

PHUKET WEEKLY UPDATE

No30/04082023



COMING SOON

UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION

Register **Free!**

cyber vaccine

คนรุ่นใหม่ ห่วงไกล ภัยไซเบอร์

กองบังคับการตำรวจภูธรจังหวัดภูเก็ต

วันศุกร์ที่ 11 สิงหาคม 2566 เวลา 09.00 - 12.00 น.

ณ โรงแรม เดอะ พาวเวอร์เลียม ภูเก็ต

DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event

23 August 2023 2pm to 7:30pm

hsmai PHUKET HOTELS ASSOCIATION

Courtyard by Marriott Phuket Town | PHUKET THAILAND

• DIGITAL MARKETING CONFERENCE

📅 23 August
📍 Marriott by Courtyard

PHIST

THE SUSTAINABLE HOSPITALITY LEARNING EVENT

2023

• **PHIST 6**

📅 4 September
📍 SAii Laguna Phuket

Register NOW

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

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

REGISTER FOR MEMBERS BY INVITATION ONLY

PHUKET HOTELS ASSOCIATION'S NEW MEMBERS



OUR PHUKET HOTELS ASSOCIATION FAMILY IS GETTING BIGGER!

We are delighted to welcome two new members to our family. Currently, there are **92 hotels** that belong to Phuket Hotels Association!



Address: 199, Rat-Uthit 200 Pee Road,
Patong,
Kathu, Phuket, Thailand 83150

 +66(0) 76-601-999



**MILLENNIUM
RESORT**

PATONG, PHUKET

You are the Centre of Our World



Address: 18/41 Kuktanod Rd, Karon, Mueang
Phuket District, Phuket 83100, Thailand

 +66(0) 76-530-152

PHUKET AIRPORT ACCELERATES TAXI SERVICES WITH DEDICATED PICKUP ZONE



In a recent move to regulate taxi services in Phuket, Phuket International Airport put its foot on the accelerator and introduced a dedicated zone allocated for legally permissible taxis to facilitate the pickup of tourists. The news, revealed yesterday, came from a statement published by the airport itself, which was shared by Phuket MP, Somchart Techathavorncharoen.

The statement, which was presented as a clarification was the aftermath of a series of issues encapsulated in a formal complaint lodged by none other than Somchart last month. The document was marked specifically to the MP and affirmed by Monchai Tanode, sitting General Manager of Phuket International Airport for the Airports of Thailand (AoT) branch in Phuket.

Addressing the grievance about holidaymakers having to march in the rain to reach the bus stop within the airport's vicinity, Monchai stated that the car park for the bus has now been switched to a sheltered area.

In light of complaints indicating the necessity of a bus stop at the international terminal as well, Monchai revealed that a sheathed walkway has been set up, enabling tourists to walk the mandatory 200 metres while remaining protected from rainfall.

[For more information](#)

TRAGIC TIDE: PHUKET'S DROWNING INCIDENTS CLAIM FOUR TOURISTS IN FIVE DAYS

The popular tourist destination of Phuket in Thailand has recently seen a tragic spike in drowning incidents, resulting in the death of four tourists over a five-day span. In the most recent incident, two young Indian men lost their lives while swimming at Karon Beach.

At around 8.14pm yesterday, police officer Chomphunutch Anahtayakul from the Patong Police Station in Phuket was alerted by radio that two tourists had drowned at Karon Beach and were pronounced dead at Patong Hospital. The deceased were identified as 26 year old Wemah Hashid and Sajer Jatawat, both Indian nationals.

[For more information](#)



BOOKING.COM LAUNCHES K-POP EXPERIENCE

With the growing popularity of K-pop, Booking.com recently introduced the "Ultimate K-pop Experience" in Seoul offering exclusive access that begins with a two-night stay at the Executive Producer Suite at RYSE, followed by the true essence of K-pop culture, coveted front-row seats to the live music show M Countdown, and a private makeover from professional hair and make-up artists who work with K-pop. Guests will be treated like exclusive fans by K-pop idol Kang Daniel, who will provide exclusive fan treatment-including autographed albums and personalised recorded content.

Only one lucky pair of guests will get a chance to be immersed in the ultimate experience, which includes seamless travel provided by Booking.com services from their flights to South Korea.

[For more information](#)

HOW BLUE TREE PHUKET IS HELPING BUSINESSES BUILD BETTER TEAMS

Transforming the way businesses build their teams, Blue Tree Phuket now offers team-building services to B2B business groups. The initiative utilises their spacious environment and their expertise in fostering individual growth in organisations.

Blue Tree Phuket is an all-encompassing entertainment complex. It boasts more than 55.35 acres of green area and state-of-the-art facilities. And today, it's extending its service range. Characteristically, Blue Tree now sets its sights on B2B business groups, offering them an arena for team-building activities.

Recognised as a strategic tactic for organisational development, team building serves to boost employee performance. And in Blue Tree's proficient hands, each service is custom-designed, enhancing skills, nurturing relationships, and fully utilising the complex's versatile space.

[For more information](#)



THIS WEEK'S MEETINGS & EVENTS

LIFE SAVING TRAINING PROGRAM (COURSE 2)



On 1st August, we have completed our second, 3-day intensive training in Lifesaving. 23 hotel staff of member hotels joined the training with enthusiasm and were eager to improve their skills. Our last intensive lifesaving training course is being conducted from 3rd to 5th of August, and there are 24 participants joining the session. We are overwhelmed by support for this project to boost safety in hotels and resorts!

Peter Gibney and Jack Kennedy, Community trainers from Lifesaving Victoria, meet with Jayne MacDougall, Executive Director, and Bjorn Courage, President of Phuket Hotels Association for an informal discussion on water safety. Peter and Jack have been in Phuket since 24th July to support the Lifesaving Program for staff of our member hotels. There is no doubt the skills they have imparted in the training will impact the safety at our hotels. Thanks to Lifesaving Victoria and to the Australian Consul-Generals Office here in Phuket!



URGENT MEETING ON A SURGE OF DROWNING CASES IN PHUKET



On Friday 4th August, Dakota, Event Executive, from Phuket Hotels Association attended an urgent meeting called by the Phuket Governor, prompted by the the large number of drowning cases at Phuket beaches in the past week.

TOURISTS MARKET OVERVIEW

THE STATISTICS OF DOMESTIC AND INTERNATIONAL FLIGHTS TO PHUKET FOR AUGUST 2023



Domestic Flights

1 Thai Smile Airways

4 Thai Lion Air

2 Bangkok Airways

5 Nok Air

3 Thai Air Asia

6 Thai Vietjet Air

Total (Departures & Arrivals) 3,722 Flights



International Flights



43 Airlines



**Total (Departures & Arrivals)
3,731 Flights**

TOURISTS MARKET OVERVIEW

1 Tourists in Total 1st of Jan till 30th of July 2023



2 Total Number of Tourists 1st of Jan till 30th of July 2023

15,322,175 คน

384% (YOY)

3 Most tourists in Thailand are from

1	Malaysia	2,439,710 คน
2	China	1,839,660 คน
3	South Korea	907,463 คน
4	India	885,772 คน
5	Russia	854,946 คน

4 Important factors over the past week

- Summer holidays of tourists from particular continents i.e. Middle East, and East Asia
- There are no public holidays in Malaysia similarly to the past weeks.
- End of Summer Holiday in Asia i.e. Indonesia and Singapore

Source: Economics Tourism and Sports Division

USEFUL ARTICLES

ENGLISH

[Hospitality industry's new tipping system: What you need to know](#)

[Extreme tourism: Integrating ethical perspectives in boundless thrills](#)

[What Hotel General Managers can learn from Marriott International](#)

THAI

[TravelTech 2023 ที่ควรคำนึงมาต่อยอดธุรกิจท่องเที่ยว?](#)

[แนวทางต่อยอดเกษตรอินทรีย์สู่การท่องเที่ยวอย่างยั่งยืน](#)

[แนะนำวิธี "ปรับธุรกิจพีชิตใจนักท่องเที่ยว Gen Z"](#)

Information sources

- <https://thethaiger.com/news/phuket/phuket-airport-launches-dedicated-taxi-zone-amid-public-transport-concerns>
- <https://thethaiger.com/news/phuket/drowning-tragedies-at-phukets-karon-beach-claim-four-tourist-lives-in-less-than-a-week>
- <https://www.bangkokpost.com/life/travel/2622677/booking-com-launches-k-pop-experience>
- <https://thethaiger.com/guides/press-room/how-blue-tree-phuket-is-helping-businesses-build-better-teams>

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) Roberto Abbagnale Cluster General Manager at Phuket Bay Group
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, Mangosteen Ayurveda & Wellness Resort, Marina Gallery Resort - Kacha - Kalim Bay, Meliá Phuket Karon Residences, Meliá Phuket Mai Khao, Metadee Concept Hotel, Millennium Resort Patong Phuket, Mövenpick Myth Hotel Patong Phuket, Mövenpick Resort Bangtao Beach Phuket, 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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