

PHUKET HOTELS ASSOCIATION REAFFIRMS COMMITMENT TO THE ISLAND'S RECOVERY WITH ELECTION OF SENIOR LEADERSHIP TEAM

Led by Bjorn Courage, who has been reappointed as President, the association will focus on education and training in an effort to tackle the talent crunch and accelerate the rebound of international travel



Pictured (from left): Bjorn Courage, President, Brett Wilson, Treasurer, and Daniel Meury, Secretary, have been re-elected to their roles in an overwhelming vote of confidence from the association's members

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PHUKET, THAILAND: The [Phuket Hotels Association](#), a non-profit organisation representing 80 of the island's top hotels and resorts, has reaffirmed its deep commitment to the future of Phuket's hospitality sector by announcing the reappointment of its senior leadership team, including President [Bjorn Courage](#) who has been instrumental in the association's success.

Following a recent election, Mr. Courage, who also serves as General Manager of the [InterContinental Phuket Resort](#), was given an overwhelming vote of confidence to continue in the role of President, while [Brett Wilson](#), General Manager of the [Pullman Phuket Arcadia Naithon Beach](#), was named as Treasurer and Daniel Meury, General Manager of the [Andara Resort & Hotels](#), was re-elected as Secretary. This positive move comes at a vital time for Phuket's hospitality industry, which is enjoying a strong rebound from the global pandemic. The continuity of having Phuket Hotels Association's executive team remain in place for another term will enable key projects and policies to be implemented effectively.

The association's work is built around four strategic pillars – Marketing, Environment, Government and Education – and Education has emerged as a critical issue in the post-pandemic era. This is due to the shortage of talent that is currently impacting the hotel sector in Phuket, and the entire region. If left unchecked, this situation could significantly hinder the speed and sustainability of the recovery.

Bjorn Courage, newly-reappointed President of the Phuket Hotels Association, comments: "As tourism and hospitality in Phuket continue to recover, we will make every effort to maintain and build on the important work which helps put people first and provides first-class hospitality-based education opportunities. The aim is to create a strategic pipeline of skilled personnel for current and future employment in this industry."



One way the association is striving to ease the talent crunch is by promoting investment in the education and training of local people in Phuket. It recently secured scholarships for 48 young adults at vocational institutions and universities across Phuket and Bangkok, including alliances with Cornell University's General Managers programme and Dusit Thani College, Bangkok, which specialises in hospitality management and the culinary arts. From the Asia Pacific campus of Ecole Hôtelière de Lausanne (EHL) in Singapore, the association has also been able to provide world-class, university-level online training.

As well as enabling future employment, Phuket Hotels Association is empowering existing employees to enhance their opportunities for career progression through progressive learning. This will help to transform the staff of its hotel members into multi-skilled team members.

As a key member of the Phuket Hotels Association's leadership team since its establishment in 2016, Executive Director [Sumi Soorian](#) fully understand the importance of nurturing and developing young people in Thailand. Sumi comments: "We need to invest in the future and this starts with the next generation of hospitality talent. We are continuously looking at ways to strengthen the industry and find sustainable avenues to get people returning to our sector."

Phuket is leading Thailand's tourism recovery; the island welcomed 2.3 million international visitors in the first ten months of 2022, more than double the number achieved by any other Thai province. This was, in part, due to the island's innovative "Phuket Sandbox" initiative that expedited the return of overseas tourists. Visitor arrivals are set to accelerate rapidly in 2023, so it is essential that Phuket's hoteliers have a strong and clear strategy to manage the influx. The Phuket Hotels Association's stable leadership will prove a key factor in the sector's future success.

Since it was founded in January 2016, the Phuket Hotels Association has grown to represent 80 of the island's top internationally-branded and independent luxury and midscale hotels and resorts, comprising just over 12,000 rooms and 25,000 employees. Each of these members has made a commitment to the destination and, through the Phuket Hotels Association, are actively investing in a sustainable future through long-term environmental and educational initiatives.

For more information about the Phuket Hotels Association, please visit www.phukethotelsassociation.com. Please download photos [here](#).

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Phuket Hotels Association members are as follows:

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, Homm Bliss 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, Twinpalms MontAzure, Twinpalms Phuket, Villa PhuKhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay