the following travel industry associations –

1. TICA
2. ICCA
3. SITE
4. THA
5. ATTA
6. SKAL Clubs in Bangkok, Pattaya, Northern Thailand Phuket, Samui & Hua Hin
7. PATA HQ

### **Industry Development Committee -**

The meeting was informed that Khun Danai was responsible for organising the Meeting with the Minister of Tourism & Sports on June 16<sup>th</sup>, 2008.

### **Financial Report for June & July 2008 -**

In the absence of Khun Kusa Panyarachun, Vice-Chairman & Hon. Treasurer, Luzi Matzig reviewed the Financial Report for June & July 2008.

### **Green Projects Committee**

In the absence of Vincent Tabuteau, Chairman, Green Projects Committee, Ken Scott presented to the meeting the booklet issued by SKAL International – Tips for Sustainable Tourism.

The meeting approved that we will get the approval of SKAL International to use their booklet as a sample for PATA Thailand Chapter to produce an e-booklet with tips on sustainable tourism.

Joan will check with Andrew Wood how SKAL International distributes this booklet which was co-sponsored by TAT.

The meeting decided that our e-booklet will be prepared in a PDF format and to be posted in the PATA Thailand Chapter website. A circular will be sent to our members asking them to submit their green tips and we will also offer sponsorship of this e-booklet through banner or link button ads. A suggestion was received that this e-booklet should also be translated into Thai.

The meeting approved a budget of Baht 10,000 for Ken to prepare this e-booklet. Heiko also offered the help of his inhouse artist for this project.

E-Commerce – Heiko Wilms reported that the PATA Thailand Chapter website has been redeveloped according to the requirements of the Executive Committee.

Heiko will check on the Executive Committee and Minutes of the Executive Committee Meetings which are missing from the PATA Thailand Chapter website.

Heiko recommended to the meeting that the Membership List should not include photographs or email addresses but after discussing this matter it was decided that we will maintain the photographs of our members and their email addresses.

### **3. Any Other Business**

#### **PATA Industry Council**

The meeting approved that our candidate for the PATA Industry Council will be Bert Van Walbeek. The meeting was informed that the PATA Thailand Chapter has 42 members who are PATA HQ members so we are only entitled to propose one candidate for the PATA Industry Council.

#### **PATA Foundation Silent Auction**

The PATA Secretariat will send out a circular to our members inviting them to contribute towards our traditional “Thailand Package” for the Silent Auction.

The meeting decided that we will not have the Executive Committee Meeting on August 19<sup>th</sup>, when we have the Educating the Educators Seminar and the PATA Quarterly Luncheon Meeting. The Executive Committee Meeting will be held on August 27<sup>th</sup>, 2008 with the venue to be advised.

There being no further business the meeting adjourned at 1215 hrs.