

PHUKET WEEKLY UPDATE

No31/11082023



COMING SOON

UPCOMING EVENTS

**PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S QUARTERLY MEETING
3/2023**

AUGUST 17, 3.00 PM - 6.00 PM
AT WHITE CANVAS, HYATT REGENCY PHUKET RESORT

Register NOW

GUEST SPEAKERS

 KIM ONG Regional Director, SEA STR	 NIKHOM JENSIRIRATANAKORN Director Horwath HTL	 DR. CHAYANON PHUCHAROEN Deputy Dean for Research and Graduate Studies PSU PHUKET	 CHRIS MEYLAN Chief Operating Officer Minor Education
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PHUKET HOTELS ASSOCIATION



**DIGITAL
MARKETING
CONFERENCE**

Register NOW

A Commercial Strategy Event



hsmi PHUKET HOTELS ASSOCIATION

Courtyard by Marriott
Phuket Town | PHUKET THAILAND

• DIGITAL MARKETING CONFERENCE

23 August

Marriott By Courtyard

GSTC traveloka PHIST

GSTC Sustainable Hotel Course


MR. PORNPOL NOITHAMMARAJ
TRAINER
Sustainable Tourism
Consultant


4 - 5 September

Sainam Meeting Room, SAii Laguna Phuket

Register NOW

PHIST

THE SUSTAINABLE
HOSPITALITY
LEARNING EVENT

2023



• PHIST 6

4 September

SAii Laguna Phuket

Register NOW

SMOOTH SKIES AHEAD: THAI-TURKISH PARTNERSHIP SIGNALS GLOBAL TRAVEL UPSWING



A monumental leap forward for international air travel took flight yesterday when Thai Airways International (THAI) and Turkish Airlines secured a memorandum of understanding. The anticipated partnership will focus on the cut-throat competition prevalent on Asia-Europe routes.

Commonly, airline collaborations entail synchronising schedules and revenue sharing. For instance, Qantas Airways and Emirates have a working partnership on Europe-Australia services. However, these arrangements need the green light from competition regulators in each operator's country.

Apart from enhancing their networks, this alliance would catalyse daily flights between Bangkok and Istanbul, as elucidated by THAI. The announcement of an exact take-off date for the service is aboard for today. On the other hand, Turkish Airlines already facilitates bi-daily travel to Thailand's capital Bangkok.

Despite trailing a challenging path, THAI, currently under court-regulated debt reshaping due to a bankruptcy commitment in 2020, shows signs of recovery.

[For more information](#)

THAILAND TARGETS LONG-HAUL TOURISTS WITH NEW US, SAUDI ARABIA OFFICES

In an effort to boost tourists visiting, Thailand's government will be establishing additional tourism offices in the United States and Saudi Arabia, stated the deputy spokeswoman Rachada Dhnadirek. The proposition comes as part of a refreshed approach to meet international market demands, as directed by Prime Minister Prayut Chan-o-cha.

The Tourism Authority of Thailand (TAT) is now concentrating on attracting long-haul travellers, primarily from Europe, the United States, and the Middle East. The projected revenue from such endeavours is expected to reach a staggering 1.62 trillion baht by year's end, Dhnadirek pointed out.

[For more information](#)



RACE IS ON TO CLEAN UP LARGE OIL SPILL

Phuket: At least three tonnes of oil from a slick suspected to have come from a ship, have been removed from Sirinat National Park and Koh Racha Yai after being washed ashore.

The spill is believed to have originated from neighbouring Phangnga province last Wednesday before reaching Koh Racha Yai in Phuket on Sunday.

The environmental impact was also being assessed as the slick posed a threat to 4,000 rai of undersea coral extending from Phangnga to Phuket. Ms. Pornsri said officials were examining sea areas as well as marine creatures affected by the slick.

[For more information](#)

TOURISM PUTS ITS FAITH IN PHEU THAI

Tourism operators are hopeful a government can be formed by Pheu Thai as the party has a track record of governing, with the sector eager for state measures to continue effective tourism policies and eliminate ongoing obstacles.

The president of the Association of Thai Travel Agents (Atta), said a Pheu Thai coalition government could be formed because the party has experience leading the country and a track record of improving the economy. He said such a government could encourage more economic growth than military-backed governments did in previous decades. Mr. Sisdivachr said he believes such a government would prioritise economic policies, including making tourism a major growth engine. Based on the track record of Pheu Thai's past administration, he said there were projects that helped with tourism promotion and should be reintroduced, such as marketing the Chinese movie Lost in Thailand, which created a buff for Thai tourism among travelers from the mainland.

[For more information](#)



PRESS RELEASE



British International School Phuket invites Phuket Hotels Association members and HR managers to visit the school and learn more about the special offers to hotels on their OPEN DAY for Phuket Hotels Association on August 29th, 2023.

[For details and to RSVP please click here](#)

THIS WEEK'S MEETINGS & EVENTS

LIFESAVING TRAINING PROGRAM COURSE 3



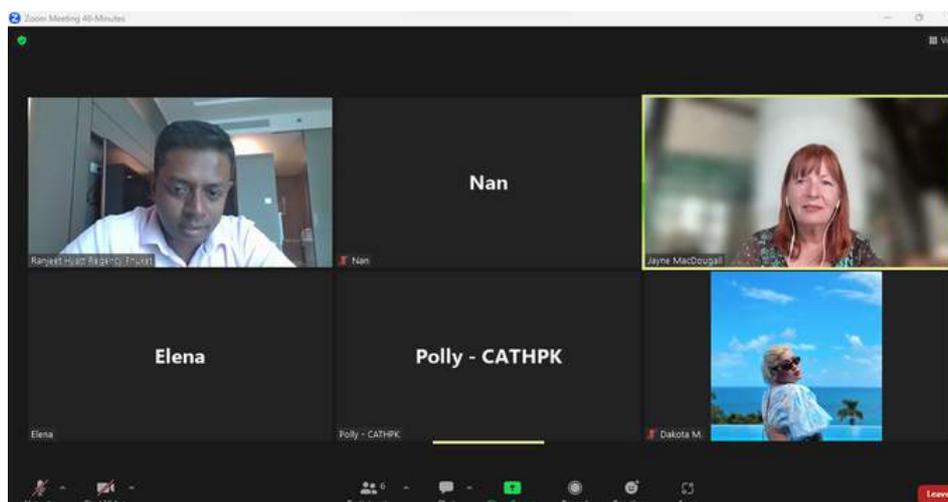
We have just completed the last course of Lifesaving Training Program on Saturday 5th August 2023. This program was very successful and contributed practical knowledge about water safety to hotel associates. The 66 attendees from all three courses were intensively trained, and are now able to more confidently assist people when incidents occur at their hotel, or in the local community - whether they are drowning related or other kinds of incident or accident. In total, each of your staff members received 16 hours of training in the classroom, pool and in the sea. We are grateful for the support of Lifesaving Victoria and to Mr Peter Gibney and Mr Jack Kennedy, our trainers from Australia as well as our 2 local, dedicated Thai trainers; Khun Eddy and Khun Aek.

FIRST AID TRAINING



The Bangkok Phuket Hospital provided special English Language Training for Phuket Hotels Association members on Monday 7th August 2023 from 1.00 – 4.00 pm.

MARKETING COMMITTEE MEETING



Both the Marketing Committee meeting and Environment Committee meetings took place this week- One virtual and one in person. It was great opportunity to get together and move forward with Committee business and planning.

Photo : Virtual Marketing Meeting.

THIS WEEK'S MEETINGS & EVENTS

THE CYBER VACCINE WORKSHOP

On Friday 11th August 2023, Phuket Hotels Association organized the workshop "Khon Rhoon Mhai Harnng Glai Pai Cyber" or Cyber Vaccine. The event was held at The Pavilions Phuket with the support of Khun Elena Orru (General Manager), Khun Tristan Kuehneisen (Resort Manager), and her team.



The session was delivered by Pol.Col. Chalermchai HERNASAWAT (Superintendent of Cherg-Talay Police Station), and the speaker - Pol. Col. Weerapong RAKKITEO delivering critical knowledge to participants from member hotels around Phuket.



PHUKET PROVINCIAL DISASTER PREVENTION MEETING



Phuket Hotels Association attended an important Disaster Prevention Meeting hosted for the public and private sectors in Phuket on Friday 11th August 2023 from 08.30 am - 2.00 pm. The event focussed on Disaster Prevention activities and future plans and showcased new equipment critical to support in disaster situations including flooding and landslides. Phuket Hotels Association spoke about hotels' and issues dealing with COVID 19, past local incidents as well as recent safety related training and initiatives from the Phuket Hotels Association members.

TOURISTS MARKET OVERVIEW



1 Tourists in Total 1st of Jan till 6th of Aug 2023



2 Total Number of Tourists
1st of Jan till 6th of Aug 2023

15,895,421 คน

363% (YOY)

3 Most tourists in Thailand are from

1		Malaysia	2,513,520 คน
2		China	1,935,241 คน
3		South Korea	945,217 คน
4		India	913,479 คน
5		Russia	869,998 คน

4 Important factors over the past week

- (+) Travel visa restrictions were lifted for Chinese tourists by reducing number of documents -facilitating easier travel for those coming through travel agencies
- (+) The semester breaks in Europe and countries in the Middle East such as Israel
- (+) Arranging marketing activities with the airlines i.e. Australia
- (-) The slowdown of travel season

Source: Economics Tourism and Sports Division

USEFUL ARTICLES

ENGLISH

[How digital transformation is facilitating servitization in the hospitality industry](#)

[Hospitality trends: Unveiling the harsh reality of overtourism](#)

[Best Practices for improving employees' performance](#)

THAI

[รถยนต์ไฟฟ้ากับโอกาสขับเคลื่อนการท่องเที่ยวที่ยั่งยืน](#)

[คว่าใจนักท่องเที่ยวด้วยแนวทางสีเขียว การตลาดเพื่อความยั่งยืนกับธุรกิจท่องเที่ยว](#)

[ปั่นท่องเที่ยวเมืองรองแบบญี่ปุ่น ทำอย่างไรไม่ให้เป็นสองรองจากเมืองหลัก](#)

Information sources

- <https://thethaiger.com/news/business/thai-airways-and-turkish-airlines-join-forces-sparking-asia-europe-travel-evolution>
- <https://thethaiger.com/hot-news/tourism/thailand-targets-long-haul-tourist-boost-with-new-us-saudi-arabia-offices>
- <https://www.bangkokpost.com/thailand/general/2625829/race-is-on-to-clean-up-large-oil-spill>
- <https://www.bangkokpost.com/business/general/2625893/tourism-puts-its-faith-in-pheu-thai>

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
Dakota Meesomsarn 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
(Acting Chair) Michael Massey General Manager, Absolute Twin Sands Resort & Spa
Conor Brannum Coordinator, HOMA Phuket
Jonathan Grier Owner, Villa Phukhao
(Co-Chair) Anucharaporn TongluarGDHR, 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

Marketing Committee

(Co-Chair) Ranjeet Viswanathan DOSM, Hyatt Regency Phuket
(Chair) VACANT
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
Elena Orru General Manager at The Pavilions 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, Maikhao Dream Villa Resort & Spa, Centara Boutique Collection, Mangosteem 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, MSOCIAL Phuket Patong, My Beach Hotel, Narai Mai Khao Resort, , NH Boat Lagoon Resort, 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



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