



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

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
M.L. Hathaijanok Kritakara	Secretary
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Blair Speers	Chairman, IT Committee
Mr. Duncan Jamieson	Chairman, Membership Committee
Mr. Marcel Sawyere	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. Bob James	Treasurer
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee Member
Ms. Chollada Pasutanawin	Committee Member
Mrs. Sasiwimol Skulyong	Travel Industry Relations Department, THAI
Ms. Panada Chanitwat	Convention & Incentive Sales Promotion, THAI
Mr. Apichai Sakulsureeyadej	Advisor, TTA

<p>1. Minutes of the ExCom Meeting held on August 17th, 2011</p> <p>The Minutes were reviewed and approval.</p>	
<p>2. Chairman’s Report</p> <p>2.1 Board of Directors Meeting in New Delhi</p> <p>Bert reported to the meeting about the PATA Board of Directors Meeting and Chapters Meeting held in New Delhi, India.</p> <p>Luzi informed the meeting that this was the best PATA Mart his organization has attended.</p>	

	ACTION
<p>2.2 Phuket Event, September 24th, 2011</p> <p>Blair reviewed the arrangements for the Phuket Event on September 24th, 2011 and the programme by PATA HQ to launch the PATA Phuket Chapter. The meeting expressed their appreciation to Blair for his contributions for this event.</p>	
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>In the absence of Dr. Jutamas who is upcountry Bert reported to the meeting -</p> <p>3.1.1. Customer Satisfaction Survey by ABAC – Update</p> <p>This survey has been delayed and will now be called the “Tourism Enhancement Index”.</p>	Dr. Jutamas
<p>3.1.2. Kusa Panyarachun’s Scholarship</p> <p>The Secretariat will check with Khun Kusa if November 23rd, 2011 is convenient for him to attend the Quarterly Luncheon Meeting and the CSR Seminar and to present the “Kusa Panyarachun Scholarships”. The Secretariat reported that payment for the first scholarship in the amount of Baht 20,000 was completed.</p>	Secretariat
<p>3.1.3. Papers to Practice – November 2011</p> <p>The meeting proposed that the Papers to Practice will be presented at the PATA Annual General Meeting & Elections in January 2012.</p>	Dr. Jutamas
<p>3.1.4. Tourism Behavior Workshop “RICHI 2”</p> <p>Bert reported this workshop is pending attendance of Joop Ave for the Indonesia Market.</p>	Bert
<p>3.1.5. AU Satellite Chapter Activities</p> <p>A report was submitted by Scott Smith on the AU Satellite Chapter activities. The meeting approved that the AU Satellite Chapter will be assigned a section in the PATA Thailand Chapter website to be actioned through Blair’s office.</p> <p>Scott requested some door prizes for their events and Bert will prepare a letter to our members.</p> <p>The Secretariat informed the meeting we already offer a special rate for students for all our events/meeting.</p>	<p>Secretariat / Blair / Scott Smith</p> <p>Bert / Secretariat</p> <p>Education Comm. – Dr. Jutamas</p>

	ACTION
<p>3.1.6. Proposed CSR Seminar</p> <p>Bert will contact Nicole Hausler, Responsible Tourism Management/Institutional Change Management to organize the CSR Seminar on November 23rd. The meeting decided that we will not proceed with “Meeting the Ladies on Top in Thai Tourism”.</p>	Bert
<p>3.2 Marketing Inbound Tourism Committee</p> <p>3.2.1. Resignation of Jim Reed</p> <p>Bert informed the meeting with sincere regret that Jim Reed has resigned from the ExCom for personal reasons. A suggestion was received from the meeting that we invite Destination Asia to propose a replacement for the Marketing Inbound Tourism Committee. Luzi suggested Travel Center Asia and Diethelm for this position.</p>	Bert
<p>3.2.2. Marketing Membership Survey</p> <p>The meeting requested Blair to add “a thank you message” to complete this survey form. Bert will prepare a circular to our members inviting our members to do this survey.</p>	Bert / Blair / Secretariat
<p>3.2.3. Joint PATA/SKAL Xmas Luncheon, December 15th, 2011 at Rembrandt Hotel</p> <p>The PATA Secretariat will be meeting with SKAL International – Bangkok tomorrow in order to finalise this luncheon on December 15th, 2011.</p>	Secretariat
<p>3.3 Marketing Outbound Tourism Committee</p> <p>3.3.1. Marketing Outbound Tourism Committee Chair</p> <p>It is planned to approach our new outbound tourism member – AyaThai Travel Co., Ltd. to become an ExCom member in the 2012-13 committee</p>	Bert
<p>3.3.2. Cooperation with European and North American Chapters</p> <p>Bert informed the meeting that the New York PATA Chapter is interested to work with our Chapter for a two-way programme to start with the various Asian PATA Chapters and PATA HQ in March 2012 during the NY Times Travel Show.</p> <p>Bert informed the meeting that he has discussed the above with the UK PATA Chapter as well for the outbound members to work together.</p> <p>Bert suggested that in the future we will plan to work with the other Chapters.</p>	Bert Bert Bert

	ACTION
<p>3.4 P.R. Committee</p> <p>Ken reported he will be issuing a press release on the Phuket Event on September 24th as well as the e-Newsletter next week.</p> <p>The meeting requested Ken to issue a press release on a regular basis introducing our new members and will include the names of their contact persons and pictures.</p>	<p>Ken</p> <p>Ken</p>
<p>3.5 Membership Committee</p> <p>3.5.1. Final Action on Outstanding 2011 Membership dues</p> <p>Duncan will inform Mono Travel and Red Ginger their memberships are cancelled as of tomorrow.</p>	<p>Duncan / Secretariat</p>
<p>3.5.2. Member's Registration Form on the Website</p> <p>Blair will add the member's registration on the website.</p>	<p>Blair / Secretariat</p>
<p>3.5.3. Membership Drive by ExCom for 2012</p> <p>Duncan and Bert will prepare a circular on the membership drive for 2012. Ben informed the meeting that PATA HQ will be meeting to discuss their membership drive and she offered to share this with the Thailand Chapter.</p>	<p>Duncan / Bert / Ben</p>
<p>3.5.4. Updated Membership List</p> <p>The Secretariat will update the membership list.</p>	<p>Secretariat</p>
<p>3.5.5. Attracting Thailand's PATA International Members</p> <p>Duncan stated that the Thailand Chapter will work with PATA HQ on this matter.</p>	<p>Ben</p>
<p>3.6 Industry Relations Committee</p> <p>3.6.1. Round Table Working Group</p> <p>Bert informed the meeting there will be a meeting of the e-Marketing and Social Media Working Group next week. He requested Khun Patsupa to follow up on the other 3 Working Groups.</p>	<p>Khun Patsupa</p>
<p>3.6.2. Volunteers for 4 Committees</p> <p>It was mentioned that volunteers for these committee should contact the respective TAT team leaders directly.</p>	
<p>3.6.3. TCT Joint Activities and Upcoming Quarterly Meeting</p> <p>M.L. Hathaijanok attended the TCT Meeting this morning and reported that the TCT is expecting 19 million tourists for 2011 and is preparing the industry for the expected effect and /or impact on tourism because of the 2015 ASEAN Economic Community</p> <p>The Secretariat was requested to follow up on the next meeting with TCT.</p>	

<p>3.6.4. Courtesy Visit to meet with Permanent Secretary of MoTS</p> <p>M.L.Hathaijanok reported that the appointment of the new Permanent Secretary of MoTS is still not official, so it was decided we will wait for this to be announced to follow up on this meeting.</p>	M.L. Hathaijanok
<p>3.6.5. Meeting with BMA Tourism Division</p> <p>M.L.Hathaijanok requested the Secretariat to follow up on this meeting.</p>	Secretariat
<p>3.7 Information Technology Committee</p> <p>3.7.1. Use of Twitter and Facebook</p> <p>Ken will send this information to our members in the next e-Newsletters</p>	Ken
<p>3.7.2 Banner Advertising</p> <p>Blair suggested to have the same banners on each webpage site and the secretariat was requested to provide an overview of the present advertising commitment and of the available spaces for “rent”.</p>	Blair / Secretariat
<p>4. Financial Report for 2011</p> <p>4.1. Financial P&L Report for January – August, 2011</p> <p>The Meeting requested the Secretariat to get an explanation from our auditor on “retained earnings”.</p>	Bob / Secretariat
<p>4.2. 2nd Bank Account Update</p> <p>The Secretariat reported that this is still pending additional documents from Khun Kusa in order to close this account. The meeting requested the Secretariat to check with our auditor how these funds will be recorded once they are credited to the PATA account.</p>	Secretariat / Khun Kusa
<p>5. Secretariat Matters</p> <p>5.1. Discussion of the Complementing roles of the Secretariat and the ExCom Members.</p> <p>After a lengthy debate it was decided not to offer Convention Organisers an extension of the present MOU which ends on December 31st, 2011 and to consider the pro & cons of moving the Secretariat to The Winning Edge, provided the same financial conditions can be obtained.</p>	Bert / Bob
<p>6. Next meeting</p> <p>Wednesday, October 19, 2011 – location to be advised</p>	Secretariat