

Minutes of the Executive Committee Meeting held on Wednesday, April 21st, 2011, 10:00 hrs. at Asian Trails Ltd.

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee & Chairman, Education Committee
M.L. Hathaijanok Kritakara	Secretary
Mr. Bob James	Treasurer
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Duncan Jamieson	Co-Chairman, Membership Committee
Mr. Charles Pamonmontri	Committee Member
Mrs. Ben Montgomery	Director, PATA Chapters, PATA HQ
Ms. Patsupa Lelanaparn	Assistant Director – The Americas Market Division, TAT
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Luzi A. Matzig	Vice Chairman
Mr. James Reed	Chairman, Marketing Inbound Tourism Committee
Mr. Danny McCafferty	Co-Chairman, Membership Committee
Mr. Blair Speers	Chairman, IT Committee
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee Member
Mrs. Sasiwimol Skulyong	Travel Industry Relations Department, THAI
Ms. Panada Chanitwat	Convention & Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

Bert van Walbeek, Chairman, opened the meeting at 1010 hrs.

	ACTION
<p>1. Minutes of the ExCom Meeting held on March 16th, 2011</p> <p>The Minutes of the ExCom Meeting was reviewed and approved.</p>	
<p>2. Chairman’s Report</p> <p>2.1 Comments on ExCom Activities and Efforts</p> <p>Bert reported on his attendance at the PATA 60th Anniversary Conference held in Beijing.</p> <p>The PATA Chapters Meeting was very successful with 22 Chapters in attendance.</p>	

	ACTION
Ben reported that she will be sharing with all the PATA Chapters everything that was discussed during the Chapters Meeting.	Ben
<p>2.2 Courtesy Visit to meet with Khun Pandit Chanapai, Executive Vice President, THAI</p> <p>The meeting requested Charles to reschedule this meeting.</p>	Charles
<p>2.3 Courtesy Visit to meet with the new Perm. Sec. MoTS</p> <p>We are waiting for a new date for this visit.</p>	Secretariat
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>3.1.1 TAT Conference – Thailand Tourism Marketing – Mapping the Future, May 19th, 2011 at Shangri-La Hotel</p> <p>A Meeting was chaired by Khun Suraphon, TAT Governor on April 25th, 2011. The final programme was approved and the 2nd promotion circular will be issued this week.</p> <p>Bert informed the meeting that the objective of this conference will be to establish 4 work groups from volunteers who attend the 4 brainstorm sessions who will work with group leaders to be assigned by TAT.</p> <p>Ben volunteered to be the Speaker Coordinator.</p> <p>Bert will be sending out invitations for 8 Co-Facilitators who will assist 4 Facilitators of the brainstorm sessions.</p> <p>Bert requested Charles to ensure the at the guest speakers who will travel on THAI are extended VIP treatment on their arrival and departure.</p>	
3.1.2 Customer Satisfaction Survey by ABAC	Dr. Jutamas
<p>3.1.3 Kusa Panyarachun Scholarships Update</p> <p>The Secretariat will follow up on this.</p>	Secretariat
<p>3.1.4 Other Programmes</p> <p>In the absence of Dr. Jutamas her report was presented by Bert.</p> <p>- Dr. Jutamas proposed to organize a programme “from Papers to Practise: Walk the Talk” which will provide the opportunity for post graduate students of leading universities to</p>	Dr. Jutamas

present their research to the travel industry. Two research projects will be selected from each institution to be presented to the industry.	
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	ACTION
<p>- Presentation by Prof. Philip Pearce, Founding Professor, James Cook University, has offered to conduct a workshop on “Tourist Behaviour – The How What Where When Why – during his visit to Bangkok on July 11th.</p> <p>The meeting approved both the above programmes and Aj. Jutamas will proceed to plan them both.</p>	Dr. Jutamas
<p>3.2 Marketing Inbound Tourism Committee</p> <p>3.2.1 Marketing Membership Survey</p> <p>Bob reported to the meeting in the absence of Jim that the Membership Survey has to be prepared by Blair as an online survey – Secretariat to action.</p>	Secretariat
<p>3.2.2 Next Quarterly Meeting</p> <p>Bob reported that Jim has proposed the next lunch seminar could be female hotel executives who have made it to the top in international hotel chains. Bert will propose the name of 3 women GMs and the meeting approved this programme for the 3rd Wednesday of August.</p>	Secretariat
<p>3.3 Marketing Outbound Tourism Committee Chair</p> <p>3.3.1 Committee Chair</p> <p>We have still not appointed the Marketing Outbound Tourism Committee Chairman.</p> <p>A Fam Trip is being organized by Asian Trails and PATA Finland. Bert will be in contact with the Finnish Embassy for them to organize drinks for the Thailand Chapter ExCom and PATA HQ to meet with them.</p> <p>PATA Nepal, the Secretariat to follow up with TTAA for a database of outbound travel agents for the Nepal market.</p> <p>Ken will help them to organize a meeting with the travel media. Bert has already sent them recommendations for venues for them to organize their function.</p>	Secretariat
<p>3.4 P.R. Committee</p> <p>3.4.1 Update for the Tourism Thailand Marketing – Mapping the Future Conference</p> <p>Ken informed the meeting that he has arranged a meeting with the media after the ExCom Meeting.</p> <p>Khun Patsupa will follow up on the database from TAT for the final programme to be sent out this week.</p> <p>Ken reported that he is using the PATA Facebook and Tweeter for the promotion of the TAT Conference.</p>	Completed

	ACTION
<p>3.5 Membership Committee</p> <p>Bert informed the meeting that Danny will be leaving the Dusit Thani Hotel at the end of July.</p> <p>The meeting invited Duncan to be the Chairman, Membership Committee, which he accepted. Bob also offered his help to the Membership Committee and this offer was also gladly accepted.</p> <p>Membership Drive – the Secretariat to send out a reminder to the ExCom for them to provide a list of potential new members they will propose for the Membership Drive.</p> <p>List of pending membership fees for 2011 – the Secretariat will prepare the list of pending membership fees listing the names and email addresses of the contact persons for each member organization in order that we can ensure that these persons are still actively the contact person for each member organization.</p> <p>Membership Survey – the Secretariat will follow up with Blair on the status of the membership survey prepared by Jim to be auctioned by the Membership Committee.</p>	<p>Secretariat</p> <p>Secretariat</p> <p>Secretariat</p> <p>Secretariat</p>
<p>3.6 Industry Relations Committee</p> <p>Charles accepted the position of Chairman, Industry Relations committee. Bert invited him to attend the International Round Table Meetings as it is planned to widen the attendance at these meetings with TAT, SKAL, JFCCT and PATA Thailand Chapter.</p>	<p>Secretariat</p>
<p>3.7 Information Technology Committee</p> <p>The Secretariat will follow up with members with reference to renewal/bookings for banners and links in the PATA Thailand website.</p> <p>The presentations of the Tourism Thailand Marketing – Mapping the Future Conference will be uploaded in the TAT website on the evening of May 19th, 2011. This will ensure that this conference will be a “green conference”.</p>	<p>Secretariat</p>
<p>4. Financial Report for 2011</p> <p>Bob presented the Financial Report for March 2011 which was approved by the meeting. It was noted that to date registration fees collected by the Secretariat for the TAT Conference have not been banked in the current account as this is pending a decision by our auditors – Sukhothai Inter Law Co., Ltd.</p> <p>The meeting approved that the Saving Bank account (Baht 43,790.63) with Kasikorn Bank should be closed and this amount should be transferred to the Savings Account of Krung Thai Bank.</p>	<p>Secretariat</p> <p>Secretariat</p>
<p>5. Secretariat Matters</p>	

The Secretariat will follow up with members of the ExCom who have still not forwarded their documents in under that we can register the Executive Committee of the Thailand Chapter.	Secretariat
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	ACION
<p>6. PATA HQ Items</p> <p>6.1 PATA 60th Anniversary Conference</p> <p>Ben reported to the meeting about the PATA 60th Anniversary Conference. The PATA Chapters Meeting was very successful with 22 Chapters in attendance.</p> <p>Ben informed that PATA HQ will be working closely with the major universities in order to develop a programme with university students.</p>	
<p>6.2 PATA Chiangmai Chapter</p> <p>Ben informed the meeting it is planned to establish a PATA Chiangmai Chapter by September.</p> <p>Bert informed the meeting that it is planned to organise the ExCom Meeting in Phuket on September 21st, as well as to plan a special event for a Membership Drive with the Phuket members with the possibility to establish a Phuket Chapter in the future.</p>	
<p>7. Next ExCom Meeting</p> <p>The next ExCom Meeting will be held on June 2011.</p>	