

PHUKET WEEKLY UPDATE

No16/28042023

NEW HOTEL MEMBER



9 Hornbills Tented Camp ✨



Koyao Island Resort ✨

Mr. Jean-Michel, Owner

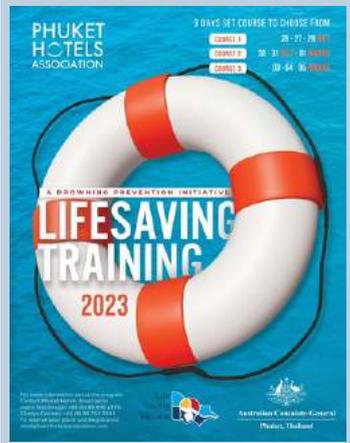
UPCOMING EVENTS



PHAB 5

20 May ACES Angsana Laguna Phuket

- [PHAB ticket sales](#)
- [PHAB food vendor request](#)
- [PHAB auction prizes request](#) ✨



LIFESAVING

26 July - 7 August TBC



PHIST 6

Monday, 4 September

SAii Laguna Phuket
For more information : TBC

THIS WEEK MEETING



Thank you to **Claude Sauter, General Manager, William Daguin, Hotel Manager, and their team** for hosting us at their property

PRESENTATION

[Phuket Hotels Association Master Meeting](#)

[Lertchai Wangtrakoondee, Director of TAT Phuket Office – TAT 2023 Phuket Strategy](#)

[Bennet Stephens, Regional Manager, Qatar Airways – Middle Eastern Market Update](#)

[Daniel Kastner, Chief Transformation Officer – Medical Tourism in Phuket](#)

[Jesper Palmqvist, STR, Senior Director Asia Pacific - Phuket Update](#)

PHOTO



CHINESE TRAVELERS ARE BACK FOR THE MAY DAY HOLIDAYS. IS THE WORLD READY?

Thailand retains its position as the **number one international destination for Chinese travelers.**

Bookings in China for trips abroad continue to recover fast as per data for Chinese travelers' international hotel bookings for May Day holiday, for which many people in China take 5 days off from 29 April - 3 May, have increased 30-fold year over year (YOY) - surpassing pre-pandemic 2019 by 18%.

The ADR for Chinese international hotel booking has also increased by 47% YOY, reaching 95% of their 2019 level.

Moreover, the international average length of hotel stay - about 2 room nights during the May Day holiday, is in line with pre-pandemic data.

[For more information](#)

SMALL HOTELS CALL TO EXPEDITE LAW CHANGES TO MAKE THEM LEGAL

A delegation of tourism industry leaders visited Phuket Governor to appeal for his office to **expedite the new rules now approved by Cabinet that will allow many small hotels to legally operate.**

Ms Wirintra Paphakityotphat, Chair of the Tourism Council of Thailand, in January spearheaded the delegation that submitted a formal request to Prime Minister Prayut Chan-o-cha calling for the national government to take action to help the tourism industry in Phuket, Phang Nga and Krabi to recover.

Ms Wirintra explained that the formal request for the Governor to expedite the implementation of new rules that will allow many small hotels to open followed the Kathu District Chief warning small hotel operators that they were still required to operate under the old rules.

Failure to comply with the regulations still in effect could invoke legal action, the small hotel operators were warned.

[For more information](#)



THAI TOURISM CONTINUES TO GROW THIS YEAR

The Bank of Thailand (BoT) predicts that Thailand will see 28 million tourists this year. Since Thailand eased its Covid-19 requirements, the country has been welcoming tourists from across the globe.

- TAT is pushing for 150,000 Saudi tourist this year.
- TAT is also expecting to welcome 6 million tourists for Europe this year.
- TAT estimates a total tourism revenue for Thailand of 1.5 trillion baht for 2023.

Last month, TAT's Deputy Governor for Europe, Africa, the Middle East and the Americas reported that **long-haul flight applications for summer slots had reached 70% of the 2019 level, following a 60% recovery in flights for the current cool season.**

[For more information](#)

TIGHTER VISA RULES STYMIE CHINESE GROUPS

"More than 750,000 Chinese visitors have arrived in Thailand this year after Beijing scrapped its Covid-19 rules and restrictions"

Inbound tourism operators for the Chinese market are calling for clarification of new rules for visa applications via tour groups.

From 8 May 2023, the Thai Consular Office in China will **require every visitor to apply for an individual visa instead of a group application** even if they travel under the escort of a tour group, the number of applicants per travel agent is also limited.

Further requirements were added with the new measure, including presenting a hotel reservation document and a financial document showing at least 10,000 yuan.

This is definitely an obstacle to government target of 5 million Chinese visitors this year

[For more information](#)



WEEKLY THAILAND TOURISM SITUATION

in the week between 10 April - 16 April, Tourism and Sports Economics Division has initially assessed that **tourists from the Middle East have increased.**

While tourists from other regions declined according to the tourism season, resulting **in the week between 10 April - 16 April, there were 502,679 foreign tourists.**

The top 5 foreign tourists (accounting for 44.7% of all foreign tourists)

1. Malaysia (increased 30.19%)
2. China (dropped 4.77%)
3. India (dropped 4.23%)
4. Indonesia (**increased 153.09%**)
5. Russia (dropped 21.89%)

As a result of the increase of tourists, **in the week between 17 April - 23 April , there were 541,899 foreign tourists** an increase of 4.46%, with the end of the fasting festival of Muslim tourists.

However, the decline in tourists from East Asia, South Asia, Europe, America and Oceania, represents a decrease in tourism.



FACTORS THAT WILL IMPACT TOURISM IN THE NEXT PHASE



travel of Chinese tourists during the May Day holiday.



New campaigns and presenting new tourism formats to promote travel for both Thai and international tourists

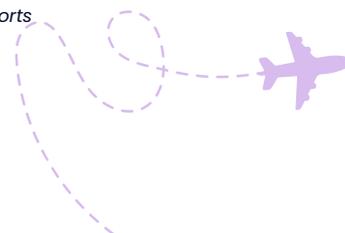


travel of Muslim tourists after end of Romadon.



The Russian-Ukrainian War that spread to East Asia

Source: Economics Tourism and Sports Division and Ministry of Tourism and Sports



WHO ARE GIFT+ TOURIST GROUP?

WHAT ARE THEIR ADVANTAGES?



GULF

The cost per person is **70-125%** higher than the total cost

- expenses (Baht/person/trip)
- %higher than the average expenditure of all tourists in all countries (**49.947 bath/person/trip**)

107,317
(124%)

98,152
(105%)

85,105
(77%)

82,217
(71%)



Saudi Arabia



Kuwait



UAE



Israel

INDIA

There are many opportunities to grow according to the increasing population



TOURISM BEHAVIOR



Thailand is **No.6** among the countries that India chooses to visit

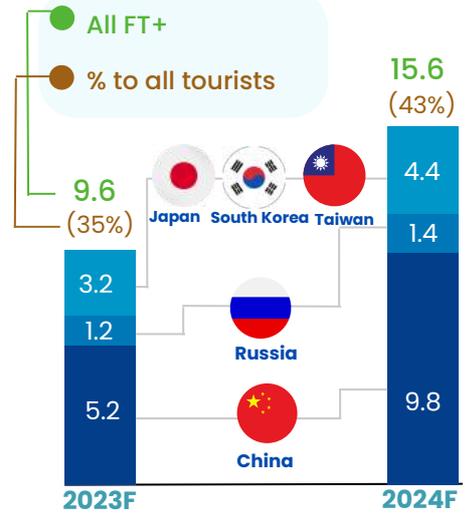


90% is a Family trip

FAR EAST+

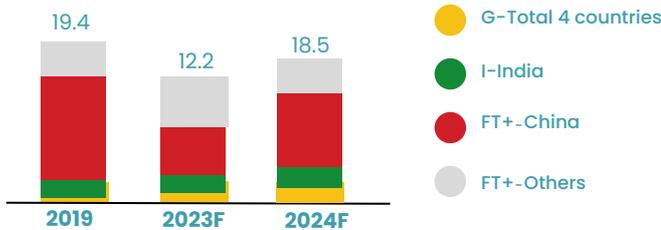
More than 40% of all foreigner tourists

Number of tour arrivals (million people)

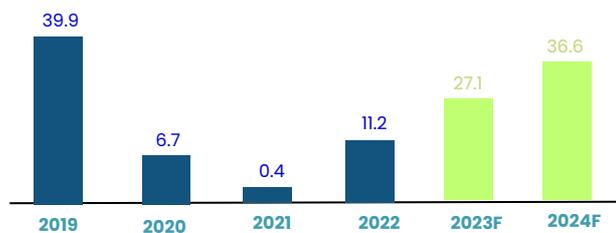


GIFT+ SUPPORTS THE TREND OF FOREIGNER TOURISTS IN 2023-2024

TREND OF GIFT+ TOURIST GROUPS (million people)



FOREIGNER TOURIST ARRIVALS IN THAILAND (million people)



BUSINESSES THAT BENEFIT FROM GIFT+ TOURIST GROUPS



Hotel



Restaurant



Retail



Transportation



Real estate



Healthcare

3 ADAPTATION GUIDELINES FOR SUPPORT GIFT+ TOURIST GROUPS

Studying behavior and culture

- i.e.
- Middle Easterners often travel during Q1-Q3 which Low Season in Thailand, and should allocate space for conduct religious ceremonies, request Halal certificate, etc..



Choose the right marketing channel

- i.e.
- Most Popular Social Media Apps for Chinese are Sina Weibo, WeChat, TikTok (aka Douyin), Tencent QQ, Baidu Tieba.
 - Video Content is Key
 - Don't Underestimate The Power Of An Optimized Google Business Profile



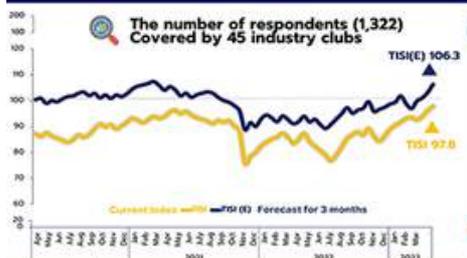
Designing products to meet the requirements

- i.e.
- Indian travelers often travel with their families/come to Thailand to organize weddings, may collaborate with partners to create a travel package that meets their needs.

THAILAND'S INDUSTRIAL CONFIDENCE INDEX FOR MARCH HIGHEST IN A DECADE

Thailand Industry Sentiment Index (TISI) of March 23 incremental adjusted from 96.2 to 97.8 in over 10 years

Expansion of domestic demand Expansion of construction industry sector Tourism sector continue to recover

- Positive Factors**
- The expansion of domestic demand
 - Regional purchasing power due to increasing in agricultural sector income
 - The continued recovery of the tourism sector due to the expansion of foreign tourists and government measures to support domestic tourism
 - Increasing in the demand for industrial products
 - Expansion of the construction sector
- Negative Factors**
- The problem of high production costs especially raw materials and electricity prices
 - Energy price remains volatile
 - The uptrend of interest rate affects to SMEs
 - Weakening foreign demand in line with the global economic recession
 - Thai Baht fluctuation still being a risk factor of Thai exports



Forecast for the next 3 months

- Thai economy tends to expand continuously driven by tourism sector and domestic consumption
- China's border reopening is supporting the tourism sector and Thai exports in the second half of the year
- Risks from global economic and geopolitics problems which tend to become more severe

Year	2022												2023			
Month	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Mar	Apr	May
TISI	89.2	86.2	84.3	86.3	89.0	90.5	91.8	93.1	93.5	92.6	93.9	96.2	97.8			
TISI(E)	99.6	95.9	96.7	97.5	98.7	99.5	101.8	98.8	97.0	99.9	101.1	103.2	106.3			

Classified by Export Market

- Increased in Domestic market
- Decreased in International market

Domestic market focused Current index 103.2 3-month-forecasted Index 110.6

International market focused Current index 81.7 3-month-forecasted Index 93.9

Classified by Industry Size

- Increased in Small and Medium industries
- Decreased in Large industries

Small Current Index 89.8 3-month-forecasted Index 99.6

Medium Current Index 104.6 3-month-forecasted Index 108.8

Large Current Index 98.4 3-month-forecasted Index 109.4

Classified by Region

- Increased in most regions
- Except for the Southern and Eastern regions that decreased

Northern Current Index 91.4 3-month-forecasted Index 95.0

North Eastern Current Index 103.9 3-month-forecasted Index 104.5

Central Current Index 103.9 3-month-forecasted Index 114.1

Eastern Current Index 94.4 3-month-forecasted Index 107.3

Southern Current Index 85.6 3-month-forecasted Index 94.5

Concerning Factors

- More concerned: Global Economy, Loan Interest Rate
- Less concerned: Oil Price, Exchange Rate, Domestic Economy, Politics

Recommendations to the Government sector (As of March 2023)

- Request to reconsider the resolution of the Energy Regulatory Commission (ERC), to automatically reduce the Fuel Adjustment Charge (Ft) in the second installment (May-August 2023) to be lower than 4.40 baht/unit.
- Supporting new exporting markets expansion, such as in the Gulf Cooperation Countries (GCC), a group of countries MERCOSUR, the Pacific Alliance, especially motor vehicles and auto parts products, electrical appliances, air conditioners, rubber products, furniture, etc.
- Urges to solve Forest fires problem according to "Ad hoc plan to solve the dust pollution problem in 2023" to reduce the dust pollution

The Federation of Thai Industries (FTI), Economic and Academic Data Analytic. 02-345-1112, 1023 www.fti.or.th

USEFUL ARTICLES

ENGLISH

[What is Hotel Revenue Management? A Foundational Guide for the Hotel Industry](#)

[Trends in hospitality – New tourist flows and how to navigate them](#)

[Hospitality Industry Outlook 2023](#)

[ChatGPT, Generative AI, and the future of business travel](#)

[6 Reasons why many tourists choose Thailand for Medical Tourism](#)

THAI

[เปิดโลกทัศน์ใหม่ ของการท่องเที่ยวยุค Post-COVID ด้วยนักท่องเที่ยวกลุ่ม GIFT+](#)

[แนวโน้มธุรกิจ/อุตสาหกรรม ปี 2562-2564: ธุรกิจโรงแรม](#)

[ttb analytics ประเมินการฟื้นตัวของเศรษฐกิจจีน ขนุนเศรษฐกิจไทยต่อเนื่อง](#)

[6 เหตุผลส่ง “ไทย” ให้ปังในอุตสาหกรรม Medical Tourism](#)

Information sources

- <https://www.traveldailynews.asia/statistics-trends/chinese-travelers-are-back-for-the-may-day-holidays-is-the-world-ready-didatravel-wonders/>
- <https://thehaiger.com/hot-news/tourism/bank-of-thailand-predicts-28-million-foreign-tourists-this-year>
- <https://www.bangkokpost.com/business/2558776/tighter-visa-rules-stymie-chinese-groups>
- <https://www.facebook.com/ETSMOTS/>

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 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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(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

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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

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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 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



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