

Minutes of the Executive Committee Meeting held on Wednesday, November 23rd, 2011, 10:00 hrs. at JW Marriott Hotel.

Present:

Mr. Bert Van Walbeek	Chairman, Executive Committee
Mr. Luzi A. Matzig	Vice Chairman
Mr. Bob James	Treasurer
M.L. Hathaijanok Kritakara	Secretary
Dr. Jutamas Wisansing	Chairman, Education Committee
Mr. Duncan Jamieson	Chairman, Membership Committee
Mr. Ken Scott	Chairman, P.R. Committee
Mr. Marcel Sawyere	Committee Member
Mr. Marcel Boeni	Committee Member
Ms. Chanida Mumanachit	Assistant Executive Director, The Americas Market Division, TAT
Ms. Patsupa Lelanapaparn	Assistant Director – The Americas Market Division, TAT
Mrs. Ben Montgomery	Director, PATA Chapters, PATA HQ
Mrs. Joan Sarasin	Secretariat

Excused :

Mr. Blair Speers	Chairman, IT 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 October 19th, 2011</p> <p>The Minutes were reviewed and approved.</p>	
<p>2. Chairman’s Report</p> <p>2.1 Crisis Communication: “all for one, one for all”</p> <p>Bert informed the meeting that 105 participants have registered for the Crisis Communication: “all for one, one for all” Panel Discussion & Luncheon.</p>	

	ACTION
<p>2.2 Next ExCom Meeting</p> <p>Bert informed the meeting that we will not have an ExCom Meeting in December 2011, but there will be an ExCom meeting on Wednesday, January 18, 2012 and the Annual General Meeting & Elections is scheduled for Wednesday, February 22, 2012.</p> <p>Bert encouraged all the ExCom members to run for office once again for 2012/2013.</p> <p>Bert informed the meeting that he will be abroad from next week to the beginning of January 2012.</p>	
<p>3. Committee Reports</p> <p>3.1 Education Committee</p> <p>3.1.1. Tourism Index Survey</p> <p>Dr. Jutamas informed the meeting that the “Tourism Enhancement Index Survey” will now be called “Tourism Index Survey” and it is now in progress. The final proposal will be submitted to TAT at the beginning of next year.</p>	Dr. Jutamas
<p>3.1.2. Kusa Panyarachun’s Scholarship</p> <p>“The Kusa Panyarachun Scholarship” will be presented by Khun Kusa Panyarachun at lunch today.</p>	
<p>3.1.3. Papers to Practice</p> <p>Pending in 2012.</p>	Dr. Jutamas
<p>3.1.4. Tourism Behavior Workshop “RICHI 2”</p> <p>Bert informed the meeting he is still looking for speakers for this seminar from Indonesia and China. He also plans to approach THAI to provide us with airline tickets for these speakers. This seminar will be planned in February 2012 on the same day as the AGM & Elections.</p> <p>It is planned to offer a FOC registration to all participants who registered for “RICHI 1” in July 12, 2011.</p>	Bert

	ACTION
<p>3.5.3. Membership Invoices for 2012</p> <p>Duncan informed the meeting the membership invoices for 2012 will be issued in January 2012 at the same time the circular for the Annual General Meeting & Elections is issued</p>	Incoming Secretariat
<p>3.5.4. Updated Membership List from Circulation of the Membership Renewal Form</p> <p>It was decided that the Membership Renewal Form will be sent out with the membership invoice for 2012.</p>	Incoming Secretariat
<p>3.5.5. Attracting Thailand's PATA International Members</p> <p>This will be auctioned by PATA HQ.</p>	Ben
<p>3.5.6. New Members</p> <ul style="list-style-type: none"> - Lasplash Worldwide Magazine - Swissotel Le Concorde <p>These membership applications were approved by the meeting for 2011/2012. The Outgoing Secretariat to add these new members to the Membership list in the website</p>	Outgoing Secretariat.
<p>3.6 Industry Relations Committee</p> <p>3.6.1. Round Table Working Group Update</p> <p>TAT plans to work on the appointment of volunteers for the 4 Round Table Working Groups in 2012. Khun Chanida reported that E-Marketing & Social Media Working Group met on November 21, 2011. The Meeting agreed to cooperate working on 2 key issues: online crisis management and TAT information publicising through online networking with SKAL Thailand, Mekong Tourism Organisation and PATA. Furthermore, she reported on 2 Travel Trades organised by TAT: Chiang Mai & the North Tourism Forum and The Andaman Travel Trade 2011 which aimed to boost tourism industry after flood recovery. It is planned to appoint volunteers for the 4 Round Table Working Groups in 2012. The meeting complimented TAT on their excellent and timely press releases during the floods.</p>	TAT
<p>3.6.2. PATA Thailand Chapter & TCT Joint Activities</p> <p>It is planned to work closely with TCT and to organise joint activities in 2012.</p>	ExCom
<p>3.6.3. Meetings with MoTS</p> <p>The Deputy Permanent Secretary will be a panelist today so it is planned to approach him to arrange meetings with PATA Thailand Chapter and PATA HQ in 2012.</p>	ExCom

	ACTION
<p>6. PATA HQ Items</p> <p>Ben introduced the new CEO of PATA HQ, Martin Craig who will be introduced to the members at the lunch this afternoon.</p> <p>Ben informed the meeting that Luzi, Martin and herself will be making a visit to Myanmar to open a new chapter. It is also planned to revive the PATA Hong Kong Chapter.</p> <p>Bert inquired if it is now the time for us to change the name of the PATA Thailand Chapter to PATA Bangkok with the new chapter in Chiang Rai already established and with the PATA Phuket in progress.</p> <p>Ben expressed our appreciation to Luzi Matzig for his support in the formation of Phuket and Myanmar.</p>	
<p>7. Any Other Business</p> <p>7.1 Travel Advisories</p> <p>Luzi brought to the attention of the meeting that Hong Kong always issues travel advisories which are very damaging to any country to which it is directed. Bert stated that these travel advisories are connected with insurance policies.</p> <p>Khun Chinada informed the meeting that TAT will be inviting buyers from throughout the world to visit Thailand so that they can see the real situation for themselves. Khun She stated that TAT will continue to send out press releases as part of the Recovery Package.</p>	
<p>8. Next ExCom Meeting</p> <p>It was decided we will not have an ExCom Meeting in December.</p> <p>The ExCom Meeting in 2012 will be held on January 18th, with the AGM and Elections to be held on February 22nd, 2012.</p> <p>It is planned to issue a press release and a Chairman's Chatter on the handover of the PATA Thailand Chapter Secretariat at the end of December and once again in January 2012.</p>	