

PHUKET WEEKLY UPDATE

No29/28072023



COMING SOON

UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION

Register Free!

cyber vaccine

คนรุ่นใหม่ ห่วงไกล ภัยไซเบอร์

กองบังคับการตำรวจภูธรจังหวัดภูเก็ต

วันศุกร์ที่ 11 สิงหาคม 2566 เวลา 09.00 - 12.00 น.

ณ โรงแรม เดอะ พาวเลียภูเก็ต

DIGITAL MARKETING CONFERENCE

A Commercial Strategy Event

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

PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S QUARTERLY MEETING
3/2023

AUGUST 17, 3:00 PM - 6:00 PM
AT WHITE CANVAS, HYATT REGENCY PHUKET RESORT

GUEST SPEAKERS

BILL BARNETT
Founder and Managing Director
C9 Hotelworks

KIM ONG
Regional Director, SEA
STR

NIKHOM JENSIRIRATANAKORN
Director
Horwath HTL

DR. CHAYANON PHUCHAROEN
Deputy Dean for Research and Graduate Studies
PSU PHUKET

PHUKET HOTELS ASSOCIATION

REGISTER FOR MEMBERS BY INVITATION ONLY

PHIST

THE SUSTAINABLE HOSPITALITY LEARNING EVENT

2023

• **PHIST 6**

4 September
SAii Laguna Phuket

Register NOW

SAFETY FEARS RISE AS KEY PHUKET BOAT TOUR FACILITY CHALONG PIER SINKS AGAIN



In Thailand, Chalong Pier, a key Phuket boat tour facility is under scrutiny as concerns are being raised about the potential safety hazards it poses. The main pontoon, used by tourists to board tour boats, is reportedly sinking again and is visibly covered in rust.

The pontoon in question had previously gone under reparations last year when it started sinking. Officials then responded by welding patches over the areas rust had eaten into. However, this recent development now raises questions about the effectiveness of such measures.

A tour boat operator shared their frustration with this recurring issue with Chalong Pier, stating, "This is happening time and again. Not only is it unsightly for tourists to see when they board boats to head out on tours, but it is dangerous. The exposed rust poses a danger to their feet. They cannot even walk barefoot onto the boats."

There is an apparent risk of a potential accident due to the sinking pontoon. "It may be sinking slowly now, but no one knows if the pontoon will just give way and sink," the operator noted, expressing concern about the precarious situation travellers are being put in.

[For more information](#)

THE TOURISM AUTHORITY OF THAILAND (TAT) HOSTED THE 'AMAZING THAILAND FEST 2023' IN OSAKA, JAPAN

The Amazing Thailand Fest 2023 in Osaka was organised in line with the Thai government's Bio-Circular-Green or BCG Economy Model, reflecting Thai tourism's increased push towards sustainability. This included decorating booths with nature-friendly materials, using biodegradable food containers, and other measures aimed at reducing the event's carbon footprint.

The three-day Amazing Thailand Fest 2023 in Osaka emphasised fun and happiness with cultural performances and activities that reflected its Thai temple fair theme and highlighted Ayutthaya as a featured destination, while illustrating the kingdom's 5F soft-power foundations – Food, Film, Festival, Fight, and Fashion – to portray an array of meaningful travel experiences on offer in the kingdom. [For more information](#)



PHUKET LAUNCHES FREE BUS RIDES FOR TOURISTS FLYING IN FROM BANGKOK

A new initiative aimed at promoting local transportation in Phuket got into gear yesterday, offering 1,500 free passes to qualifying travellers who choose to take the Phuket Smart Bus, on the airport to Rawai route. The campaign, granted by the Phuket office of the Tourism Authority of Thailand (TAT), is set to run until the end of this month.

The ticket for such a ride is typically valued at 100 baht (US\$3), and each passenger is permitted just one free trip within the confines of this offer. The promotion caters particularly to those tourists travelling from Bangkok to Phuket via air, with the offer open regardless of the airline chosen for the intercity journey.

From the airport, the Phuket Smart Bus makes stops at various notable points across the city, such as Cherg Talay, Bang Tao, Surin, Kamala, Patong, Karon, Kata, Promthep Cape, and Rawai.

[For more information](#)

TAT REVEALS 20 UNIQUE WELLNESS ITINERARIES TO CAPTURE GLOBAL ATTENTION

The Tourism Authority of Thailand (TAT) recently hosted a Thailand Wellness Business Make Over seminar aimed at encouraging health and wellness providers to devise creative offerings that appeal to the Global Wellness Tourism Market. A key aspect of the event was a wellness itineraries contest that successfully drew participation from a range of providers.

Aligned with the Thai Government's Thailand Wellness Economic Corridor (TWC) strategy, TAT's campaign is designed to promote high-value health and wellness tourism and foster a competitive edge for Thai providers in this sector.

From the contest, the top three honours for Wellness Tourism, "Best 3 Program Awards," went to:

- A Dream of Lanna Wellness by Fah Lanna Spa, Chiangmai
- The Wellcation Experience by Varana Krabi
- The VLCC Holistic Body & Mind Detox Ritual, Hua Hin [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

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)



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



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 & EVENTS



WORLD DROWNING PREVENTION DAY

Phuket Hotels Association collaborates to save lives in Southern Thailand

Drowning has caused over 2.5 million deaths in the last decade, and tragically, the vast majority of these fatalities occur in developing countries and involve children less than 10 years of age. To mark this year's World Drowning Prevention Day on 25th July 2023, the Phuket Hotels Association has joined hands with the Australian Consul-General in Phuket and LifeSaving Victoria (LSV) to stage a series of important activities that are designed to improve water safety in Thailand.

These like-minded partners are hosting a major "Collaboration in Water Safety" seminar to discuss the future of water safety in this popular resort destination. Phuket Hotels Association will now follow up the seminar with a two-week series of intensive training sessions at Patong Beach, Phuket, that will focus on upskilling non-lifeguard hotel staff and be held in the classroom, the pool and the sea.



THIS WEEK'S MEETINGS & EVENTS

LIFE SAVING TRAINING PROGRAM (COURSE 1)



Phuket Hotels Association has arranged three courses of Life Saving Training Program at Phuket Graceland Resort & Spa, Patong. The first course has taken place between 26th - 28th July 2023.

19 attendees from member hotels around the island participated in the sessions. Each course is an intensive 3-day event conducted by four professional trainers.

THIS WEEK'S MEETINGS & EVENTS



Phuket Hotels Association joined a Big Trainee Recruitment Fair at Phuket Rajabhat University.

The next recruitment fair will be at Prince of Songkhla University Phuket Campus on 13th September 2023. More than 40 member hotels are registered to join this event.

THIS WEEK'S MEETINGS & EVENTS

FOOD [BEFORE] WASTE PROJECT MEETING



On 27th July 2023, Bjorn Courage (the President, Phuket Hotels Association) joined "Food [Before] Waste Project Meeting" which was organised by Sustainable Tourism Development Foundation. The meeting was held at Phuket Merlin Hotel from 2-4 pm.

TOURISTS MARKET OVERVIEW



Why Phuket becomes

The world's top tourist destination

Total population

2 Million

Local resident 400,000 and others (including tourists 1.6 million)

Foreign tourists (inbound) Y2022 - Q1/2023

12%

30% of revenue from foreign tourists turns to the country's revenue

From the whole country

Important ports, deep sea ports

5 and 1 (respectively)

Each year around 1,500 yachts and cruise ships are operating in Phuket

Beaches 13

Surrounded islands 6

International flights 16

Phuket International Airport 1 Airport, in progress for airport expansion (phase 2)

International schools 10

Golf clubs 9

Water parks 5

Average price of lands for condominium development 30-40M THB/Rai

Property segmentations City Condominium, City Housing, Luxury Villas, Leisure Condominiums

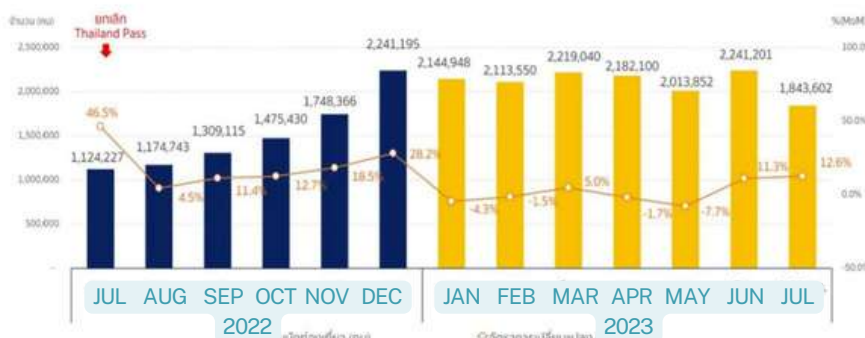
* ไชซีชั้นของจังหวัดภูเก็ต อยู่ระหว่างช่วงปลายเดือนต.ค. - กลางเดือนเม.ย.
ที่มา : กระทรวงการท่องเที่ยวและกีฬา, แอสซอซิเอตส์, ร่มโพธิ์ หรือพเพอร์ดี / กรกฎาคม 2566

Source: Ministry of Tourism and Sport

TOURISTS MARKET OVERVIEW



1 Tourists in Total 1st of Jan till 23rd of July 2023



2 Total Number of Tourists 1st of Jan till 23rd of July 2023

14,758,293 คน
406% (YOY)

3 Most tourists in Thailand are from

1	Malaysia	2,364,646 คน
2	China	1,748,809 คน
3	South Korea	866,747 คน
4	India	858,843 คน
5	Russia	840,128 คน

4 Important factors over the past week

- (+) A short holiday in between the week in Malaysia
- (+) Traveling during Summer holiday of particular group of tourists in i.e. Asia, Middle East, and Europe
- (-) Nearly end Summer holiday of some countries i.e. Cambodia

Source: Economics Tourism and Sports Division

USEFUL ARTICLES

ENGLISH

[The impact of a learning and development strategy on hospitality profitability](#)

[Space as a Service
Designing Spaces for Meaning and Connection](#)

[Food waste management: innovative solutions for Hospitality](#)

THAI

[การปรับตัวสู่ความยั่งยืนของผู้ประกอบการและนักท่องเที่ยว หลังยุค COVID-19](#)

[SAUDI 'SUSTAINOVATION' เปลี่ยน 'ทะเลทราย' ให้กลายเป็น 'โอเอซิส'](#)

[Event-Driven Experience เพราะหลงใหลจึงต้องมา เมื่ออีเวนต์เติมเต็มประสบการณ์ท่องเที่ยว](#)

Information sources

- <https://thethaiger.com/news/phuket/safety-fears-rise-as-key-phuket-boat-tour-facility-chalong-pier-sinks-again>
- <https://www.tatnews.org/2023/07/amazing-thailand-fest-2023-wows-in-osaka/>
- <https://thethaiger.com/hot-news/transport/phuket-launches-free-bus-rides-for-tourists-flying-in-from-bangkok>
- <https://thethaiger.com/news/national/tat-reveals-20-unique-wellness-itineraries-to-capture-global-attention>

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 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, 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, Nonnee Kata Beach Phuket, 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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