

PHUKET WEEKLY UPDATE

No28/21072023



COMING SOON

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

PHUKET HOTELS ASSOCIATION

PHUKET THAILAND

PHUKET GRACELAND RESORT AND SPA

For more information about the program Contact Phuket Hotels Association Jayne MacDougall +66 (0) 89 646 2576 To reserve your place and Register: info@phukethotelsassociation.com

Life Saving Victoria

Australian Consulate-General Phuket, Thailand

PHUKET MEMBERS 3900 THB NON-MEMBERS 4900 THB

UPCOMING EVENTS

DIGITAL MARKETING CONFERENCE
A Commercial Strategy Event

REGISTER TODAY

23-August 2023
2pm to 7:30pm

hsmai PHUKET HOTELS ASSOCIATION

Courtyard by Marriott Phuket Town | PHUKET THAILAND

• DIGITAL MARKETING CONFERENCE

📅 23 August
📍 Marriott by Courtyard

PHIST
THE SUSTAINABLE HOSPITALITY LEARNING EVENT
2023

• **PHIST 6**
📅 4 September
📍 SAii Laguna Phuket

Register NOW

• LIFESAVING TRAINING

📅 26 July - 5 August
📍 Phuket Graceland Resort and Spa



More information and Register **PLEASE CLICK HERE**

PHIST 6 – PHUKET HOTELS ISLAND SUSTAINING TOURISM

PHIST 2023 Returns with a New Interactive Learning Workshop and Exhibition Format

Date Monday, 04 September 2023

Venue SAii Laguna Phuket

Organisers Phuket Hotels Association, Greenview, C9 Hotelworks

Registration: Attendance is complimentary. Advance registration is required and only those with confirmed Eventbrite registration QR code will be admitted.

Where in the world is an amazingly engaging sustainable tourism event? Buckle up as Southeast Asia's green 'in person' learning event and exhibition PHIST 2023 is set to take place in Phuket, Thailand on 4th September 2023. Expect the unexpected as PHIST will roll out a new and exciting format with 16 interactive workshops and over 30 exhibitors.



A diverse set of highly focused, practical workshops include the circular sustainable economy, green hotel loans and start-up funds, glamping, inside farm-to-table restaurants, environmental hospitality design, data and measurement, greentech innovation, marketing sustainable hotels and many, many more. The expanded exhibition showcase will allow attendees to source green tourism products and services and hear the newest and latest ideas.

[For more information](#)

PHANG NGA AIRPORT 'NEEDED'

A meeting of the Joint Public and Private Sector Consultative Committee (JPPSCC) in the Andaman provinces of Krabi, Trang, Phang Nga, Phuket, Ranong and Satun was held recently to continue talks with Phuket Airport after the AoT decided to defer the project, reports the Bangkok Post.

Jaran Pandang, deputy director of Phuket Airport, said the AoT's policy, planning and budget committee decided to defer the plan to build Phang Nga airport because the AoT must abide by a Cabinet resolution from August 2022.

The Cabinet ordered the AoT to oversee the management of Udon Thani, Buri Ram and Krabi international airports and suspended the plan to build an airport in Phang Nga.

The AoT received an B11-million budget in November 2020 for a preliminary feasibility study for the airport

[For more information](#)



THAI TOURISM BOOST: 25.8 MILLION ASIAN TOURISTS EXPECTED IN 2024

In a bid to breathe fresh life into the Thai tourism sector in 2024, The Tourism Authority of Thailand (TAT) aims to attract an impressive tally of 25.8 million tourists. The focus is on visitors from geographically proximate Asia and South Pacific countries categorised as short-haul markets, shared Thanet Petchsuwan, TAT Deputy Governor. This quota forms a significant portion, 74% to be precise, of the bigger picture which is to welcome 35 million international globetrotters next year.

Thanet said...

"The revenue target we're looking at through this strategy is approximately 1.2 trillion baht, which is about 63% of the grand goal of pooling 1.92 trillion baht from foreign markets."

The specifics of the short-haul Thai tourism market goals encompass 12.48 million visitors from Eastern Asia, 10.51 million from ASEAN countries, 2.1 million from South Asia, and 787,000 from Oceania.

[For more information](#)

THAI TOURISM MINISTER PROPOSES BOLSTERING SECTOR FOR SUSTAINABLE TOURISM

To boost the national economy, Phiphat Ratchakitprakarn, Thailand's Tourism and Sports Minister, has put forth a proposal to prioritize tourism as a national agenda, with a focus on making Thailand a destination for sustainable tourism. He strongly encourages his successor to continue this endeavor.

Phiphat's aspirations don't end there, as he also suggested elevating the status of the tourism ministry, transforming it into a key economic establishment.

"Thailand doesn't have time to restart from zero. The tourism industry needs a drive from everybody to run faster and be able to compete with other countries."

Sanctioned by the National Tourism Policy Committee, the proposed plan presents both immediate and long-term strategies. It also calls for cross-agency collaboration involving multiple ministries and agencies, Bangkok Post reported.

[For more information](#)



PRESS RELEASE

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 in collaboration with Hyatt Regency Phuket Resort hosted a dinner for 6 KOLs (Key Opinion Leaders) from China with support from Thavorn Beach Village Resort & Spa and AirAsia China at the beautiful Casa Boho. The discussions with these KOLs who had a combined following of 8 million was around Phuket destination and how to attract China market as they slowly recover their outbound. It was a great event and we loved learning about the new trends in social media and look forward to further collaborations with Chinese KOLs to support our member hotels.



Phuket Hotels Association-Education committee visited Rajabhat University this 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.

TOURISTS MARKET OVERVIEW



1 Tourists in Total 1st of Jan till 2nd of July 2023



2 Tourists in Total 1st of Jan till 2nd of July 2023



13,033,879 คน

506% (YOY)

3 Most tourists in Thailand are from

1		มาเลเซีย	2,088,845 คน
2		จีน	1,467,322 คน
3		รัสเซีย	796,110 คน
4		เกาหลีใต้	770,835 คน
5		อินเดีย	766,431 คน

4 Important factors over the past week

- (+) Long holidays in Muslim countries such as Malaysia and Indonesia
- (+) School holidays in Europe and Oceania
- (+) Travel before long holidays in the Middle East countries
- (-) End of the long holidays in the previous week such as Taiwan, China and Hongkong

Source: Economics, Tourism and Sports Division

USEFUL ARTICLES

ENGLISH

[Rainfall reigns: Tropical storm Talim puts Thailand on umbrella alert](#)

[TAT and Alipay promote 'Amazing Thailand, A Must-visit Destination This Summer Holiday'](#)

[Tourism operators jittery over protests](#)

THAI

[ปั่นรถทัวร์ “วาย กู เค” หนุนท่องเที่ยวชุมชน](#)

[ททท.วางเป้าการท่องเที่ยวปี 67 รายได้ 3.1 ล้านล้าน](#)

[เช็กเทรนด์นักท่องเที่ยวจีน ทั่วตะวันออกกลาง, แอฟริกา](#)

Information sources

<https://www.eventbrite.com/e/phist-6-phuket-hotels-island-sustaining-tourism-tickets-644279787187?aff=oddtcreator>
https://www.thephuketnews.com/phang-nga-airport-needed-88890.php?PDPA_accept=1
<https://www.bangkokpost.com/business/2603786/thailand-targets-25m-tourists-this-year>
<https://thethaiger.com/news/business/thailands-tourism-minister-proposes-bolstering-sector-for-sustainable-tourism>

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 Administrative Coordinator
Events Executive

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 TongluarGDHR, Thavorn Beach Village Resort & Spa

Education Committee

(Chair) Wolfgang Meusburger SVP, AF Global
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, Mangosteem 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



CONTACT US

 076 609 258

 info@phukethotelsassociation.com