

# PHUKET WEEKLY UPDATE

No18/12052023

## NEW HOTEL MEMBER



**RADISSON RESORT PHUKET MAI KHAO BEACH (PRE-OPENING)**

Mr. Björn-Henning Buth, General Manager



## UPCOMING EVENTS

COMING SOON



- **PHAB 5**  
 20 May, 7pm ACES Angsana Laguna Phuket



- **LIFESAVING TRAINING**  
 26 July - 7 August TBC



- **DIGITAL MARKETING CONFERENCE & TECHXPO IN COLLABORATION WITH HSMAT**  
 21 August Courtyard By Marriott



- **PHIST 6**  
 4 September SAii Laguna Phuket

## PRESS RELEASE

**ANDAMAN HOTELIER 2023**

**มหกรรมงานโรงแรมหนึ่งเดียวในภาคใต้**

เชิญทุกท่านร่วมประกาศความยิ่งใหญ่ แบ่งปันและพัฒนาทักษะอาชีพ  
ในงานมหกรรมคนโรงแรมร่วมชมและร่วมกิจกรรมการแข่งขัน  
ในสาขาอาชีพต่างๆของโรงแรมและร่วมสุนัการประกวด

**Mr&Ms Andaman Hotelier 2023**

**16-18  
JUNE 2023**

@Mini-convention hall,  
Central Floresta

Chang Mekhong

PHUKET HOTELS PHA

ติดต่อของบูทในงาน  
095-234-2451  
info@andamanhoteller.com  
Andaman Hotelier

## ANDAMAN HOTELIER 2023

Phuket Hotels Association is a proud supporter of Andaman Hotelier 2023, **taking place from 16-18 June 2023, 10.00-22.00 at the Mini-Convention Hall, Central Floresta.**

Join this event to enhance your Hospitality experience and participate in great competitions, learn more about F&B skills including cooking and bartending. There will be exhibition space and if you wish to reserve a booth at the event, please call 0952342451.

**4 Essential Skills**

**Digitize**  
ยกระดับด้วยดิจิทัล  
สู่ Smart Tourism

**InDividualize**  
เข้าถึง Insight บุคคล พร้อม  
ตอบโจทย์ Niche Market

**Design**  
User Friendly  
ออกแบบให้ถูกใจผู้ใช้งาน

**Data Analyze**  
Big Data ทำนายอนาคต  
การท่องเที่ยว

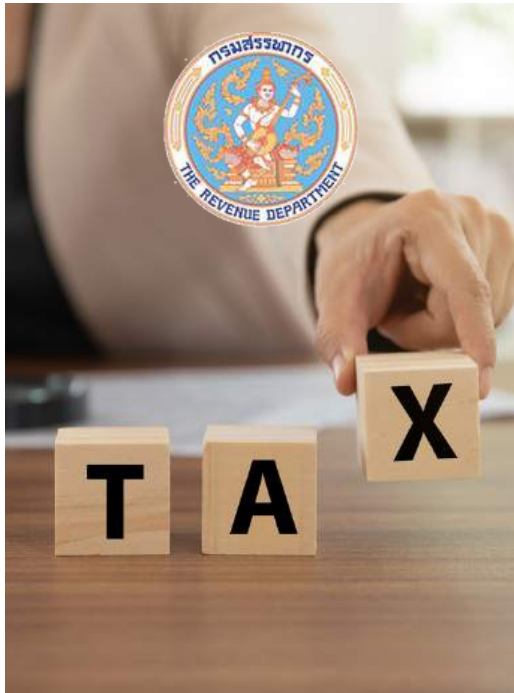
ผู้ประกอบการท่องเที่ยวไม่ควรมองข้าม

4Digital Tourism

## FREE ONLINE COURSES:- 4 ESSENTIAL SKILLS TO CREATE A COMPETITIVE ADVANTAGE FOR TOURISM BUSINESS IN THE NEXT CHAPTER

The TAT Academy by the Tourism Authority of Thailand (TAT) has launched a project to develop and enhance digital knowledge courses for tourism entrepreneurs (4Digital Tourism; Digitize, Data Analyze, InDividualize and Design)

Open now for registration for the first 5 courses.  
[Click to study for free!](#)



**1,000 BAHT TAX TO FLY OUT OF THAILAND – ON HOLD FOR NOW: REVENUE DEPT**

The Revenue Department defended itself on Sunday saying the proposal to hit Thais and expats with a departure tax was still at the public hearing phase.

The department posted an online questionnaire on May 3 seeking public opinion on taking 1,000 baht from people flying out of Thailand and 500 baht from those travelling out by sea or land. The questionnaire is available until May 17.

In the questionnaire, the department says the tax aims to generate more revenue for the government and prevent Thais from going overseas too often. According to the questionnaire, Thai citizens and foreign permanent residents would be required to pay a departure tax of 1,000 baht for air travel and 500 baht for land and sea travel.

The department said the tax was permitted under a law enacted in 1983, but the Finance Ministry had waived it in 1991.

[For more information](#)

**MALYSIAN TOURISTS TOP LIST OF VISITORS TO THAILAND**

Thailand welcomed 8.5 million tourists in the first 4 months of 2023, bringing in tourist receipts of 353.3 billion baht.

During the first quarter of the year, Malaysians made up the top 5 foreign visitors to Thailand.

In April, there were 2.13 million foreign visitors who visited Thailand, where Malaysian tourists topped the list with 367,530 visitors, followed by China (328,375) and India (131,230).

This is a positive sign that Thailand remains a top destination choice for tourists.

Thailand is targetting between 25 and 30 million foreign tourists to visit the kingdom this year as the tourism sector is seeing a quick rebound.

Thailand, one of Asia's most popular travel destinations, was visited by nearly 40 million people in 2019.



**CHINESE AIRLINES WILL INCREASE THE NUMBER OF FLIGHTS TO THAILAND STARTING ON JUNE 1**

Chinese airlines are expected to increase the number of flights to Suvarnabhumi Airport, Thailand to 430 per week starting on June 1, 2023.

CAAT director Suthipong Kongpong said, his office met with Chinese airlines to discuss their request for more flights for the summer schedule, the number would rise to 430 a week from the 100 permitted at present.

He said, that international flights are on the rise again, especially from China, but the office can so far grant only 10-20% of requests due to the limited capacity of Suvarnabhumi airport and there have been complaints about delays in passenger servicing time for ground service.

[For more information](#)

**SURVEY OF TRAVELERS FINDS 76% WANT MORE SUSTAINABLE OPTIONS**

A new report from Booking.com found that 76% of respondents hope to embrace sustainable travel plans over the next year. The survey also found that many travelers are looking for more ways to reduce their impacts while traveling, from reusing linens to turning off the AC in their hotels and other accommodations.

In the 2023 Sustainable Travel Report, which collected responses from over 33,000 travelers around the world, Booking.com found that a vast majority of those who travel are looking to do so in a more sustainable manner. Around 76% of respondents want to travel sustainably over the next 12 months.

Some travelers (43%) are willing to pay a little more, though, to support certified sustainable travel options

[For more information](#)



## HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN APRIL 2023



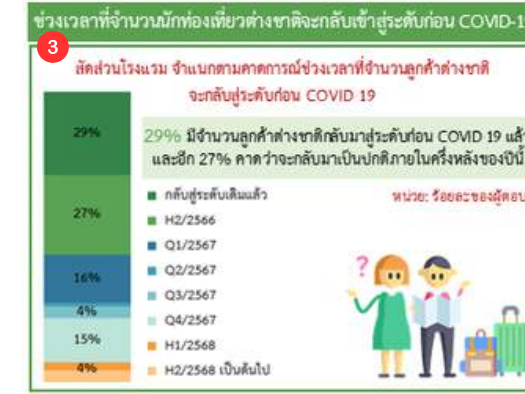
ดัชนีความเชื่อมั่นผู้ประกอบการที่พักแรม  
Hotel business operator Sentiment Index



เดือนเมษายน 2566

ผลสำรวจจากผู้ประกอบการที่พักแรม 81 แห่ง ระหว่างวันที่ 10 - 25 เมษายน 2566

**1** อัตราการเข้าพักโดยเฉลี่ยลดลงจากเดือนก่อน โดยลดลงในเกือบทุกภูมิภาคตามการเข้าสู่ช่วง low season ของนักท่องเที่ยวต่างชาติ และปัญหาฝุ่นควันที่ส่งผลกระทบต่อนักท่องเที่ยวในภาคเหนือ อย่างไรก็ตาม คาดว่าครึ่งของนักท่องเที่ยวต่างชาติจะกลับมาเท่าช่วงก่อน COVID-19 ได้ และมีแผนที่จะลงทุนโดยส่วนใหญ่เป็นการลงทุนเพื่อปรับปรุงหรือซ่อมแซมห้องพัก เพื่อเตรียมรองรับนักท่องเที่ยวที่มีแนวโน้มเพิ่มขึ้น



ที่มา: การสำรวจความเชื่อมั่นผู้ประกอบการที่พักแรม โดยสมาคมโรงแรมไทย ร่วมกับธนาคารแห่งประเทศไทย

Source: Thai Hotels Association in conjunction with Bank of Thailand

## SUMMARY IN ENGLISH

### 2 Occupancy Rates (OR)

In April 2023, average occupancy rate was 57% decreased from the previous month. The average occupancy rate in May 2023 is expected to be 47%.

### 3 period that number of foreign tourists will return to pre-Covid levels

29% there are number of foreign tourists back to pre-Covid level  
27% It is expected to be normal within the second half of this year.  
16% It is expected to be normal within Q1/2024  
15 % It is expected to be normal within Q4/2024

### 4 Net Profit Margin

60% of the hotel's net profit is lower than the pre-COVID 19 period, while 32% of respondents are close to pre-COVID 19.

### 5 Hiring

Hotel operators 68% are facing labor shortages

- 22% affected both the number of customers and the quality of service
- 40% affecting service quality but not affect customers
- 32% No problem
- 6% affect the number of customers but not the quality of service

### 6 Investment trends in 2023 and investment value compared to the previous year

58% of hotel businesses are planning to invest in 2023, with the majority of the company's investment spending increasing from the previous year.

### 7 Type of Investment

Most of the investment is to renovate and repair the Guest rooms. This is followed by investments in IT software and automation, respectively.

### 8 Restrictions and Barriers to Investment

1. Costs; labor costs, utilities
2. Uncertainty of the Thai economy
3. Shortage of skilled labor

**1** The average occupancy rate decreased from the previous month, falling in almost all regions due to the low season for foreign tourists, smoke and haze problems affecting tourists in the northern region. However, it is better than what half of respondents expected:- that this year the number of foreign tourists will return to the level before COVID-19 and plans to invest mainly in renovation or renovation of the property in preparation for the increasing number of tourists.

## Survey results from 109 hotel operators during 10 - 25 April 2023

## THAILAND'S TOURISM SITUATION

- Thailand received **446,936 foreign tourists** between 1-7 May 2023.
- Thailand received **9,055,189 foreign arrivals in the 1 January-7 May** period, with spending of 373,305 million baht.

## FACTORS TO BE CONSIDERED IN THE NEXT PHASE



The Thai tourism sector will slow down as the end of the long holiday in many important markets such as China and Malaysia.



The Thai tourism sector will be rise again in late May from signs of recovery in Global Market in June, especially tourists from China and Australia.



Relevant agencies are speeding up communication with Chinese entrepreneurs and tourists on the process of obtaining VISA to travel to Thailand.

## USEFUL ARTICLES

### ENGLISH

[The impact of a learning and development strategy on hospitality profitability](https://www.nst.com.my/world/world/2023/05/906170/malaysian-tourists-top-list-visitors-thailand)

[Booking.com 2023 Sustainable Travel Report](https://www.ecowatch.com/travel-sustainability-transportation-tourism.html)

[7 Simple Ways to Reduce Hotel Operating Costs While Sustaining Customer Service](https://www.bangkokpost.com/thailand/general/2564436/chinese-arrivals-could-soar-in-may)

### THAI

[ลดต้นทุนธุรกิจโรงแรมเพียงแค่ ปรับ เปลี่ยน เลิก](#)

[ปรับกลยุทธ์ธุรกิจโรงแรม รับมือนักท่องเที่ยวไทยลดค่าใช้จ่าย](#)

[แนวโน้มอุตสาหกรรมโรงแรมในประเทศไทยปี 2566](#)

## Information sources

<https://www.nst.com.my/world/world/2023/05/906170/malaysian-tourists-top-list-visitors-thailand>  
<https://www.ecowatch.com/travel-sustainability-transportation-tourism.html>  
<https://www.bangkokpost.com/thailand/general/2564436/chinese-arrivals-could-soar-in-may>

**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 a third party.

# ABOUT US

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

## Phuket Hotels Association Leadership Team

Bjorn Courage President  
Daniel Muery Director, Secretary – General  
Brett Wilson Director, Treasurer

## Phuket Hotels Association Core Team

Jayne MacDougall Executive Director  
Kallaya Manabuth Operations Manager  
Kanjana Ritto Membership Coordinator  
Chanya Cserépy Events Coordinator

## Advisory Board

Bill Barnett Founding Member & Senior Advisor  
Sumi Soorian Senior Advisor  
Boon Yongsakul Advisor  
Sears Jivavisitnont Advisor  
Eric Ricaurte Advisor  
Sukhchaensingh (Sam) Sethi Advisor  
David Johnson Advisor

## Environment Committee

Andy Kunz General Manager, COMO Point Yamu  
**(Acting Chair)** Michael Massey General Manager, Absolute Twin Sands Resort & Spa  
Conor Brannum Coordinator, HOMA Phuket  
Jonathan Grier Owner, Villa Phukhao  
**(Co-Chair)** Anucharaporn TongluanGDHR, Thavorn Beach Village Resort & Spa

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Jirarat Ninpradub General Manager, Narai Hotel  
Orasa Singha Director of Talent and Culture at Pullman Phuket  
**(Co-Chair)** Bart Callens General Manager, SAii Laguna Phuket  
Julian Lowry General Manager Le Meridien Phuket

## Government Liaison Committee

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Chupong Kingkeaw 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  
Sayamon Sittirit General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach  
**(Co-Chair)** Gerd Kotlorz Executive Secretary, Amanpuri  
Puangkaew Kulsuppakorn

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**(Chair)** Roberto Abbagnale Cluster General Manager at Phuket Bay Group  
Amm Watthanachotthana DOSM, Burasari Island Escape  
Polly Kanyapoj Director of Marketing, Cassia Phuket  
Noppadon Prommuang VP Sales & Marketing, Thavorn Hotels & Resorts  
Nampetch Tipaxsorn Public Relation and Communications Manager, InterContinental Phuket  
Elena Orru General Manager at The Pavilions Phuket

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, 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 Karon 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 Villaskoh Yao, Trisara, Twin Palms MontAzure, Twin Palms Phuket, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



## CONTACT US

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