

# PHUKET WEEKLY UPDATE

No20/26052023

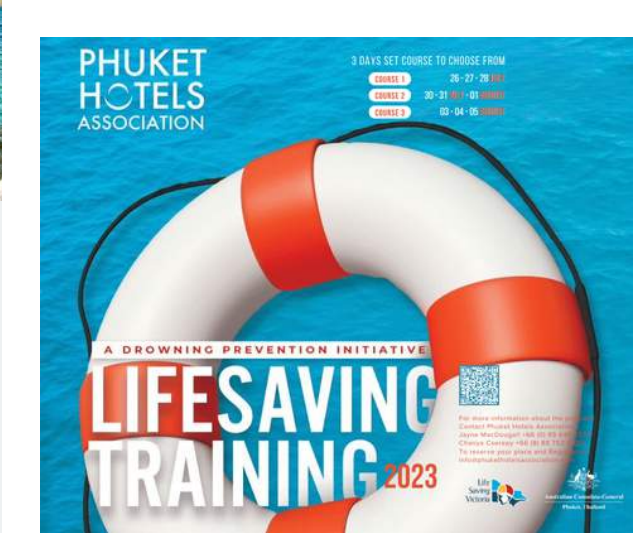


wooden pier in Phuket

### • LIFESAVING TRAINING

📅 26 July - 7 August 📍 Phuket Graceland Resort and Spa

**Register [HERE](#)**



## UPCOMING EVENTS

**COMING SOON**



### • DIGITAL MARKETING CONFERENCE

📅 23 August



### • PHIST 6

📅 4 September 📍 SAii Laguna Phuket

**PRESS RELEASE**

**ABSOLUTELY FABULOUS TRAVEL SALE**

The non-profit Phuket Hotels Association annual PHAB online travel auction is now online.

All proceeds go to the association's hospitality education scholarship fund, that has sponsored 65 students in tertiary education.

An amazing assortment of travel items are available at astounding prices! EVERYONE can bid - for hotel and other great prizes across Phuket, Asia, and other exotic destinations both near and far.

**Get online now** 

**(Online Auction closes on 15 June 2023 at 3PM**  
**(Thailand Time UTC+7 hours)**



*Absolutely Fabulous Online Travel Sales*

Save up to **60%** on over 100 hotels in Asia, Europe and Australia.

**PHUKET HOTELS ASSOCIATION**

All proceeds will go towards hospitality scholarships for local students in Phuket, Thailand.



**ANDAMAN HOTELIER 2023**

**16-18 JUNE 2023**  
@Mini-convention hall, Central Floresta

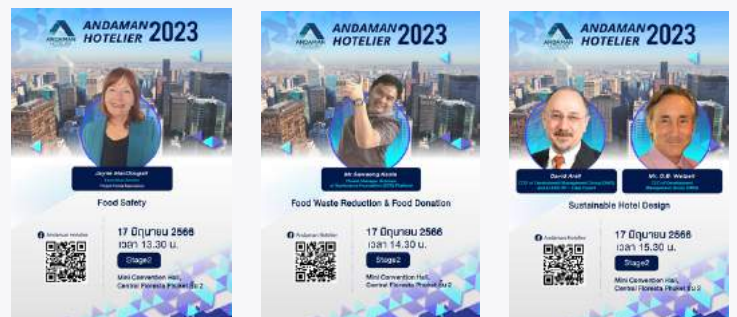
**มหกรรมงานโรงแรมหนึ่งเดียวในภาคใต้**

เชิญทุกท่านร่วมประกาศความยิ่งใหญ่ แข่งขันและพัฒนากิจการโฮเต็ล  
ในงานมหกรรมคนโรงแรมร่วมชมและร่วมกิจกรรมการแข่งขัน  
ในสาขาอาชีพต่างๆของโรงแรมและร่วมสู่การประกวด

**Mr&Ms Andaman Hotelier 2023**

**16-18 JUNE 2023**  
@Mini-convention hall, Central Floresta

**ติดต่อของบูทในงาน**  
☎ 095-234-2451  
✉ info@andamanhotelier.com  
🌐 Andaman Hotelier



**ANDAMAN HOTELIER 2023**

**Food Safety**  
17 มิถุนายน 2566 เวลา 13.30 น.  
Stage 1  
Mini Convention Hall, Central Floresta Phuket B2

**ANDAMAN HOTELIER 2023**

**Food Waste Reduction & Food Donation**  
17 มิถุนายน 2566 เวลา 14.30 น.  
Stage 2  
Mini Convention Hall, Central Floresta Phuket B2

**ANDAMAN HOTELIER 2023**

**Sustainable Hotel Design**  
17 มิถุนายน 2566 เวลา 15.30 น.  
Stage 3  
Mini Convention Hall, Central Floresta Phuket B2

**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.

# PRESS RELEASE

PHUKET  
HOTELS  
ASSOCIATION

JOIN US FOR AN EXCLUSIVE

444  
MEDIA  
MARKETING AGENCY

## DIGITAL MARKETING MASTERCLASS

IMPROVING HOTEL REVENUE THROUGH EFFECTIVE  
DIGITAL MARKETING STRATEGIES

21<sup>st</sup> June 2023 2:00pm – 4:00pm Hyatt Regency Phuket Resort

Don't miss this opportunity to learn from  
the best in the industry and elevate your hotel's  
digital marketing strategies to the next level.  
All attendees will receive a certificate of attendance.

**REGISTER NOW**

Free for 444 MEDIA Clients and  
Phuket Hotels Association Members.

Other attendees to pay THB 500 per person at the venue



Contact Us For Enquiries [info@444media.com](mailto:info@444media.com) 099 009 6444

## DIGITAL MARKETING MASTERCLASS

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Reserve your spot [here](#)  
space is limited! ✨

## PHUKET HOTELS ASSOCIATION INTERNSHIP 2023

Internship Expression of Interest

### What's involved?

Phuket Hotels Association is working with Prince Of Songkhla University to assist with some of the staffing issues at hotels by sourcing Domestic and International Hospitality students to undergo 10-12 month internships at member hotels. The university will support with documents for the Interns for the length of Internship.

We want to know if you are interested to participate.  
For International Interns- hotels will be asked to provide the following:-

- accommodation for the internship period
- meals on duty
- uniform
- 2 days off per week
- a monthly compensation of minimum of 8,000THB
- in the case of specialist skills e.g Russian language skills a monthly compensation of 12,000THB

For Domestic students no accommodation is required:-

- meals on duty
- uniform
- 2 days off per week
- a monthly compensation of 5000THB

## INTERNSHIP PROGRAM EXPRESSIONS OF INTEREST

Please let us know if you have an interest in an internship program we are organising on behalf of the Education Committee.

We will work with universities to source interns to support your hotel for 10 month to 1 year placements.

The university would support visa applications so hotels could focus on a training internship and longer placement.

Please [click here](#)  
if this is interesting for your property. ✨

**THAILAND FLIGHT SALES SOAR, SEARCHES FOR OUTBOUND TRIPS UP 200% IN Q1**

The first quarter of this year saw international flight sales to Thailand surpass 2019 figures, while searches for outbound Thai flights and overseas accommodation rose by 200%, according to online travel agency Traveloka.

Growing social media usage, which has helped to boost marketing and sales, encouraging more people to travel. However, limited flight capacity remains a challenge as airlines gradually increase capacity to pre-pandemic levels. Despite the possibility of a global economic recession, tourism spending has remained stable, along with strong tourism demand.

Top destinations in Thailand for international visitors include Bangkok, Chiang Mai, Phuket, and Hat Yai. Popular packages feature the Chao Phraya River dinner cruise. As for outbound markets, the first quarter saw a 200% year-on-year increase in searches for international flights and accommodation. Major destinations include Singapore, Japan, South Korea, Hong Kong, and Taiwan.



**THAILAND SEES SURGE IN FLIGHTS FROM CHINA**

Thai transport authorities have reported that Thailand is seeing a surge in the number of flights from China, although the figures remain below pre-pandemic levels.

Between October 2022 and April of this year, a total of 12,805 flights were operated between Thailand and China (increase 98% YoY).

The number of flights between Thailand and China has continued to increase this year, jumping from 1,063 in January to 4,240 in April.

Sources anticipate more flights from China in coming months, projecting over 7,000 flights in the months of July, August and September.

The total number of flights between October 2022 and September 2023 is expected to exceed 46,000, which is still 66% lower compared to the same period in 2019



**THAI UNEMPLOYMENT HITS 3 YEARS LOW**

Thailand's jobless rate hit a 3-year low in Q1, declining to 1.05% from 1.15% in the last 3 months of 2022 as recovery strengthened in the crucial tourism industry.

Southeast Asia's second-largest economy grew faster than expected in Q1, driven by the continued pick up in the travel sector - a key source of jobs that was decimated by the pandemic.

According to a statement by the National Economic and Social Development Council (NESDC), employment increased 2.4% in January-March from a year earlier, up from a 1.5% rise in the previous 3 months.

The jobless rate in January-March, with 420,000 unemployed, was the lowest since the 1.03% recorded in the first quarter of 2020 before the economy felt the full impacts of the pandemic.

**FIRST FLIGHT FROM RUSSIA'S RED WINGS AIRLINES MAKES ITS WAY TO PHUKET**

Russian tourists are continuing to flock to Phuket, Thailand. On May 23, 2023, officials and staff at Phuket International Airport welcomed the first Red Wings Airlines flight from Zhukovsky, Russia to Phuket. The flight carried 400 passengers.

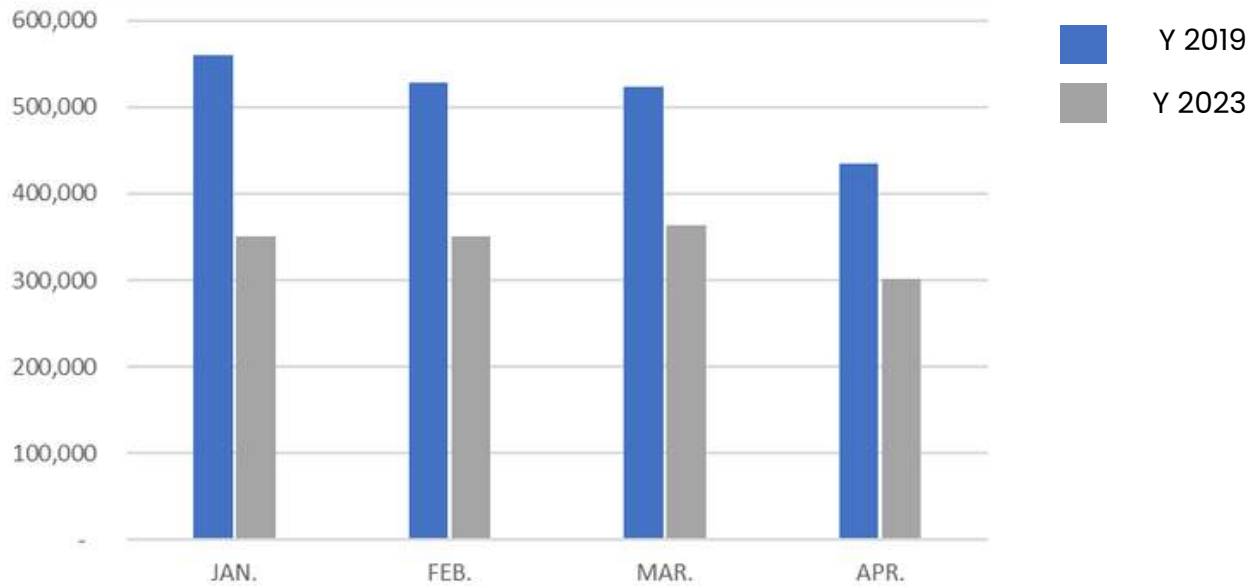
Earlier this month, it was reported that Russians were Thailand's fourth largest tourist group this year, with a total of 115,743 tourists so far.

Between April 1-30, 2023, Phuket welcomed 63,476 Russian tourists which was the largest group to Phuket.

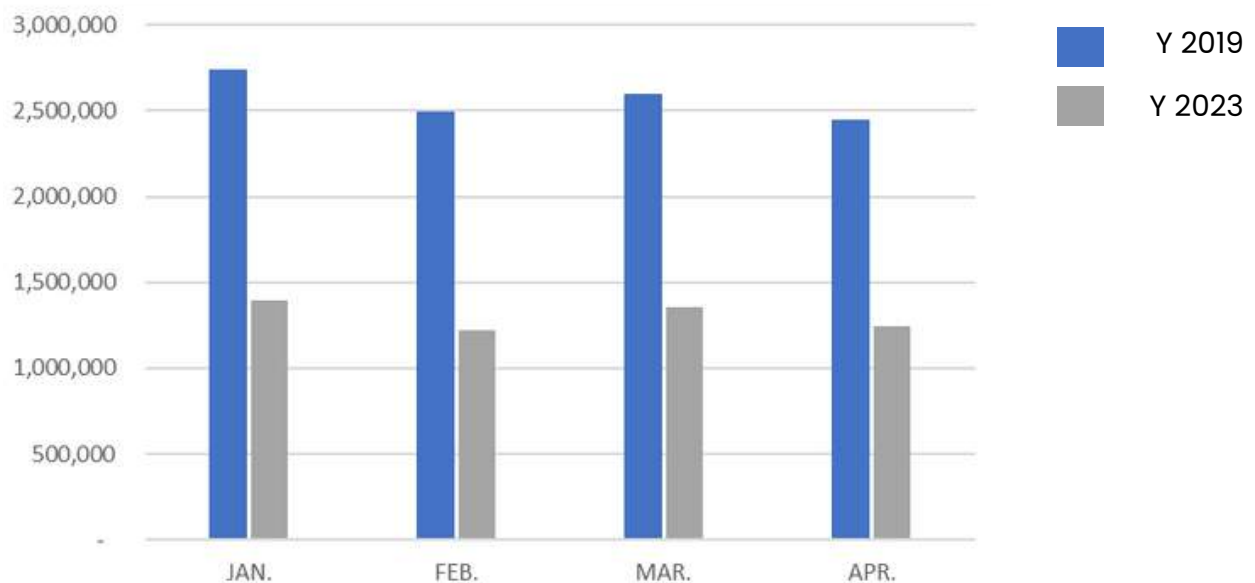
In March, it was reported that over 7,000 Russians in Phuket applied for visa extension in a bid to stay in Thailand, they were seeking to extend their stays, mostly in Muang, Thalung and Kathu districts



## NUMBER OF INTERNATIONAL ARRIVALS AT PHUKET INTERNATIONAL AIRPORT (JAN - APR 2019 VS 2023)



## NUMBER OF DOMESTIC ARRIVALS AT PHUKET INTERNATIONAL AIRPORT (JAN - APR 2019 VS 2023)



Source: AOT investor

## THE NUMBER OF ARRIVALS ENTERING THAILAND BY SEA 24 OCTOBER 2022 - 16 MAY 2023



## THE NUMBER OF ARRIVALS ENTERING THAILAND BY SEA 9 - 16 MAY 2023



## USEFUL ARTICLES

### ENGLISH

[Hospitality trends: How are the different generations traveling?](#)

[Hospitality industry looks strong for 2023 – despite recession fears](#)

[Hotel Strategies on the Fly Using Revenue Management Technology](#)

### THAI

[Road to Health & Wellness Hub ส่งความพร้อมการเป็นศูนย์กลางสุขภาพของไทย บนเวทีระดับโลก](#)

[20 เรื่องผิดพลาดของเว็บโรงแรม ที่ทำให้แพ้เว็บรวมที่พักหรือ OTA!](#)

[นโยบายขับเคลื่อนท่องเที่ยวของพรรคก้าวไกล\(ว่าที่รัฐบาล\)](#)

## Information sources

<https://www.facebook.com/nbtworld/>  
<https://thethaiger.com/news/phuket/first-flight-from-russias-red-wings-airlines-makes-its-way-to-phuket>  
<https://thethaiger.com/news/business/thailand-flight-sales-soar-searches-for-outbound-trips-up-200-in-q1>

**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

## 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 Tongluan GDHR, 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

## 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

## Phuket Hotels Association Core Team

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



## CONTACT US

076 609 258

info@phukethotelsassociation.com