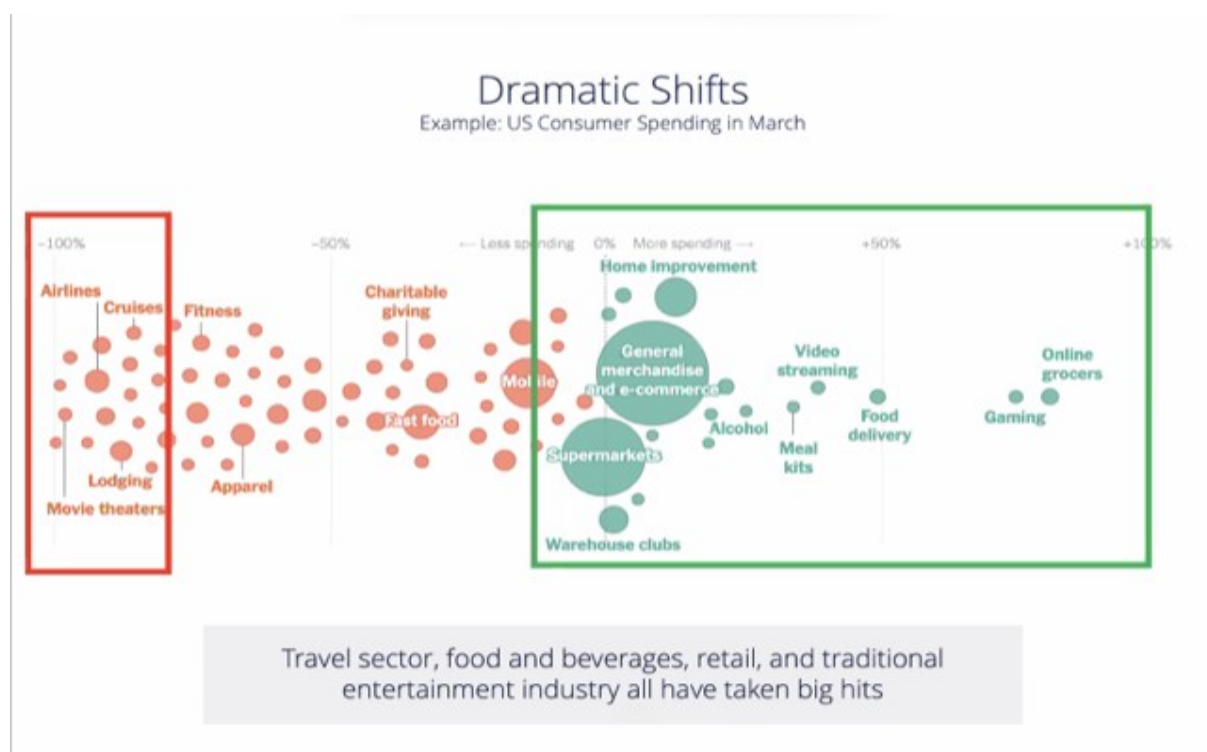


Dear friends and colleagues

We hope you have found yesterday's webinar valuable and informative. We would like to take this opportunity to thank **Mr. Morris Sim** (<https://www.linkedin.com/in/morrissim/>) for sharing his opinions and insights with us, followed by today's news, including confirmation that restaurants and other services are allowed to re-open on May 3rd. See the details below. Please recheck this with local authorities.

As promised, to share the high-level notes from this below.

- **A research result of the US consumer spending in March**, showing a result of types of business in red that has been most impacted by the COVID-19 crisis.



- **Travel after Corona virus**
5 forces will reshape travel / accommodation business in a way that will not resemble anything we have seen before.
- **Transportation:** How will people prefer to travel and what are the changes that we will see in the future when people emerge from this distancing culture.
- **Hospitality:** What kind of services will people want? (contactless service, new hygiene levels and cleanliness, different expectations / more private yoga and cooking classes etc, on-demand, less group activity, less communal spaces, less buffets?)
- **Distribution:** Many travel businesses are suffering and some not be able to resume to business as usual. How does your hotel stand out when the distribution channels become more limited when supply will greatly outweigh demand?
- **Lifestyle:** What are the new normal post COVID. Wellness, privacy, open spaces, clean air, nature, local experiences....
- **Spending power:** Who will be able to afford traveling in the future and what will the new value propositions? Digital marketing and services will be critical.

There are now 5 demographics.

1. Baby boomers
2. Gen X
3. Gen Y.
4. Millennials
5. Covid

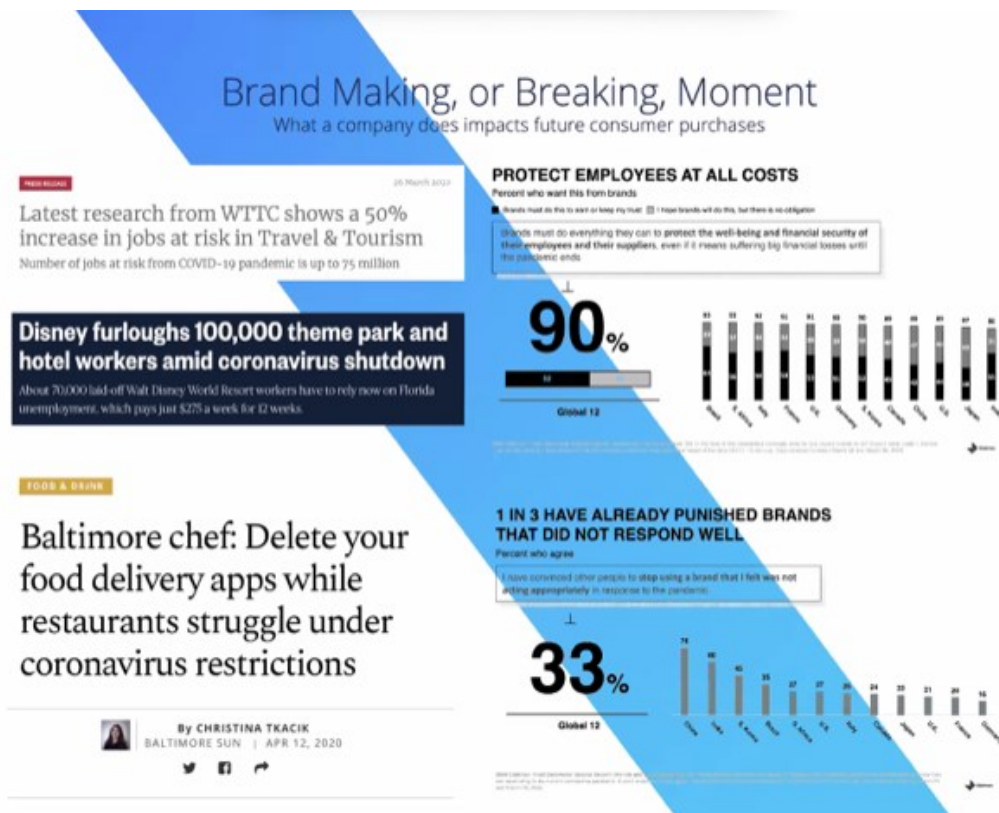
- Recovery**

An Example is recent major disaster of the Japanese Earthquake. It took Japan 13 months to get back to the same number of occupancy and 2.5 years for hotel business to get back to same rate before the event.

In overall view of the situation, moving forward the demand, the predictability and the certainty of the demand will be a big issue of hotels to plan the recovery strategy.

The most important key in marketing / branding right now is Humanity. Taking care of people. Business needs to create a new innovation for the new coming business.

Example of practice of Airbnb and Four Seasons New York are doing. Visit their website here <https://www.airbnb.com> and <https://www.fourseasons.com/newyork/>



10 consumer next normal research by Mckinsey Consumer practice.



Today's highlights:

- The announcement of Phuket provincial readjustment of the lockdown restriction. Yesterday, Phuket Governor has announced the latest restriction to lift all sub-district lockdown except these 3 areas:
 - Cherngtalay
 - Baan Bang Tao Nai, in Moo 2
 - Baan Haad Surin, in Moo 3
 - Baan Bang Tao Nok, in Moo 5 Koh Kaew
 - Pracha Samakhee village in Baan Bang Khu, in Moo 2 Patong
 - Bangla walking street
- The announcement also identifies two high risk area in Bang chee Lao Village , Rassada and Cha Fa Garden Home village, residence from this 2 village have been ask for cooperation not to leave their premises. Here is the link of the announcement and unofficial translation.
<https://www.dropbox.com/sh/sn8ion4dhpi64ta/AABjBnjqkG1q2Iza-evCaNsva?dl=0>
- According to the English daily briefing of the Thai Government PR-CCSA, today(listen to the full record via this link below <https://web.facebook.com/thailandprd/videos/2283191048655767/>)

The spoken person mentioned the business resumption plan. For business to reopening each business will have to compliance with the general principle which are:

- A. Regularly clean up the venue
- B. All customers or consumers are required to wear mask and wash hand
- C. Minimum physical distancing of 1 meter
- D. Limited capacity in each venue must be regulated to avoid congestion
- E. Tracking location program shall be launched and implemented

For the interest of the implementation the businesses and activities are divided in to 4 categories based on the risk factor to consumers and society and the essential to livelihood . The categories are: White, Green, Yellow and Red.

The first category to be allow to reopen from the 3rd of May, is "White Group"(businesses and venues, or low-risk and essential services). This group includes:

- A. Markets (selling fresh food), flea markets, working streets and street side vendors.
- B. Restaurants, Café excluding those located in shopping malls or supermarkets.
- C. Retail shops (convenient stores, IT and communication shops, small local stores)
- D. Recreation area/venue (public park(non-intensive exercise), outdoor sports if there is no non-team or non-competitive activities)
- E. Salon.
- F. Pet grooming shops and Pet nurseries.

The government will evaluate every 14 days whether to adjust the measures based on the prevailing circumstance

- **TAT update: Cabinet approves one-month Emergency Decree extension, ease of restrictions**

The Tourism Authority of Thailand (TAT) provide the latest update that the Thai Cabinet yesterday approved the CCSA proposal to extend the Emergency Decree for one more month, starting from 1 May, 2020.

According to Prime Minister General Prayut Chan-o-cha, some restrictions under the Emergency Decree will remain in place, including the closure of entry/access points (land, sea and air) to the country, nationwide night-time curfew from 22.00 – 04.00 Hrs., limitations on commuting between provinces, and no large gatherings. The ban on all incoming passenger flights has been extended until 31 May, 2020.

- Bill Barnett's Top 5 Post-Crisis Hotel Development Trends https://hotelintel.co/bill-barnetts-top-5-post-crisis-hotel-development-trends/?fbclid=IwAR2Blzaz8cnPWApYVPxH5N5GRZCqAAMNTmm6tTSP7hU3E8_15i_5E66WCiY

- The Civil Aviation Authority of Thailand has extended the international flight for another month. **The Civil Aviation Authority of Thailand (CAAT), also has announced to extend the closure of Phuket International Airport for 15 more days** based on the proposal from Phuket Province citing new cases of the Coronavirus Disease 2019 (COVID-19) infections are still being reported in the province on a daily basis. The CAAT continues to allow exceptions for landings of the following aircraft: state or military aircraft; emergency landing; technical landing without passenger disembarkation; humanitarian aid, medical and relief flights; repatriation flights, and cargo aircraft. <https://www.thepuketnews.com/governor-extends-closure-of-phuket-airport-to-may-15-75896.php>




**EXTENSION OF TEMPORARY BAN
ON ALL INTERNATIONAL FLIGHTS TO THAILAND**

**FROM 1 May 2020 AT 17.00 UTC
TO 31 May 2020 AT 17.00 UTC**

- The ban on international passenger flights to Thailand will be extended from 1 May 2020 at 17.00 UTC to 31 May 2020 at 17.00 UTC.
- All flight permits granted to international passenger flights for such period will be canceled.
- The ban on 1. does not apply to the following:
 - State or military aircraft
 - Emergency landing
 - Technical landing without disembarkation
 - Humanitarian aid, medical and relief flights
 - Repatriation flights
 - Cargo flights
- The passengers on board the aircraft in 3. will be subjected to the measures under communicable disease law, such as 14 days state quarantine, and the regulation under the Emergency Decree on State of Emergency.

 The Civil Aviation Authority of Thailand	 Department of Disease Control	 Department of Consular Affairs
 02-568-8800	 1422	 02-572-8442
 www.caat.or.th/corona		

Best regards,
Anthony and Phuket Hotels Association Team

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 parties..