



**Minutes of the Executive Committee Meeting
held on Thursday, October 16th, 2008, 10:00 hrs.
at Centara Grand & Bangkok Convention Center at CentralWorld**

Present:

M.L. Hathaijanok Kritakara	Hon. Secretary & Chairman, Programme Committee
Mr. Danai Wansom	Chairman, Industry Development Committee
Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Heiko Wilms	Committee
Mr. Jamrong Ratanaphan	TAT
Mr. Chalongchai Hiranyalekha	Director, Sales Management
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Rochana Maiyaroj	Manager – Membership Service, PATA HQ
Mrs. Joan Sarasin	Secretariat

Excused:

Mr. Luzi A. Matzig	Chairman, Executive Committee & Chairman, Marketing Committee
Mr. Kusa Panyarachun	Vice Chairman & Hon. Treasurer
Mr. Bob James	Co-Chairman, Education Committee
Mr. Nino E. Jotikasthira	Chairman, Membership Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Bert Van Walbeek	Education Committee
Mr. James Reed	Committee
Ms. Nattera Kachornserelikitkul	Committee
Mr. Pichai Chunganuwad	Committee
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mr. Apichai Sakulsureeyadej	Advisor, TTC

In the absence of Luzi Matzig, Chairman and Khun Kusa Panyarachun, Vice-Chairman & Hon. Treasurer, M.L. Hathaijanok Kritakara, Hon. Secretary & Chairman, Programme Committee, opened the meeting at 10:15 hrs.

1. Minutes of the Executive Committee Meeting held on September 17th, 2008

The Minutes were reviewed and approved.

2. Committee Reports

Membership Committee

In the absence of the Chairman, Membership Committee, M.L. Hathaijanok reported that the Korean International Tourism Organisation has moved from the Dusit Thani Hotel so the Secretariat should check with the Korean Embassy for their new address.

Pending Memberships –

1. Amanpuri – Vincent will check with Amanpuri Cruise Office
2. Bangkok Marriott Resort & Spa – Secretariat to check with Marriott Riverside
3. Le Meridien Thailand – Secretariat to check with Plaza Athanee
4. Mono Travel – Secretariat to get their address from Heiko
5. Phuket Nalina Resort & Spa – their cheque is being processed
7. Special Journey – to cancel

Potential New Members –

1. Novotel Suvarnabhumi Airport Hotel – Secretariat to send letter of invitation to Mr. Trister, GM, and to refer to M.L. Hathaijanok Kritakara
2. TAAT Members – to work with Bert Van Walbeek on the following -
 1. Narasuan University
 2. ABAC (new campus at Suvarnabhumi) – Joan has a contact
 3. Southern Cross of Australia
 4. Mahidol University

Heiko Wilms suggested we check the websites of dive shops in Phuket to send them our membership invitations.

Vincent suggested potential members can be the Chambers of Commerce because like all travel industry associations their members are decreasing all the time.

Education Committee**“Quality or Quantity” Seminar, January 23rd, 2009 – Venue – pending -**

In the absence of Bert van Walbeek, Chairman, Education Committee, Joan reported that the programme has been submitted to the TAT Governor and their sponsorship for this seminar is confirmed.

Quarterly Luncheon Meeting on October 16th, 2008, Centara Grand & Bangkok Convention Center at CentralWorld -

Joan reported that we have a record number of 54 participants for our Quarterly Luncheon today. The meeting requested the Secretariat to check with our delegates the reason for their attendance – the topic of the guest speaker or if a Thursday is more convenient than Wednesday?

The meeting expressed their appreciation to PATA HQ for contacting Mr. Burt Woolf, Principal, Center for Quality of Life (C4QL), as our guest speaker.

P.R. Committee

In the absence of Ken Scott, Chairman, P.R. Committee, Joan reported that he is preparing the last e-Newsletter for 2008 so everyone was requested to send their product information.

The Secretariat will send to Ken the pictures of today’s luncheon meeting plus a summary on the presentation on “Integrative Travel: A New for Tourism Development”.

The circular on the Joint PATA/SKAL Xmas Luncheon will be published in the e-Newsletter.

Programme Committee –**Joint PATA/SKAL Xmas Luncheon, December 9th, 2008**

The following venues were suggested by the meeting –

- Vincent suggested we offer our members a different venue – Cabbages and Condoms owned by Meechai's organisation which runs schools for needy children.
- The meeting discussed using the Chao Phaya Hotel as Andrew Wood will offer us a very good luncheon programme and this was approved. The Secretariat will check out the BTS service to this hotel and to inform our members.

Industry Development Committee –

Danai Wansom, Chairman, Industry Development Committee suggested that we should approach Airline Managers once again to join PATA Thailand Chapter.

Jackie Tisapramotekul, PATA HQ suggested that we should organise a survey to our members and the local Secretariat will liaise with her on this.

Khun Chalongchai Hiranyalekha, THAI suggested that we should constantly convey to our members the benefits of their membership in the PATA Thailand Chapter.

Jackie Tisapramotekul, PATA HQ, reported to the meeting that this matter was discussed at the PATA Board Meeting in India that they are trying to find out from the members how they benefit from their membership.

Heiko suggested that one obvious value of PATA membership is the attendance at our quarterly luncheon meetings and seminars of top level executives from the travel industry. Therefore, he agreed with Luzi Matzig that we must always have a good and interested guest speaker at every Quarterly Luncheon Meeting.

Green Projects Committee -

An Award for Environment Programmes – this suggestion was accepted by the meeting for further consideration.

Joan informed the meeting that we have already circulated the SKAL Green Tips to our members with a request they send us additional tips for PATA Thailand Chapter to prepare our own booklet but so far we have not received any suggestions. Joan suggested that we could try to encourage our members to participate in this programme by selected the best tips and to give our members a free lunch as well as acknowledgement in our e-Newsletters.

3. Any Other Business**Situation Update from TAT & THAI –**

Khun Chalongchai Hiranyalekha, THAI, informed the meeting that THAI and TAT organised a very successful Be-My-Guest programme for over 1,000 leading travel agents from throughout the world as part of the Visit Amazing Thailand 2009 campaign.

This programme was to show the travel industry that the present political situation is now back to normal so they can start to bring their clients back to Thailand.

Khun Jamlong Ratanaphan, TAT, also gave the meeting a report on the above programme which was a great success.

There being no further business the meeting adjourned at 1140 hrs.