

PHUKET WEEKLY UPDATE

No24/23062023

NEW HOTEL MEMBERS



Metadee Concept Hotel ✨

Ms. Nongnapat Jatumatmatee, Executive Assistant



Melia Phuket Karon ✨

Mr. Sameer Ahmed, Managing Director

NEW GENERAL MANAGER



Mr. Miguel Angel Maldonado

New General Manager at Thanyapura Sports & Health Resort

UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION

3 DAYS SET COURSE TO CHOOSE FROM

- COURSE 1: 26-27-28 JUNE
- COURSE 2: 30-31 JUNE-01 JULY
- COURSE 3: 03-04-05 JULY

AT PHUKET GRACELAND RESORT AND SPA

LIFESAVING TRAINING 2023

A DROWNING PREVENTION INITIATIVE

PHA MEMBERS: 3900 THB
NON-MEMBERS: 4300 THB

For more information about the program, contact Phuket Hotels Association, Jyotiha Meechoogun, 434 107 89 643 2579. To reserve your place and Register, visit phukethotelsassociation.com

Australian Consulate-General, Phuket, Thailand

• **LIFESAVING TRAINING**

📅 26 July – 5 August

📍 Phuket Graceland Resort and Spa

More information and Register **PLEASE CLICK HERE**

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**

• **PHIST 6**

📅 Monday, 4 September

📍 SAii Laguna Phuket

For more information : TBC

PHIST
THE SUSTAINABLE HOSPITALITY LEARNING EVENT
2023

THIS WEEK'S MEETINGS AND EVENTS

FOOD SAFETY for Andaman Hotelier

ANDAMAN HOTELIER

17 June 2023 at Central Phuket Floresta

100+ ... 11K+ MEALS ... 150+ ...

WHY SUSTAINABILITY?

- Environmental Case
- "Blackwater" on the beaches
- Algae blooms at the bays
- Plastic trash killing sea life
- Air pollution
- Groundwater pollution
- Clean drinking water scarce
- Global warming

Phuket Hotels Association was very pleased to support the Andaman Hotelier event at Central Floresta from 16–18th June. Our speakers presented about food safety, minimizing food waste and sustainability certification.



MOU BETWEEN PHUKET HOTELS ASSOCIATION AND SCHOLARS OF SUSTENANCE THAILAND (SOS)

Phuket Hotels Association and Scholars of Sustenance Thailand (SOS) signed a Memorandum of Understanding to collaborate on a variety of projects including the distribution of food donated by hotels to those in need in the community and receive information about Carbon Offsets from these food donations.



DIGITAL MARKETING MASTERCLASS

20 June 2023 at Hyatt Regency Phuket Resort.

This Digital Marketing Masterclass was organised by Phuket Hotels Association and 444 Media. It was both informative and thought provoking! Thank you to the 76 attendees! Coming soon :-Digital Marketing Conference hosted by Phuket Hotels Association and HSMAL.



PHUKET LOSES EXPO BID

Phuket has lost the bid to host the Specialised Expo 2027-28, which has been awarded to Belgrade, Serbia.

Phuket had been planning its bid for the event since 2020, seeing it as a massive event that could attract 7 million visitors and generate income of 50 billion baht over 3 months period.

The Thailand bid team proposed Phuket as the site of events and exhibitions that would showcase the theme "Future of Life: Living in Harmony, Sharing Prosperity". Belgrade prevailed and its exhibition, under the theme of "Play Humanity: Sport and Music for All", will be held on 15 May - 15 Aug 2027.

In the first round, Thailand received 16 votes, placing fourth in a five-country field that also included the United States, Serbia, Spain and Argentina. Thailand fell out of the running in the second round after placing fourth, US was eliminated in the third round, Serbia and Spain moved into a final round, finally Serbia is a winner.

[For more information](#)

UNCERTAINTY STYMIES TOURISM TRADE.

Tourism operators remain worried about stagnant domestic expenditure as travelers delay potential plans and businesses are reluctant to invest until a new government is formed.

President of Thai Hotels Association (THA) said, hotel operators are concerned about the slowdown in the Mice segment as local businesses have delayed their plans, consequently affecting revenue from food and beverage services.

According to the THA, the nationwide occupancy rate this month is lagging 48%, behind the 65.2% recorded in 2019 and they expect the rate to improve in July and August when more flight frequencies resume.

Operators do not have the confidence to invest until parliament votes for the House speaker and the prime minister, with government policies determined for the tourism sector and economy

[For more information](#)



PHUKET WELCOMES OVER 6 MILLION DOMESTIC AND INTERNATIONAL TOURISTS

More than 6 million Domestic and international tourists arrived at Phuket in 5 first months of this year.

Vice president of the Phuket tourist Association (PTA), noted that most Chinese tourists are independent travelers, while the number of tour groups from the China remains relatively low. Despite international arrivals standing at 70% of pre-pandemic levels, this figure represents an increase from last year.

Phuket authorities are actively seeking to welcome tourists from Kazakhstan and Israel this year to diversify their visitor base. Additionally, the Middle East is expected to contribute to an influx of tourists during this time of the year, as many travelers from the region look forward to enjoying Phuket's rainy season

[For more information](#)

GHL EXPANDS ALIPAY+ INTEGRATION TO 2,600 THAI MERCHANTS CATERED FOR DIGITAL-FIRST TRAVELERS IN ASIA

Thailand's local businesses to benefit from this initiative coming from a wide range of tourism industries, from retail, and F&B to hospitality and attractions nationwide.

GHL Systems Berhad (GHL), a leading payment service company in ASEAN region, has enabled Alipay+ for over 2,600 local businesses in Thailand to accept cross-border digital payments from leading Asian mobile wallets.

Travellers visiting Thailand can now pay with their home e-wallets at over 5,000 retail outlets.

As travellers return to Thailand, they have greater expectations of their travel and retail experience, particularly as many have become accustomed to a seamless payment experience via mobile wallets.

[For more information](#)



LEISURE LUXURY TRAVEL TRENDS LIST FOR 2023

Luxury tourists are an important factor in driving Thailand's tourism industry in the future

Luxury tourists 4 types:

1. Wealthy global citizen



2. Wealthy Pensioner



3. Work-from-Thailand Professional



4. High-Skilled Professional



Here's the Artisans of "Leisure Luxury Travel Trends List" for 2023:

1 Over-the-top luxury



Expect exceptional customer service and require high privacy.

2 Planning multiple trips in advance



Many travelers have lifelong dreams of visiting certain bucket-list destinations.

3 Active and adventure travel

Adventure-focused tours that combine active outdoor experiences with in-depth cultural touring are in high demand.



4 Off-the-beaten-track destinations

Travelers are venturing more off the beaten track to destinations.

They are requesting to combine emerging destinations and lesser-visited sites with iconic favorite destinations.



5 Incorporating new hotels, museums and sites

Many exciting museum exhibits, events and new hotel openings are motivating trips



6 Hyper-specialized, themed travel

Travelers want to be immersed in each location. They want unique and authentic hands-on experiences and activities based on their interests.

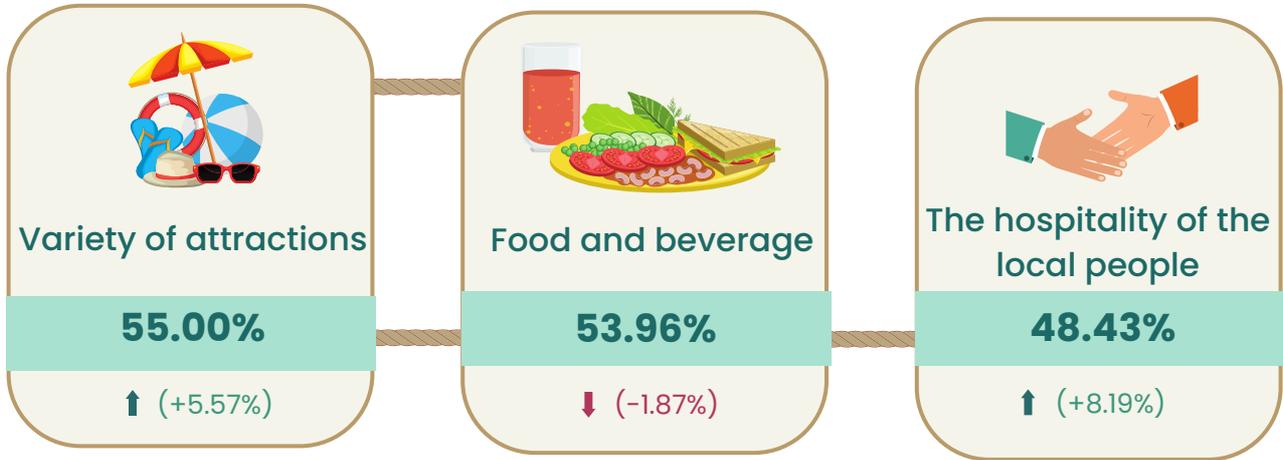




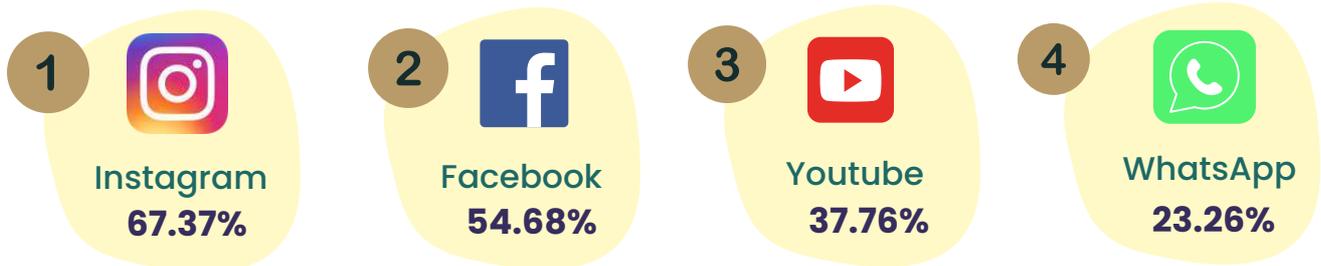
BEHAVIOR OF INTERNATIONAL TOURISTS TO THAILAND IN Q1 LUXURY GROUP

Survey results from 1,060 persons during January - March 2023.
Travelers whose annual income per person is more than 60,001 dollars.

MOTIVATION FOR CHOOSING THAILAND AS DESTINATION



SOCIAL MEDIA THAT IS REGULARLY USED



ATTITUDE TOWARDS THAI TOURISM



TRAVELING TO THAILAND



HOW TO BOOK TRIP



note: The information in parentheses are compared to the Q1 of 2019.

Source: survey results of TAT intelligence Center

TOURIST MARKET OVERVIEW

THAILAND'S TOURISM SITUATION

- Thailand received **489,781 foreign tourists** between 12-18 June 2023 (last week).
- Top 5 foreign arrivals: **China**(73,750 persons), **Malaysia**(71,849 persons), **India**(36,234 persons), **Singapore**(27,654 persons) and **South Korea**(25,203 persons)

FACTORS TO BE CONSIDERED IN THE NEXT PHASE



School breaks in several countries in ASEAN and South Asian countries such as Vietnam, Singapore, and India.

USEFUL ARTICLES

ENGLISH

[Phuket Market Update/Hotel performance Benchmarking by STR and Horwath HTL](#)

[Hotel Tourism Market Update & Hotel Investment Update by JLL](#)

[Unlocking Efficiency and Security: This Month's Innovations in Travel Tech](#)

THAI

[โปรโมชั่นโรงแรมอย่างไรให้ได้ผลตรงที่ต้องการ?](#)

[สร้าง Content อย่างไร เสริมยอดขายให้พุ่งแรง](#)

[Festival Tourism](#)

Information sources

<https://www.bangkokpost.com/business/2595996/uncertainty-stymies-tourism-trade>
<https://www.pattayamail.com/thailandnews/phuket-welcomes-over-6-million-domestic-and-international-tourists-since-january-434146>
<https://www.bangkokpost.com/thailand/general/2596680/phuket-loses-expo-bid>
<https://www.traveldailynews.asia/technology/ghl-expands-alipay-integration-to-2600-thai-merchants-catered-for-digital-first-travellers-in-asia/>

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
Chanya Cserépy Events Coordinator

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

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, Boat Lagoon Resort, 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, HommBliss Southbeach Patong, Hyatt Regency Phuket Resort, InterContinental Phuket Resort, Island Escape by Burasari, JW Marriott Phuket Resort & Spa, Kata Rocks Resort & Residences, Keemala Phuket, 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 Mai Khao, Movenpick Bangtao Beach Phuket, My Beach Hotel, Narai Mai Khao Resort, Novotel Phuket Kamala Beach, Outrigger Surin Beach Resort, Paresa Resort, Phuket Marriott Resort & Spa, Merlin Beach, Phuket Marriott Resort & Spa, Nai Yang Beach, Pullman Phuket Arcadia Karon Beach, Pullman Phuket Arcadia Naithon Beach, Pullman Phuket Panwa Beach Resort, Radisson Resort and Suites, Rayaburi Hotel Patong, Renaissance Phuket Resort & Spa, Rosewood Phuket, SAii Laguna Phuket, SALA Phuket Mai Khao Beach Resort, 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, Twin Palms Mont Azure, Twin Palms Phuket, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



CONTACT US

076 609 258

info@phukethotelsassociation.com