

Minutes of the Executive Committee Meeting held on Wednesday, October 19th, 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. Marcel Sawyere	Committee Member
Ms. Chanida Mumanachit	Assistant Executive Director, The Americas Market Division, TAT
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Bob James	Treasurer
Mr. Blair Speers	Chairman, IT Committee
Mr. Duncan Jamieson	Chairman, Membership Committee
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Jamlong Ratanapan	Committee Member
Ms. Chollada Pasutanawin	Committee Member
Mrs. Ben Montgomery	Director, PATA Chapters, PATA HQ
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 September 21st, 2011</p> <p>The Minutes were reviewed and approval.</p>	
<p>2. Chairman’s Report</p> <p>2.1 Phuket Event, September 24th, 2011</p> <p>Bert informed the meeting that the event held in Phuket on September 24th, 2011, was very successful with about 100 persons from the travel industry in attendance. It is now planned to form a Phuket Chapter.</p> <p>Bert announced that the PATA Chiangmai Chapter was launched today in Chiangmai. However, for the present time the Chiangmai Chapter will not include Chiangrai as one of the main reasons for the formation of the Chiangmai Chapter is to celebrate the 750th Anniversary of Chiangmai.</p>	

	ACTION
<p>Bert stated that we will now have to discuss if the PATA Thailand Chapter should now be called the PATA Bangkok Chapter.</p>	
<p>2.2 Chairman’s Chatters</p> <p>Bert informed the meeting that he issued two Chairman Chatters yesterday – one on the Press Release from TAT on the latest situation on the flood; the second on the launch of the PATA Chiangmai Chapter, as well as the CSR Panel Discussion on November 23rd, and the Joint SKAL/PATA Xmas Luncheon Meeting on December 15th, at Rembrandt Hotel.</p> <p>The next Chairman’s Chatter will announce the Annual General Meeting Luncheon & Elections and to list the Candidates for the Executive Committee for 2012-2013. Bert will be in contact with the ExCom if they will run for office.</p>	
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>Bert reported that Dr. Jutamas is abroad attending a conference in Canberra.</p> <p>3.1.1. Tourism Enhancement Index Survey by ABAC</p> <p>Pending.</p>	
<p>3.1.2. Kusa Panyarachun’s Scholarship</p> <p>Khun Kusa has accepted our invitation to present “ The Kusa Panyarachun Scholarship “ cheques to the selected Thammasat students.</p>	
<p>3.1.3. Papers to Practice</p> <p>Bert informed the meeting that if anyone has papers on the Impact of the Political Situation on the Tourism Industry these papers will be greatly appreciated.</p>	
<p>3.1.4. Tourism Behavior Workshop “RICHI 2”</p> <p>Bert informed the meeting he has not been able to contact Joop Ave for the presentation on the Indonesian Market. It is, therefore, planned to contact the PATA Indonesia Chapter to propose a speaker and if necessary we will have to sponsor the travel and accommodation expenses for this speaker.</p> <p>Bert also has a speaker for the Chinese Market.</p>	

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<p>3.1.5. AU Satellite Chapter Activities</p> <p>Bert reported that the AU Satellite Chapter is organising their own programmes and he has requested them to contact members of the ExCom if they need speakers for their programmes.</p>	
<p>3.1.6. CSR Debate, November 23rd, 2011</p> <p>Bert informed the meeting that Nicole Hausler, Responsible Tourism Management/Institutional Change Management has confirmed her attendance at the Luncheon Debate – Do not see CSR as a P.R. Exercise” on November 23rd, 2011.</p>	
<p>3.2 Marketing Inbound Tourism Committee</p> <p>Bert informed the meeting that he will be inviting representatives of the Marketing Inbound Tourism Industry to run for office at the AGM in January, 2012.</p>	
<p>3.2.1. Marketing Membership Survey</p> <p>Bert will follow up with Blair on the Marketing Membership Surveys which have been submitted by our members.</p>	
<p>3.2.2. Joint PATA/SKAL Xmas Luncheon, December 15th, 2011 at Rembrandt Hotel</p> <p>The Secretariat reported that the arrangements for this event has been finalised and the circular will be sent to our members.</p>	
<p>3.3 Marketing Outbound Tourism Committee</p> <p>Bert informed the meeting that he will send out invitations to candidates from the Marketing Outbound Tourism Industry for the AGM in January, 2012.</p>	
<p>3.4 P.R. Committee</p> <p>Ken reported that the e-Newsletter for September/October have been issued. Information on the new members was highlighted in this e-Newsletter.</p> <p>A reminder will be sent to our members to submit the Marketing Membership Survey.</p> <p>Ken reported that to date we have received 261 hits on the PATA Facebook.</p> <p>The meeting acknowledged with thanks the press releases from TAT on the floods and Khun Chanida submitted a press release from the TAT Governor.</p>	

	ACTION
<p>3.5 Membership Committee</p> <p>3.5.1. Outstanding Membership Dues - 2011</p> <p>The Secretariat reported that we only have one final outstanding membership dues for 2011 – Travel Asia Center.</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>3.5.3. Membership Fees for 2012</p> <p>The meeting confirmed that the Secretariat will issue in early November the Membership Renewal form with a request to our members to update their membership information.</p> <p>The Secretariat will prepare an updated Membership List which will be reviewed by the ExCom at the next meeting on November 23rd in order to help to identify movements of our members and to update the Membership List.</p> <p>The Secretariat will then issue an e-invoice of the Membership Fees for 2012 by the end of November. A hard copy of the invoices will also be sent to our members by Registered Post.</p>	
<p>3.5.4. Membership Drive by Membership Committee for 2012</p> <p>The incoming Membership Committee will conduct a Membership Drive for 2012 after their election at the AGM in January 2012.</p>	
<p>3.5.5. Attracting Thailand’s PATA International Members</p> <p>It will be the responsibility of the incoming Membership Committee to work with PATA HQ on this matter.</p>	
<p>3.6 Industry Relations Committee</p> <p>3.6.1. Round Table Working Group</p> <p>Bert informed the meeting that the e-Marketing and Social Media Working Group met and he will follow up with the Governor on this matter.</p>	
<p>3.6.2. TCT & PATA Thailand Joint Activities</p> <p>The Secretariat will provide TCT with dates in November for a Joint Meeting.</p>	
<p>3.6.3. Courtesy Visit to Meet with the Permanent Secretary of MoTS</p> <p>The Secretariat will follow up on this matter in November.</p>	

	ACTION
<p>3.6.4. Meeting with BMA Tourism Division</p> <p>The Secretariat will follow up on this meeting in November.</p>	
<p>3.7 Information Technology Committee</p> <p>3.7.1. Use of Twitter and Facebook</p> <p>The meeting requested Ken to find a way to encourage our members to make use of Twitter and Facebook for them to benefit from their membership of PATA Thailand Chapter.</p>	
<p>3.7.2 Banner Advertising</p> <p>Blair was requested to prepare a letter offering our members banner advertising commencing in November 2011 – December 2012. However, in the meantime it was agreed that the 3 paying advertisers will receive a bonus offer for their banners to be displayed on all pages of the website.</p>	
<p>4. Financial Report for 2011</p> <p>4.1. Financial P&L Report for January – September, 2011</p> <p>Bert will discuss the format of the Financial Report with our auditors.</p>	
<p>5. Secretariat Matters</p> <p>Bert will meet with Convention Organisers Co., Ltd. to finalise their responsibilities in the handover of the PATA Secretariat on December 31st.</p>	
<p>6. Next meeting</p> <p>The next ExCom will be held at Rembrandt Hotel at 1000 hrs. on November 23rd, 2011.</p>	