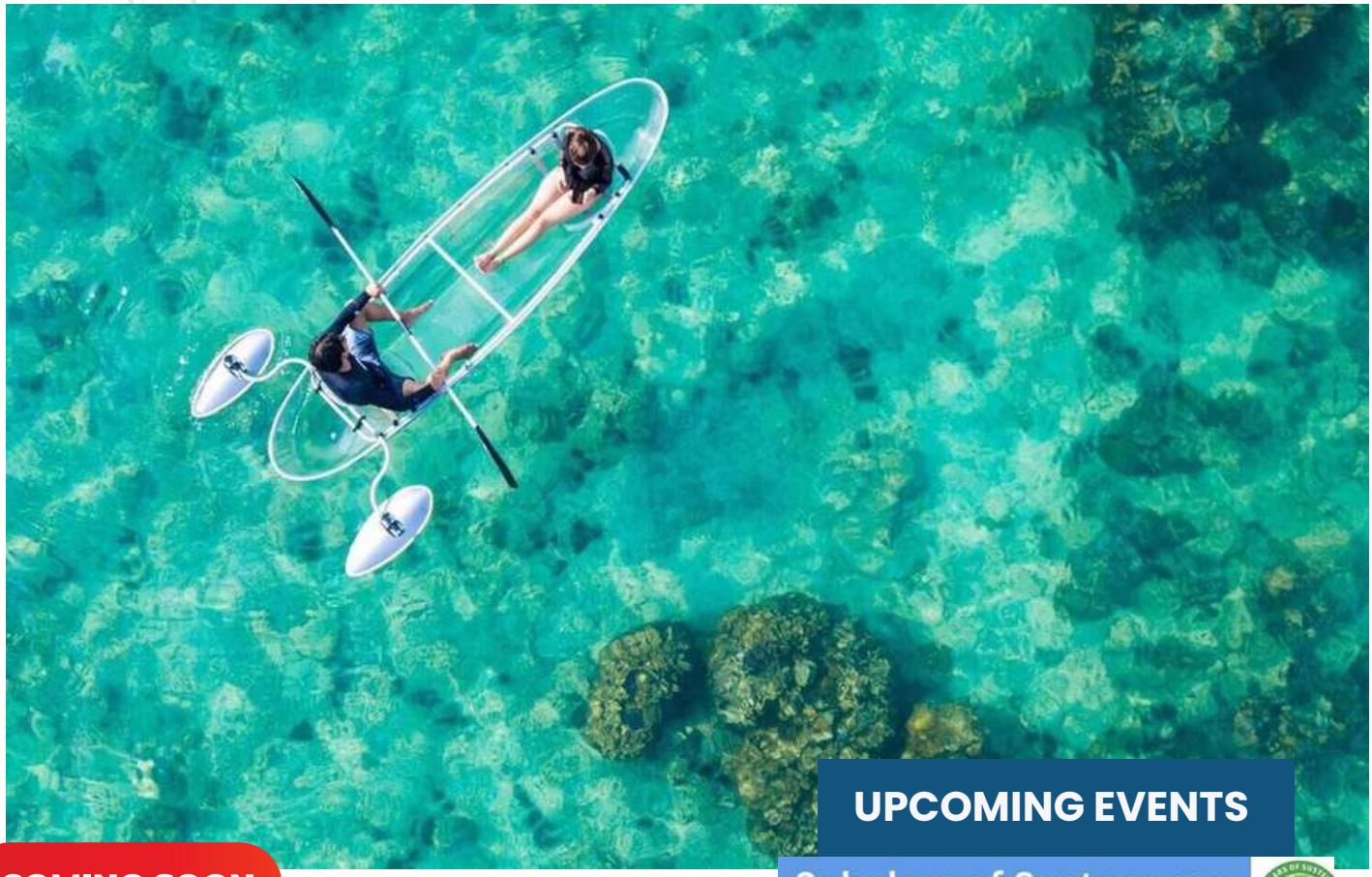
PHUKET HOTELS ASSOCIATION

PHUKET WEEKLY UPDATE

No38/29092023



UPCOMING EVENTS

COMING SOON

Supported by Phuket Hotels Association

PRESS RELEASE

PHUKET HOTELS ASSOCIATION X CORNELL (GMP) SCHOLARSHIP 2024

PHUKET HOTELS ASSOCIATION

THE PAVILIONS Phuket HOTELS & RESORTS

Nolan
Cornell
SC Johnson College of Business

Scholarship

General Managers Program (GMP)

2024

Apply Now

Deadline : 31 Oct, 2023

Objectives

Provide a Thai National the opportunity to attend the GMP at Cornell University to advance in their career, to gain international exposure, learn from the best in the industry The GMP scholarship is provided courtesy and generosity of The Pavilions Phuket and is in the value of U$ 13,490.00

What Is GMP?

The General Managers Program is a 5-day learning experience for those who are on the path to General Manager. This course will be offered from June 16-21, 2024 on the Cornell University campus in Ithaca, New York, USA.

Don't miss this opportunity to unlock your potential and transform your dreams into reality.

MORE INFORMATION PLS. CONTACT
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THIS WEEKS' NEWS UPDATE

THAILAND REMOVES VISAS FOR CHINESE VISITORS TO BOOST TOURISM

BANGKOK — Starting next week, Chinese nationals will be able to visit Thailand without a visa, as part of new Prime Minister Srettha Thavisin's strategy to boost the country's economy.

Beginning September 25, nationals from China and Kazakhstan can enter the kingdom under a temporary visa exemption scheme for 30 days. The waiver is due to expire at the end of February.

The prospect of more tourism has excited hotel groups and professionals, who hope Thailand will welcome more visitors from China.

"China pre-pandemic used to be one of our top countries that would come into our hotel," said Ranjeet Viswanathan, director of sales & marketing at the Hyatt Regency Phuket Resort. "Before, I think almost 18 to 20% of our business was coming from China, [we were] heavily dependent especially with the tour groups. Bookings right now, China makes up for about 5% of my business."

For more information

PHUKET HOTELS COLLABORATE WITH ONWR TO TACKLE WATER CRISIS AND BOOST SUSTAINABLE TOURISM

Facing a critical water shortage, the Office of the National Water Resources (ONWR) devised a strategy to collaborate with Phuket hotels, launching an initiative to decrease water utilisation in the tourism industry. Surasee Kittimonthon, the ONWR secretary-general, highlighted the escalating water crisis in the popular Thai resort island, marked by inadequate water supply and treatment issues.

With the tourist count expected to rise, the water demand is anticipated to intensify, thereby exacerbating the crisis. One of the proposed solutions to mitigate these shortages during drought periods is to convert canals into water storage areas, rather than allowing the water to run off into the sea.

For more information

RISE IN EXPATRIATE RESIDENCE IN THAILAND PROMPTS TOURISM BENEFITS PLAN

Thailand's popularity as a residence of choice for expatriates and remote workers is on the rise. As per the data from the Employment Department and Colliers Thailand, the first quarter of this year saw 156,596 expatriates, with over half based in Bangkok.

The leading nationalities were Japanese, Chinese, and Indian last year. However, recent reports show an increased interest among Chinese nationals in purchasing condominium units in Thailand.

In response to this expatriate residence trend, the Tourism Authority of Thailand (TAT) is planning to offer benefits specifically catered towards this segment next year. As the tourism trend shifts towards longer stays post-pandemic, operators are exploring ways to engage this demographic

For more information

AIS AND TRIP.COM PARTNER TO BOOST CHINESE TOURISM IN THAILAND

Thailand's leading 5G digital service provider, Advanced Info Service (AIS), is partnering with China's top online travel agent, Trip.com, to create a smooth travel experience for Chinese tourists. This move comes in response to the government's recent introduction of a visa-free policy for Chinese visitors.

AIS aims to stimulate Thailand's tourism sector by offering a comprehensive user experience for Chinese tourists through the Ctrip platform.

The platform handles everything from flight and hotel reservations to AIS 5G services. With the AIS Lucky Sim Card, Chinese travellers can gain added convenience by purchasing and activating their SIM cards before arrival in Thailand.

For more information

THIS WEEK'S EVENTS & MEETINGS

GOVERNMENT LIAISON MEETING

On 25 September 2023

Jayne MacDougall (Executive Director) with the Government Liaison Committee, Ms Prachoom Tantiprasertsuk (Chairperson), Mr Gerd Kotlorz (Co-chair), Mr Chupong Kingkeaw and new Committee member, Mr Lert Thavornwongse

FAREWELL AUSTRALIAN CONSUL GENERAL

On 26 September 2023

Farewell to Mr Matthew Barclay, Australian Consul General to Phuket, leaving Thailand after 4 years of working in this role and active in collaborations, especially supportive of Phuket Hotels Association Lifesaving programs and Womens empowerment activities. Pictured here with Sumi Soorian (Senior Advisor) and Jayne MacDougall (Executive Director) Phuket Hotels Association

PERSONAL DATA PROTECTION ACT B.E. 2562 WORKSHOP

On 27 September 2023

Phuket Hotels Association organized the "Personal Data Protection Act B.E. 2562 Workshop" at AMARI Phuket. The event was for the member hotels' GM, FC, HR, IT, FOM. There were more than 40 participants from the member hotels joined the workshop. Thank you DBC GROUP .

THIS WEEK'S EVENTS & (CONT.)

1ST FOOD (BEFORE) WASTE CHEF TABLE

On 27 September 2023

The President of Phuket Hotels Association, Mr Bjorn Courage attended the 1st Food (Before) Waste Chef Table at Tin Baron. This event focussed on preventing food waste.

1ST ANDAMAN SUSTAINABLE TOURISM FORUM

On 28 September 2023

Mr Bjorn Courage, the President of Phuket Hotels Association was one of the key speakers in the 1st Andaman Sustainable Tourism Forum on the topic “Turning Thailand to Sustainable Mice Destination” at Ramada Plaza by Wyndham Chao Fah . This full day ebvent feateured fascinating speakers from around Thailand who shared their expertise with a large audience.

TOURISTS MARKET OVERVIEW

NUMBER OF INTERNATIONAL TOURISTS ARRIVED PHUKET AIRPORT

	2023	2022	Change
23 September	9,761	4,024	↑ 142.57 %
24 September	7,863	3,937	↑ 99.72 %
25 September	7,980	3,886	↑ 105.35 %
1-25 September	**137,521**	**95,639**	**↑ 43.79 %**

Source: Tourism Authority of Thailand

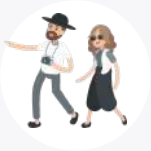
THAILAND'S ACCUMULATED INTERNATIONAL TOURISTS

THE DATA IS FROM (1ST JANUARY - 24TH SEPTEMBER 2023)

TOP 5 TRAVEL MARKETS ARRIVED IN THAILAND

- MALAYSIA 3,184,562
- CHINA 2,403,226
- SOUTH KOREA 1,155,782
- INDIA 1,128,868
- RUSSIA 976,969

ACCUMULATED INTERNATIONAL TOURISTS



19,499,116

people (259% YOY)

CONTRIBUTING FACTORS

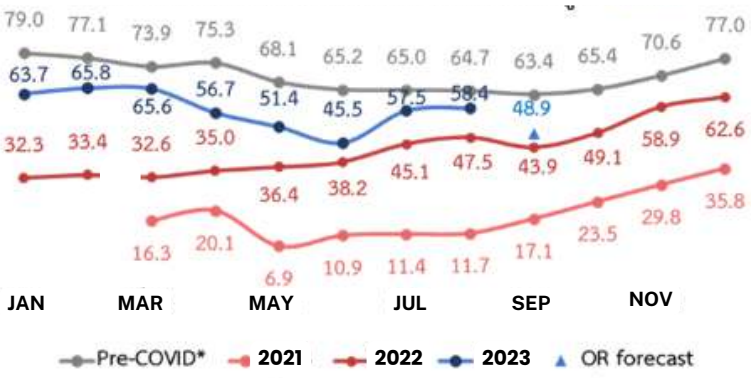
- Spring semester break in Australia and consecutive holidays in Israel
- Market base adjustment in Oceania, America, Middle East, and Europe after continuous decline
- The slowdown of travel season

Source: Economics Tourism and Sports Division

HOTELS MARKET OVERVIEW

OCCUPANCY RATE

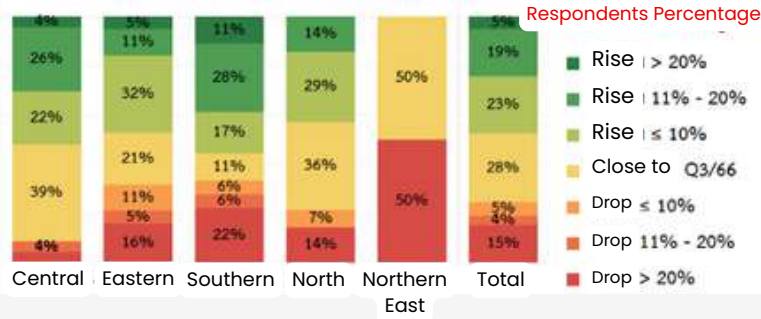
The average occupancy rate in August 2023 is 58%. Forecast average occupancy rate in September is 48.9%



EVALUATE CHINESE TOURISTS STAYED IN Q4/2023 COMPARED WITH Q3/2023

Hotels in all regions, 4-star hotels and above evaluated that the number of Chinese guests in Q4/2023 will surge.

Hotel ratio classified from the number of Chinese guests stayed in Q4/2023



Source: Thai Hotels Association in conjunction with Bank of Thailand

USEFUL ARTICLES

ENGLISH

Tourism in Switzerland: A successful summer 2023 for the Industry

SIF 2023: A forum to think about sustainable investments and the ecological transition

How Sharing Information Between Hotel Departments Via Tech is Changing the Future of Hospitality

THAI

รู้จัก Green City "เมืองสิ่งแวดล้อมยั่งยืน" แนวคิดพัฒนาคุณภาพชีวิตที่ดีของพลเมือง

Film Tourism ท่องไปในภาพยนตร์

รู้จักดีแค่ไหน...นักท่องเที่ยวกลุ่ม 'มิลเลนเนียล'

Information sources

https://thethaiger.com/hot-news/tourism/phuket-tourism-and-property-sectors-propose-andaman-wellness-economic-corridor
https://thethaiger.com/news/phuket/phuket-hotels-collaborate-with-onwr-to-tackle-water-crisis-and-boost-sustainable-tourism
https://thethaiger.com/news/business/rise-in-expatriate-residence-in-thailand-prompts-tourism-benefits-plan
https://thethaiger.com/news/business/ais-and-trip-com-partner-to-boost-chinese-tourism-in-thailand

Disclaimer: members should seek and consult their lawyers / accountants / advisors accordingly and not rely only on the provided information as the information given is only for educational purposes and information as received from a third party.

ABOUT US

"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

Phuket Hotels Association Leadership Team

Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer

Phuket Hotels Association Core Team

Jayne MacDougall	Executive Director
Kallaya Manabuth	Operations Manager
Julalak Phimarn	Administrative Coordinator
	Events Executive

Advisory Board

Bill Barnett	Founding Member & Senior Advisor
Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavisitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor

Environment Committee

Andy Kunz	General Manager, COMO Point Yamu
(Chair) Michael Massey	General Manager, Absolute Twin Sands Resort & Spa
Conor Brannum	Coordinator, HOMA Phuket
Jonathan Grier	Owner, Villa Phukhao
(Co-Chair) Anucharaporn Tongluan	GDHR, Thavorn Beach Village Resort & Spa

Education Committee

(Chair) Wolfgang Meusburger	SVP, AF Global
Jirarat Ninpradub	General Manager, Narai Hotel
Orasa Singha	Director of Talent and Culture at Pullman Phuket
(Co-Chair) Bart Callens	General Manager, SAii Laguna Phuket
Julian Lowry	General Manager Le Meridien Phuket Beach Resort

Government Liaison Committee

(Chair) Prachoom Tantiprasertsuk	Vice President – Operations, Dusit International
Chupong Kingkeaw	Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort
Sayamon Sittirit	Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas
(Co-Chair) Gerd Kotlorz	General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Puangkaew Kulsuppakorn	Executive Secretary, Amanpuri
Lert Thavornwongse	Director , Thavorn Hotels and Resorts

Marketing Committee

(Co-Chair) Ranjeet Viswanathan	DOSM, Hyatt Regency Phuket
(Chair) Elena Orru	General Manager at The Pavilions Phuket
Amm Watthanachotthana	DOSM, Burasari Island Escape
Polly Kanyapoj	Director of Marketing, Cassia Phuket
Noppadon Prommuang	VP Sales & Marketing, Thavorn Hotels & Resorts
Nampetch Tipaxsorn	Public Relation and Communications Manager, InterContinental Phuket

9 Hornbills Tented Camp, Absolute Twin Sands Resort & Spa, Amanpuri, Amari Phuket, Amora Beach Resort Phuket, Anantara Layan Phuket Resort, Anantara Mai Khao Phuket Villas, Anantara Vacation Club Mai Khao Phuket, Andara Resort & Villas, Angsana Laguna Phuket, Avista Grand Phuket Karon – Mgallery, Baan Laimai, Baan Yin Dee Boutique Resort, Banyan Tree Phuket, Best Western Phuket, Burasari Phuket, Cape Sienna Phuket Gourmet Hotel & Villas, Cassia Phuket, Centara Grand Beach Resort Phuket, COMO Point Yamu, Courtyard Marriott Phuket Town, Dewa Phuket, DoubleTree by Hilton Phuket Banthai Resort, Dusit Thani Laguna Phuket, Fisherman Way Beach Resort, Four Points by Sheraton Phuket, Patong Beach, Hilton Garden Inn Phuket Bangtao, Holiday Inn Resort Phuket Patong, HOMA, Homm Bliss Southbeach Patong, Hyatt Regency Phuket Resort, InterContinental Phuket Resort, Island Escape by Burasari, JW Marriott Phuket Resort & Spa, Kata Rocks Resort & Residences, Keemala Phuket, Koyao Island Resort, Kudo Hotel Patong, Le Meridien Phuket Beach Resort, LOKAL Phuket Hotel, Maikhao Dream Villa Resort & Spa, Centara Boutique Collection, Mangosteen Ayurveda & Wellness Resort, Marina Gallery Resort - Kacha - Kalim Bay, Meliá Phuket Karon Residences, Meliá Phuket Mai Khao, Metadee Concept Hotel, Mövenpick Myth Hotel Patong Phuket, Mövenpick Resort Bangtao Beach Phuket, M SOCIAL Hotel Phuket, My Beach Hotel, Narai Mai Khao Resort, NH Boat Lagoon Resort, Noku Phuket, Nonnee Kata Beach Phuket, Novotel Phuket Kamala Beach, Outrigger Surin Beach Resort, Paresa Resort, Phuket Graceland Resort & Spa, Phuket Marriott Resort & Spa, Merlin Beach, Phuket Marriott Resort & Spa, Nai Yang Beach, Pullman Phuket Arcadia Karon Beach Resort, Pullman Phuket Arcadia Naithon Beach, Pullman Phuket Panwa Beach Resort, Radisson Resort and Suites, Radisson Resort Phuket Mai Khao Beach, Rayaburi Hotel Patong, Renaissance Phuket Resort & Spa, Rosewood Phuket, SAii Laguna Phuket, Santhiya Koh Yao Yai Resorts & Spa, Selina Serenity Rawai Resort & Cowork Phuket, Six Senses Yao Noi, Stay Wellbeing & Lifestyle Resort, Thanyapura Sports Hotel, Thavorn Beach Village Resort and Spa, The AIM Patong Hotel, The Bell Pool Villa Resort, The Boathouse Phuket, The Nai Harn, The Naka Island, a Luxury Collection Resort & Spa, Phuket, The Pavilions Phuket, The Shore at Katathani, The Slate, Phuket, The Surin Phuket, The Village Coconut Island, The Westin Siray Bay Resort & Spa, Phuket, Tree House Villas Koh Yao, Trisara, Twinpalms MontAzure, Twinpalms Phuket, V Villas Phuket, Villa PhuKhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay

CONTACT US

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