

PRESS RELEASE

ANDAMAN HOTELIER 2023

Phuket Hotels Association is a proud supporter of Andaman Hotelier 2023, **taking place from 16-18 June 2023, 10.00-22.00 at the Mini-Convention Hall, Central Floresta.**

Join this event to enhance your Hospitality experience and participate in great competitions, learn more about F&B skills; including cooking and bartending.

[Register now](#)

THIS WEEK'S MEETING AND EVENT



GRAND OPENING "LAGUNA WELLNESS BY BDMS PHUKET"
12 June 2023

Bjorn Courage, president of Phuket Hotels Association was invited as a guest of honor to join the grand opening of Laguna Wellness.



MEETING WITH THAI SANG THAI PARTY LEADER
13 June 2023

All tourism government agencies gathered from Phuket, Krabi and Phang-Nga to meet with Khun Sudarat Kayudapan. They discussed together the present challenges and how to grow tourism in the Andaman region in the future.



PHUKET HOTELS ASSOCIATION CORE TEAM MEETING WITH EDUCATION COMMITTEE
15 June 2023

Phuket Hotels Association Education Committee gathered to review the project and discuss the scholarship program. Thanks to the organisers and all who supported this event and PHAB 5, with proceeds supporting local students with educational scholarships toward realising their dreams!

ONLINE AGENTS UPBEAT ON GROWTH OUTLOOK

Global online travel agents (OTAs) remain bullish about Thai tourism growth this year, driven by a strong wave of arrivals.

The chief commercial officer at Klook, an online travel platform, said the company reported a 1,200% increase YOY in bookings for activities in Thailand in the first 5 months of 2023.

Klook found more travelers are seeking purposeful travel, especially members of Gen Z and millennials, leading it to launch a new product called Stay+ that bundles accommodation with tourism activities.

Thai tourism should keep growing steadily when compared to last year in terms of room nights and booking revenues, this can be mainly attributed to a strong inbound market.

Political uncertainty in Thailand hasn't caused any slowdown. Thailand is still mainly driven by increasing flight capacity and the weaker baht at present.

[For more information](#)



THAI SANG THAI PARTY FORMS PANEL TO PUSH ANDAMAN SEZ

Thai Sang Thai Party (TST) leader Ms. Sudarat Keyuraphan has formed a working team to promote tourism in the Andaman provinces as part of economic zone, with the aim of generating 1 trillion baht in revenue each year.

The TST has been planning to promote an Andaman special economic zone. A bill is being reviewed by various sectors and will be put up for public hearings in Phuket, Krabi and Phang-Nga, before the proposal is submitted to the new parliament for approval.

The TST also has submitted a proposal to parliament to pause the use of 1,400 licences that are associated with Andaman area and encourage further participation of the private sector in reviewing the law and encouraging state agencies to work together to solve problems in the 3 Andaman provinces.

[For more information](#)



OUTBOUND MARKET KEEPS FOCUS ON ASIA

Asian countries are engaged in fierce competition for the Thai outbound travel market, banking on increased flight capacity compared with last year.

According to the Thai Travel Agents Association, the Thai outbound market this year could recover to half of the 11.2 million departures recorded in 2019, the last year before the pandemic, as flight frequencies strengthen in Asia.

Asia remains the most attractive destination for outbound tourists during the first half of this year, comprising almost 70% of all outbound trips from Thailand and the outlook for Thai tourists is positive, with gradual recovery every month.

Thai market this year to rebound to 80% of the level posted in 2019.

[For more information](#)

THAILAND URGED TO WOO BUSINESS TOURISTS

Online travel agent Agoda hopes Thailand can become preferred destination for business travelers, competing with Japan and Vietnam.

Following Japan in the top spot, Thailand became the second-largest inbound market via the Agoda platform from January to May, ahead of Vietnam in third position.

The likelihood that Thailand will overtake Japan in the short term is very low, as Japan is better known among travelers based outside Asia.

Chief executive of Agoda said, Bangkok should be turned into a hub for technology companies, startups and industry conferences. If more people visited Thailand, more of them would eventually opt to visit secondary cities, as one trend is seeking new destination.

[For more information](#)

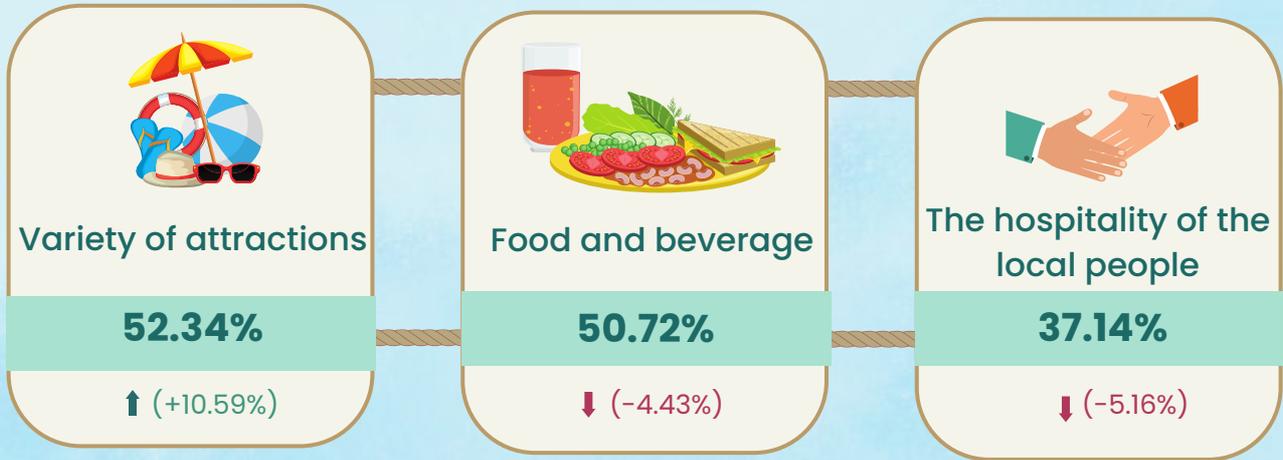




SUMMARY OF THE BEHAVIOR OF INTERNATIONAL TOURISTS OVERVIEW OF ALL REGIONS IN Q1

Survey results from 5,463 persons during January - March 2023

MOTIVATION FOR CHOOSING THAILAND AS DESTINATION



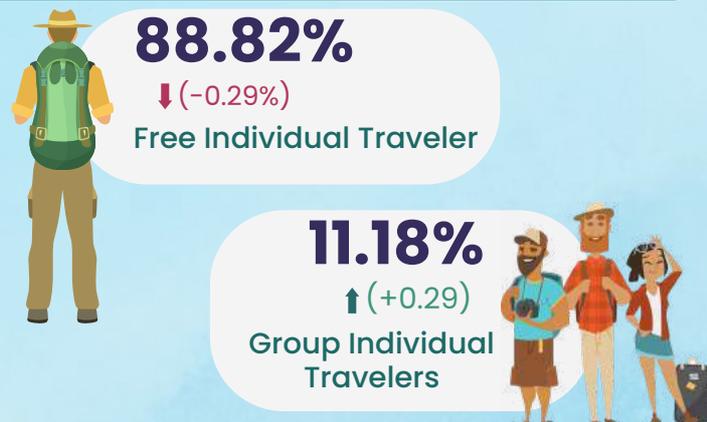
SOCIAL MEDIA THAT IS REGULARLY USED



MAIN PURPOSE OF VISITING THAILAND



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

TOURISTS MARKET OVERVIEW

THAILAND'S TOURISM SITUATION

- Thailand received **460,527 foreign tourists** between 5-11 June 2023 (last week).
- Top 5 foreign arrivals: **Malaysia** (69,158 persons), **China** (60,438 persons), **India** (34,581 persons), **Singapore** (27,654 persons) and **South Korea** (25,203 persons)

FACTORS TO BE CONSIDERED IN THE NEXT PHASE



Foreign arrivals to Phuket may plunge to a lower than expected level during the upcoming low season, due largely to the slowdown of the Chinese market and the bankruptcy of an Indian airline.



Decrease of Indian tourists as low-cost airline options such as *SpiceJet* and *Go First* are no longer on the list, especially in price-sensitive tourists group.



Global Economy to Slow and the conflict between China and America may affect the decision of East Asian tourists

USEFUL ARTICLES

ENGLISH

[Travel Industry Trends 2023 by Mastercard Economics Institute](#)

[Meet the Hotel Guest of 2030](#)

[Why Hotels Need Advanced Tech Tools in Marketing and Sales](#)

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

THAI

[ไทยได้รับผลกระทบอย่างไร? เมื่อการบินอินเดียยังขาดสภาพคล่อง](#)

['มาสเตอร์การ์ด' เผย 'ไทย' มาแรง! ต่างชาติแห่ใช้จ่ายท่องเที่ยวพุ่ง ถึง 40%](#)

[คนไทยจะเลือกอะไรระหว่าง ลดค่าใช้จ่าย หรือ ตัวเลือกรักช้อปปิ้ง? ในการเดินทางท่องเที่ยว](#)

Information sources

<https://www.bangkokpost.com/business/2592184/online-agents-upbeat-on-growth-outlook>
<https://www.bangkokpost.com/business/2591249/outbound-market-keeps-focus-on-asia>
<https://www.bangkokpost.com/business/2592866/bangkok-urged-to-woo-business-tourists>

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

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Conor Brannum Coordinator, HOMA Phuket
Jonathan Grier Owner, Villa Phukhao
(Co-Chair) Anucharaporn TongluarGDHR, Thavorn Beach Village Resort & Spa

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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 Villaskoh Yao, Trisara, Twin Palms MontAzure, Twin Palms Phuket, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



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