

PHUKET WEEKLY UPDATE

No7/17022023

NEW HOTEL MEMBER



- **V VILLAS PHUKET**
Mr. Nicolas Peth, General Manager
Ms. Pannaphat Lapa, Resort Manager

UPCOMING EVENTS

COMING SOON



- **1st Phuket Green Day 2023**
📅 21 -22 April



- **Phuket Hotels Association General Manager's Meeting 2/2023**
📅 26 April 📍 The Slate, Phuket
[Register HERE](#)



- **PHAB 5**
📅 20 May For more information : TBC



- **PHIST 6**
📅 4 September
For more information : TBC

PRESS RELEASES



REMINDER

PHUKET HOTELS ASSOCIATION

Nolan Cornell SC Johnson College of Business

2023 Scholarship
GENERAL MANAGERS PROGRAM (GMP)

Objectives

- Provide a Thai National the opportunity to attend the GMP at Cornell University to advance in their career, to gain international exposure, learn from the best in the industry
- The GMP scholarship is provided courtesy and generosity of **Minor Group** and is in the value of US\$ 13,490.00

Criteria

- GMP program is in June 2023 and will take place from June 18th to 23rd at Cornell University / USA, applicants must be able to attend in June 2023
- Candidates must be able to obtain a visa for the USA- candidates who are banned from entering the USA cannot apply

**** Phuket Hotels Association will cover flight, accommodation and visa costs**

More Information pls. contact.
Tel: 076 609 258 M: 0816065602
info@phukethotelsassociation.com

Apply Now

What Is GMP?

The General Managers Program is a 5-day learning experience for full-service hotel general managers and their immediate successors. It will be offered June 18-23, 2023 on the Cornell University campus in Ithaca, New York, USA.

Deadline : 20 Feb. 2023

FINAL CALL:

PHUKET HOTELS ASSOCIATION X CORNELL (GMP) SCHOLARSHIP 2023

Phuket Hotels Association is pleased to offer the Cornell General Managers Program, an endowed available to our hotel colleagues working in one of our hotel members' properties.

Application Deadline

There are 3 more days left to submit your application. Don't miss out on this great opportunity.

All application submissions must be received no later than 5 pm EST on Monday, 20 February 2023

[For more information, please click](#)

[APPLY Here](#)

“You are not Alone” Charity Run for Turkiye & Syria which be held on Sunday 19 February 2023 at Bang Wad Dam, Kathu, Phuket, Start Time 06:30am

- In response, the Phuket Tourist Association and affiliated private organizations in Phuket is organizing a charity run to raise funds for the affected peoples of Turkiye and Syria.

[Please click the link](#)

- And on the same day, invite to Living in Harmony Charity concert at 19:00 at Lan Mungkorn, Phuket Old Town. (free concert) Open for donations to contribute to the same mission.
- For more information, please contact 076 610 365 or visit the page: Phuket Tourist Association.

19 FEBRUARY 2023
BANG WAD DAM, PHUKET
06.30

“YOU ARE NOT ALONE”
CHARITY RUN FOR TÜRKIYE & SYRIA

DONATE FORM BHT 100 RUNNING BIB

DONATE FORM BHT 299 RUNNING JERSEY

DONATE FORM BHT 1,000 RUNNING JERSEY BIB & CONCERT TICKET*

LIVE IN HARMONY CHARITY RUN

0001

TÜRKIYE & SYRIA

*CHARITY CONCERT On 19 FEB 2023 @ PHUKET OLD TOWN

MORE INFORMATION ABOUT THE EVENT

PHUKET TOURIST ASSOCIATION
TELEPHONE : 076 610 365
FACEBOOK : PHUKET TOURIST ASSOCIATION
EMAIL : INFO@PHUKETTOURIST.COM

<https://bit.ly/YouAreNotAloneRun>

CABINET ENDORSES B300 VISITOR FEE, EXPECTED TO START IN JUNE THIS YEAR

- The cabinet approved on Feb 14 the collection of a 300-bath tourism fee from foreigners visiting to Thailand by air also a 150 bath fee from for visitors by land or sea, expected to start in June this year. Foreigners visiting Thailand on day trips exclude, an overnight stay are exempted.
- Tourism and Sport Minister said the fees would mainly used to cover expenses to take care of tourists.
- Foreigners must pay the fee upon arrival and will be eligible for refund later due to system cannot distinguish between passport holders who hold work permits and regular tourists, but business visitors are not eligible for a refund as they do not pay personal income tax, he said

ALMOST 2,000 CHINESE FLIGHTS ENTRY TO THE KINGDOM

- Thailand's Civil Aviation Authority authorized 1,910 flights from China to enter the kingdom, with 671 expected to arrive in February and 970 slated for arrival in March, according to CAAT president Suttipong Kongpool.
- Also the CAAT has received 6,318 flight requests for the period from February 13 to 19, bringing the total number of flights for February 2023 to 25,256. A total of 269 Chinese flights already arrived in the country last month. As informed by a news report in Thaiger.
- Increasing flights follows the relaxation of travel restrictions by the Thai government as well as the lifting of harsh border restrictions by China on January 8.



CHIANGRAI - PHUKET PUSH FOR AIR LINK RESUMPTION

- The chambers of commerce in Chiang Rai and Phuket are working together to attract more tourists by pushing to restore direct flight links between 2 provinces.
- They have agreed to develop their wellness sector ahead of Phuket Wellness Week Festival which will be held on March 3-6. The resumption of the flights would be increase tourism numbers for both province
- Furthermore, the direct flight between both province would assist in bringing workers from Chiang Rai to Phuket for increased demand for labor on the island

SAUDI PACT PAVES WAY FOR JUMP IN PASSENGER FLIGHTS

- Thailand and Saudi Arabia have agreed to strengthen air service cooperation, the both countries increase the number of flights between countries from 9 per week to 42.
- Ms. Traisuree said strengthening of air service between the both countries will support the aviation industries and give them greater flexibility
- The air services agreement is one of pacts in the wake agreeing to fully restore diplomatic relations last year -- after a freeze of more than three decades.



IMAGE : Bangkok post

THIS WEEK'S EVENT



ELEVATING TOURISM COMMUNITY TO DIGITAL ECONOMY

15 February 2023 at Duangjit Resort and Spa



Department of Tourism Thailand in partnership with Asian Development Bank (ADB) and B.I.G Program brings you Training the Trainers: Elevating Tourism Community to Digital Economy, held in Phuket from 12 - 17 February.

Thank you for having Phuket Hotels Association as one your key trainers in delivering how: **"Phuket Hotels - Navigating Through the Pandemic and How it Changed the Digital Landscape"**. Thank you to our speakers Roberto Abbagnale, Ahmed Kajee and Sumi Soorian for sharing your knowledge and expertise.

SUCCESSFUL CANDIDATES FOR EHL SCHOLARSHIP PROGRAM



Phuket Hotels Association congratulates our key member hoteliers for securing the EHL scholarships and the opportunity to attend the EHL Online Courses at EHL as part of your professional development. The EHL scholarships are provided as courtesy of EHL and valued at CHF 2,200 (THB 83,200) each.

The name of scholarship recipients are as follows:

LEADERSHIP COURSE



(Amanpuri) Ms. Thunchanok Kusolvititkul

REVENUE COURSE



(Andara) Ms. Parichart Patchoo

FINANCE COURSE



(Naka Island) Kris Atienza

HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN JANUARY 2023

SUMMARY IN ENGLISH

BUSINESS INTELLIGENCE

ดัชนีความเชื่อมั่นผู้ประกอบการที่พักแรม
Hotel business operator Sentiment Index

เดือนมกราคม 2566

1 อัตราการเข้าพักเพิ่มขึ้นจากเดือนก่อน ตามจำนวนนักท่องเที่ยวต่างชาติที่เพิ่มขึ้น ส่วนหนึ่งจากนโยบายการเปิดประเทศของจีน ซึ่งโรงแรมกว่าครึ่งหนึ่งคาดว่านักท่องเที่ยวจีนจะเริ่มเข้ามาอีกครั้งตั้งแต่ช่วง Q1/66 โดยเฉพาะเดือน ก.พ. 66 แต่ปัญหาการขาดแคลนแรงงาน การกลับมาแพร่ระบาดของโควิด และราคาตั๋วเครื่องบินแพง จะเป็นอุปสรรคสำคัญต่อการรองรับนักท่องเที่ยวในระยะข้างหน้า

ผลสำรวจจากผู้ประกอบการที่พักแรม 110 แห่ง ระหว่างวันที่ 4 - 25 มกราคม 2566



3 ผู้ประกอบการโรงแรม 66% ยังเผชิญปัญหาขาดแคลนแรงงาน โดยเฉพาะภาคใต้ที่โรงแรมเริ่มทยอยกลับมาเปิด

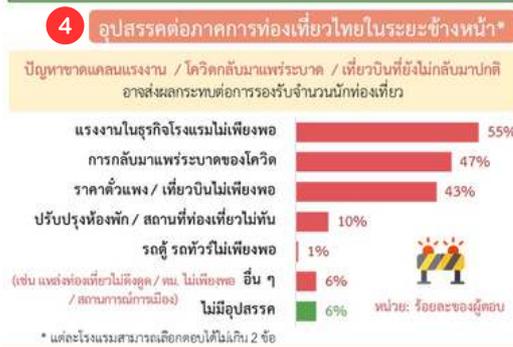
การจ้างงาน 5 ธุรกิจโรงแรมในทุกภูมิภาคขาดแคลนแรงงานเกือบทุกแผนก โดยส่วนใหญ่มองว่ากระทบคุณภาพบริการ และราว 30% มองว่าจะกระทบต่อจำนวนลูกค้าที่รองรับได้ หากปัญหาขาดแคลนแรงงานยังไม่คลี่คลาย

สัดส่วนโรงแรม จำแนกตามผลกระทบจากปัญหาขาดแคลนแรงงาน

ภาคใต้	ภาคตะวันออก	ภาคเหนือ	ภาคกลาง	ภาคอีสาน	ทั่วประเทศ
21%	17%	26%	18%	25%	21%
11%	8%	11%	10%	17%	9%
50%	50%	37%	28%	58%	36%
18%	25%	26%	44%	58%	34%

หน่วย: ร้อยละของผู้ตอบ

- กระทบทั้งจำนวนลูกค้าและคุณภาพการให้บริการ
- กระทบจำนวนลูกค้า แต่ไม่กระทบคุณภาพการให้บริการ
- กระทบคุณภาพการให้บริการ แต่ไม่กระทบจำนวนลูกค้า
- ไม่มีปัญหา



6 มาตรการช่วยเหลือที่ต้องการ

มาตรการด้านต้นทุน

- ลดค่าไฟ
- ควบคุมราคาสินค้า และวัตถุดิบ
- มาตรการลดหย่อนภาษี

มาตรการทางการเงิน

- ขยายเวลาพักชำระหนี้และดอกเบี้ย
- ลดข้อจำกัดในการขอสินเชื่อ เช่น ยกเว้นการพิจารณาผลประกอบการที่ขาดทุนในช่วงโควิด

มาตรการกระตุ้นการท่องเที่ยว

- จัดกิจกรรมกระตุ้นการท่องเที่ยว
- เพิ่มเจ้าหน้าที่ ตม. และจุดบริการ
- ยกเว้นวีซ่านักท่องเที่ยวต่างชาติ

มาตรการด้านแรงงาน

- พัฒนาฝีมือแรงงาน
- มีแหล่งแรงงานสำรองที่มีคุณภาพ สามารถรับงาน Part-time ได้
- ลดขั้นตอนการจ้างแรงงานต่างชาติ

ที่มา: การสำรวจความเชื่อมั่นผู้ประกอบการที่พักแรม โดยสมาคมโรงแรมไทย ร่วมกับธนาคารแห่งประเทศไทย

Source: Thai Hotels Association in conjunction with Bank of Thailand

1 The occupancy rate increased from the previous month. According to the increasing number of foreign tourists and the lifting of harsh border restrictions by China on January 8.

Most hotels believe that Chinese tourists would entry to Thailand since Q1/23, especially on Feb but the labor shortage problem, the return of covid pandemic plus expensive airfare will be obstac for accommoading tourists in the future

Survey results from 110 hotel operators during 4 - 25 January 2023

2 • Occupancy Rates (OR)

In January 2023, average occupancy rate is 64% Increase from previous month.

The average occupancy rate in February 2023 is expected to be 60%

3 • Chinese tourists forecast in 2023

We had Chinese tourists visiting Thailand in Q1/2023, February 2023 (34%)According to the lifting of harsh border restrictions by China and China allowed overseas group tours to resume to 20 countries including Thailand as well.

4 • The challenges facing the travel and tourism industry

The top 3 are:

- Labor shortage 55%
- The return of Covid-19 pandemic 47%
- Expensive airfare, Inadequate Flights 43%

5 • Employment

Hotels struggling with staff shortage almost in every department. **Focus on South** This problem is effect 50% to service quality but do not effect to number of customers

6 • The assistance consideration to support hotels by the government

1. Cost measures

- Reduce the electric bills
- Control price of energy and materials
- Tax relief measures

2. Financial measures

- Extending the period for suspending Debt payments and interest
- Decreasing restrictions on petition for Loan

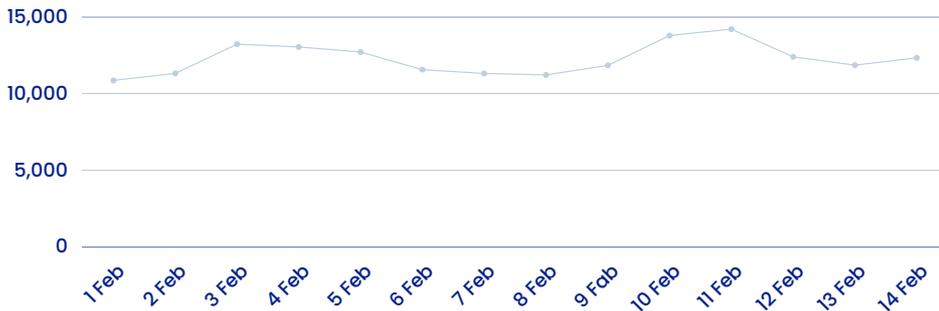
3. Measures to promote tourism

- Stimulate tourism with organising activities
- Add immigration officers and service points
- Exemption for foreign tourist visas

3. Labor measures

- Labor skill development
- Reduce the process of hiring foreign workers

PHUKET INTERNATIONAL AIRPORT ARRIVALS FROM 1 – 14 FEB 2023



Accumulated number of passenger arrivals at Phuket International Airport from 1 – 14 Feb, 2023

171,655

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



- Russia 105,741 persons
- India 24,150 persons
- Kazakhstan 23,303 persons
- British 16,693 persons
- Australia 14,993 persons
- Germany 13,199 persons
- China 11,528 persons
- France 9,793 persons
- Sweden 9,583 persons
- South Korea 9,206 persons

Accumulated top 10 Countries of Arrivals at Phuket International Airport From 1 – 14 February, 2023

- Russia 47,708 persons
- China 12,923 persons
- Kazakhstan 10,453 persons
- India 9,723 persons
- France 9,012 persons
- British 8,294 persons
- Germany 7,070 persons
- South Korea 5,937 persons
- Australia 5,058 persons
- Israel 4,580 persons



Source: Phuket Airport Immigration

Information sources

www.bangkokpost.com
www.traveldailymedia.com
www.chiangraitimes.com
www.facebook.com/phuketinfocenter
 Thai Hotels Association in conjunction with Bank of Thailand

ABOUT US

"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

Phuket Hotels Association Leadership Team

Bjorn Courage
Sumi Soorian
Daniel Muery
Brett Wilson
Bill Barnett
Boon Yongsakul
Sears Jivavisitnont

President
Executive Director
Secretary - General
Treasurer
Founding Member & Senior Advisor
Senior Advisor
Senior Advisor

Environment Committee

(Chair) Jayne MacDougall
Andy Kunz
Michael Massey
Conor Brannum
Jonathan Grier
Anucharaporn Tongluan

Senior Consultant CAP SEA, GIZ
General Manager, COMO Point Yamu
General Manager, Absolute
Coordinator, HOMA Phuket
Owner, Villa Phukhao
GDHR, Thavorn Beach Village Resort & Spa

Education Committee

(Chair) Wolfgang Meusburger
Jirarat Ninpradub
Orasa Singha
Bart Callens
Julian Lowry

SVP, AFGlobal
General Manager, Narai Hotel
Director of Talent and Culture at Pullman Phuket
General Manager, SAii Laguna Phuket
General Manager Le Meridien Phuket

Government Liaison Committee

(Chair) Prachoom Tantiprasertsuk
Chupong Kingkeaw

Sayamon Sittirit

Gerd Kotlorz
Puangkaew Kulsuppakorn

Vice President – Operations, Dusit International
Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort
Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas
General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Executive Secretary, Amanpuri

Marketing Committee

(Chair) Ranjeet Viswanathan
Roberto Abbagnale
Amm Watthanachotthana
Art Benjawan
Polly Kanyapoj
Noppadon Prommuang

DOSM, Hyatt Regency Phuket
Cluster General Manager at Phuket Bay Group
DOSM, Burasari Island Escape
Group DOSM, Banyan Tree
Assistant Marketing Director, Cassia Phuket
VP Sales & Marketing, Thavorn Hotels & Resorts



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

CONTACT US

☎ 076 609 258

✉ info@phukethotelsassociation.com