

PHUKET WEEKLY UPDATE

No11/17032023

COMING SOON



Phuket Green Day is back!

Once you have finalised the date, time, area and your hotel Green champion (contact person) Please complete the form [using here](#)

[Click here](#)

to find all our locations around Phuket

UPCOMING EVENTS



• Phuket Hotels Association General Manager's Meeting 2/2023

Wed 26 April

THE SLATE (Jomon Pavilion Room)

[RSVP HERE](#)



• PHAB 5

Saturday 20 May

ACES Angsana Laguna Phuket



• PHIST 6

Monday, 4 September

SAii Laguna Phuket

PRESS RELEASES

FINAL CALL!!!

TCEB MICE CAPABILITIES DEVELOPMENT COURSE

Date : 24 March 2023
Venue : Angsana Laguna Phuket

Free of charge

The event will focus and target hotel management personnel, sales and marketing, HR and sustainability champions. TCEB would like to share and introduce TSEMS: Thailand Sustainable Event Management Standard, this sustainability standard offered and supported by TCEB.

The event will be delivered in Thai in the morning however, we have exclusive sessions in the afternoon in both Thai and English for potential hotels who would like to book and apply for certifying TSEMS this year.

[APPLY Here](#) [For More Information](#)

TSEMS Day @ Phuket
 มาตรฐานการบริหารจัดการงานอย่างยั่งยืนประเทศไทย
 Thailand Sustainable Event Management Standard



มาร่วมยกระดับธุรกิจให้ยั่งยืน
 พร้อมรับความเสียมและสร้างสมดุล
 ด้านการบริหารจัดการอย่างมีความ
 รับผิดชอบต่อสังคมและสิ่งแวดล้อม
 ไปกับมาตรฐาน TSEMS

กลุ่มเป้าหมาย

- สถานที่จัดงานไมซ์**
 - สถานที่จัดงานไมซ์
 - โรงแรม/ รีสอร์ท
- ผู้จัดงานไมซ์**
 - ผู้จัดการอีเวนต์ ผู้จัดการประชุม
 - ผู้จัดการงานไมซ์ PEO / PCO
 - ผู้ให้บริการการจัดการเดินทาง (DMC)
- ผู้ประกอบการอุตสาหกรรมไมซ์**
 - ผู้ให้บริการอาหารและเครื่องดื่ม
 - ผู้ให้บริการระบบเสียงแสงภาพ
- อื่นๆ**
 - คู่สนทนารองเท้า
 - หน่วยงานของรัฐ
 - หน่วยงานจัดกิจกรรมของธุรกิจ

วันศุกร์ที่ 24 มีนาคม 2566
08.30-15.00 น.
โรงแรมอังสนา ลากูน่า ภูเก็ต

สแกนเพื่อลงทะเบียน



<https://shorturl.asia/zsLl3>

THIS WEEKS' MEETING AND EVENTS



THAILAND GENERAL MANAGER ROUNDTABLE
 13 March 2023 at Hyatt Regency Bangkok Sukhumvit

Thailand General Manager Roundtable hosted and moderated by Hospitality Sales & Marketing Association International (HSMAI) Thailand. Dynamic and fun discussions around technology innovation and challenges in the hospitality industry **attended by** our President, **Bjorn Courage** - General Manager InterContinental Phuket Resort and Education Co-Chair, **Bart Callens** who is also the General Manager of SAii Laguna Phuket

THIS WEEKS' NEWS UPDATE



TIGERAIR TAIWAN TO LAUNCH ONLY DIRECT TAIWAN – PHUKET ROUTE

- Budget Airline Tigerair is launching direct flights between Taiwan and Phuket in May, 2023.
- Tigerair, a subsidiary of China Airlines, will be the only airline currently servicing the Taipei - Phuket route directly, twice per week.
- Phuket will be the airline's second destination in Thailand. Tigerair currently serves direct flights between Taoyuan and Don Mueang Airport in Bangkok.
- Flight will depart from Taoyuan International Airport on Wednesdays and Saturdays at 12.20 pm, departing from Phuket International Airport, flights will run on Wednesdays and Fridays at 4.45 pm.
- Tickets on the route are not yet available to buy on the Tigerair Taiwan website but the airline plans to launch the route as soon as May.



AGREEMENT SIGNED TO TACKLE PHUKET LABOUR SHORTAGE

An agreement has been signed between representatives of the business sector and the Office of Vocational Education Commission (OVEC) for vocational institutes to provide graduates and part-time students to work in tourism and service industry.

- OVEC will adjust its study courses to produce graduates with the qualifications needed to enter the labor market right after graduation, Phuket can serve as the prototype for other vocational institutes and businesses in the country to follow suit.
- Since after improvement of the COVID situation, Phuket tourism has quickly regained its past boom resulting in the labor shortage of about 30,000 workers in tourism and service industries.
- Mr. Narong Woonsiew, the Phuket Governor, said solving the labor shortage is part of the province's preparations to host the Expo 2028.

PHUKET GETS GREEN LIGHT FOR SONGKRAN WATER SPLASH IN 2023

- Mr. Rewat Areerob, the president of the Phuket Provincial Administration Organization, confirmed the good news after a 3-year break of no water splashing.
- The official celebrations will be held in Phuket Town on Dibuk Road, in front of the Limelight Avenue shopping mall, but alcohol and drugs will be banned.
- The Songkran No AI event had previously been held for 9 consecutive years. It is the only Songkran festival in Phuket that has Thai and foreign tourists as participants, mostly aged 15-35. Not less than 25,000 people joined this event.



TAT WELCOMES INAUGURAL CHINESE FLIGHT, WITH TOUR GROUPS HEADED TO PHUKET AND PHANG NGA

The Tourism Authority of Thailand (TAT) welcomed an inaugural flight from Guiyang to Phuket on Tuesday, on the Chinese airline 9 Air. The flight was almost full with 172 people. The airline is carrying tour groups headed to Phuket and Phang Nga.

- The airline is launching regular flights to and from Guiyang to Phuket three times a week, with a 180-seat aircraft. The flights will operate every Tuesday, Thursday, and Saturday.
- The company has also organized activities to stimulate and promote marketing with five partner travel agencies, producing tour packages for sale at prices ranging from 4,000 to 8,000 yuan per person.

PHUKET IMMIGRATION

SEMI-MONTHLY REPORT
1-15 MARCH 2023

NUMBER OF TOURIST ARRIVALS

184,762



NUMBER OF TOURIST ARRIVALS

16,035



ACCUMULATED TOP 5 COUNTRIES OF ARRIVALS AT PHUKET INTERNATIONAL AIRPORT



Russia 47,525 persons



China 21,414 persons



India 14,320 persons



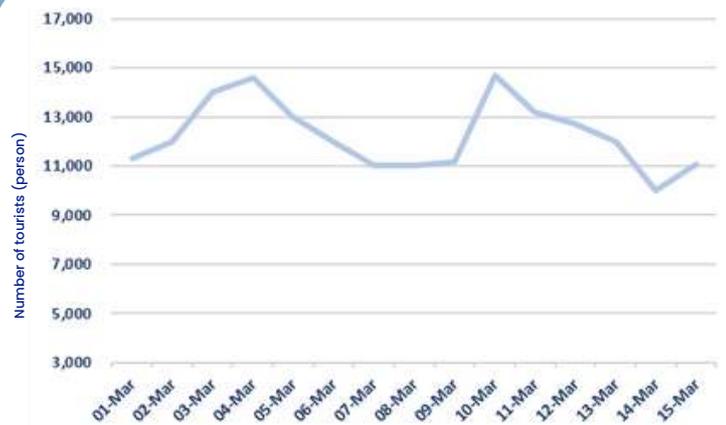
Kazakhstan 9,703 persons



Germany 9,602 persons



NUMBER OF DAILY ARRIVALS AT PHUKET INTERNATIONAL AIRPORT



ACCUMULATED TOP 5 COUNTRIES ENTERING PHUKET BY SEA



Singapore 4,146 persons



Malaysia 3,636 persons



America 2,283 persons



England 952 persons



Indonesia 9804 persons



YACHT
31



TOURIST BOAT
8

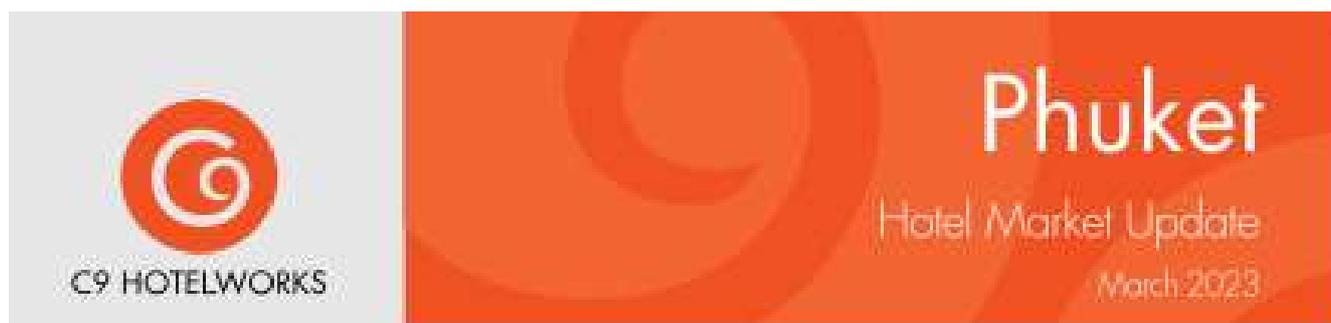


CARGO SHIP
8



FISHING VESSEL
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PHUKET HOTEL MARKET UPDATE REPORT BY C9 HOTELWORKS



Robust numbers in Q4 last year sets stage for tourism recovery by end of 2023

Island flight arrivals FY2022 ramped up 210% y-o-y

Phuket has experienced a profound tourism surge since COVID entry restrictions were lifted on October 1, 2022.

Passenger arrivals elevated to 3.9 million in 2022, up from 1 million in 2021 and 2.5 million in 2020. Although 2022 figures were lower than expected due to the Russia-Ukraine conflict and closed borders in China.

C9's analysis of passenger arrival trends over the past ten years, points to a return to cyclical upward growth, which is widely demonstrated in ongoing room night demand in 2023.

Rising international flight arrivals consistently grew as island-wide hotel occupancy averaged 48% in FY2022. This compared to 8% in FY2021 when there was a sole reliance on the domestic sector. Last year the market-wide average rate pushed up by 80% y-o-y, to THB3,942.

Conversion and rebranding activity highlights an active trend by hotel owners with many opting to transition from hotel management agreements to franchise models.



Looking forward, we expect that leisure demand from the FIT and Group segments will continue to be strong. As the resort island moves out of its seasonal winter peak, all eyes are on one China. The industry recovery outlook can best be summed up as: "it's not a matter of *will* it happen, but how long will it take to regain critical mass."

Bill Barnett, Managing Director, C9 Hotelworks

Trends	Forward Outlook
<ul style="list-style-type: none"> India, Singapore, and Malaysia pushed to the Top 3 Source Markets in the past summer, while a seasonal spike from Europe and Russia kicked in during the winter. China Southern Airlines, China Eastern Airlines, and Air China have resumed their operations in Phuket from Beijing, Shanghai, and Guangzhou. Luxury and upper upscale hotels led all tiers' market performance reflecting a top-down market recovery. 	<ul style="list-style-type: none"> Phuket International Airport Expansion Phase II is under progress and will be completed by 2027. It's target capacity is 1.8 million passengers per year and 23 flights per hour. Phuket's incoming hotel pipeline has been severely impacted by the lack of financing from Thai lenders, resulting in many projects remain on hold. Hotel staff shortages have continued to plague the industry throughout the pandemic recovery period and is expected to continue.

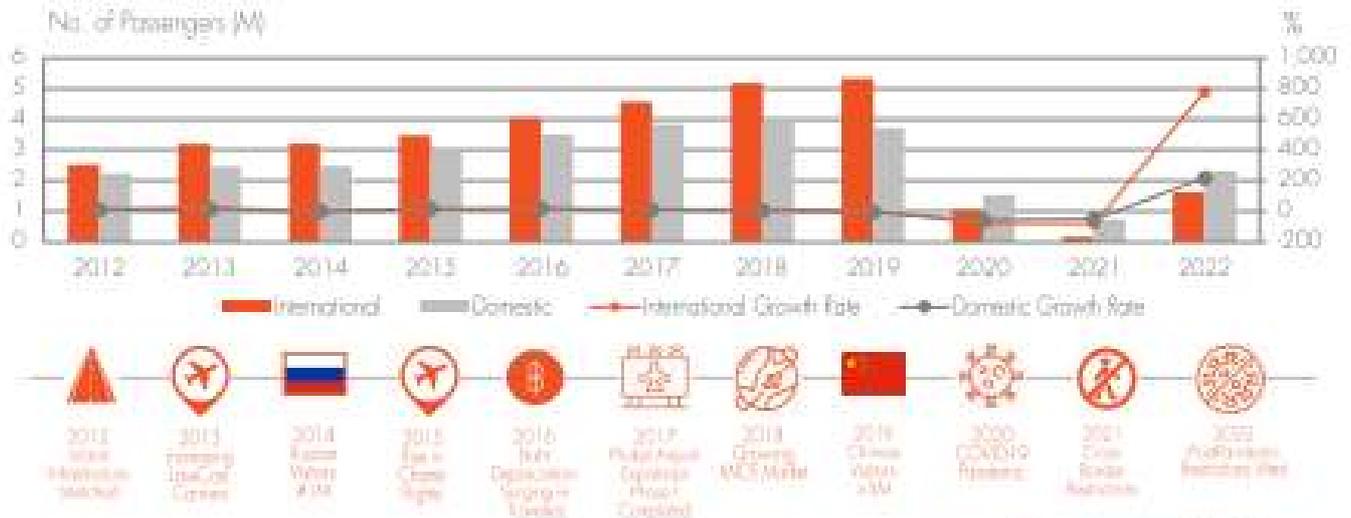
INFORMATION FROM C9 HOTELWORKS **[FULL REPORT CLICK HERE](#)**
<https://www.c9hotelworks.com>

TOURISM MARKET REVIEW

Tourism Indicators

10-Year Phuket International Airport Passenger Arrival Trend

No. of Passengers (M)



Source: Airports of Thailand

Top 10 International Source Markets – FY2022

No. of Visitors



Top Source Markets 2022

Winter: Russia
 Summer: India

Source: Phuket Immigration Office *Data FY2022

International and Domestic Flights – 2019 vs. 2022



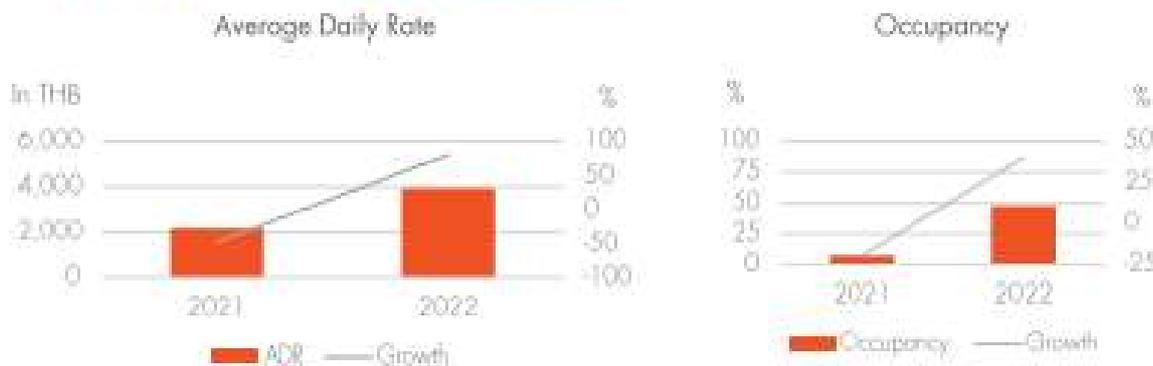
International Flights

2019: 56%
 2022: 37%

Source: Thailand Ministry of Tourism and Sports *Data FY2019 and FY2022

HOTEL MARKET REVIEW

Hotel Performance 2021 vs. 2022



Source: STR and C9 Hotelworks Market Research *Data as of FY2022

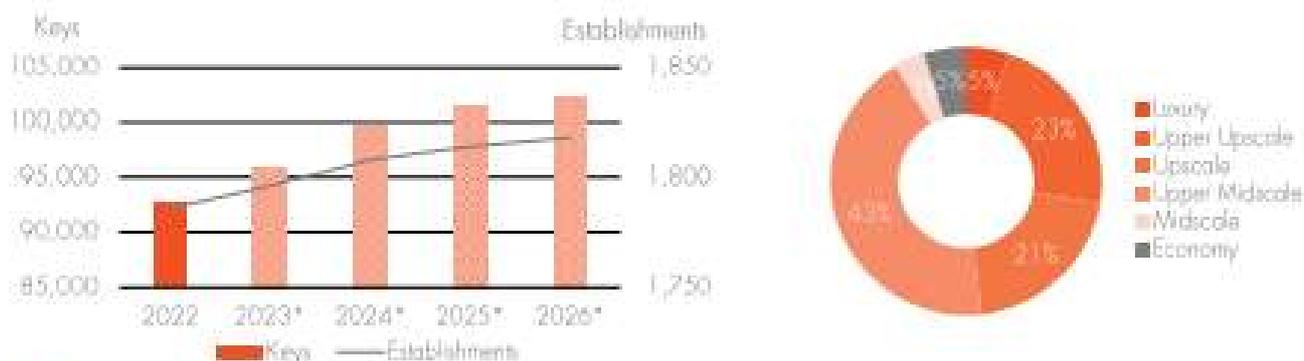
Room Night Demand – Jan 2019 to Dec 2022



Source: C9 Hotelworks Market Research *Data as of FY2019 - FY2022

Phuket Historical & Forecasted Hotel Supply

- The midscale/leisure segment remains Phuket key development segment. This is driven by lower barriers to entry such as lower development costs and less sensitive to prime land availability.



Source: C9 Hotelworks Market Research *Forecasted

Information sources

- <https://thethaiger.com/news/phuket/tigerair-taiwan-to-launch-only-direct-taiwan-phuket-route>
- <https://www.bangkokpost.com/thailand/general/2526046/agreement-signed-to-tackle-phuket-labour-shortage>
- <https://thethaiger.com/hot-news/phuket-gets-green-light-for-songkran-water-splashing>
- Phuket Hotel Market Update March 2023 (c9hotelworks.com)
- <https://thethaiger.com/hot-news/tourism/tat-welcomes-inaugural-chinese-flight-with-tour-groups-headed-to-phuket-and-phang-nga>

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 third.

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	Secretary – General
Brett Wilson	Treasurer
Bill Barnett	Founding Member & Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavisitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor

Phuket Hotels Association Core Team

Sumi Soorian	Executive Director
Kailaya Manabuth	Operations Manager
Kanjana Ritto	Membership Coordinator
Chanya Cserépy	Events Coordinator

Environment Committee

(Chair) Jayne MacDougall	Senior Consultant CAP SEA, GIZ
Andy Kunz	General Manager, COMO Point Yamu
(Co-Chair) Michael Massey	General Manager, Absolute
Conor Brannum	Coordinator, HOMA Phuket
Jonathan Grier	Owner, Villa Phukhao
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
(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, Hilton Phuket Arcadia Resort & Spa, 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 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

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