



**Minutes of the Executive Committee Meeting  
held on Wednesday, July 22<sup>nd</sup>, 2009, 10:00 hrs.  
at World Travel Service 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. Ken Scott	Chairman, P.R. Committee
Mr. Bert Van Walbeek	Co-Chairman, Education Committee
Mr. Bob James	Co-Chairman, Education Committee
Mr. James Reed	Committee
Mr. Jamlong Ratanapan	Committee
Mr. Danny McCafferty	Committee
Mr. Ashley Monteiro	Committee
Mr. Blair Speers	Committee
Ms. Rochana Maiyaraj	Manager – Membership Service, PATA HQ
Ms. Ben Montgomery	Assistant Director – Membership, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Ms. Supaporn Chinpasnan	Convention/Incentive Sales Promotion, THAI
Mrs. Joan Sarasin	Secretariat

**Excused:**

Mr. Vincent Tabuteau	Chairman, Green Projects Committee
Mr. Pichai Chunganuwad	Committee
Mr. Chalongchai Hiranyalekha	Director, Sales Management, THAI
Ms. Paveena Niemwongse	Manager – Communications, PATA HQ
Ms. Ornuma Tisapramotekul	Associate Director – Membership Services, PATA HQ
Mr. Apichai Sakulsureeyadej	Advisor, TTC

Luzi Matzig, Chairman, opened the meeting at 1030 hrs.

**1. Special Meeting to Discuss India Road Show**

Luzi Matzig reported that a special meeting was called this morning with representatives of TAT, TCEB, THAI, Nino, Khun Kusa and himself.

He informed the meeting that Khun Kusa met with Khun Phornsiri, past TAT Governor, Chairman, PATA and they discussed what could be done to improve the present situation of the Thailand travel industry and came up with the idea of organizing a Road Show to India which is a market with good potential for the Thai travel industry.

Ashley Monteiro, Pathfinders Travel Co., Ltd., joined the meeting at this point and after discussion the meeting came to a conclusion that we will go ahead to organize a Road Show to India. Our options will be to wait to hear from Khun Pichaya Saisaengchan, Chief of ASEAN, South Asia & South Pacific, Action Plan Section, TAT who will meet with the Ministry of Foreign Affairs on July 28<sup>th</sup>, and will submit our request to join the government to visit Hydrabhad, Chennai and Bangalor but we would like to organize our own table top show with the travel industry of these three cities.

Our second option will be to join the TAFI Show in Chiangmai on October 22<sup>nd</sup>-25<sup>th</sup> if TAT is able to get PATA Thailand Chapter 10 or more booths for our members. Ashley will also be in contact with the organizer in India with the same objective.

A meeting will be held on August 5<sup>th</sup>, at 1000 hrs., at WTS to further discuss this matter.

Khun Supaporn, THAI will check on the availability of seats for the Road Show with the Ministry of Foreign Affairs on October 22<sup>nd</sup>-25<sup>th</sup>.

## **2. Minutes of the Executive Committee Meeting held on June 17<sup>th</sup>, 2009**

The Minutes of the Executive Committee Meeting were reviewed and approved.

## **3. Committee Reports**

### **Membership Committee**

Nino Jotikasthira, Chairman, Membership Committee report on the following –

#### **New Members –**

1. Maritime Park & Spa Resort
2. Phuket Book Now Co., Ltd. – Tour Operator, Inbound
3. Jet International Travel Co., Ltd.

The meeting reviewed and approved the above membership applications.

#### **Members with Outstanding Membership Fees for 2009 –**

Khun Nino reported he has been in contact with the following members –

1. Abacus Distribution Systems (Thailand) Ltd. – the PATA Secretariat to send them their membership invoice with a cover letter from Khun Nino.
2. S.I. Tour Ltd., Part – since the owner Khun Idthi has been ill for a while his wife now be responsible so the Secretariat to send Khun Sophie the membership invoice.

### **Education Committee**

Bert Van Walbeek, Chairman, Education Committee, reported that we made a small profit of Baht 5,051 for the Risk & Crisis Management in Tourism Seminar.

We reviewed the evaluation for this seminar and reviewed the suggested topics received from our members.

The meeting suggested that we organize a seminar on “Revenue Generation” and Bert stated that he will need a lot of help from the Executive Committee members for this topic.

Blair promised to send a list of speakers and topics for this seminar.

**“Travel Technology Seminar 2009” to be organized by TTA with the support of PATA Thailand Chapter on July 15<sup>th</sup>, 2009 -**

This seminar was cancelled due to poor attendance.

TTA will organize the launch of their association on July 24<sup>th</sup>, when there will be a half day seminar free of charge and all members of PATA Thailand Chapter have been organized.

Joan reported the 30 RSVPs have been received from our members for this launch ceremony and seminar.

**P.R. Committee**

Ken Scott, Chairman, P.R. Committee, informed the meeting he sent out the newsletter to our members in June. The July product newsletter should be ready by this week.

Ken informed the meeting that Blair and team have very kindly offered to redesign a template for both newsletters and this will be launched in September.

Blair informed the meeting our web hosting is now working and this should be checked out urgently.

The meeting requested the assistance of Blair and his team to take over the PATA website effective from August. Blair will advise the PATA Secretariat this procedure of handing over the PATA Website to HotelTravel.com.

Nino suggested in order that we can promote membership in our Chapter we should also send our members and product newsletter to our databases – TICA, ATTA, ICCA, Site, SKAL, Participants from past PATA Thailand Chapter events.

Blair suggested that we also use the TAT databases to distribute the members and product newsletters and the Secretariat will follow up on this.

**Marketing Committee**

Luzy Matzig, Chairman, informed the meeting that the Bowling Tournament was cancelled due to a lack of interest from our members.

PATA Thailand Chapter Website –

Ken proposed that the Marketing committee should organize a presentation by an expert such as Ashley Monteiro who is very knowledgeable in the India market. The meeting agreed that following all future Luncheon Meetings that the Marketing Committee will organize a presentation by either a member of the Thailand Chapter or an expert from the travel industry. We will charge a fee of Baht 1,000 per person for a two hour presentation.

Therefore, if the Road Show to India does materialize this will be our first topic of the India Market will be presented to our members at the September Luncheon Meeting.

**Green Projects Committee**

Luzi reported to the meeting that he just met Vincent yesterday and he would like to remain the Chairman of the Green Projects Committee.

### **Financial Report for July 2009**

Khun Kusa Panyarachun, Hon. Treasurer, reviewed the Financial Report for July 2009.

#### **4. Any Other Business**

M.L. Hathaijanok Kritakara, brought to the attention of the meeting the latest scam at Suvarnabhumi Airport which has been covered by the BBC. The meeting requested Khun Patsupa to check if TAT will be issuing a press release on this matter so that our members are informed.

#### **Webinar on “Flu Pandemic: Business Continuity and Planning”, July 22<sup>nd</sup>, at 1400 hrs. –**

Khun Ben Montgomery invited everyone to join the webinar to be organized this afternoon by PATA Head Office.

She informed the meeting that PATA Head Office plans to organize these webinars on a regular basis.

#### **Visit of Mr. Shahram Saber, PATA Asia Regional Director on July 21<sup>st</sup>-23<sup>rd</sup>, 2009 -**

Khun Ben informed the meeting that Mr. Shahram is unable to visit Thailand so this meeting will be cancelled.

#### **Celebrity Programme –**

M.L. Hathaijanok inquired from TAT on their promotion of the visit of the Liverpool Team to Thailand as he had seen very little coverage of this visit? The secretariat will follow up with TAT on this matter.

Khun Patsupa will also let us know about this Celebrity Programme for the future.

#### **Letter to the Prime Minister – “How to Make the National Agenda of Tourism to become a Realty?”**

M.L. Hathaijanok informed the meeting that he has prepared this proposal and will be personally presenting it to the Prime Minister. He will keep the meeting informed if there are any results for his personal plan.

There being no further business the meeting adjourned at 1200 hrs.

The India Road Show Meeting will be held on August 5<sup>th</sup>, at 1000 hrs., at World Travel Service.