

# PHUKET WEEKLY UPDATE

No6/10022023



## UPCOMING EVENTS

- Phuket Green Day in Conjunction with World Earth Day 1/2023, 21-22 April 2023



## PRESS RELEASES



### Phuket Tourist Association join hands with Private Orgnaizations in Phuket to organise 2 fundraising events on Sunday 19 February 2023, Phuket

- 06.00 hrs, the Charity Run Event at Bangwad Dam. BIB and Jersey will be online for donation by 10 Feb 2023. Please follow on [www.phukettourist.com](http://www.phukettourist.com)
- 19.00 hrs, the "Living in Harmony Charity Concert" at Lan Mungkorn, Phuket Old Town. Featuring Biggles Big Band from Amsterdam with Tessaban Muang Lookthung Band. Free concert with Donation Boxes.
- Any organisations who would like to participate in these two charity events, please contact Phuket Tourist Association on 66-76-610365

## PRESS RELEASES (CONT.)

**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**

## PHUKET HOTELS ASSOCIATION X CORNELL (GMP) SCHOLARSHIP 2023

Phuket Hotels Association is pleased to offer the Cornell General Managers Program scholarship to our hotel colleagues who are actively working in one of our hotel members' properties.

### Application Deadline

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

### For more information, please click

<https://www.dropbox.com/s/pqk610krk8hgchn/2023%20Cornell%20General%20Managers%20Program%20GMP.pdf?dl=0>

**APPLY Here:** <https://shorturl.asia/WZrmz>

## INVITATION TO JOIN PHUKET RENOVATION EXHIBITION EVENT

PiC Phuket Co., Ltd. is organising the Phuket Renovation Exhibition at Central Floresta Mini Convention Hall, from 23 - 26 Feb. 2023. Please see more details in [www.picphuket.com/renovation](http://www.picphuket.com/renovation).

PIC will provide 1 table with 2 chairs per hotel for free of charge. Hotels can distribute brochures or sell rooms and vouchers at the event.

**PIC have allocated 10 tables to the Phuket Hotels Association.**

**If you are interested**, please add Line @picasia or email us or call +66887513569. Contact Khun Apple to reserve a table.

**CENTRAL PHUKET**

**PHUKET RENOVATION EXHIBITION**

Technology to Build and Renovate

งานแสดงสินค้า ซ่อม - สร้าง โรงแรม ร้านอาหาร คาเฟ่

**23-26 FEB 2023**

FLORESTA MINI CONVENTION HALL  
FL.2 CENTRAL PHUKET FLORESTA

**MORE THAN 1,000 RENOVATION PRODUCT ITEMS**

- HOTELS • CONDOS • VILLAS • RESTAURANT • PUB BAR • CAFE BAKERY
- CATERING SERVICE • TOURISM BUSINESS

**[PIC] PHUKET ORGANIZER**

**@picasia** **@phuketRenovation** **076-217 199, 088-751 3569**

## FIRST CHINESE TOUR GROUP IN 3 YEARS ARRIVES IN PHUKET

- Phuket tourism officials have welcomed the first Chinese tour group to visit the island in 3 years. The Phuket Express reports that the group touched down at Phuket International Airport at 3.15pm on Monday.
- There were 180 passengers in the group, arriving on a direct flight from Shanghai with Spring Airlines.
- The first direct tour group flights from mainland China to Thailand, one flight landed at Don Mueang International Airport on Monday morning with 40 Chinese tour group members and 90 other travellers. The second landed in the afternoon in Phuket. In total, 13 flights with tour groups from China landed in Thailand on Monday (Feb 6).



Photo from TAT

## THAILAND'S PM EXPECTS 30 MILLION FOREIGN TOURISTS IN 2023

- According to a statement made by a government spokeswoman on Tuesday, the Prime Minister of Thailand is optimistic that the country will see more than 30 million arrivals of tourists from other countries this year.
- The government first estimated that there would be more than 20 million foreign tourists this year but later boosted their estimate to 28 million.
- In 2022, Thailand exceeded its tourism goal with 11.15 million international tourists, a significant increase over the previous year.



## THAILAND'S TOURISM INDUSTRY STRUGGLES TO DEAL WITH CHRONIC LABOUR SHORTAGE

- Thailand is facing a major crisis: the Land of Smiles' tourism industry is struggling to deal with its chronic labour shortage.
- To address the shortage of workers, the TCT is working with educational institutions nationwide to find workers and offering a 5-billion baht loan from the Government Savings Bank to small and mid-sized hotels.
- The TCT is also bringing in trainees from schools devoted to tourism and hotel management to help fill open positions.

## TAT HAS LAUNCHED THE "TWO LANDS, ONE HEART" TRAVEL PROMOTION TO WELCOME CHINESE TRAVELLERS

- Government spokesman Anucha Burapachaisri said on Monday that in a bid to achieve its target of attracting at least 5 million Chinese visitors this year.
- TAT is planning to increase the frequency of flights, as well as promote packages via the China-Laos Railway, the Mekong River and the 1,240-kilometre road linking Thailand, Laos and China.
- in 2019, before Covid-19 hobbled the travel industry, Thailand saw more than 11 million Chinese visitors generating about 531 billion baht in revenue.



Photo from The Nation Thailand

# RAO TIEW DUAY KAN (WE TRAVEL TOGETHER) PHASE 5

## We Travel Together **Phase 5**

**A total of 560,000 room**

*Timeline for the fifth phase*

- February 8-15** Registration opens for new hotel operators wishing to join the campaign.
- March 8** Hotel reservations open to the public.
- March 11** First day the subsidies begin.
- April 27** Last day domestic tourists can reserve a hotel room.
- April 30** End of phase 5

### Terms & Conditions

- The government will carry 40% discount on room rates per room per night, but not exceeding 3,000 baht per room per night
- Only Thais are eligible, each is eligible to five rooms or five nights
- They will receive a THB600 e-voucher for food, tours, and traditional massage
- Reservation required 3 days in advance
- Airfares are excluded

### THIS WEEK'S MEETING



**Board of Directors meeting** on Wednesday 8 February to discuss 2023 Phuket Hotels Association Strategy Paper and Roadmap

## TAT Review: Tourism situation in the domestic market 2022



### Domestic tourism is still growing!

According to the data from TAT, the overview of the situation of domestic tourism in 2022 has increased over the last year.

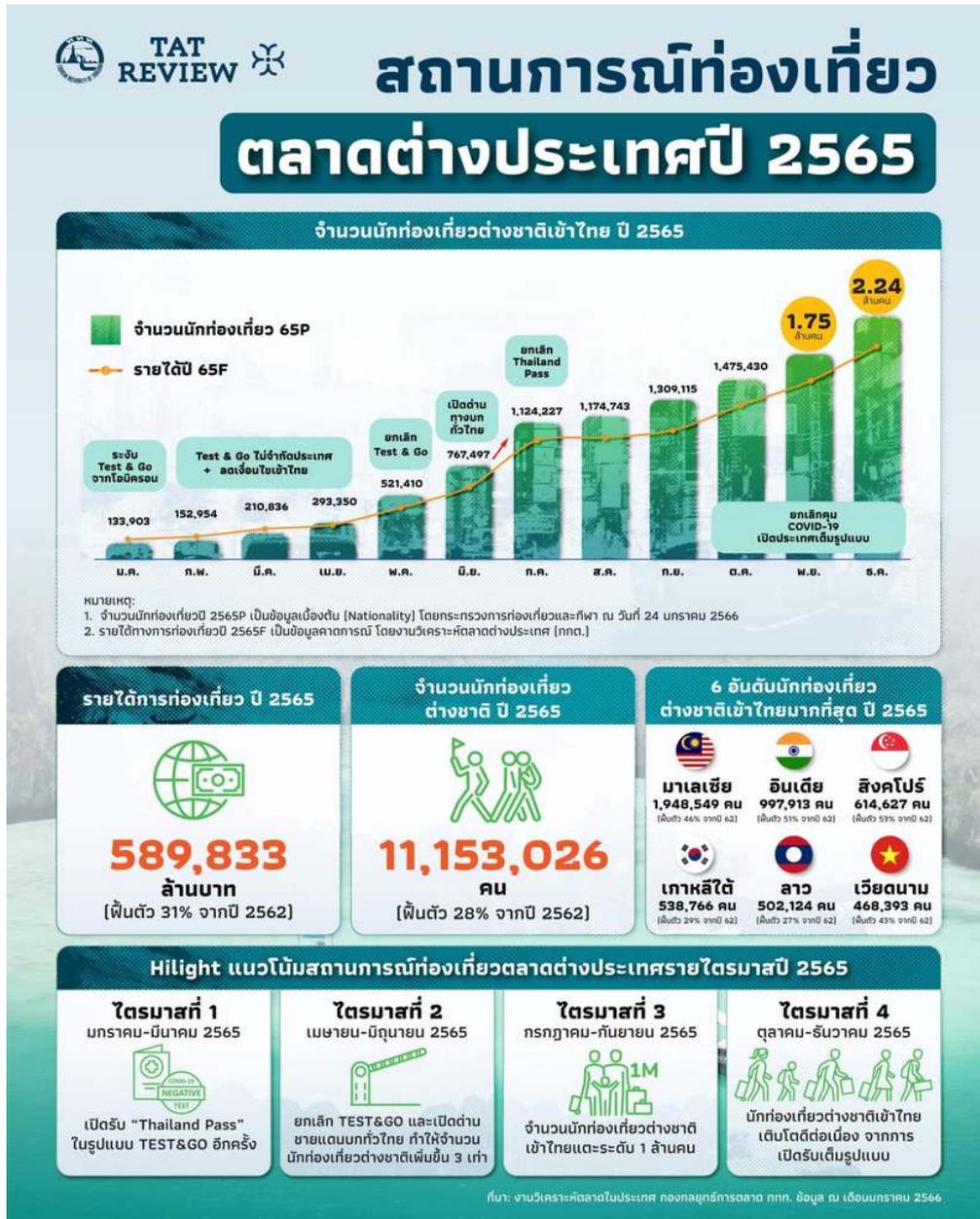
Thai citizen who were vaccinated and can cope with COVID-19, were less anxious and returned to travel especially during the Songkran Festival with a record of 12.76 million. Shortly after that. in mid-year, COVID-19 was declared as an endemic disease.

### The main supporting factors are:

- The epidemic situation of COVID-19 has decreased
- There were long holidays, special holidays
- Project "We Travel Together Phase 4 Extension" and the project "Co-payment scheme"

**Read more information** <https://shorturl.asia/tzKMy>

## TAT Review: Tourism situation in the international market 2022



### International tourism is still growing as well!

Due to the global situation of the Covid-19 pandemic continuing to subside, almost all countries announced the lifting of disease control measures and reducing international travel restrictions. Meanwhile, Thailand reduced measures for international travelers and prepared for a fully open country, canceling the "Thailand Pass" in July as a result, the number of foreign tourists traveling to Thailand has increased to reach millions.

### TAT marketing activities in support of Thailand such as

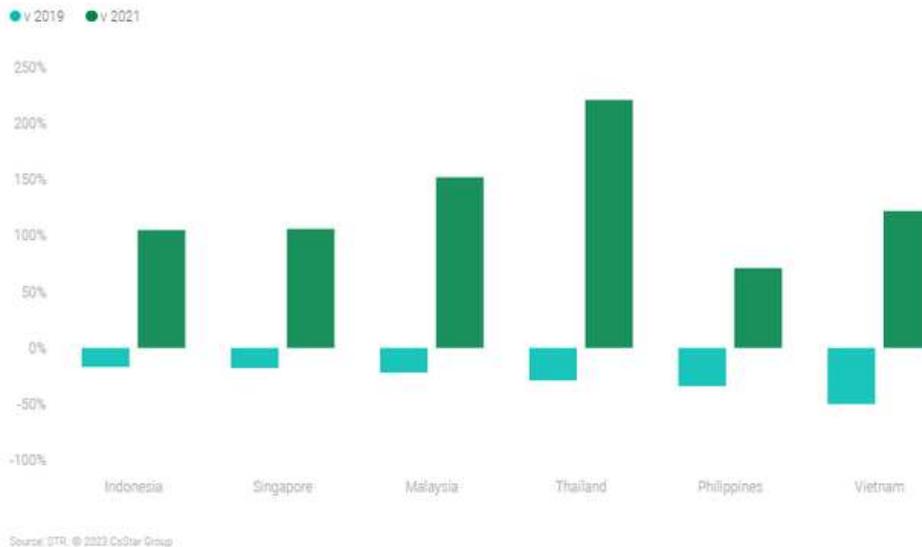
- Proposed Thai-Indian Air Travel Bubble arrangement.
- Restoration of bilateral relations between Thailand and Saudi Arabia
- Support travel for the health and beauty sector, golf club

Thailand's hosted 2022 APEC summit is a stage to showcase the potential of Thailand's readiness to accommodate foreign tourists after the country is fully opened

**Read more information** <https://shorturl.asia/s6zju>

## STR : Restrictions, lack of inbound travel have limited Southeast Asia’s hotel performance

### Country focus: Thailand



### Indonesia and Singapore lead SE Asia in RevPAR recovery Southeastern Asia countries, RevPAR (local currency), 2022 vs 2021 & 2019

Thailand sits at the lower end of the pack for RevPAR recovery due to weaker occupancy, which was 21.9 percentage points below the pre-pandemic comparable. After a full reopening and end to travel-related COVID restrictions on 1 October 2022, Thailand hotel performance started to bounce back. As the country ramped up for high season, performance in December came in substantially ahead of the previous year and just 3.7 percentage points behind 2019 levels. This was partly driven by the lack of inbound travelers from China – Thailand’s top source market.

Cha Am & Hua Hin Area, a popular travel destination for Bangkok residents, saw the strongest occupancy recovery for the year, reaching 80% of 2019 levels. Leisure destinations such as Koh Phangan and Phuket closed the year in the strongest occupancy position. While cities such as Chiang Mai and Bangkok remain behind 2019 for December, both markets saw continuous improvement throughout the year, particularly as peak season progresses

#### Read more information

- <https://str.com/data-insights-blog/restrictions-lack-inbound-travel-have-limited-southeast-asia-hotel-performance>
- <https://www.facebook.com/phuketinfocenter>

## Information sources

- <https://thainews.prd.go.th/en/news/detail/TCATG230208113352134?fbclid=IwAR0RvIdMfvliQDRiHlJ7ye8QucHxbocbxQk-SLtTUIBwjTX-Y5y3LI10Rpk>
- <https://www.nationthailand.com/thailand/tourism/40024608>
- <https://www.nationthailand.com/thailand/general/40024686www.phukethotelsassociation.com>
- <https://str.com/data-insights-blog/restrictions-lack-inbound-travel-have-limited-southeast-asia-hotel-performance>
- <https://thethaiger.com/hot-news/tourism/thailands-tourism-industry-struggles-to-deal-with-chronic-labour-shortage>
- <https://www.tatreviewmagazine.com/>
- <https://str.com/data-insights-blog/restrictions-lack-inbound-travel-have-limited-southeast-asia-hotel-performance>
- <https://www.facebook.com/phuketinfocenter>

# 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, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay

## CONTACT US

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