

PHUKET WEEKLY UPDATE

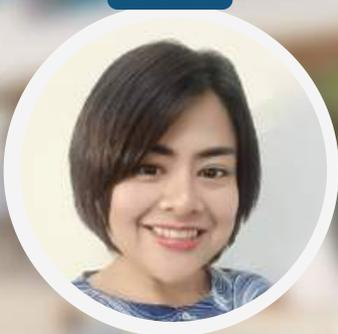
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NEW GENERAL MANAGER

AMORA BEACH RESORT PHUKET

Welcome

Farewell



Mr. Lars Van Der Most
(New) General Manager

Mrs. Nichapa Robson
(Former) General Manager

COMING SOON



UPCOMING EVENTS

PHUKET GREEN DAY

RAISING AWARENESS WITH THE LARGEST PHUKET CLEAN-UP DAYS

21-22 April 2023

Once you have finalised the date, time, area and your hotel Green champion (contact person)

Please complete the form [using here](#)

to find all our locations around Phuket [Click here](#)

PAST CLEAN-UP ACTIVITIES

04 - 10 December 2022



UPCOMING EVENTS CONT.

PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S MEETING
2/2023

PHUKET HOTELS ASSOCIATION

THE SLATE (JOMON PAVILION ROOM)

APRIL 26
3.00 PM - 6.00 PM

FOR MEMBERS BY INVITATION ONLY

RSVP PLEASE SCAN

081 806 5502
info@phukethotelsassociation.com

GUEST SPEAKERS

LERDCHAI WANGTRAKULDEE
Director of Phuket Office
Tourism Authority of Thailand

BENNET STEPHENS
Regional Manager
Qatar Airways

DAVID BOUCHER
Chief Partnerships Officer
Bumrungrad Hospital Bangkok

MICHAEL HAO
Commercial Head
Alipay

JESPER PALMQVIST
Senior Director Asia Pacific
STR

PHUKET HOTELS ASSOCIATION GENERAL MANAGER'S MEETING 2/2023

26 April 2023 THE SLATE (Jomon Pavilion Room)

[RSVP HERE](#)

GUEST SPEAKERS

- **Director Lerdchai Wangtrakuldee**, Director, Tourism Authority of Thailand, Phuket Office
- **Michael Hao** - Commercial Head, Alipay
- **Bennet Stephens** - Regional Manager, Qatar Airways
- **Jesper Palmqvist** - STR, Senior Director Asia Pacific (via video)

PHAB5

SATURDAY
20TH
MAY, 2023

PHUKET HOTELS ASSOCIATION BENEFIT (PHAB)

ACES, ANGSANA LAGUNA PHUKET

www.phab.phukethotelsassociation.com

PHUKET HOTELS ASSOCIATION

PHAB 5

Saturday 20 May ACES Angsana Laguna Phuket

[PHAB ticket sales](#)

[PHAB food vendor request](#)

[PHAB auction prizes request](#)

PHIST

THE SUSTAINABLE HOSPITALITY LEARNING EVENT

2023

PHIST 5

Monday, 4 September

SAii Laguna Phuket

For more information : TBC

PRESS RELEASE



CONGRATULATIONS TO

Mrs. Pathama Kanteetaw

Executive Assistant Manager
At Paresa Resort Phuket



Cornell scholarship recipient in
**GENERAL MANAGER PROGRAM
(GMP) 2023**

Sponsored by MINOR group

Pathama is currently the Executive Assistant Manager at Paresa Resort Phuket. She is highly self-motivated, strong leadership qualities and a real driver towards implementation and development of projects. She has succeeded with a multitude of resort projects by working with the team.

THIS WEEKS' NEWS UPDATE



THE CONFIDENCE INDEX REMAINS WEAK IN Q1 WITH WORRIES ABOUT CHINESE BUSINESSES FLOODING THAILAND

- The Tourism Confidence Index for the first quarter remained below pre-pandemic level as concerns over high energy costs and Chinese business using nominees, the index was 74 in the first quarter, an increase of two points from fourth quarter of 2022, the index lags the 98 posted in the first quarter of 2019, with reading below 100 reflecting weak confidence.
- The uptick in confidence was attributed to a high season packed with several festivals, also China's reopening in January make a number of arrivals from this market in January increased by 68% from December.
- The index, which polled 740 tourism operations in Thailand between Feb 22 and March 12, found the private score was most concerned about electricity bills score 4.5 out 5, lower purchasing power and Russian invasion of Ukraine as key concerns.
- Most of tourism operators expect their revenue to reach 64% of the pre-pandemic level this quarter, before increasing to 68% in Q2.
- A TCT study found 33% of Thai operators were affected by Chinese Businesses as the newcomers can lure guests from the mainland via cheaper products and services.



TAT EXPECTS B18.5BN FROM HOLIDAY

The Tourism Authority of Thailand (TAT) expects the Songkran holiday to generate total revenue 18.5 billion baht, with domestic trips exceeding the 2019 level based on pent-up demand.

- Thais are planning to travel to their hometowns to celebrate Songkran after holding off for three years during the pandemic, TAT estimates the Songkran holiday could generate 13.5 billion baht for domestic tourism based on 3.81 million trips, exceeding the 2019 level of 11.6 billion baht from 3.3 million trips.
- The rising cost of living and energy prices could make Thai travelers adjust their budgets to match their purchasing power with reducing the length of stay or choosing to travel to nearby destinations.
- TAT projects a **hotel occupancy rate nationwide of 74% with the southern region ranking No.1 at 80%** because of popular beach destinations and the "We Travel Together" scheme.
- The TAT expects most arrivals will be from short-haul market such as India, Taiwan, China and South Korea, along with tourists from France and Russia, based on forward travel booking prior to Songkran week.
- International flights are projected to increase in frequency by 20 flights with added 2,074 seats during the Songkran holiday, mainly from short-haul markets such as China, Taiwan, Vietnam and Cambodia.

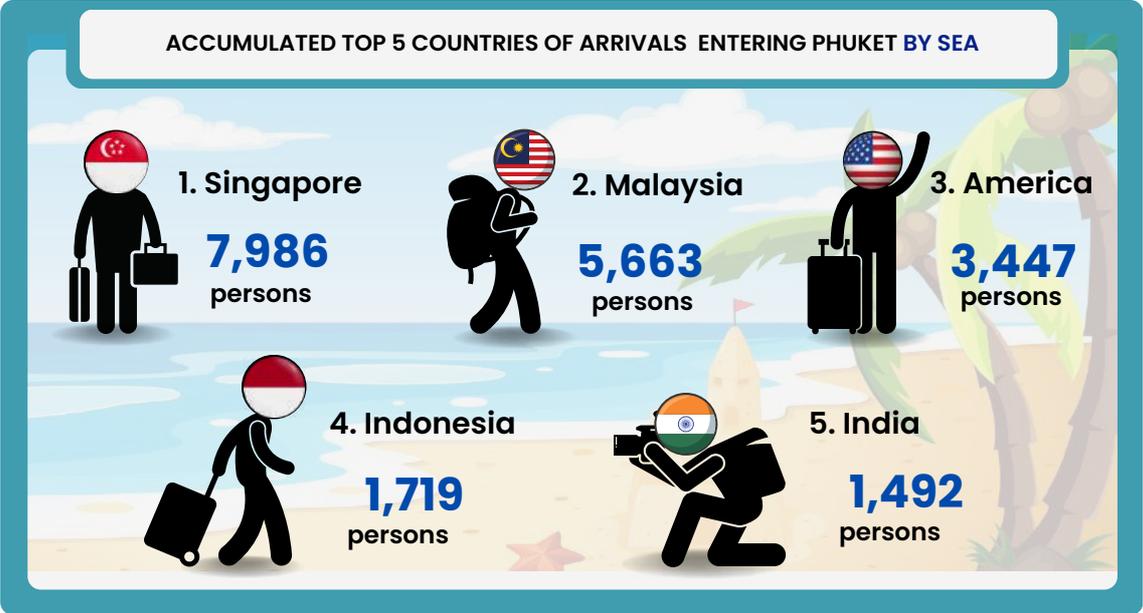
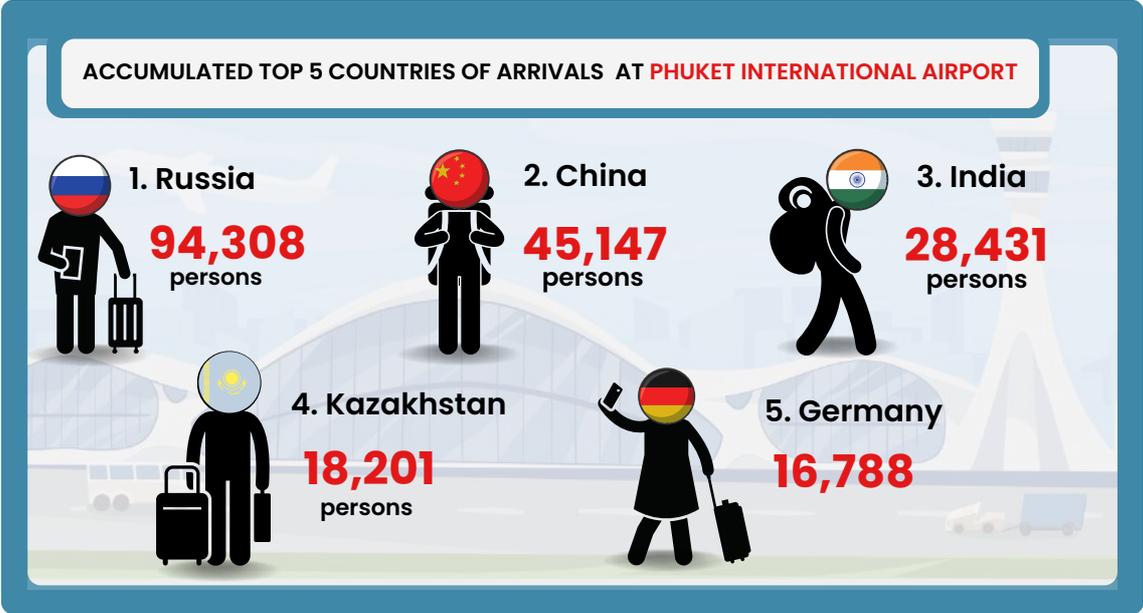
VIETJET TO OPERATE THE FIRST AND ONLY DIRECT SERVICE BETWEEN HANOI AND PHUKET



- Vietjet will be the first airline to operate the **Hanoi – Phuket direct service starting this summer**, The only direct service Hanoi – Phuket will operate one daily return flight **from May 19, 2023**, with around 3 hours per leg.
- The flights take off from Hanoi at 11:35 and land in Phuket at 14:40. The return flights will depart Phuket at 15:45 and arrive in Hanoi at 18:35.
- Tickets can be reserved now at www.vietjetair.com or Vietjet Air mobile app

TOURISTS MARKET OVERVIEW

PHUKET TOURIST STATISTICS 1 - 31 MARCH 2023



Source from Phuket Immigration, designed by Phuket Hotels Association

Information sources

<https://www.bangkokpost.com/business/2543291/tat-expects-b18-5bn-from-holiday>
<https://www.bangkokpost.com/business/2539189/confidence-index-remains-weak-in-q1>
 Phuket Immigration
<https://www.traveldailymedia.com/vietjet-to-operate-the-first-and-only-direct-service-between-hanoi-and-phuket/>

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"

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Daniel Muery Director, Secretary – General
Brett Wilson Director, Treasurer

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Kallaya Manabuth Operations Manager
Kanjana Ritto Membership Coordinator
Chanya Cserépy Events Coordinator

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Sayamon Sittirit Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas
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Amm Watthanachotthana DOSM, Burasari Island Escape
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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 Villaskoh Yao, Trisara, Twin Palms MontAzure, Twin Palms Phuket, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



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