

NEW HOTEL MEMBERS



Phuket Graceland Resort and Spa

Mr. Suchart Hirankanokkul, Managing Director



Selina Serenity Rawai Phuket

Mr. Onkar Singh, General Manager
Ms. Lara Sidhu, Commercial Director Australia & Thailand at Selina

UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION GENERAL MANAGERS' QUARTERLY MEETING 2/2023

26 April 2023
THE SLATE (Jomon Pavilion Room)
[RSVP HERE](#)

PHAB 5

20 May ACES Angsana Laguna Phuket
[PHAB ticket sales](#)
[PHAB food vendor request](#)
[PHAB auction prizes request](#)

PHIST 6

Monday, 4 September
SAii Laguna Phuket
For more information : TBC



14th Thailand Tourism Awards open for submissions

opens from 1 March to 30 April, 2023.

The country's most prestigious awards that recognises the Thai travel industry's best and brightest.

The winners will be announced on 8 September, 2023, and the awards ceremony will as usual be held on World Tourism Day (27 September), as a symbolic gesture of recognition that builds awareness for responsible and sustainable tourism.

Award categories

1. Attraction
2. Accommodation
3. Health and Wellness Tourism
4. Tour Programmes
5. Low Carbon & Sustainability

Benefit for winners

Benefit by leveraging the publicity and increased interested in their products that help drive business development. Winners are also invited to partner with TAT in its marketing activities; such as, participations in travel shows in Thailand and overseas. They also get additional publicity via TAT's marketing tools on the Thailand Tourism Awards and by attending TAT's seminar and workshops.

Full information on the Awards can be found at <https://tourismawards.tourismthailand.org>, www.facebook.com/ThailandTourismAwardsNew, or Line Official Account: @tourismawards.

Please [click here](#) for features and criteria for Accommodation (English version)



THAILAND'S FESTIVE SPIRIT IS REVIVING BUT HOTELIERS REMAIN ON EDGE

They are relieved the pandemic is over, but restless about other challenges: shifting patterns in domestic tourism, insufficient flights, the PM2.5 crisis, higher power costs, and labor shortages.

Travel fever is returning, but hotel owners – especially those outside the luxury segment – are still breaking out in cold sweats, the numbers being touted about the recovery of tourism hide the reality of an industry still struggling to regain its footing.

The recovery in tourism is strongest at the luxury level, according to the hotel association's latest survey. Five-star hotels are seeing a quick return of guests, including during Songkran, but those with fewer stars continue to dream of pre-pandemic levels, the survey found.

[For more information](#)

B300 TOURISM FEE POSTPONED

Tourism and Sport Minister Phiphat Ratchakitprakarn said, fee collection from foreign arrivals by air must be postponed as the airlines could not adopt a selective approach between foreign tourists and Thai tourists.

The Phuket Tourist Association said if the collection is postponed for air travellers, it should be pushed back for arrivals by land and sea.

Unpaid medical bills of tourists in Phuket amount to more than 10 million bath a year.

The delay would help ease the burden for tourists as other travel costs surge.

[For more information](#)



PHUKET FORECASTS 60% POST-SONGKRAN HOTEL OCCUPANCY

Hotel occupancy in Phuket after Songkran is expected to be around 60% with more Chinese arrivals even though the low season is approaching, industry executives said.

In Q1/2023 Phuket saw hotel bookings at 86% of occupancy. During Songkran festival, booking were about 80%, after Songkran hotel bookings are expected to be 60% as Phuket is entering to low season starting from June, president of THA of the Southern chapter said.

More Chinese arrivals are expected by mid-year. The number of travelers from China is expected to be surpassed only by those from Russia.

[For more information](#)

THAILAND'S SIMILAN ISLANDS TO CLOSE NEXT MONTH

Thailand's Similan Islands in Phang Nha will closes for a period of environmental restoration on May 19

The marine park will be closed off to tourists during the monsoon season and will reopen again on October 15, 2023, after nature has had a chance to recover from a hectic High Season.

The Similan Islands' reputation as an idyllic paradise drew in up to 7,000 tourists per day in the past, prompting the Thai government to limit tourism to a maximum of 3,325 people per day. The islands close every monsoon season for natural restoration.

[For more information](#)



HOTEL BUSINESS OPERATOR SENTIMENT INDEX IN MARCH 2023

SUMMARY IN ENGLISH



ดัชนีความเชื่อมั่นผู้ประกอบการที่พักแรม
Hotel business operator Sentiment Index



เดือนมีนาคม 2566

1 อัตราการเข้าพักโดยเฉลี่ยใกล้เคียงกับเดือนก่อน โดยโรงแรมที่รับนักท่องเที่ยวไทยเป็นหลักมีอัตราการเข้าพักปรับดีขึ้นเล็กน้อยตามการใช้สิทธิโครงการเราเที่ยวด้วยกัน เฟส 5 สำหรับราคาห้องพัก มีโรงแรมบางส่วนปรับขึ้นได้ ส่วนใหญ่เป็นโรงแรมตั้งแต่ 5 ดาวขึ้นไป ทั้งนี้ ธุรกิจโรงแรมส่วนใหญ่เห็นว่า Q1/66 นักท่องเที่ยวจีนกลับเข้ามาไม่มากนัก ขณะที่ Q2/66 มีแนวโน้มปรับดีขึ้น แต่คาดว่ายังมีส่วนน้อยกว่า 40% เทียบกับช่วงก่อนเกิด COVID-19
ผลสำรวจจากผู้ประกอบการที่พักแรม 109 แห่ง ระหว่างวันที่ 9 - 26 มีนาคม 2566

2 อัตราการเข้าพัก (OR)



5 การจ้างงาน ผู้ประกอบการโรงแรม 62% ยังเผชิญปัญหาขาดแคลนแรงงาน



3 คาดการณ์ธุรกิจในช่วง Q1/66 ถึง Q2/66



6 บางส่วนสามารถปรับราคาห้องพักได้ ส่วนใหญ่เป็นโรงแรมตั้งแต่ 5 ดาวขึ้นไป ขณะที่โรงแรมไม่เกิน 4 ดาวยังปรับราคาได้จำกัด



4 การกลับมาของลูกค้ายจีนหลังจีนเปิดประเทศ



7 มาตรการช่วยเหลือที่ต้องการ



2 Occupancy Rates (OR)

In March 2023, average occupancy rate is 66% stable from the previous month. The average occupancy rate in April 2023 is expected to be 60%

3 Business forecasts during Q1/2023 - Q2/2023

Estimate the number of guests staying. More than 80% estimated that Q1/2023 there will be more guests or close to Q4/2022

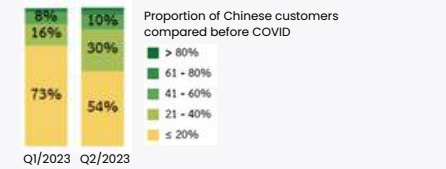
The hotels that mainly accept foreign tourists it is expected that the number of guests will increase from the previous quarter compared to hotels that mainly accept Thai tourists.

Q2/2023 tends to slow down from Q1/2023 due to the end of the tourist season.

4 The return of Chinese customer after reopening the country

In Q1/2023 In Q1/2023, there were not many Chinese tourists, mostly F.I.T.

In Q2/2023, Chinese tourists are expected to increase, but low by 40% compared to COVID.



5 Hiring

Hotel operators 62% are facing labor shortages

The southern region has a labor shortage;

- 46% affected both the number of customers and the quality of service
- 23% affecting on service quality but not affect customers
- 19% No problem
- 12% affect the number of customers but not the quality of service

6 Proportion of hotels classified by average daily room rates



7 The requirement assistance measures

- 1.Reduce utilities bills
- 2.Control price of goods and materials
- 3.Tax Relief Measures

Source: Thai Hotels Association in conjunction with Bank of Thailand

1 The average occupancy rate remained nearly the same as the previous month, especially for hotels mainly serving Thai tourists. The occupancy rate slightly improved according to the We Travel Together Phase 5 scheme. Some hotels were able to increase hotel prices, mostly 5-star hotels. Most of the hotel business observe that Q1/2023, there was not many Chinese tourists returning, while Q2/2023 is likely to improve, but it is expected that the proportion is less than 40% compared to the COVID period.

Survey results from 109 hotel operators during 9 - 26 March 2023

EXAMPLE GUIDELINES FOR DEVELOPING A BUSINESS TOWARDS "GREEN HOTEL"

EASY METHODS TO ADJUST YOUR ACCOMMODATION TO BECOME A GREEN HOTEL



ENERGY

Promote clean energy and efficient use of energy



FOR EXAMPLE



SOLAR PANELS

Energy from the sunlight, reduce your reliance on fossil fuels



ZERO-WATT STANDBY

Technology to automatically cut off power in appliances that are not in use

FOR EXAMPLE

DUAL FLUSH TOILET

Dual Flush toilet can save about 200 gallons of water per day

RECYCLE FOOD WASTE

Storage, sorting, process organic waste are composting



WASTE DISPOSAL

Set up a waste management system for proper disposal

FOR EXAMPLE



PURCHASING

buying sustainable goods and services



PROMOTING QUALITY OF LIFE IN THE COMMUNITY

distribution of income to households in society, such as hiring workers in the community



NONTOXIC RAW MATERIAL

Buying food from the community helps reduce the 'distance' between producers and consumers

FOR EXAMPLE

FACILITIES

i.e. Bicycles, EV Charging Stations for Low Carbon Travel

GREEN TRIP

sustainable tourism, conservation tourism



SERVICE

Provide services and activities that are socially and environmentally friendly

Thailand has Green Hotel certification by Department of Environmental Quality Promotion (DEQP) Provide hotel operators with opportunities to apply for selection prior to the annual list announcement, and award a plaque indicating their level of environmentally-friendly service standards

PHUKET TOURIST STATISTICS 1 - 15 APRIL 2023

NUMBER OF TOURIST ARRIVALS

150,533



NUMBER OF TOURIST ARRIVALS

15,398



ACCUMULATED TOP 5 COUNTRIES OF ARRIVALS AT PHUKET INTERNATIONAL AIRPORT



1. Russia

36,999
persons



2. China

16,695
persons



3. Australia

13,410
persons



4. India

11,614
persons



5. England

11,462
persons

ACCUMULATED TOP 5 COUNTRIES OF ARRIVALS ENTERING PHUKET BY SEA



1. Singapore

4,297
persons



2. Malaysia

2,285
persons



3. Philippines

1,647
persons



4. India

1,594
persons



5. USA

984
persons

Source from Phuket Immigration

Information sources

<https://www.nationthailand.com/thailand/tourism/40026459>
<https://www.bangkokpost.com/learning/easy/2552669/b300-tourism-fee-postponed>
<https://www.bangkokpost.com/thailand/general/2551949/phuket-forecasts-60-post-songkran-hotel-occupancy>
<https://thethaiger.com/hot-news/tourism/thailands-similar-islands-to-close-next-month>

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.

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
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Conor Brannum Coordinator, HOMA Phuket
Jonathan Grier Owner, Villa Phukhao
Anucharaporn Tongluan GDHR, 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

(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

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 Villas Koh Yao, Trisara, Twin Palms Mont Azure, Twin Palms Phuket, V Villas Phuket, Villa Phukhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



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