



**Minutes of the Executive Committee Meeting  
held on Wednesday, August 27<sup>th</sup>, 2008, 10:00 hrs.  
at Asian Trails Ltd.**

**Present:**

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Nino E. Jotikasthira	Chairman, Membership 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. Heiko Wilms	Committee
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Mrs. Joan Sarasin	Secretariat

**Excused:**

Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. James Reed	Committee
Mr. Chalongchai Hiranyalekha	Director, Sales Management
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, opened the meeting at 1010 hrs.

**1. Minutes of the Executive Committee Meeting held on July 16<sup>th</sup>, 2008**

The Minutes were reviewed and approved.

**2. Committee Reports**

**Membership Committee**

The following organizations will be invited to be members of the PATA Thailand Chapter –

1. Royal Princess Hotel (taken over by Thanachart Bank)
2. Sheraton Krabi (taken over by Thanachart Bank)
3. Khun Staporn Sirisingh – KTC
4. King Power & Pullman King Power Hotel
5. Novotel Suvarnabhumi Hotel

6. Krabi Air (new airline)
7. Members of TAAT

The meeting approved that educational institutions will be offered a 50% discount on our membership fees so any institution which joins in September will be offered a 25% registration fee – Baht 1,250 plus Baht 1,000 for entrance fees.

### **Education Committee**

#### **1. “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, Seminar Chairman, reported that this was a very successful seminar and received excellent evaluation from the 37 participants. It is planned to organise an annual seminar together with the Tourism Academic Association Thailand and their members.

The 4 presentations from the guest speakers will be uploaded in pdf file and Heiko Wilms will provide the link which the PATA Secretariat will forward to the 37 participants.

The meeting acknowledged the sponsorship of accommodations from TAT for the guest speaker from Australia.

#### **2. “Mission to MICE”**

Bert van Walbeek informed the meeting that TCEB is planning a summit for organisers on October 6<sup>th</sup>, before IT&CMA and this will duplicate our MICE seminar. Therefore, it was decided we will postpone the MICE seminar until 2009 when we will organise this seminar separately from IT&CMA.

#### **3. “Marketing 2008”, October, 2008 -**

Bert van Walbeek proposed this seminar to replace Mission to MICE and the tentative programme was submitted to the meeting.

The meeting requested Bert to propose a date in early November as October 24<sup>th</sup>, is the day after a public holiday and the start of ITB Asia.

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

Ken Scott, Chairman, informed the meeting that our members are sending in their product news for the e-Newsletter and he plans for the next e-Newsletter to be ready by next week.

### **Industry Development Committee -**

Khun Danai Wansom, Chairman, requested the TAT to ensure that PATA Thailand Chapter is always invited to all the travel industry meetings organised by them, Khun Patsupa confirmed that PATA Thailand Chapter is already listed in the TAT database.

M.L. Hathaijanok suggested that we need to promote the Thailand Chapter as a local travel industry association and we can do this by using the Thai name of the Chapter as follows

“สมาคมส่งเสริมการท่องเที่ยวภาคเอเชียแปซิฟิกประจำประเทศไทย”

### **Marketing Committee –**

Luzi Matzig, Chairman, requested the Secretariat to send out to our members on a monthly basis a report on the banner/button advertisements which are still available for sale. This should also be included in our website and Heiko was requested to help out with this

**Financial Report for July & August 2008 -**

Khun Kusa Panyarachun, Vice-Chairman & Hon. Treasurer, reviewed the Financial Report for July & August 2008.

The meeting approved that Khun Kusa can move our bank account at Krung Thai Bank to Kasikorn Bank.

**Green Projects Committee**

Luzi Matzig informed the meeting Vincent Tabuteau has announced his resignation from East West Siam Ltd. and his membership will now be under Asia Marine Ltd. However, he is abroad at the present time.

Ken informed the meeting that he is working with Andrew Wood on the Tips for Sustainable Tourism which will be co-branded by SKAL International and PATA Thailand Chapter.

**3. Any Other Business****PATA Foundation Grant**

Khun Kusa Panyarachun suggested that we submit the Royal Projects should be nominated for the PATA Foundation Grant.

The meeting approved that if our nomination is successful and the Royal Projects receive a grant of US\$10,000, the PATA Thailand Chapter will donate the balance to make this a total of Baht 500,000 donation towards the Royal Projects.

There being no further business the meeting adjourned at 1120 hrs.