



THAILAND SETS SIGHT TO RECLAIM 80% OF ITS INBOUND MARKET IN 2023

Few destinations could match Thailand in developing international tourism in the last decade. International arrival grew from over 15 million in 2010 to 40 million in 2019, a staggering feat that few destinations can boast of. And during the period not only India emerged as one of the key source markets for Thailand but for a few years Thailand even ranked as the top outbound destination for Indian visitors.

However, Covid-19 intervened and brought travel and tourism to a screeching halt as destinations worldwide lost nearly three years of tourism growth to the pandemic. Now Tourism Thailand is taking definite steps to recoup its share of the global tourism pie. With an eye on recovery, Thailand has set its sight to reclaim 80% of its inbound market in 2023. Sirikanjanakul (Tourism Authority of Thailand) said that TAT is targeting 80 per cent market recovery by 2023, 90 per cent by 2024 and full market recovery by 2025. As for the Indian market, Thailand is looking at 2023 and 2024 as the resumption period where it is able to recoup its Indian market share. Highlighting the importance of tourism economy for the country, officials also explained that before Covid-19, Tourism contributed around 18 to 20 per cent to Thai GDP, and therefore are making it imperative to speed up the resumption.

[For more information](#)

THAI TOURISM TARGETS WEALTHY ASIAN EXPATRIATES FOR INDUSTRY BOOST

The Tourism Authority of Thailand (TAT) set their sights on the growing wealth of Asian expatriates as a potential boon for the Thai tourism industry. Chinese nationals residing in Cambodia and Laos have been particularly targeted due to their propensity for choosing Thailand as a location to send their children for education.

The potential for growth lies in the foreign investors from Japan, Korea, and China who reside in these regions. These investors frequently utilise their proximity to Thailand's offerings, crossing the border to acquire high-quality goods and services, thus making them an enticing prospect for Thai tourism.

the high-spending segment of both Cambodia and Laos could be effectively encouraged to expand their tourism experiences towards Thailand. [For more information](#)



THAILAND TARGETS 25M TOURISTS THIS YEAR

Prime Minister Prayut Chan-o-cha has urged agencies concerned to streamline procedures so the country can achieve the target of receiving 25 million tourists this year.

With this month's introduction of the visa prescreening system (VPSS) by the Tourism Authority of Thailand (TAT) and the Foreign Ministry to expedite the processing of applications for tourist visas, it is believed the target will be met.

As of June 25 the number of tourist arrivals was 12.46 million, an increase of 539% compared to the same period last year.

The prime minister has instructed agencies concerned to do away with factors impeding travel in and out of the country and affecting tourist confidence and safety.

The number of foreign tourists arriving in Thailand will meet the target of 25 million, including 5 million from China. [For more information](#)

NEW SUVARNABHUMI AIRPORT TERMINAL ON TRACK FOR SEPTEMBER OPENING

The Airports of Thailand (AoT) will open the new SAT-1 satellite passenger terminal at Suvarnabhumi Airport in September, the terminal will handle an additional 15 million passengers per year to boost the airport's total passenger handling capacity to 60 million per year.

The airport reported a 230.8% jump in passenger traffic with 31.6 million passengers - 23.46 million international and 8.14 million domestic - from October to May when compared to the same period in the previous year. The daily average for this year's tally is about 140,000-150,000.

Suvarnabhumi Airport will be able to serve up to 8,800 departing passengers per hour, from the current 6,200, and process 13,300 incoming passengers per hour, up from 11,000 at the moment. [For more information](#)



TOURISTS MARKET OVERVIEW

MONTHLY FLIGHT SCHEDULE FOR JULY 2023 AT PHUKET INTERNATIONAL AIRPORT

AOT / PHUKET INTERNATIONAL AIRPORT
JULY
 FLIGHTS IN 2023
 ตราการบินเดือน กรกฎาคม 2566

ตารางบินอาจมีการเปลี่ยนแปลง โดยไม่ได้แจ้งให้ทราบล่วงหน้า กรุณาติดต่อสายการบินก่อนทำการจอง

Flight schedule is subjected to change without notice Please directly confirm with your airlines before making any travel plans or reservations.

เที่ยวบินภายในประเทศ และ เที่ยวบินระหว่างประเทศ
 Domestic Flight and International Flight

Total number of international flights in June is **3,908 which is from 45 airlines**

[Click for International flights schedule](#)

Total number of Domestic flights in June is **3,613 which is from 6 airlines**

[Click for Domestic flights schedule](#)

INTERNATIONAL AIRLINES FROM JUNE THAT WILL NOT OPERATE IN JULY

No.	Airline	Route	Origin	Flights/week
1	MYANMAR AIRWAYS INTERNATIONAL	RGN-HKT-RGN	Yangon, Myanmar	4
2	SHENZHEN AIRLINES	SZX-HKT-SZX	Shenzhen, China	14
3	LUCKY AIR	KMG-HKT-KMG	Kunming, China	6

NEW INTERNATIONAL AIRLINES ARRIVAL AT PHUKET INTERNATIONAL AIRPORT IN JULY

No.	Airline	Route	Origin	Flights/week
1	CHONGQING AIRLINES	CKG-HKT-CKG	Chongqing ,China	6
2	AIR CHANGAN	XIY-HKT-XIY	Xianyang, China	6
3	THAI LION AIR	XIY-HKT HKT-CGO CGO-HKT HKT-XIY	Xianyang, China Phuket Zhengzhou, China Phuket	18

HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN JULY 2023



BUSINESS INTELLIGENCE

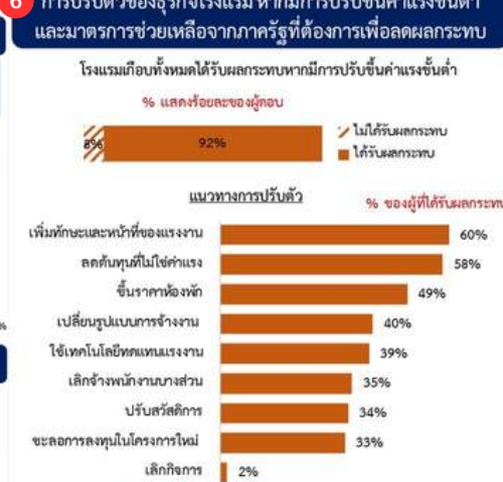
ดัชนีความเชื่อมั่นผู้ประกอบการที่พักแรม
Hotel business operator Sentiment Index



เดือนมิถุนายน 2566

ผลสำรวจจากผู้ประกอบการที่พักแรม 120 แห่ง ระหว่างวันที่ 9 - 23 มิถุนายน 2566

1 อัตราการเข้าพักโดยเฉลี่ยลดลงต่อเนื่องจากเดือนก่อน ตามการเข้าสู่ช่วง low season ทำให้สัดส่วนลูกค้านักท่องเที่ยวต่างชาติปรับลดลง สำหรับแนวโน้ม Q3/66 โรงแรมส่วนใหญ่ประเมินว่าจะมีจำนวนลูกค้าใกล้เคียงกับ Q2/66 อย่างไรก็ดี โรงแรมบางส่วนยังสามารถปรับราคาห้องพักได้ โดยเฉพาะโรงแรมตั้งแต่ 5 ดาวขึ้นไป ทั้งนี้ หากมีการปรับขึ้นค่าแรงขั้นต่ำ ธุรกิจโรงแรมจะปรับตัวโดยการเพิ่มทักษะและหน้าที่ของแรงงาน และลดต้นทุนด้านอื่นเป็นสำคัญ ขณะเดียวกันผู้ประกอบการต้องการความช่วยเหลือเพื่อลดค่าใช้จ่ายทั้งค่าสาธารณูปโภคและสนับสนุนมาตรการด้านภาษี รวมถึงเสนอให้กำหนดค่าแรงขั้นต่ำตามพื้นที่



SUMMARY IN ENGLISH

2 Occupancy Rates (OR)

In June 2023, average occupancy rate was 46%, a decrease from the previous month. The average occupancy rate in July 2023 is expected to be 46%

3 The proportion of Thai and foreign tourist customers

The proportion of foreign tourists has decreased most of them are Asian customers and the Middle East and China, while the proportion of Thai tourists increased.

4 The average daily room rate (ADR) as of June 2023 compared to the pre-COVID-19 level

Some hotels can adjust their prices, especially hotels 5 or more stars and up to 4 star hotels will be able to adjust their prices

5 Estimate the number of customers staying in Q3/66 compared to Q2/66

In Q3/23, the number of customers is expected to be close to that of Q2/23 Hotels that mainly accept foreign tourists are expected to increase from Q2/23 in proportionately more than hotels that accept Thai tourists.

6 The adjustment of the hotel business that should be made if the minimum wage is raised and government assistance measures that are needed to reduce the impact

Almost all hotels are affected if the minimum wage is raised.

- Adjustment Guidelines**
- 60% increase the skill and function of labor
 - 58% reduce non-wage costs
 - 49% raise the price of a room
 - 40% change one's employment style

- Government aid measures in need**
- 73% Reduction in utility bills
 - 50% Adjusted minimum wage based on economic conditions in each area
 - 61% Support tax measures such as corporate tax reduction
 - 43% put up a fund social insurance on behalf of employers

Source: Thai Hotels Association in conjunction with Bank of Thailand

1 The average occupancy rate continued to decline from the previous month due to the low season, resulting in a lower proportion of foreign tourist arrivals. In Q3/23, most hotels are expected to be close to Q2/23 however, some hotels have adjusted their room prices by 5 stars or more in addition, if there is a lower level of labor, the hotel business will adjust by increasing its skills and functions. At the same time, entrepreneurs need assistance measures to reduce both infrastructure costs and support tax measures and propose setting minimum wages according to the area.

Survey results from 120 hotel operators during 9 - 23 June 2023

TOURISTS MARKET OVERVIEW

1 – 30 APRIL, 2023

NUMBER OF TOURIST ARRIVALS

363,752



-  **Russia 63,476 persons**
-  **China 46,697 persons**
-  **Australia 28,855 persons**
-  **India 24,897 persons**
-  **England 20,737 persons**

1 – 31 MAY 2023

NUMBER OF TOURIST ARRIVALS

224,357



-  **China 37,949 persons**
-  **Russia 26,624 persons**
-  **Australia 19,828 persons**
-  **India 19,783 persons**
-  **Malaysia 12,918 persons**

1 – 30 JUNE 2023

NUMBER OF TOURIST ARRIVALS

248,325



-  **China 44,066 persons**
-  **Russia 25,947 persons**
-  **Australia 21,902 persons**
-  **India 20,223 persons**
-  **Singapore 15,234 persons**

Source: Phuket immigration

USEFUL ARTICLES

ENGLISH

[Navigating the Maze: The Challenges Hoteliers Encounter in Acquiring Cutting-Edge Technology](#)

[Luxury Hospitality: What makes a Luxury Hotel today](#)

[As Occupancy Stalls, Parking Drives Hotel Revenue Growth](#)

THAI

[สำรวจพฤติกรรมท่องเที่ยว Gen Z](#)

[การปรับตัวสู่ความยั่งยืนของผู้ประกอบการและนักท่องเที่ยวหลังยุค COVID-19](#)

[Event-Driven Experience เพราะทวงใจจึงต้องมา เมื่ออีเวนต์เต็มเต็มประสบการณ์ท่องเที่ยว](#)

Information sources

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<https://thethaiger.com/hot-news/economy/thai-tourism-targets-wealthy-asian-expatriates-for-industry-boost>
<https://www.bangkokpost.com/business/2603786/thailand-targets-25m-tourists-this-year>
<https://www.bangkokpost.com/business/2603496/new-suvarnabhumi-airport-terminal-on-track-for-september-opening>

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
Kanjana Ritto Membership Coordinator
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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, Mövenpick Myth Hotel Patong Phuket, Mövenpick Resort Bangtao Beach Phuket, My Beach Hotel, Narai Mai Khao Resort, , NH Boat Lagoon Resort, 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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