

PHUKET WEEKLY UPDATE

No22/09062023



COMING SOON

PHUKET HOTELS ASSOCIATION

3 DAYS SET COURSE TO CHOOSE FROM

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

AT PHUKET GRACELAND RESORT AND SPA

A DROWNING PREVENTION INITIATIVE

LIFESAVING TRAINING 2023

PHA MEMBERS 3900 THB NON-MEMBERS 4900 THB

For more information about the program Contact Phuket Hotels Association Jayne MacDougall +66 (0) 89 645 2576 To reserve your place and Register: info@phukethotelsassociation.com

Life Saving Victoria

Australian Consulate-General Phuket, Thailand



Banana Beach, Phuket

UPCOMING EVENTS

PHIST

THE SUSTAINABLE HOSPITALITY LEARNING EVENT

2023

• PHIST 6

4 September

SAii Laguna Phuket

• LIFESAVING TRAINING

26 July - 5 August

Phuket Graceland Resort and Spa

More information and Register
PLEASE CLICK HERE

PRESS RELEASE

ABSOLUTELY FABULOUS TRAVEL SALE

The non-profit Phuket Hotels Association annual PHAB online travel auction is now online.

All proceeds go to the association's hospitality education scholarship fund, that has sponsored 65 students in tertiary education.

Great Prizes- DON'T MISS this opportunity and please share with your contacts!!!

[Get online now](#) ✨

Online Auction closes on 15 June 2023 at 3PM (Thailand Time UTC+7 hours)

Absolutely Fabulous Online Travel Sales

Save up to **60%** on over 100 hotels in Asia, Europe and Australia.

PHUKET HOTELS ASSOCIATION

All proceeds will go towards hospitality scholarships for local students in Phuket, Thailand.

ANDAMAN HOTELIER 2023

16-18 JUNE 2023
@Mini-convention hall, Central Floresta

มหกรรมงานโรงแรมหนึ่งเดียวในภาคใต้

เชิญทุกท่านร่วมประกาศความยิ่งใหญ่ แข่งขันและพัฒนาศักยภาพอาชีพ
ในงานมหกรรมคนโรงแรมร่วมชมและร่วมกิจกรรมการแข่งขัน
ในสาขาอาชีพต่างๆของโรงแรมและร่วมลุ้นการประกวด

Mr&Ms Andaman Hotelier 2023

16-18 JUNE 2023
@Mini-convention hall, Central Floresta

ติดต่อของบูทในงาน
☎ 095-234-2451
✉ info@andamanhotelier.com
📍 Andaman Hotelier

ANDAMAN HOTELIER 2023

Food Safety
17 มิถุนายน 2566 (เสาร์) 13.30 น.
Stage1
Mini Convention Hall, Central Floresta Phuket BLD 2

ANDAMAN HOTELIER 2023

Food Waste Reduction & Food Donation
17 มิถุนายน 2566 (เสาร์) 14.30 น.
Stage2
Mini Convention Hall, Central Floresta Phuket BLD 2

ANDAMAN HOTELIER 2023

Sustainable Hotel Design
17 มิถุนายน 2566 (เสาร์) 15.30 น.
Stage3
Mini Convention Hall, Central Floresta Phuket BLD 2

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 MEETINGS AND EVENTS



PHUKET GREEN DAY ON 7TH JUNE 2023

164 people joined this Green Day event, 219.25 KG. of garbage was collected and a distance of 812 KM. covered on the day. Information is still coming in so this is not the final count!

Thank you to participating member hotels and private organisations!



UPCOMING COLLABORATION ON SECURITY AND SAFETY CONFERENCE MEETING

Thank you for your visit Joanne Fynamore-Crorkin, HM Consul, Watee Pholangka, Vice Consul – Prevention and Communications, Mananya Thongnual, Consul and Chantal Fernandes, British Honorary Consul in Phuket – from the British Embassy Bangkok.

From the Phuket Hotels Association, the meeting was attended by Bjorn Courage, President, Jayne MacDougall, Executive Director and Sumi Soorian, Senior Advisor – we've discussed the upcoming collaboration for a Security and Safety Conference taking place in Phuket on 3rd October and other matters relating to tourism for British citizens to Phuket



TICA MEMBERSHIP QUARTERLY LUNCHEON AND MEETING

9 June at Courtyard by Marriott Phuket Town



GOVERNMENT LIAISON COMMITTEE MEETING

8 June at Dusit Thani Laguna Phuket



THAILAND BOOSTS TOURISM BUDGET TO 5BN BAHT, TARGETS OFF-PEAK TRAVELLERS

The Tourism Authority of Thailand (TAT) has announced its plans for the fiscal year 2024, with a focus on growing off-peak customers, increasing spending per trip by 7%, and distributing income to a wider range of destinations.

TAT Governor said, the key strategies beginning in October 2023, will be promoting fairness in revenue distribution through a "sharing economy" and making Thailand a "Tourism for All" destination to achieve better distribution of tourists to secondary provinces and improve the dispersal of visitors throughout the year, rather than just during the high season.

"We will create more opportunities and improve access to ensure that all people can travel to Thailand," TAT Governor said.

Another crucial aspect of the plan is enhancing digital transformation, which can help maximise tourism revenue if the industry improves its digital literacy and takes advantage of technology

[For more information](#)

THAILAND'S FOUR BRAND-NEW AIRLINES TO STIR UP COMPETITION

At least four new airlines are preparing to enter the Thai aviation industry, expecting to capitalize on rising demand from a tourism sector that has been booming since the lifting of COVID-related restrictions.

Really Cool Airlines is expected to be the first to start operations, starting in December with Airbus A330 and A350 aircraft. It is now in the process of obtaining an air operation license.

Landarch Airlines is expected to start in the first quarter of 2024 with 12-seat propeller planes, targeting clients flying between major cities and beach towns in the south.

P80 Air, plans to launch with Boeing 737-800s, focusing on routes to several cities in China.

Siam Seaplane plans to operate eight-seaters on routes to famous beach towns such as Hua Hin, Pattaya and southern islands.

[For more information](#)



RUSSIAN TOURISTS TOP PHUKET'S 6 MILLION VISITOR LIST

Phuket welcomed more than 6 million international tourists during the first 5 months of this year.

Director of TAT Phuket said, the largest groups of international arrivals to Phuket from Jan-May were Russians followed by Chinese, Indians, Australians and Kazakhs, the 6 million tourists injected at least 196 baht income.

Now, in the rainy season, the number of international visitors will decline slightly.

The TAT forecast that tourists from Europe, Scandinavia and Americas will decline during the low season but Phuket will see more tourists from short-haul destination, from India, Middle East and Taiwan.

There will be flights from Taiwan and Vietnam to Phuket during the low tourist season

[For more information](#)

PHUKET VIES FOR SPECIALISED EXPO 2028, BOOSTING HEALTH AND MEDICAL TOURISM

As the final presentation and vote for the Specialised Expo 2028 approaches, many Thai citizens are eagerly awaiting the decision, hoping that Phuket will be chosen as the host city.

The Thai delegation is set to present their case to the Bureau International des Expositions (BIE) on June 21, highlighting the southern resort island province's potential as a host location.

The theme proposed by Thailand for the expo is 'Future of Life: Living in Harmony, Sharing Prosperity,' which would require a budget of approximately 4.18 billion baht.

Phuket is being developed as a key health and medical tourism city with global appeal. The island is currently one of four cities in the running to host the 2028 expo, competing against Belgrade, Barcelona, and Minnesota.



HOTELS MARKET OVERVIEW

HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN MAY 2023



1 อัตราการเข้าพักโดยเฉลี่ยลดลงจากเดือนก่อน โดยลดลงในทุกภูมิภาคตามการเข้าสู่ช่วง low season ของนักท่องเที่ยวไทยและต่างชาติ รวมถึงมาตรการเราเที่ยวด้วยกันเฟส 5 ที่สิ้นสุดลง ส่งผลให้ปัญหาการขาดแคลนแรงงานมีแนวโน้มดีขึ้น สำหรับการท่องเที่ยวในประเทศไทยของชาวไทย หากจำแนกรายภูมิภาค โรงแรมส่วนใหญ่ในภาคใต้และภาคอีสานเห็นว่าจำนวนนักท่องเที่ยวไทยและจำนวนคืนเข้าพักเฉลี่ยสูงกว่าช่วงก่อน COVID-19 แล้ว ขณะที่ในภาคเหนือยังน้อยกว่า ส่วนหนึ่งจากปัญหาฝุ่นควันและอากาศร้อนจัด ด้านการเข้าพักของนักท่องเที่ยวต่างชาติ โรงแรมส่วนใหญ่เห็นว่าชาวต่างชาติเข้าพักมากกว่าช่วงก่อน COVID-19 โดยเฉพาะโรงแรมในภาคใต้ และโรงแรมระดับ 5 ดาวขึ้นไป



ที่มา: การสำรวจความเชื่อมั่นผู้ประกอบการที่พักโรงแรม โดยสมาคมโรงแรมไทย ร่วมกับธนาคารแห่งประเทศไทย

Source: Thai Hotels Association in conjunction with Bank of Thailand

1 The average occupancy rate decreased from the previous month. It declined in all regions as entering to the low season of Thai and foreign tourists, as well as the end of the We Travel Together phase 5 campaign, resulting in the labor shortage problem tending to improve. Domestic tourism of Thai people in **South region** and Northeast region had number of Thai tourists and the number of people staying on average is already higher than Pre-COVID-19, while in the North region is still lower due to the problem of dust, smoke and extreme heat. The stay of foreign tourists Most hotels see that foreigners stay longer than Pre-COVID-19, especially hotels in the south and 5-star hotels

Survey results from 109 hotel operators during 19 - 25 May 2023

SUMMARY IN ENGLISH

2 Occupancy Rates (OR)

In May 2023, average occupancy rate was 51%, decrease from the previous month.

The average occupancy rate in June 2023 is expected to be 48%

3 Proportion of Thai and foreign tourists

Despite the number of foreign tourists decreasing, foreign tourists remain the **primary customer**

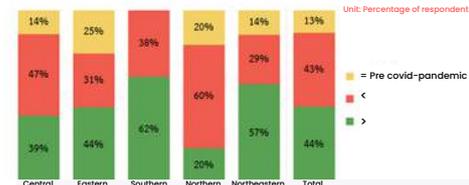
4 Labor Shortage

Most hotel operators also face the challenge of labor-shortage but this is moving in a better direction.

Reflecting on the respondents, there was no shortage of labor Increase from 32% to 46% as entering range

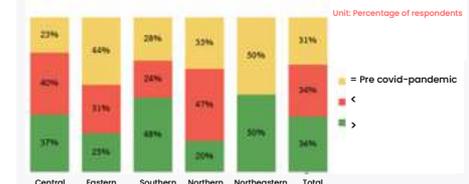
The low season is here and there are more workers back on the job.

5 The number of tourist arrivals to Thailand in 2023 VS Pre-COVID-19 by regional



6 Proportion of hotels classified by average daily room rates

Most hotels in the South and the Northeast have higher numbers of Thai tourists than Pre-COVID-19, while the northern region has a smaller number of Thai tourists and stays are for a shorter duration.



7 The average number of nights of stay per trip by foreign tourists compared to Pre-COVID-19

47% of hotels consider foreign tourists are staying longer.

Especially for 5-star hotels and hotels in the southern region, where foreign customers had higher average room-nights of stay than b Pre-COVID-19

TOURISTS MARKET OVERVIEW

NUMBER OF TOURIST ARRIVALS TO THAILAND 1 JAN - 31 MAY 2023



Number of tourist arrivals to Thailand
1 Jan - 31 May 2023

10,631,671 persons
+710% (YOY)

Top 5 tourist Arrivals

1		Malaysia	1,661,128 persons
2		China	1,131,017 persons
3		Russia	740,792 persons
4		Korea	640,241 persons
5		India	600,593 persons

Past important factors

- (+) Long holidays such as the school break of Malaysian, Singapore and Russia, as well as the US Memorial Day.
- (-) Chinese tourists more bought tours before their travel date, which has led to a slowdown in group tours and incentive
- (-) The suspension of GoFirst Airlines' direct route between India and Thailand.

Source : Economics Tourism and Sports Division

USEFUL ARTICLES

ENGLISH

[AI in Hospitality: Power Up Your Content with Generative AI](#)

[How to Use Your \(Guest\) Data to Increase Revenue?](#)

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

THAI

[Hotel Gamification ทำงานให้สนุก อย่างมีเป้าหมาย](#)

[เปิดคัมภีร์ Digital Marketing สูตรเฉพาะธุรกิจโรงแรม](#)

[ทำการตลาด OTAs ยังไง? ให้เพิ่มยอดจอง Booking](#)

Information sources

- <https://thethaiger.com/news/business/thailand-boosts-tourism-budget-to-5bn-baht-targets-off-peak-travellers>
- <https://asia.nikkei.com/Business/Transportation/Thailand-s-four-brand-new-airlines-to-stir-up-competition>
- <https://www.bangkokpost.com/business/2584476/russian-tourists-top-phukets-6-million-visitor-list>
- <https://thethaiger.com/news/national/phuket-vies-for-specialised-expo-2028-boosting-health-and-medical-tourism>

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 Tongluan GDHR, 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

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
General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
(Co-Chair) Gerd Kotlorz Executive Secretary, Amanpuri
Puangkaew Kulsuppakorn

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



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