

PHUKET WEEKLY UPDATE

No10/10032023



COMING SOON





• 1st Phuket Green Day 2023

 21 -22 April




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

 Wed 26 April  The Slate, Phuket [RSVP HERE](#)

UPCOMING EVENTS



• PHAB 5

 Saturday 20 May Venue: ACES Angsana Laguna Phuket



• PHIST 6

 Monday, 4 September Venue: SAii Laguna Phuket

PRESS RELEASES

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
มาตรฐานการบริหารการจัดงานอย่างยั่งยืนประเทศไทย
Thailand Sustainable Event Management Standard

มาร่วมยกระดับธุรกิจให้ยั่งยืน
พร้อมรับความเสี่ยงและสร้างสมดุล
ด้านการบริหารจัดการอย่างมีความ
รับผิดชอบต่อสังคมและสิ่งแวดล้อม
ไปกับมาตรฐาน TSEMS

- มาตรฐาน TSEMS คืออะไร
- ทา TSEMS แล้วได้ประโยชน์อะไรบ้าง
- ทำไมคุณจำเป็นต้องมาตรฐานด้านความยั่งยืน
- TSEMS ช่วยเพิ่มผลกำไร สืบมาจุดเริ่มต้นที่ก้าวข้าม

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

กลุ่มเป้าหมาย

- สถานประกอบการ**
 - สถานประกอบการ
 - โรงแรม/ รีสอร์ท
- ผู้จัดงาน**
 - ผู้จัดงานอีเวนต์ ผู้จัดงานประชุม
 - ผู้จัดงานด้าน MICE PEO / PCO
 - ผู้ให้บริการจัดการการเดินทาง (DMC)
- ผู้ประกอบการอุตสาหกรรม**
 - ผู้ให้บริการอาหารและเครื่องดื่ม
 - ผู้ให้บริการระบบเสียงและภาพ
- อื่นๆ**
 - ตัวแทนการท่องเที่ยว
 - หน่วยงานของรัฐ
 - หน่วยงานจากกระทรวงบริษัท

NEVER NOW

สแกนเพื่อลงทะเบียน

ติดต่อสอบถาม : คุณสุวิมล ธีรกุล
โทร : 0 2617 1727 ต่อ 215
อีเมล : micesustainability@gmail.com , tsems.tceb@gmail.com
https://www.micecapabilities.com

https://shorturl.asia/zs1j3

THIS WEEKS' MEETING AND EVENTS



GREEN GARDEN SCHOOL PROJECT

10 March 2023 at Ban Bangtao School
In partnership with Phuket Famers Club
Supported by AMANPURI

THIS WEEKS' MEETING AND EVENTS (CONT.)



PHUKET BREAKFAST BRIEFING

3 March 2023 at NH Boat Lagoon Phuket Resort

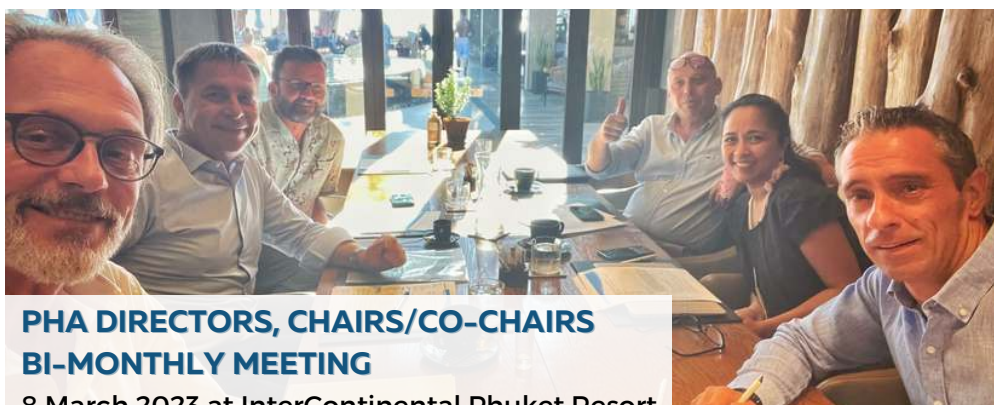
Last Friday 3 March 23, Bjorn Courage our President was one of the esteemed panel speakers at the Business Briefing Meeting organised by BDO in Thailand and Hughes Krupica - Legal Services Provider. On behalf of the association, Bjorn presented tourism and hospitality insights on what's hot in the market and trends that we're experiencing now



INTERNATIONAL WOMEN'S DAY LUNCH 2023

8 March 2023 at Four Points by Sheraton Phuket Patong Beach Resort.

Celebrating women, young leaders' success, and empowerment at the International Women's Day 2023. Thank you to our esteemed speakers for taking the time to share your journey as a young woman leader in a challenging environment. Left pictured (from left to right): Sumi Soorian, Executive Director of Phuket Hotels Association, A moderated session with group of young women leaders from all walks of life, Nuttinun Nguanson (Nook), Customer Service Supervisor, SAIJAI Homecare, Ornkanya Kaengkan (Jill), UWC Thailand, Thanyaporn Khorana (Tanya), British International School, Phuket - BISP and Kamonwan Ngamkham (HaLL) , Junior member of Marriott Business Council Thailand.



PHA DIRECTORS, CHAIRS/CO-CHAIRS BI-MONTHLY MEETING

8 March 2023 at InterContinental Phuket Resort

Directors, Chairs and Co-Chairs of Phuket Hotels Association 's Committee Meeting - Strategy Roadmap 2023

THIS WEEKS' NEWS UPDATE



THAI AIRWAYS ANNOUNCES 2023 SUMMER SCHEDULE

- Thai Airways has announced their summer schedule and expanded their service around the world.
- The flagship carrier of Thailand will add 39 routes to Europe, 9 to Asia and 30 routes to China for the summer.
- Between March 26 - October 28, more routes will be operate and flights will run more frequently on the most travelled routes. Thai Airways kickstarted the summer season schedule by lunching 5 new routes to China at the beginning of this month with 14 flights per week in total.
- The schedule includes 7 EU routes with 63 flights total per week.
- Another 21 flights a week will go to Australia. Thai Airways will fly to 6 airport in Japan, 6 in India, 3 in Pakistan, and 5 in China.

Thai Airways Asian routes

1	Bangkok-Tokyo (Narita)	daily, 14 flights per week	(*21 flights per week)
2	Bangkok-Tokyo (Haneda)	daily, 14 flights per week	
3	Bangkok - Nagoya	every day, 7 flights per week	
4	Bangkok-Osaka	daily, 7 flights per week	(*From 1 July 2023, operates 14 flights per week)
5	Bangkok - Fukuoka	every day, 7 flights per week	
6	Bangkok - Sapporo	daily, 7 flights per week	(*operates until 30 April 2023)
7	Bangkok-Manila	every day, 14 flights per week	
8	Bangkok-Seoul	every day, 21 flights per week	
9	Bangkok - Taipei	daily, 7 flights per week	(*From 1 July 2023 onwards, 14 flights per week)
10	Bangkok - Hong Kong	daily, 14 flights per week	(*From 1 July 2023, operates 21 flights per week)
11	Bangkok - Singapore	25 flights per week	(*flights TG403/413/409 daily, flight TG407 departs from Bangkok every Monday, Thursday, Friday and Sunday)
12	Bangkok - Jakarta	every day, 14 flights per week	
13	Bangkok - Denpasar	every day, 7 flights per week	
14	Bangkok - Kuala Lumpur	every day, 14 flights per week	
15	Bangkok - Mumbai	11 flights per week	(* Flight TG317 operates daily Flight TG351 operates from Bangkok every Monday, Wednesday, Friday and Sunday)
16	Bangkok - New Delhi	22 flights per week	(*flights TG323/315/331 daily, flight TG335 departs from Bangkok every Friday)
17	Bangkok - Bengaluru	every day, 7 flights per week	
18	Bangkok - Hyderabad	every day, 7 flights per week	
19	Bangkok - Chennai	every day, 7 flights per week	
20	Bangkok-Kolkata	every day, 7 flights per week	
21	Bangkok - Dhaka	10 flights per week	(* Flight TG321 flies daily Flight TG339 flies from Bangkok every Tuesday, Thursday and Sunday)
22	Bangkok - Lahore	5 flights a week	from Bangkok every Tuesday, Thursday, Friday, Saturday and Sunday.
23	Bangkok-Islamabad	4 flights a week	from Bangkok every Monday, Wednesday, Friday and Saturday.
24	Bangkok - Karachi	5 flights a week	from Bangkok every Tuesday, Thursday, Friday, Saturday and Sunday.
25	Bangkok - Jeddah	5 flights a week	from Bangkok every Monday, Tuesday, Wednesday, Friday and Sunday.

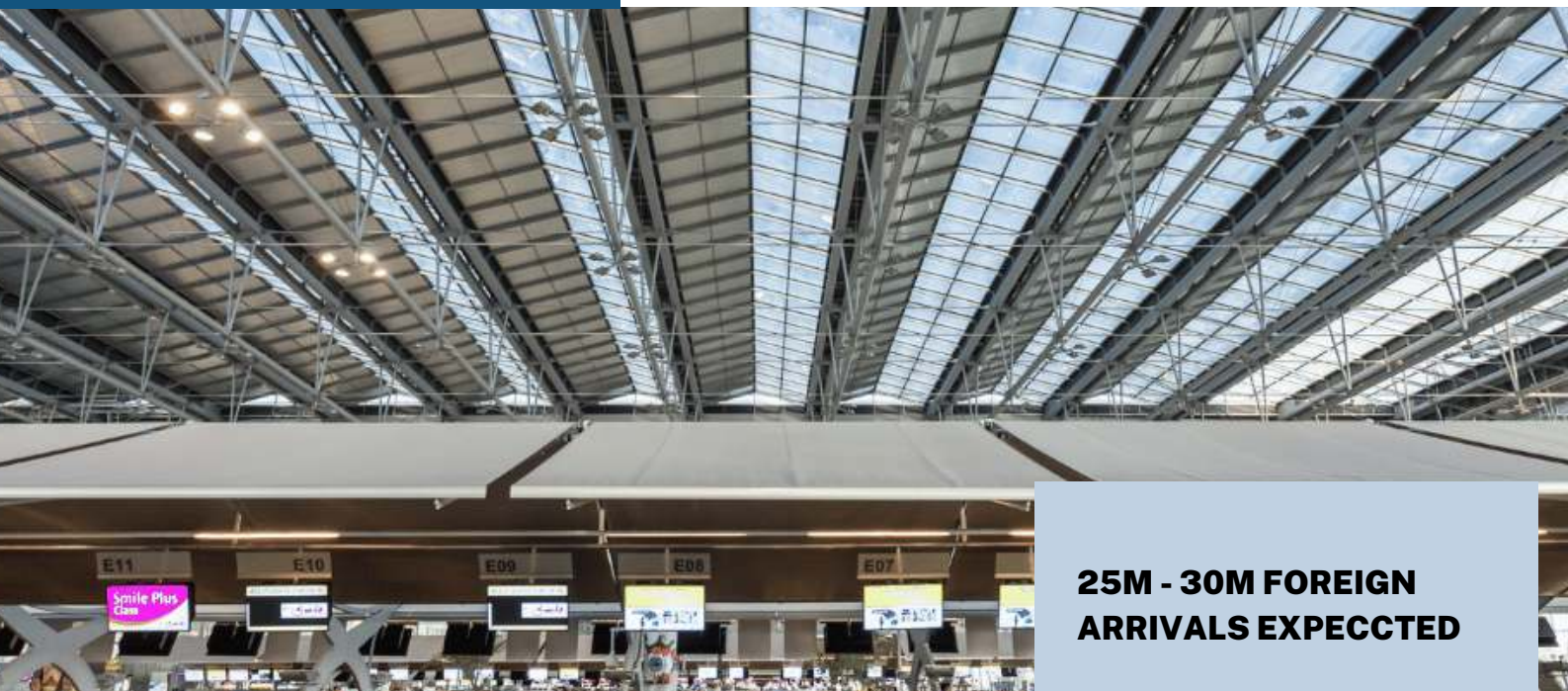
Thai Airways China routes (started March 1)

1	Bangkok - Kunming	2 flights a week	from Bangkok every Friday and Sunday.
2	Bangkok - Guangzhou	3 flights a week	from Bangkok every Monday, Wednesday and Saturday.
3	Bangkok - Chengdu	2 flights a week	from Bangkok every Tuesday and Thursday.
4	Bangkok - Shanghai	4 flights per week	from Bangkok every Tuesday, Wednesday, Friday and Sunday.
5	Bangkok - Beijing	3 flights a week	from Bangkok every Monday, Thursday and Saturday.

Thai Airways European and Australian routes

1	Bangkok - London	every day, 14 flights per week
2	Bangkok - Paris	every day, 7 flights per week
3	Bangkok - Zurich	every day, 7 flights per week
4	Bangkok - Frankfurt	every day, 14 flights per week
5	Bangkok - Munich	every day, 7 flights per week
6	Bangkok - Copenhagen	every day, 7 flights per week
7	Bangkok-Stockholm	7 flights per week
8	Bangkok - Sydney	every day, 7 flights per week
9	Bangkok - Melbourne	every day, 14 flights per week

Source from The Thaiger and photo from Thai Airways



TAT ANTICIPATES 6M EUROPEAN VISITORS

- The Tourism Authority of Thailand (TAT) expects 6M tourists from Europe this year, roughly 80% of the Pre pandemic total, generating more than 420 billion baht as part of total revenue of 1.5 trillion baht by year-end.
- Mr. Yuthasak said pent-up demand for travel among European may continue for 1-2 years, helping Thailand maintain these traditional markets familiar with Thai tourism, especially the UK, Germany and Russia.
- However the problem still remain such as of Russia-Ukraine war, the risk of recession, insufficient flight capacity and labor shortage, he said.
- This year TAT's promotion is call "Visit Thailand Year 2023 " to lure tourist, particularly quality markets who seek more meaningful travel experiences and responsible tourism.
- In the second quarter, which is usually the low season for European tourists, the agency will pivot its focus to the Middle East and China to maintain tourism receipts.



THAILAND IS CONSIDERING TO EXTEND THE 45-DAY VISA EXEMPTION STAMP UNTIL THE END OF 2023

- Thai Government is currently considering to keep the 45-day Visa Exemption stamp, currently in place and set expire on March 31, 2023 for another 9 months. The 45-Day Entry for a wide number of nationalities was implemented on October 1, 2022 to help stimulate the Thai tourism industry.
- Thailand surpassed its target of 10 million tourists in 2022, welcoming 11.5 million in total, which the TAT largely attributes to Thailand's extended visa on arrival/visa exemption policy, extending the entry by an additional two weeks has proven very beneficial to long-term travelers.
- late January, it was reported that the Tourism Authority of Thailand (TAT) is recommending to the government that the measure should be extended through the end of the year but so far, nothing came forward yet that would confirm this.

25M - 30M FOREIGN ARRIVALS EXPECTED

- Thailand is expecting to receive 25M-30M foreign visitors this year, the number compares to the record of nearly 40M in 2019 before Covid pandemic.
- Thailand welcomed 4.2M foreign visitors in January - February period of this year.
- A key growth area tourism, which rebuilding strongly since the removal of all pandemic restrictions, with hopes that China reopening - a key source market for Thailand's tourism sector - will give a bit lift.
- Deputy Prime minister and Energy Minister said the country's economic growth is stable and strong, driven by a rebound in the vital tourism sector and with economic indicators improving.

WEEKLY THAILAND'S TOURISM SITUATION

- Economics Tourism and Sports Division assessing the state of Thai tourism at the beginning of the year is still trend continued.
- Thailand received 534,804 foreign visitors in the previous week (Feb 27 - Mar 5) accounting 1.64 percent decrease from the week before the previous week, this was a decrease the first time in three weeks for tourists who entered Thailand according to seasonality trend in tourism, while Chinese increase as more flights to Thailand.
- However, trend of the tourism season starting to shorten from many regions will put pressure on travelers this week and high airfare as a result of the aviation industry's recovery.

FACTORS TO BE CONSIDERED IN THE NEXT PHASE



Follow up on the proposal to let pubs and entertainment places stay open until 4 am.



The Ministry of Tourism and Sports has prepared a proposal for the Cabinet meeting on March 14 to consider declaring the country's recovery through tourism as a national agenda.



Thailand will Keep 45-Day Visa-Free Stays Until the End of 2023 but not confirm now (currently in place and set expire on March 31, 2023)

Accumulated top 10 Countries of Arrivals at Phuket International Airport From 1 - 31 January, 2023



Accumulated top 10 Countries of Arrivals at Phuket International Airport From 1 February - 7 March, 2023



Source: Phuket Airport Immigration

Information sources

<https://thethaiger.com/hot-news/tourism/thai-airways-announces-2023-summer-schedule>
<https://www.bangkokpost.com/business/2523956/number-of-international-arrivals-to-thailand-forecast-to-reach-25-million-to-30-million-this-year-tourism-minister-phiphat-ratchakitprakarn>
<https://www.bangkokpost.com/travel/2523609/tat-anticipates-6m-european-visitors>
<https://loyaltylobby.com/2023/03/04/thailand-is-considering-to-extend-the-45-day-visa-exemption-stamp-until-the-end-of-2023/>

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.

HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN FEBRUARY 2023



ดัชนีความเชื่อมั่นผู้ประกอบการที่พักแรม
Hotel business operator Sentiment Index



เดือนกุมภาพันธ์ 2566

1 อัตราการเข้าพักเพิ่มขึ้นจากเดือนก่อน ตามการเข้าพักของนักท่องเที่ยวต่างชาติที่เพิ่มขึ้น โดยเริ่มเห็นนักท่องเที่ยวจีนเดินทางเข้ามาบ้าง ส่งผลต่อโรงแรมในเกือบทุกภูมิภาค ยกเว้นภาคเหนือและอีสานที่จำนวนนักท่องเที่ยวไทยแผ่วลงหลังหมดฤดูกาลท่องเที่ยว อย่างไรก็ตาม โรงแรมยังมีปัญหาการขาดแคลนแรงงาน ซึ่งส่งผลให้กระทบคุณภาพการบริการบ้าง โดยส่วนใหญ่ปรับตัวด้วยการจ้างพนักงาน Part-time และเพิ่ม OT เพื่อบรรเทาปัญหา นอกจากนี้ ปัญหาต้นทุนที่สูงขึ้น เช่น ค่าไฟ ราคาวัตถุดิบ ทำให้โรงแรมต้องมีการมาตรการช่วยเหลือด้านต้นทุนมากที่สุด ผลสำรวจจากผู้ประกอบการที่พักแรม 120 แห่ง ระหว่างวันที่ 8 - 22 กุมภาพันธ์ 2566



โรงแรมปรับตัวด้วยการจ้างพนักงาน Part-time และเพิ่ม OT เป็นหลัก ขณะที่อีก 3 เดือนข้างหน้า ส่วนใหญ่ต้องการแรงงานเพิ่ม < 5% ของแรงงานปัจจุบัน

PLUS

- จัดระเบียบแหล่งท่องเที่ยวและการจราจร สร้างความปลอดภัย
- สร้างภาพลักษณ์ประเทศที่ดี และมีมาตรการเพื่อดึงดูดนักท่องเที่ยวบางตลาด เช่น อำนาจความสะดวก Visa On Arrival (VOA) และลดขั้นตอนการขอวีซ่าต่างชาติ



ที่มา: การสำรวจความเชื่อมั่นผู้ประกอบการที่พักแรม โดยสมาคมโรงแรมไทย ร่วมกับธนาคารแห่งประเทศไทย

Source: Thai Hotels Association in conjunction with Bank of Thailand

SUMMARY IN ENGLISH

2 Occupancy Rates (OR)

In February 2023, average occupancy rate is 66% Increase from previous month. The average occupancy rate in March 2023 is expected to be 61%

3 The requirement assistance measures

1. Reduce utilities bills
2. Control price of goods and materials
3. Measures to promote tourism
4. Reduction, waiver of fees, rent or taxes
5. Enhance infrastructure or tourism attractions

4 Employment

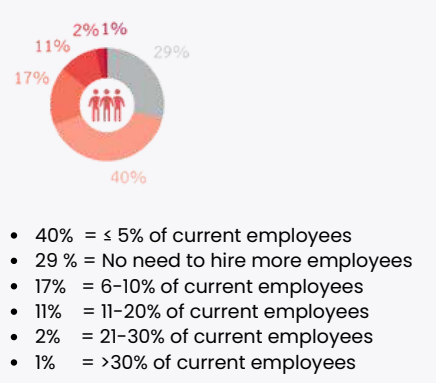
Hotel operators 67 % are struggling with staff shortage, some workers changed to work in other occupations, and the competition between hotels.

The labor shortage was at a level close to that of the previous month.

5 Labor problem management policy of the hotels responding to the questionnaire

1. Hiring part-time staff 56%
2. Increase OT 43%
3. Labor skill development 28%
4. Hiring full-time staff 27%
5. Raise wages to attract employees 21%
6. Reduce the service 10%

6 The proportion of hotels which will require more staff in the coming 3 months of the hotels responding to the questionnaire



1 The occupancy rate has increased from the previous month - due to the increasing number of foreign tourists especially the Chinese market - this has a positive effect on hotels in almost the region. However many hotels are still experiencing labor shortage problem and affect the quality of service, most of them are solved by hiring part-time staff and increase OT , in addition the problem of electricity cost, raw material price, causing the hotel to need the most cost assistance measures.

Survey results from 110 hotel operators during 8 - 22 January 2023

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 Sethi	Advisor
David Johnson	Advisor

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

Phuket Hotels Association Core Team

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



CONTACT US

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