

Dear members,

Please find this week's update for your reference

UPCOMING EVENTS

- **Phuket Green Day in Conjunction With World Earth Day 1/2023**
21-22 April 2023



PRESS RELEASE

1. Phuket Hotels Association X Cornell (GMP) Scholarship 2023

Phuket Hotels Association (PHA) is pleased to offer the Cornell General Managers Program Scholarship, an endowed fund available to Professional Development Program participants working in PHA member hotels.

Application Deadline

All applications submission 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>

Contact: Khun Fah **Tel:** 076 609 258 **M:** 081 6065 602 **E:** Info@phukethotelsassociation.com

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

Please find the flyer below

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 - 28 Feb. 2023

NEWS WEEKLY UPDATES

1. Australian visitors to Phuket reached almost 90% of pre-Covid level

- The number of Australians visiting Phuket has reached almost 90% of pre pandemic levels, according to Australian Consul-General to Phuket, Matthew Barclay.
- According to Thailand's Ministry of Tourism and Sports, almost 772,000 Australians visited Thailand in 2019. During that pre-pandemic year, Aussies stayed an average of 13.29 days and spent around 55 billion baht in supporting the Thai economy.

For more information <https://thethaiger.com/hot-news/tourism/aussie-visitors-to-phuket-reach-almost-90-of-pre-covid-level>

2. Over 158,000 tourists in Phuket for Chinese New Year

- From January 21-22, the festival drew 158,414 Thai and foreign tourists to Phuket, said the Tourism Authority of Thailand (TAT) Phuket Office director Nanthasiri Ronnasiri.
- The festival generated at least 2.6 billion baht, Thai media reported. Over the two days, there were 121 international flights from 40 airlines, which carried 24,809 passengers. There were also 121 domestic flights, which carried 17,155 passengers.

For more information <https://thethaiger.com/hot-news/tourism/over-158000-tourists-in-phuket-for-chinese-new-year-officials-say>

3. Phuket can accommodate Chinese tour groups, The TAT estimated 5 million Chinese visitors this year, and 1.5 million will visit Phuket

- Bhummikitti Ruktaengam, advisory chairman of the Phuket Tourist Association, said the private sector should be able to adjust workflow to accommodate a new wave of Chinese tour groups, he urged the government to immediately solve "bottleneck issues" such as the slow approval of flight slots and the shortfall of ground handling services, which caused delays at the airport.
- Mr Bhummikitti said as Chinese tourists will also come via the China-Laos railway in the near future, border immigration offices must be ready in terms of staff and counters, as well as digitising TM6 immigration cards to save time at entry points
- As airfares remain expensive, most independent Chinese tourists this year will be those with high purchasing power, he said.
- Some 20% of hotels in Phuket that were closed because of the lack of Chinese tour groups will eventually reopen," said Suksit Suvunditkul, president of the southern chapter of the Thai Hotels Association

For more information <https://www.bangkokpost.com/business/2487694/chinese-tour-groups-likely-on-the-way>

4. Thailand is one of the best places to travel internationally in 2023.

- A famous website and application from the USA that features news and lifestyle information -- has selected the 23 best places in the world to travel in 2023.
- Thailand was chosen partly because of the relaxed travel rules and the lifting of COVID-19 border restrictions. Another draw is that there are interesting festivals throughout the year, especially the Songkran Festival and Rolling Loud Thailand 2023 (a world-class hip-hop music festival), which will be held in April.
- In addition, Thailand has many luxury hotels and is a great place for foodies and shoppers.

5. Phuket Business Brace for Influx for Chinese Travelers

- Entrepreneurs on Phuket Island are bracing enthusiastically for the long-awaited return of Chinese tourists, hoping that China's reopening and dismantling of its strict pandemic curbs can boost their flagging businesses.
- With tourism picking up widely in the region from pent-up demand and the end of most travel curbs, Asia's holiday hotspots are welcoming the return of Chinese tourists, who are celebrating the Lunar New Year.
- The government is expecting at least five million Chinese tourist arrivals this year, with 300,000 in the first quarter.
- Phuket is expected to get a much-needed payday from a Chinese influx, with the island typically attracting a quarter of Thailand's annual arrivals. With its economy almost entirely dependent on tourism, many Phuket businesses were crippled by the pandemic.

6. China to allow the resumption of group tours to 20 countries

- Chinese authorities will allow group tours to twenty nations starting next month, with Thailand as one of the countries included in this list.
- The Chinese Culture and Tourism Ministry announced that starting from February 6, China will allow travel agencies and online travel companies to organize overseas group tours for Chinese citizens. These include "flight+hotel" services and apply to Thailand, Indonesia, Cambodia, the Maldives, Sri Lanka, the Philippines, Malaysia, Singapore, Laos, the United Arab Emirates, Egypt, Kenya, South Africa, Russia, Switzerland, Hungary, New Zealand, Fiji, Cuba and Argentina.
- In addition to group tours, travelers will be able to resume booking airline tickets and hotel packages. The Chinese Culture and Tourism Ministry said the restart on a trial basis is "significant in promoting the recovery and development of the tourism industry."
- It also instructed local Chinese authorities to monitor travel companies to ensure their trips follow standard procedures and watch for any tours marketed with "unreasonably low prices".

7. Cabinet approves phase 5 of the Rao Tiew Duay Kan” (We Travel Together) program, which is intended to boost domestic tourism.

- Starting in February, the state will cover 40% of the accommodation charge, not exceeding 3,000 baht per night, plus a 600-baht food voucher per day.
- Tourism and Sports Minister Phiphat Ratchakitprakarn said that the program will cost the taxpayer about 2.02 billion baht.

- Altogether 560,000 "entitlements" will be provided to Thai citizens who subscribe to the program. Each person can receive a maximum of five "entitlements".
- Unlike the first four phases, the new phase will not cover air fares.

Please click the Link below of PPT presented by Governor of TAT and Deputy Governor for **Visit Thailand year 2023 Amazing New Chapters** on 12 January 2023

<https://apc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdrive.google.com%2Fdrive%2Fu%2F1%2Ffolders%2F1gsVG2Zqblx4G69UOHsAdUJHEy00MLKrT&data=05%7C01%7Cprachoom.tt%40dusit.com%7Cf150ab6537fd4dd4a07808dafa257ce9%7C69c5188667a84ea9b40e32393cde9e01%7C0%7C0%7C638101734230574818%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikl1haWwiLCJXVCi6Mn0%3D%7C3000%7C%7C%7C&sdata=91sBIB1apQHw%2BILIVnJAh8qHXu45S9cuaUYpVD%2BcJ7U%3D&reserved=0>

Please click the Link below of PPT and VDO of **Chinese Market update with Plan and Strategy to welcome Chinese Tourist** By TAT Deputy Governor and Directors on 11 January 2023

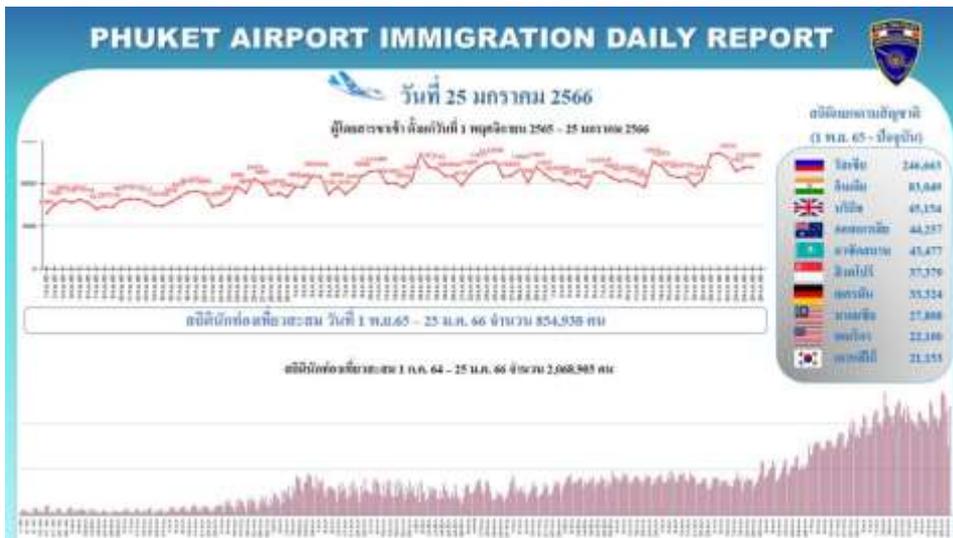
Presentation: <https://bit.ly/3IKyN19>

VDO: https://drive.google.com/file/d/1dJF0_igOLgJB2oBEEw5QD-S2o4z01KtD/view

Phuket Festival 27 -29 January 2023



PHUKET TOURISTS UPDATE



- Total number of tourist arrivals since 1 November – 25 January 2023 = 854,938 persons
- Russian, Indian, British, Australian and Kazakhstani are the top 5 nationalities most arrival
- Accumulated number of Arrival from 1 July 2021 to 25 January 2023 total 2,068,905 persons

This weeks' meetings:



Phuket Hotels Association Member Annual General Meeting No. 1/2023
25 January 2023 @ Marriott Courtyard Phuket Town, from 3 – 5 pm

Thank you to **Pamela Ong**, General Manager and her team for hosting us at their property, Courtyard by Marriott Phuket Town

Presentations:

<https://www.dropbox.com/sh/ud0ktf7ihrk2ss1/AAANeFSqZ8xGVRbm8xQOemAoa?dl=0>

Photos:

<https://www.dropbox.com/sh/dtg2471n3e172x2/AAB6USGXLwtiSLA†PT1eD-8qa?dl=0>

Best regards,
Phuket Hotels Association

Information source:

<https://www.facebook.com/phuketinfocenter>

<https://www.bangkokpost.com>

<https://thethaiger.com/>

<https://th-th.facebook.com/nbtworld/>

<https://www.facebook.com/thailandprd/>

<https://www.thaipbsworld.com>

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.