PHUKET HOTELS ASSOCIATION

PHUKET WEEKLY UPDATE

No17/05052023

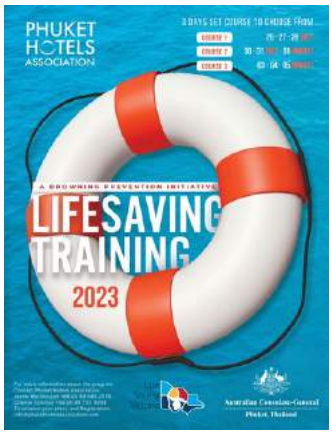
COMING SOON

PHAB 5

21 -22 April ACES Angsana Laguna Phuket

PHAB ticket sales
PHAB food vendor request
PHAB auction prizes request

UPCOMING EVENTS



LIFESAVING TRAINNING

26 July - 7 August
TBC

PHIST 6

Monday, 4 September
SAii Laguna Phuket

PRESS RELEASE

One of our many members' benefits is dining at our active members' F&B outlets on their property.

This year, we are improving our process by implementing a members' "opt-in" instead if you wish to join,

and followed by completing the form of participation using this link

THIS WEEKS' MEETINGS

PHAB 5 OPERATIONS/LOGISTICS MEETING
3 March, 2023 at Angsana Laguna Phuket

A productive meeting with Angsana Laguna team, Creative Concept, Mr. Wolfgang Meusburger from Education committee and Phuket Hotels Association team.

FAM TRIP FROM TAT SOUTH AMERICA

A great Fam Trip visit to Phuket from TAT South America. We look forward to more similar trips from TAT counterparts around the world.

SIAM SCENIC MEETING
21 April, 2023

Siam Scenic to start Phuket flight service soon. Bjorn Courage, President of the Phuket Hotels Association was invited on a Siam Scenic VIP demonstration flight at Phuket airport. Initially, the service will provide scenic flight options whilst workng to add commercial operations soon to connect Phuket Airport with dozens more remote islands and locations in South Thailand for luxury tourism development and expansion. A great cause to support and we truly hope their efforts will be successful sooner rather than later.

For further information please contact Ms Khemjira Thakamwong at khem@siamseaplane.com.

ASIA PACIFIC'S TOURISM INDUSTRY TO SURPASS PRE-PANDEMIC PEAK IN 2025

Travel experiences in Asia Pacific have returned to rapid growth since the region reopened borders for regional and long-haul travel. However, the industry – especially tour activities and attractions – is expected to surpass the pre-pandemic peak in 2025, according to research conducted by Arival Co.

But while Thailand is enjoying growth, it is still far from achieving the pre-COVID peak. Notwithstanding the current slow increase, last week, the Bank of Thailand (BoT) raised its projections for foreign tourist arrivals to 25.5 million this year and 34 million next year, up from 22 million and 31.5 million, respectively. The country received a record of nearly 40 million visitors in pre-pandemic 2019.

The spending per head as recorded in 2022 has increased thanks to inflation as well as the rising accommodation costs, which have now been adjusted from the "low-season" rate during the pandemic.

For more information

CHINA TOURISM REBOUNDS ABOVE PRE-PANDEMIC LEVELS

China's domestic tourism rebounded above pre-pandemic levels during the five-day May Day break.

Tourists made 274m trips within the country during the holiday period, China's Ministry of Tourism says. That was almost 20% higher than in 2019, before the outbreak of Covid-19 triggered lockdowns across the country. Official figures also show that tourists spent $21bn (£16.7bn) during the period, more than twice the amount seen the same time last year.

Outside of China, the country's tourists could help support the recovery of the global travel industry.
Before Covid, China was the most important source of international tourists, with more than 150m Chinese people taking trips overseas each year.

During the May Day holiday an average of 1.2m Chinese people travelled abroad each day, according state media. That was twice last year's figure.

For more information

AIR TRAVEL GROWTH CONTINUES IN MARCH

The International Air Transport Association (IATA) announced strong demand growth in air travel for March 2023.

- Total traffic in March 2023 (measured in revenue passenger kilometers or RPKs) rose 52.4% compared to March 2022. Globally, traffic is now at 88.0% of March 2019 levels.

- Asia-Pacific airlines had a 283.1% increase in March 2023 traffic compared to March 2022, continuing the robust momentum since the lifting of travel restrictions in the region. Capacity rose 161.5% and the load factor increased 26.8 percentage points to 84.5%, the second highest among the regions.

For more information

CHINESE GROUP TOURS IN APRIL LOWER THAN EXPECTED

According to the Association of Thai Travel Agents (ATTA), the number of tourists traveling in the form of "group tours" through tour companies using the services of ATTA at Suvarnabhumi Airport in April 2023 was between 1,000 and 2,000 people per day, compared to approximately 3,000 to 4,000 people in March 2023, a decrease of over 50 percent, clearly reflecting the significant loss of tourists traveling through tour companies.

There were two main factors:
1. the negative news about the safety of tourists in Thailand spread in the Chinese online media, including reports of deaths and scams, and
2. the difficulties in applying for visas.

For more information

TOURIST MARKET OVERVIEW

05 May 2023

THAILAND'S TOURISM SITUATION

- Thailand received 567,361 foreign tourists between 24-30 April 2023.
- Accumulated foreign tourists number in April 2,130,715 people.
- Thailand received 8.6 million foreign arrivals in the January-April period, with spending of 353 billion baht ($10.47 billion)
- The government expected more than 520,000 foreign tourists in the week of 1-7 May .

FACTORS TO BE CONSIDERED IN THE NEXT PHASE

- Saudi Arabia cuts Asian crude oil prices to make travel costs cheaper.
- China's efforts to be peacemaker between Russia and Ukraine.
- Impact on the currency after pushing the Yuan to become the world's main currency instead of the Dollar.

NUMBER OF TOURIST ARRIVALS
1 – 31 MARCH, 2023
363,752

Accumulated top 5 Countries of Arrivals at Phuket International Airport
From 1 – 31 March, 2023

1. Russia 94,308 persons
2. China 45,147 persons
3. India 28,431 persons
4. Kazakhstan 18,201 persons
5. Germany 16,788 persons

NUMBER OF TOURIST ARRIVALS
1 – 30 APRIL, 2023
304,485

Accumulated top 5 Countries of Arrivals at Phuket International Airport
From 1 – 30 April, 2023

1. Russia 63,476 persons
2. China 46,697 persons
3. India 24,897 persons
4. Australia 28,855 persons
5. England 20,737 persons

NUMBER OF TOURIST ARRIVALS
1 – 31 MARCH, 2023
27,316

Accumulated top 5 Countries of Foreigners Entering Phuket By Sea
From 1 – 31 March, 2023

1. Singapore 7,986 persons
2. Malaysia 5,663 persons
3. USA 3,477 persons
4. Indonesia 1,719 persons
5. India 1,492 persons

NUMBER OF TOURIST ARRIVALS
1 – 30 APRIL, 2023
25,317

Accumulated top 5 Countries of Foreigners Entering Phuket By Sea
From 1 – 30 April, 2023

1. Singapore 5,905 persons
2. Indonesia 4,876 persons
3. Malaysia 4,422 persons
4. Philippines 2,041 persons
5. India 2,023 persons

Source: Phuket Airport Immigration

TOURISTS MARKET OVERVIEW

MONTHLY FLIGHT SCHEDULE FOR MAY 2023 AT PHUKET INTERNATIONAL AIRPORT

Total number of international flights in May is **3,548 which is from 46 airlines**

Click for International flights schedule

Total number of Domestic flights in May is **3,683 which is from 6 airlines**

Click for Domestic flights schedule

INTERNATIONAL AIRLINES FROM APRIL THAT WILL NOT OPERATE IN MAY

No.	Airline	Route	Origin	Flights/week
1	ASIANA AIRLINES	ICN-HKT-ICN	South Korea	14
2	TUIFLY NORDIC	IST-HKT-IST	Turkey	8
3	TUI AIRWAYS	LGW-HKT-LGW	UK	2
4	GULLIVAIR	KBV-HKT-SOF SOF-HKT-KBV	Krabi Bulgaria	2
5	SUNCLASS AIRLINES	ARN-HKT-KBV-CPH CPH-HKT-KBV-OSL ARN-HKT-KBV-ARN	Sweden Denmark Sweden	8
6	DONGHAI AIRLINES	SZX-HKT-SZX	China(Guangdong)	6

TOURISTS MARKET OVERVIEW

No.	Airline	Route	Origin	Flights/week
7	XIAMEN AIRLINES	FOC-HKT-FOC	China(Fujian)	14
8	RUILI AIRLINES	KMG-HKT-KMG	China(Yunan)	6

NEW INTERNATIONAL AIRLINES ARRIVAL AT PHUKET INTERNATIONAL AIRPORT IN MAY

No.	Airline	Route	Origin	Flights/week
1	QANOT SHARQ AIRLINES	TAS-HKT-TAS	Uzbekistan	2
2	SCAT AIRLINES	NQZ-HKT-ALA ALA-HKT-NQZ DMB-HKT-ALA ALA-HKT-DMB NQZ-HKT-NQZ	Kazakstan	24
3	TIGERAIR TAIWAN	TPE-HKT-TPE	Taiwan	4

USEFUL ARTICLES

ENGLISH

How sustainability in hospitality drives growing demand for professionals

The Rise of Experience-Based Travel and How Hotels Can Prepare

Hotel Innovation: Ideas to help your property lead the way within the industry

THAI

คู่มือโรงแรม – เปิดใหม่ เติบโต อยู่ตัว ตกต่ำ

เจาะ 'เทรนด์ท่องเที่ยว 2023' ปักหมุด 4 ที่พักหลักพัน สานฝันนักท่องเที่ยวยุคใหม่ ตอบโจทย์ Back-to-basics

ttb analytics ประเมินการฟื้นตัวของเศรษฐกิจจีน หนุนเศรษฐกิจไทยโตต่อเนื่อง

Information sources

https://www.facebook.com/nbtworld/?locale=th_TH
https://www.bbc.com/news/business-65478438
https://www.khaosodenglish.com/news/2023/05/04/chinese-group-tours-lower-than-expected/
https://www.thaipbsworld.com/asia-pacifics-tourism-industry-to-surpass-pre-pandemic-peak-in-2025/
https://www.traveldailymedia.com/air-travel-growth-continues-in-march/

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
(Chair) Michael Massey	General Manager, Absolute Twin Sands Resort & Spa
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 WesternPhuket, Boat Lagoon Resort, Burasari Phuket, Cape Sienna Phuket Gourmet Hotel & Villas, Cassia Phuket, Centara GrandBeach Resort Phuket, COMO Point Yamu, Courtyard Marriott Phuket Town, Dewa Phuket, DoubleTree by Hilton PhuketBanthai 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, JWMarriott Phuket Resort & Spa, Kata Rocks Resort & Residences, Keemala Phuket, Kudo Hotel Patong, Le Meridien PhuketBeach 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, NaraiMai 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, SAiiLaguna Phuket, SALA Phuket Mai Khao Beach Resort, Six Senses Yao Noi, Stay Wellbeing & Lifestyle Resort, ThanyapuraSports 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, TheShore at Katathani, TheSlate, Phuket, The Surin Phuket, The Village Coconut Island, The Westin Siray Bay Resort & Spa, Phuket, Tree House VillasKoh Yao, Trisara, Twinpalms MontAzure, Twinpalms Phuket, V Villas Phuket, Villa PhuKhao, Wyndham Grand Nai Harn Beach Phuket,Wyndham Grand Phuket Kalim Bay

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