

PHUKET WEEKLY UPDATE

No27/14072023



UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION

3 DAYS SET COURSE TO CHOOSE FROM

COURSE 1 26 - 27 - 28 JULY

COURSE 2 30 - 31 JULY - 01 AUGUST

COURSE 3 03 - 04 - 05 AUGUST

AT PHUKET GRACELAND RESORT AND SPA

A DROWNING PREVENTION INITIATIVE

LIFESAVING TRAINING 2023

PHA MEMBERS 3900 THB NON-MEMBERS 4900 THB

For more information about the program Contact Phuket Hotels Association Jayne MacDougall +66 (0) 88 645 2676 To reserve your place and Register: info@phukethotelsassociation.com

Life Saving Victoria Australian Consulate-General Phuket, Thailand

• LIFESAVING TRAINING

📅 26 July - 5 August

📍 Phuket Graceland Resort and Spa

More information and Register **PLEASE CLICK HERE**



DIGITAL MARKETING CONFERENCE
A Commercial Strategy Event

REGISTER TODAY

23-August 2023
2pm to 7:30pm

hsmat PHUKET HOTELS ASSOCIATION

Courtyard by Marriott
Phuket Town | PHUKET THAILAND

• DIGITAL MARKETING CONFERENCE

📅 23 August

📍 Courtyard By Marriott

PHIST
THE SUSTAINABLE HOSPITALITY LEARNING EVENT
2023

• PHIST 6

📅 4 September

📍 SAii Laguna Phuket

English language
Basic Life Support

CPR/AED course

Free of charge!

Date: August 7th, 2023
Time: 1 - 4pm

At Bangkok Hospital Phuket
3rd floor, King Carl Gustaf's Conference Room

Course Content:

- ♥ Basic CPR
- ♥ Choking: First aid guidance
- ♥ Automated External Defibrillator (AED) use



Enroll today and get certified!
Scan QR CODE

Register from now until July 28th, 2023
Limited to 30 persons per course

For more information please contact info@phukethospital.com
Or tel +66 76 254 425 ext. 1957 or 089-4746295 Ying



CPR/AED course in ENGLISH is offered to Phuket Hotels Association members on August 7th for at Bangkok Hospital Phuket from 1-4 pm. To register, please scan the QR code or click the following link: <https://forms.office.com/r/bUq2zsjMCE>, (Limited to 30 persons)



British International School Phuket invites Phuket Hotels Association members and HR managers to visit the school and learn more about the special offers to hotels on their OPEN DAY for Phuket Hotels Association on August 8th, 2023. For details and to RSVP please click [here](#)

THIS WEEK'S MEETINGS



Phuket Hotels Association and Scholars of Sustenance (SOS) met at InterContinental Phuket Resort, to discuss future cooperation and upcoming projects of both organizations. Both Organisation collaborate on sustainability and social activities and , look forward to closer cooperation with future events.



Phuket Hotels Association-Education Committee had a general meeting regarding the PHAB event and Scholarship Program at SAii Laguna Phuket.

Phuket Hotels Association-Education committee will visit Rajabhat University next week to follow up with the students on scholarships for their annual review and discuss with the educators on how we can get more involved in the future of Phuket student's education.



KO KAEO PHITSADAN MONASTERY IS NOW THE NEWEST UNSEEN THAILAND DESTINATION

The Tourist Authority of Thailand (TAT) opened voting for the 'Unseen New Chapters' campaign from 22 May-18 June 2023, inviting Thai people to participate in the selection of new attractions around the country via the websites: www.tourismthailand.org/unseennewchapters and www.unseennewchapters.com. The 25 finalist attractions were the results of over 547,710 votes received and more than 1,089,193 visits to the sites.

Voters were able to choose from a total field of 77 tourist attractions – one from each province in Thailand, these having been selected by committees and experts from government agencies and the private sector, including the 45 TAT offices nationwide and tourism entrepreneurs in each province.

To qualify, an attraction needed to meet certain criteria; this included having an interesting story, not yet being widely known by tourists, having a good tourism management system in place, and being easily accessible.

Of the 25 finalist attractions in the Unseen New Chapters campaign, 20 were chosen based on the public's voting and five by an expert committee.

[For more information](#)

PHUKET AIMS TO BECOME 'SAFEST CITY'

PHUKET: An effort is underway to make Phuket the safest city in Southeast Asia following a number of incidents involving tourists.

Danai Sunantarod, Deputy Governor of the southern tourist province, expressed the aim at a meeting on Friday with representatives of tour and travel agencies.

Their discussion of security on the island highlighted several recent incidents that have been a cause for concern.

"We have to learn from these incidents," Mr Danai said. "We want to make our home safe for our visitors. We want to be the safest city in the region."

He said the private and public sectors must cooperate to ensure the safety of tourists, while police officers must enforce the law.

[For more information](#)



THAILAND SETS GOAL TO ATTRACT 68.5 MILLION FOREIGN TOURISTS IN 2028

The Tourism Authority of Thailand (TAT) has set an ambitious goal of welcoming 68.5 million foreign tourists in 2028, which will generate an estimated total revenue of 5.6 trillion baht, equivalent to 25% of Thailand's GDP.

The TAT say that they are also finalizing marketing plans for Thailand's tourism in 2025, which they expect to generate a total revenue of 3.1 trillion baht, accounting for 16% of the country's GDP, with 74% coming from international tourists, equivalent to 2.29 trillion baht, and 26% from domestic tourists, equivalent to 805.6 billion baht.

Following the reopening of the country in 2022 and the post-pandemic recovery this year, 2025 will mark the beginning of the "Resilience phase," where the tourism industry rebounds and grows continuously. The TAT hopes to maintain sustainable growth in tourism income through 2028.

[For more information](#)

AIRLINES SUGGEST MEASURES TO REVITALISE TOURISM AND AVIATION

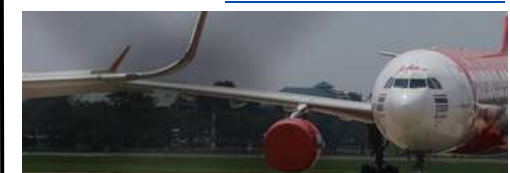
The Airline Association of Thailand presented three strategies, to revive the tourism industry, Thailand's economy and to support the aviation sector, during a meeting today (Tuesday) with Move Forward Party leader Pita Limjaroenrat.

The association, comprised of Bangkok Airways, Thai AirAsia, Thai AirAsia X, Thai Smile Airways, Nok Air, Thai Lion Air, and VietJet Air, submitted proposals for strengthening the sector, reducing limitations and increasing its capabilities, claiming that the recommendations, if rolled out, would provide efficient services while minimising the impact on passenger costs.

Air travel is seen as a crucial driving force for Thai tourism, as it also generates income for various related businesses. Currently, it is in a critical phase of recovery, relying on both the adaptation of airlines and continuous support from the government.

The association hopes that today's meeting will provide the new government with a comprehensive understanding of the current state of the aviation industry.

[For more information](#)





THE IDYLIC THAI ISLAND BATTLING AN EXTREME WATER CRISIS

A popular tourist island in Thailand is facing a severe water crisis caused by a rush of tourists combined and a decline in rainfall.

Local reports said many water reserves on Koh Samui – such as the Phru Na Mueang and Phru Krajud reservoirs along with Hin Lard waterfall – have seen a drop in their water levels, aggravating the freshwater crisis.

According to local estimates, the remaining water is sufficient only for the next 30 days.

Due to the water crisis on the island, the tourist paradise is also seeing numbers dwindle.

According to reports, taps in resorts on the island are starting to run dry, but authorities are reportedly working to fix the situation.

Sutham Samthong, a deputy mayor of Koh Samui, has urged residents and tourists alike to use water judiciously. He said that with careful management, freshwater on the island can last till the next two months, after which he said rains are expected.

[For more information](#)

JAPANESE TOURISM NUMBERS IN THAILAND THREATENED BY WEAK YEN AND SLOW JAPAN FLIGHT REINTRODUCTION

In light of Japan’s hesitant return to tourism and a faltering yen, Thailand’s Tourism Authority (TAT) admitted there may be difficulty in meeting the year’s target of 850,000 Japanese arrivals. The figure reflects 50% of the Japanese tourism figures reported in 2019, considered an optimistic scenario by the Tokyo office director of TAT, Kajorndet Apichatrakul.

As enclosed by Kajorndet, the sluggish revival of Japan’s outbound tourism industry has been attributed to their currency’s weakened position against the baht, currently averaging at 100 yen per 24 baht, a significant drop from a prior rate of 30 baht. The consequent financial strain on potential travelers is further exacerbated by Japan’s national encouragement for domestic travel as a more cost-effective means, impacting Japanese tourism in Thailand.

Another key factor slowing down the recovery of Japan’s tourism rates is the lagging reintroduction of flights between Thailand and Japan, which is at present only 30 to 40% of the volume recorded in 2019. The director highlights that elevated flight costs remain an obstacle, yet expresses cautious optimism for improvement within the year as flight schedules are adjusted

[For more information](#)

THAI TOURISM HIT BY WEAK CHINESE MARKET AND WANING LOCAL INTEREST

The sluggish Chinese economy and hesitant local budget travellers have dealt a blow to Thai tourism operators along the eastern seaboard, casting a gloomy cloud over this year’s revenue prospects. The slow recovery marks it as a testing time for places like Pattaya, particularly with a quiet Chinese market yet to bounce back and local visitors not returning en masse, said Thanet Supornsahasrungsi, the former president of the Chon Buri Tourism Council and group executive director of Sunshine Hotels and Resorts.

The dominant Chinese market, a prime source of tourists, received only 1.4 million arrivals in the first half of this year. Flight resumption this year is expected to reach around 6 million seats, a noticeable dip compared with the staggering 13 million in 2019, according to the tourism department.

Noting the wavering hotel occupancy rates of around 50%, Thanet added that the path to recovery would indeed be long. He anticipates the occupancy rate to touch 40-50% during the low season in the third quarter when about 70% of the hotelier is back in operation. Thanet, postulating a fickle domestic market this year, said...

“High-spending Thais tend to travel abroad, while those with limited budgets who travelled some during the pandemic years have barely rebounded due to increasing living costs and a stagnated economy.”

In a bid to lure more domestic tourists during weekdays, the former president proposed implementing several policies and government stimulus measures. These could include subsidising “workcation” packages for companies or increasing employees’ annual leave, thus incentivising people to embark on short trips to Pattaya.

Thanet maintained the necessity of a new travel subsidy to bolster income for small and medium-sized hotels that are still grappling with the pandemic fallout. He claimed that the “We Travel Together” scheme largely benefited luxury accommodations and gave relatively little assistance to smaller establishments.

[For more information](#)



TOURISTS MARKET OVERVIEW

1 – 30 APRIL, 2023

NUMBER OF TOURIST ARRIVALS

363,752



-  **Russia 63,476 persons**
-  **China 46,697 persons**
-  **Australia 28,855 persons**
-  **India 24,897 persons**
-  **England 20,737 persons**

1 – 31 MAY 2023

NUMBER OF TOURIST ARRIVALS

224,357



-  **China 37,949 persons**
-  **Russia 26,624 persons**
-  **Australia 19,828 persons**
-  **India 19,783 persons**
-  **Malaysia 12,918 persons**

1 – 30 JUNE 2023

NUMBER OF TOURIST ARRIVALS

248,325



-  **China 44,066 persons**
-  **Russia 25,947 persons**
-  **Australia 21,902 persons**
-  **India 20,223 persons**
-  **Singapore 15,234 persons**

Source: Phuket immigration

USEFUL ARTICLES

ENGLISH

[Moving the Needle on Sustainability: Cooperation in Hospitality](#)

[Summer Travel Forecast for Hoteliers: It's Going to Be Hot](#)

["The Fast-Forward Tech Stack for 2024" Unveiled in the Latest Edition of "The Hotel Yearbook TECHNOLOGY"](#)

THAI

[กกท.วางเป้าหมายการท่องเที่ยวปี 67 รายได้ 3.1 ล้านล้าน](#)

[มาเลเซียเบอร์ 1 มาท่องเที่ยวในไทยครึ่งปีแรก](#)

[ChatGPT กับอุตสาหกรรมท่องเที่ยว](#)

Information sources

<https://www.bangkokpost.com/thailand/general/2607668/phuket-aims-to-become-safest-city>
<https://www.tatnews.org/2023/07/tat-announces-25-finalist-attractions-in-unseen-new-chapters-campaign/>
<https://www.thaipbsworld.com/thailand-sets-goal-to-attract-68-5-million-foreign-tourists-in-2028/>
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<https://thethaiger.com/news/business/thai-tourism-hit-by-weak-chinese-market-and-waning-local-interest>
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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
Dakota Meesomsarn Events Coordinator
Membership 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

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(Acting Chair) Michael Massey General Manager, Absolute Twin Sands Resort & Spa
Conor Brannum Coordinator, HOMA Phuket
Jonathan Grier Owner, Villa Phukhao
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Education Committee

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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 Beach Resort

Government Liaison Committee

(Chair) Prachoom Tantiprasertsuk Vice President – Operations, Dusit International
Chupong Kingkeaw Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort
Sayamon Sittirit Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas
(Co-Chair) Gerd Kotlorz General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Puangkaew Kulsuppakorn Executive Secretary, Amanpuri

Marketing Committee

(Co-Chair) Ranjeet Viswanathan DOSM, Hyatt Regency Phuket
(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

9 Hornbills Tented Camp, 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, 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, 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, Koyao Island Resort, 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 Karon Residences, Meliá Phuket Mai Khao, Metadee Concept Hotel, Mövenpick Myth Hotel Patong Phuket, Mövenpick Resort Bangtao Beach Phuket, My Beach Hotel, Narai Mai Khao Resort, , NH Boat Lagoon Resort, Novotel Phuket Kamala Beach, Outrigger Surin Beach Resort, Paresa Resort, Phuket Graceland Resort & Spa, Phuket Marriott Resort & Spa, Merlin Beach, Phuket Marriott Resort & Spa, Nai Yang Beach, Pullman Phuket Arcadia Karon Beach Resort, Pullman Phuket Arcadia Naithon Beach, Pullman Phuket Panwa Beach Resort, Radisson Resort and Suites, Radisson Resort Phuket Mai Khao Beach, Rayaburi Hotel Patong, Renaissance Phuket Resort & Spa, Rosewood Phuket, SAii Laguna Phuket, Santhiya Koh Yao Yai Resorts & Spa, Selina Serenity Rawai Resort & Cowork Phuket, 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, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



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