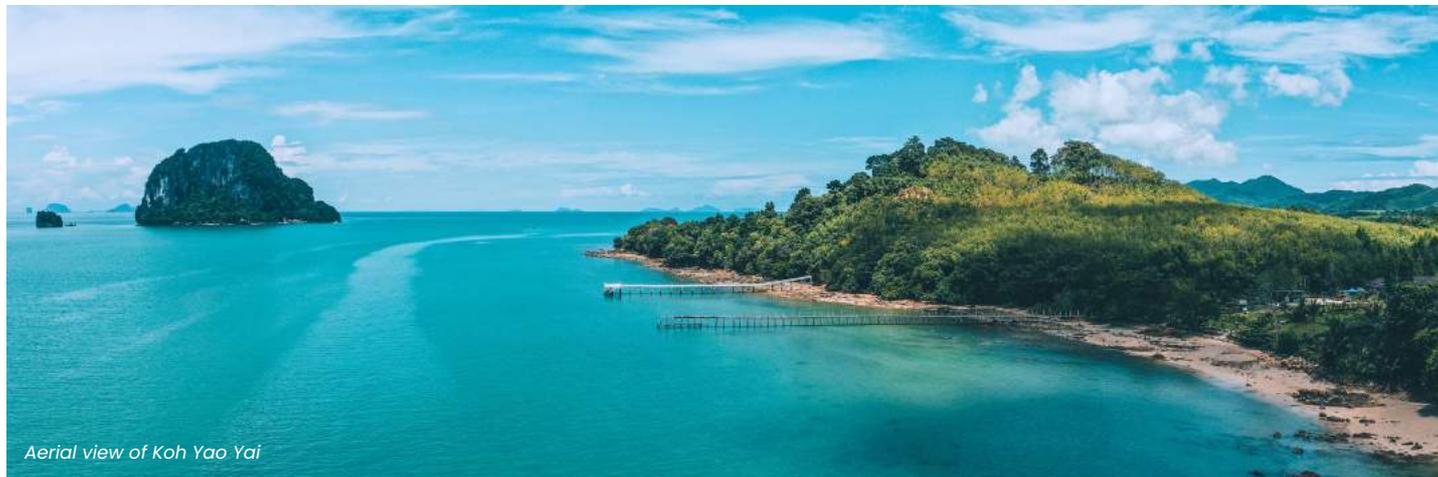


PHUKET WEEKLY UPDATE

No19/19052023



Aerial view of Koh Yao Yai

UPCOMING EVENTS

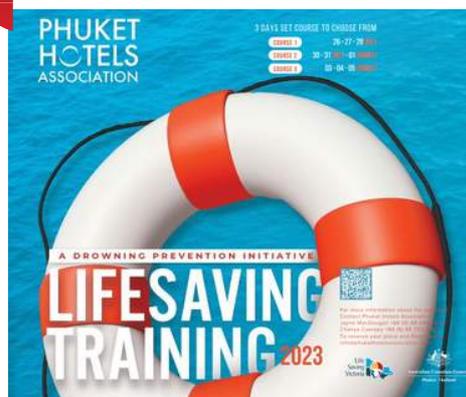


- PHAB 5**
 20 May, 7pm ACES Angsana Laguna Phuket



- DIGITAL MARKETING CONFERENCE & TECHXPO IN COLLABORATION WITH HSMIA**
 21 August Courtyard by Marriott Phuket Town

COMING SOON



- LIFESAVING TRAINING**
 26 July - 7 August Phuket Graceland Resort and Spa



- PHIST 6**
 4 September SAii Laguna Phuket

PRESS RELEASE

ANDAMAN HOTELIER 2023

มหกรรมงานโรงแรมหนึ่งเดียวในภาคใต้

เชิญทุกท่านร่วมประกาศความยิ่งใหญ่ แบ่งปันและพัฒนากิจการอาชีพ
ในงานมหกรรมคนโรงแรมร่วมชมและร่วมกิจกรรมการแข่งขัน
ในสาขาอาชีพต่างๆของโรงแรมและร่วมสุนัการประกวด

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 เวลา 13.30 น.
Stage1
Mini Convention Hall,
Central Floresta Hotel B-2

ANDAMAN HOTELIER 2023

Food Waste Reduction & Food Donation
17 มิถุนายน 2566 เวลา 14.30 น.
Stage2
Mini Convention Hall,
Central Floresta Hotel B-2

ANDAMAN HOTELIER 2023

Sustainable Hotel Design
17 มิถุนายน 2566 เวลา 15.30 น.
Stage3
Mini Convention Hall,
Central Floresta Hotel B-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. There will be exhibition space and if you wish to reserve a booth at the event, please call 0952342451.

ABSOLUTELY FABULOUS TRAVEL SALE

The non-profit Phuket Hotels Association annual PBAB 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.

An amazing assortment of travel items are available at astounding prices! EVERYONE can bid - for hotel and other great prizes across Phuket, Asia, and other exotic destinations both near and far.

Get online now

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.

TAT LAUNCHES "WORKATION" CAMPAIGN TO BOOST DOMESTIC TRAVEL

The Tourism Authority of Thailand (TAT) has unveiled the "Workation Thailand for only 100 bath" campaign, aiming to boost domestic travel and encourage weekday overnight stays by providing tourism products and services at affordable prices.

Under this initiative, a dedicated section will be introduced on the official TAT website, workationthailand.tourismthailand.org featuring a comprehensive list of promotions available for interested travelers.

The "Workation Thailand for only 100 baht" campaign seeks to leverage this shift. The campaign holds the potential to support tourism businesses and potentially drive domestic tourism revenue to a remarkable figure of 880 billion baht per year.

As part of the campaign, the TAT will distribute 100 baht vouchers that can be redeemed for a variety of tourism-related products and services. These vouchers will be made available on specific dates, namely June 6, July 7, August 8, and September 9. [For more information](#)



TAT AIMS TO ATTRACT MORE TOURISTS FROM THE MIDDLE EAST IN THE SECOND HALF OF THIS YEAR

The Tourism Authority of Thailand (TAT) has been working towards attracting more tourists from the Middle East.

Visitors from the region have been increasing since they have a favorable impression of the quality of health and wellness businesses in Thailand, they are recognized as high-spending tourist who stay in Thailand for extended periods time.

Statistics showing that visitors from the UAE spent more than 220 USD per day and stayed in Thailand for an average of 11.4 days in 2019.

In 2022, Thailand saw 314,882 Middle Eastern tourists visited with around 100,000 coming from Saudi Arabia and around 66,000 from the UAE.

TAT is planning events to encourage more tourists to travel to the country

[For more information](#)



PHUKET WELCOMES CRUISE LINER FROM MALAYSIA WITH 2,000 TOURISTS

Phuket welcomed the arrival of a cruise liner from Langkawi, Malaysia with more than 2,000 tourists, as it docked at the pier in the Wichit sub-district of Phuket's main city district on Monday.

The Chief of Phuket Marine Office, Natchapong Pranit, said that the first cruise liner to visit Phuket since 2019 arrived in Patong in October of last year when the Covid-19 situation had started to ease.

He further added that there has been an increase in the number of cruise liners coming to Patong and Ao Makham. Since October last year, more than 160,000 tourists have arrived on cruise liners, contributing significantly to Phuket's economy.

This influx of tourists demonstrates the growing confidence in visiting Phuket, he said. [For more information](#)

TOURISM TO LIMIT ECONOMIC PAIN AS NEW GOVERNMENT AWAITED

Economist says consumption and investment may be affected by longer-than-expected government formation, but tourism will ease impact.

The influx of visitors – totalling 6.5 million in the first quarter of 2023 compared with 498,000 a year ago – is aiding greater business and consumer activity in Thailand.

Any escalation in political uncertainty could hamper the influx of visitors that's getting closer to returning to the 40-million count in 2019, supported by China's reopening late last year.

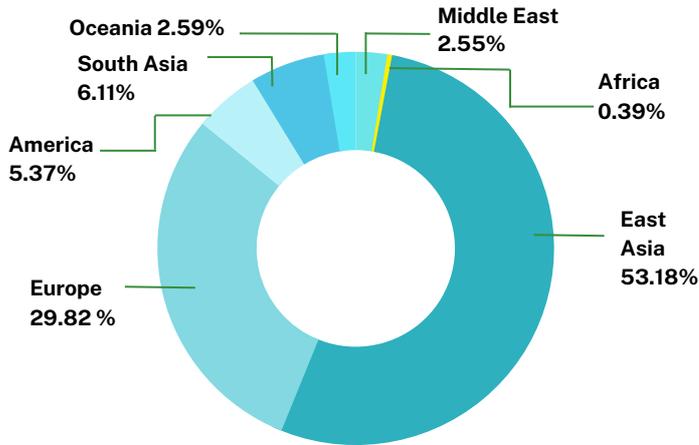
If political tensions spill over onto the streets, growth will be adversely impacted. Tourists are notably sensitive to political instability, with arrival growth slumping during such periods in the past two decades.

[For more information](#)



THAILAND TOURISM SNAPSHOT

INTERNATIONAL MARKET IN Q1 2023 (JANUARY - MARCH)



NUMBER OF INTERNATIONAL TOURIST



6.52
million people

recovered to **60%** of 2019 levels

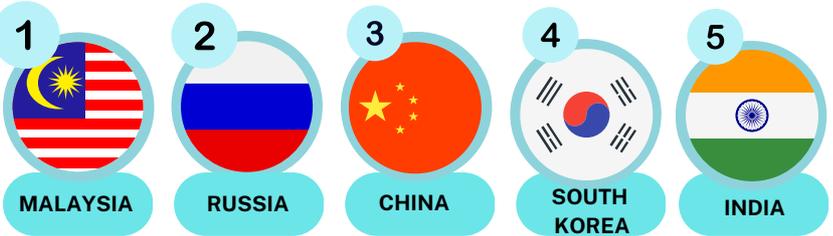
TOURISM REVENUE



334,701
million baht

recovered to **64%** of 2019 levels

TOP 5 TRAVEL MARKETS ARRIVED IN THAILAND



CONTRIBUTING FACTORS

- "China" and "Russia" can freely travel to Thailand without restrictions
- High travel on New Year's Eve and Chinese New Year
- Extended visa-free stays and Visa On Arrival (VOA)

OBSTACLES

- The rising price of airfares
- Global economy is slowing due to Russia's war in Ukraine

EAST ASIA



- Many countries of the region opened up for travelling.
- Airline routes to Thailand have recovered to **50%** of 2019 levels.
- Tourism increased during the Chinese New Year.

EUROPE



- Extended visa-free stays from 30 days to 45 days.
- Flight numbers increased and seating capacity recovered to **65%** from the same period in 2019.

• Flight prices are twice the cost of pre-covid levels.
• Thai Airways cannot re-open routes in many cities, resulting in a deficit of about 150,000 seats.

AMERICA



- Business Matching with premium agencies by TAT.
- Direct flights from America.

• America faces slowing growth and high inflation resulting in higher travel costs. Most tourists choose to travel within the country and the region, rather than overseas.

SOUTH ASIA



- Recovery of seating capacity in all 3 major markets in the region of India, Pakistan and Bangladesh

• India demands negative Covid test for arrivals from Thailand (Canceled in February) resulting in Indian tourist decrease of arrivals in January

OCEANIA



- Campaigns from TAT to encourage FIT, Digital Nomads, and Young families.
- Direct flights to Thailand from Australia **82% recovered from 2 cities**, Sydney and Melbourne

• No direct flight to support travel into Thailand for the New Zealand market.

MIDDLE EAST



- Recovered to the same level as the same period before COVID-19.
- Extended stays from 30 to 45 days.
- Flights from Israel recovered.
- Free Visa for Saudi Arabia tourists.

AFRICA



- Customers were couples, families and LGBT+ people.
- Aviation supporting factors facilitate travelling to Thailand.
- Seating capacity was 28,497, **recovered to 60%** of 2019 levels.

Top 10 Busiest International Airports by Seats

Calculated using international frequency only

2023 Ranking	Airport Code	Airport Name	Seats (Total)	2019 Ranking
1	DXB	Dubai International	4,706,659	8
2	LHR	London Heathrow Apt	4,044,462	1
3	AMS	Amsterdam	3,314,631	3
4	CDG	Paris Charles de Gaulle Apt	3,195,192	4
5	SIN	Singapore Changi Apt	3,018,903	7
6	IST	Istanbul Airport	2,991,056	9
7	FRA	Frankfurt International Apt	2,926,006	6
8	ICN	Seoul Incheon International Airport	2,826,710	5
9	DOH	Doha (QA) 00	2,257,065	16
10	MAD	Madrid Adolfo Suarez-Barajas Apt	2,096,699	13

Source: [OAG](#)

OAG

Thailand Tourism Fee (TTF) to be postponed until September 2023

Fees

- 300 Baht / person for foreign tourists arriving by air
- 150 baht / person for those arriving by land and sea

Purposes of TTF

- Develop and keep up tourist destinations
- Provide medical insurance for tourists

Exceptions

- Thai nationals
- Foreign residents in Thailand
- Day and transit passengers
- Children under the age of two years old
- Foreigners with Thai work permits
- Those with diplomatic and official passports



<https://thailand.prd.go.th> PR Thai Government

USEFUL ARTICLES

ENGLISH

[Customer Service Is Like Dating](#)

[How a Top Hotelier Redefines Luxury with the Inclusion of Technology](#)

[4 Hotel Tech Trends for 2023](#)

THAI

[จัดงานโมชให้แตกต่างอย่างยั่งยืน](#)

[การปรับตัวของ SME ท่องเที่ยว Transformation รับ
ดีมานด์พุ่ง แะใช้เทคโนโลยี เพิ่มมูลค่าต่อจอกยุทธ์ลูกค้าตรงจุด](#)

[Hotel reservation ไม่เกี่ยวกับ PDPA จริงหรือ?](#)

Information sources

<https://thainews.prd.go.th/en/news/detail/TCATG230512120258930>
<https://thethaiger.com/news/phuket/phuket-welcomes-cruise-liner-from-malaysia-with-2000-tourists>
<https://www.bangkokpost.com/business/2573252/tourism-to-limit-thai-economic-pain-as-new-government-awaited>

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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(Acting Chair) Michael Massey General Manager, Absolute Twin Sands Resort & Spa
Conor Brannum Coordinator, HOMA Phuket
Jonathan Grier Owner, Villa Phukhao
(Co-Chair) Anucharaporn Tongluang GDHR, Thavorn Beach Village Resort & Spa

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(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

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(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

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(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



CONTACT US

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