PHUKET HOTELS ASSOCIATION

3 March 2023

PHUKET WEEKLY UPDATE

No9/03032023

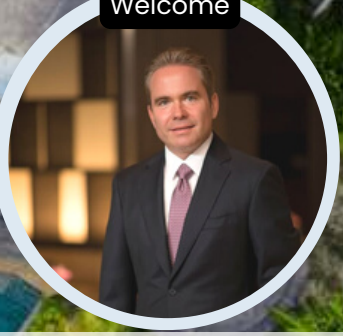
NEW GENERAL MANAGER

TREE HOUSE VILLAS KOH YAO

TREEHOUSE VILLAS, KOH YAO'S 5-STAR LUXURY BEACHFRONT HOTEL NEAR PHUKET

HTTPS://WWW.TREEHOUSE-VILLAS.COM

Welcome



Mr. Stefan Heintze
Cluster General Manager

Farewell

Mr. Marc Landgraf
Group General Manager

UPCOMING EVENTS

COMING SOON

- **1st Phuket Green Day 2023**

21 -22 April

- **Phuket Hotels Association General Managers' Quarterly Meeting 2/2023**

26 April The Slate, Phuket

Register HERE

- **PHAB 5**

20 May Venue: ACES Angsana Laguna Phuket

- **PHIST 6**

4 September

Venue: SAii Laguna Phuket

Phuket Hotels Association

ADVISORS

Bill Barnett

Managing Director
C9 Hotelworks

BoonYongsakul

Managing Director
Boat Development Company

Saharat Jivavisitnont

Executive Director
Jee Teng Hospitality Group

New

Eric Ricrute

Founder & CEO
Greenview

New

Sam Sethi

Vice President, Phuket Chamber of Commerce & Foreign Affairs and Board of Directors, PKCD

New

David Johnson

Founder & CEO
Delivering Asia Communications (DAC)

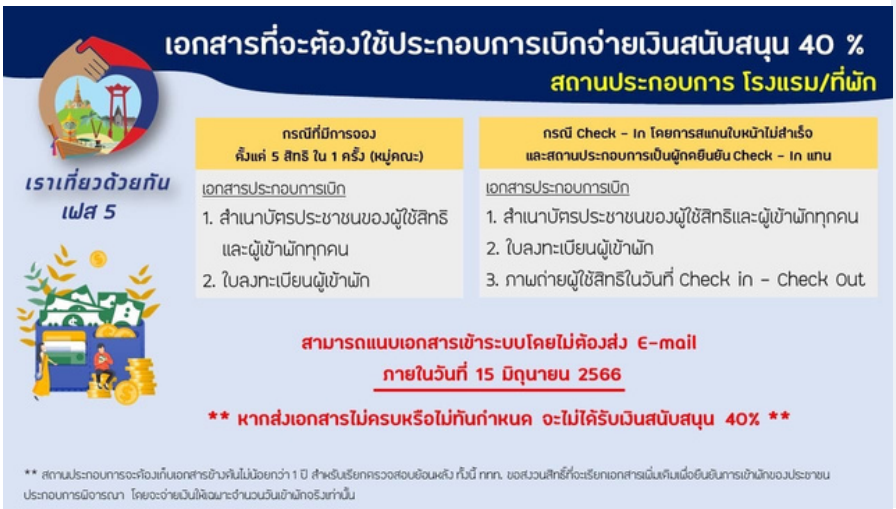
New employee

EVENTS COORDINATOR

Chanya Cserépy

Chanya joins Phuket Hotels Association as our new Events Coordinator - managing all events and activities for the association. She is Phuketian with Swiss and Thai background. Chanye obtained her IB bilingual diploma through a scholarship and studied in America where she graduated from Ringling College of Art and Design with a major in Fine arts and two minors (in Art History as well as Photography). In previous years, she has experience in planning and managing events at her school and university which led her to her passion in the events field.
Email: events@phukethotelsassociation.com

PRESS RELEASES



WE TRAVEL TOGETHER PHASE 5 CAMPAIGN

- March 7 - 20. Registration opens for new hotel operators wishing to join the campaign.
- March 7. Hotel reservations open to the public.
- March 10. First day the subsidies begin.
- April 26. Last day domestic tourists can reserve a hotel room.
- April 30. End of phase 5.
- June 15. Last day for operators submitting documents for disbursement.

TCEB MICE CAPABILITIES DEVELOPMENT COURSE

Date : 24 March 2023
Venue : Angsana Laguna Phuket
Application Deadline : 10 March 2023

The event will focus and target for hotel management personnel, sales and marketing, HR and sustainability champions as we 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.
free of charge

APPLY Here

THIS WEEKS' MEETINGS

PLANNING MEETING OF ANDAMAN HOTELIER EVENT

1 March 2023 at PiKGO Cafe'

The meeting between Phuket hotels Association Thai Hotels Association - Southern Chapter and partners and associates for kick-starting the planning meeting of the Andaman Hotelier event, taking place on 16 - 18 June at Central Floresta Phuket

PHUKET HOTELS ASSOCIATION CORE TEAM MEETING

From right to left: Bjorn, Khun Fah, Khun Chanya, Khun Kan and Sumi

1 March 2023
Prodapran Restaurant

OVER 7,000 RUSSIANS SEEK EXTENSION OF STAY IN PHUKET

- A local immigration chief in Phuket province has revealed that over 7,000 Russians have sought to extend their stay in Phuket.
- There are many Russian tourists who obtain visas to stay in Phuket for not more than 90 days (3 months), and some have opted for temporary residence in the districts of Rawai and Chalong.
- He added others are seeking to extend their stay in the capital district followed by Thalang and Kathu.
- Besides the reason for escaping the war in Ukraine , the beautiful destinations and great weather is one reason why they want to extend their stay.

HIGHER AIRFARES HOBBLE CHINESE MARKET REVIVAL

- According to the Tourism Authority of Thailand released that the average airfare for flights between Thailand and China remains 1.5 times higher than pre-pandemic prices, while for second-tier cities fares have surged 200% which means low-priced tours cannot return.
- TAT governor said even though average airfares for every Chinese city are still higher than before the pandemic.
- Ticket prices for March and April have doubled for secondary cites without direct flights as the reopening only began this year and the flow of passenger still weak in the first 2 months.
- The average spending per Chinese traveler increased as more expensive travel costs prompted them to consider longer stays of 5-10 days, according to dragon Trail research
- The structure of post-pandemic Chinese travel will see individual trips dominate the market outpacing mass tour groups, which have yet to resume.

THAILAND IS SET TO BECOME THE NUMBER ONE DESTINATION FOR INDIAN WEDDINGS IN 2023

- Before covid spread, Thailand welcomed over 400 Indian couples who marry in Thailand, the main target group was millionaires.
- Phuket tourist Association said the trend of Indian tourist groups increases as they want to travel in the Andaman area, including Phuket, Phang Nga, and Krabi, especially those who want to have a wedding in Phuket, most of them come in a group of at least 50-150 people.
- Weddings are popularly organized in five-star hotels near the seaside as Indians like convenience, and a good atmosphere, traveling from India to Phuket takes only 5 better than going to Singapore, Malaysia, or Mandeep which is expensive and India also has a direct flight to Phuket.
- Indian weddings in Thailand can cost 10 million to 30 million baht, although it looks like a high cost but cheaper 2-3 times compared to India.

TOURIST MARKET OVERVIEW

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 544,5013 foreign visitors in the previous week (20 - 26 Feb) accounting 5.13 percent increase from the week before the previous week.

FACTORS TO BE CONSIDERED IN THE NEXT PHASE

- Domestic Tourism Policy Responses (We Travel Together Campaign phase 5)
- Middle Eastern tourists and Malaysian tend to decrease due to Muslims entering Ramadan from late March until late April.
- Tourism sector in many regions continue to grow up, although there are obstacles from the problem of labor shortage, Russia - Ukraine war including conflict between China - USA, which be affect to fuel prices and the cost of living.
- Average airfare from China to Thailand higher for March and April for every Chinese city is still higher than before the pandemic.

MONTHLY FLIGHTS SCHEDULE FOR MARCH 2023 PHUKET INTERNATIONAL AIRPORT

International Flights Domestic Flights

Photo from AOT Phuket

There are 3,760 domestic flights with 6 Airline and 3,698 international flights with 51 Airline

Focus on China (only passengers flights) **:**
In march, there are 11 airline increase 3 airline from February with 7 airline, Flight Frequency per week increase over 70%.

In late February, the journey of Chinese tourists began to move up to 3rd secondary after Russia and India.
In March and April, Chinese tourists will be more travel and can be the largest tourist in Phuket again, currently most of tourist are FIT travel for tour group will see in late Marč.

Information sources

https://nbtworld.prd.go.th/en/news/detail/TCATG230302110859455
https://www.bangkokpost.com/business/2518491/higher-airfares-hobble-chinese-market-revival
https://www.ch7.com/sports/623318
https://mgronline.com/south/detail/9660000018755
Phuket international Airport
กองเศรษฐกิจการท่องเที่ยวและกีฬา Economics Tourism and Sports Division - Home | Facebook

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
Sumi Soorian	Executive Director
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

Environment Committee

(Chair) Jayne MacDougall	Senior Consultant CAP SEA, GIZ
Andy Kunz	General Manager, COMO Point Yamu
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
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
Gerd Kotlorz	General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Puangkaew Kulsuppakorn	Executive Secretary, Amanpuri

Marketing Committee

(Chair) Ranjeet Viswanathan	DOSM, Hyatt Regency Phuket
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, 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, 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 Naithon Beach, Pullman Phuket PanwaBeach 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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