

PHUKET WEEKLY UPDATE

No25/30062023



COMING SOON

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) 89 645 2576 To reserve your place and Register: info@phukethotelsassociation.com

Life Saving Victoria

Australian Consulate-General Phuket, Thailand

DIGITAL MARKETING CONFERENCE
A Commercial Strategy Event

23 August 2023
2pm to 7:30pm

REGISTER TODAY

hsmmai PHUKET HOTELS ASSOCIATION

Courtyard by Marriott Phuket Town | PHUKET THAILAND

- **DIGITAL MARKETING CONFERENCE**

23 August

PHIST
THE SUSTAINABLE HOSPITALITY LEARNING EVENT
2023

- **PHIST 6**

4 September

SAii Laguna Phuket

- **LIFESAVING TRAINING**

26 July - 5 August

Phuket Graceland Resort and Spa

More information and Register
PLEASE CLICK HERE

PRESS RELEASE

BENEFITS FOR PHUKET HOTELS ASSOCIATION MEMBERS

1



CUG	7% for Classic, 10% for Convenience / Comfort
Duration:	1 June 2023 - 31 August 2023
Travel Period:	1 June 2023 - 31 December 2023
Blackout Period:	26 July - 27 August 2023 (Outbound), 14 July - 6 August 2023 (Inbound)

Contact Phuket Hotels Association for details and Promotional Code

[Book HERE](#)

2



Dusit Thani College offer a special discount of 500THB per course to Phuket Hotels Association members both for Pattaya and Bangkok Campuses.

You can simply book with Dusit Thani College direct, showing the identification as a Phuket Hotels Association member to be entitled to this discount.

For more information please contact :

Jayne MacDougall – Executive Director – Phuket Hotels Association
at exec.dir@phukethotelsassociation.com

THIS WEEK'S MEETINGS AND EVENTS



GMP CORNELL SCHOLARSHIP

24 June 2023 at Cornell University

Khun Pathama (Kaew) Kanteetaw, Executive Assistant Manager at Paresa Resorts was in New York attending the GMP Course (General Manager Program). Thank you to Minor International and Cornell University for providing this scholarship opportunity! As Khun Kaew is now back in Phuket we look forward to hearing all about her activities and adventures with this program at Cornell!



MEET STUDENTS ON THE SCHOLARSHIP PROGRAM FUNDED

28 June 2023 at at Phuket Vocational College (วิทยาลัยอาชีวศึกษาภูเก็ต)

Phuket Hotels Association joined Phuket International Women's Club (PIWC) to meet with students on the PHAB Scholarship program funded by the Phuket Hotels Association annual fundraising event. I

t is wonderful to see so much effort and enthusiasm from the students! Thank you to all supporting PHAB and a special thank-you to Phuket International Women's Club who find students who can benefit from this program and later work in the tourism and hospitality field.



THAI TO FINALIZE DEAL TO BUY 30 NEW AIRCRAFT

Thai Airways (THAI) aims to finalize a deal to buy at least 30 new aircraft by the end of the year and could double its fleet of narrow-body jets over the next decade, according to its chief executive.

The carrier is looking to cash in on a post-pandemic travel boom by bolstering regional routes, but there have been concerns over whether planemakers Airbus and Boeing will be able to ramp up output to meet delivery targets.

These aircraft would be deployed to serve destinations in Southeast Asia, India, southern China and southern Japan; key medium-haul routes that THAI wants to reinforce.

"That's for the short term," THAI CEO Chai Eamsiri said that the aircraft will be used on long-distance intercontinental routes to Australia and Europe that have seen a strong recovery since the pandemic.

THAI's cabin factor - the percentage of seats sold - was at about 84% in the last quarter and the CEO said advance bookings from markets like Europe were looking "promising".

SMALL HOTEL POLICY GETS THA APPROVAL

The Thai Hotels Association (THA) approved the Ministry of Interior's new regulation that will allow smaller accommodations operated before 2016 to be regulated as hotels, as the government would be able to receive more income from tax collection.

However, the association still opposes the plan to exempt larger forms of accommodation from registering under the Hotel Act.

Adding the new registered hotels would boost fair competition for 2-3 star hotels which are on the same tier as the smaller accommodation, particularly in terms of tax payment

On 20 June, the Interior Ministry announced that the ministerial regulations which allowed other types of buildings that did not fit under the definition of "hotel" in accordance with the Hotel Act, but opened before 16 Aug 2016, would be able to register for hotel licences

[For more information](#)



INTERNATIONAL CRUISE SHIPS HIGHLIGHTED AS MAJOR CONTRIBUTORS TO THAI TOURISM

The Thai Maritime Enforcement Command Center (TMECC) has reported that since the end of 2022, a total of 83 international cruise ships carrying more than 310,000 passengers have generated over 2 billion baht in tourism-related income for Thailand.

Navy Commander Admiral Choengchai Chomchoengpaet, who serves as the deputy chief of TMECC, revealed these figures while highlighting the significant economic impact of cruise tourism on the country.

The recorded statistics encompass the period of October 2022 to the present, during which the TMECC has been responsible for ensuring the safety of tourists aboard cruise ships arriving in the Andaman Seas and the Gulf of Thailand

[For more information](#)

THAILAND CASHES IN ON RUSSIAN TOURISM BOOM

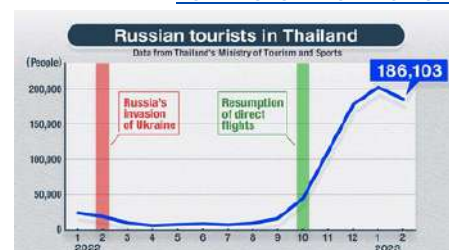
Direct flights between Russia and Thailand resumed in October last year, and there are now 90 roundtrips each week. In February, they were filled with about 186,000 Russians. One of the busiest routes operated by Russian airline Aeroflot goes to Phuket, a popular beach destination.

It's all in stark contrast to Japan, the United States and a host of European nations, who have all banned direct flights from Russia.

Before the coronavirus pandemic, tourism accounted for 20 percent of Thailand's GDP. The industry is getting back on its feet, and many businesses are happy to see the Russians pour in.

A travel company in Phuket with mainly Russian customers is posting record revenues on the back of the boom.

[For more information](#)



HOTEL EXPECTATIONS OF TOURISTS AFTER COVID-19 PANDEMIC



SUSTAINABLE HOTEL

Hotels should consider adding a sustainability or corporate-responsibility page to their website in addition to engaging with past, present and potential future clients through social media and email marketing.



78% of global travelers intend to stay in a sustainable property at least once in the coming year



Consumers are willing to pay **38%** more to make their travels more sustainable



AUTHENTIC LOCAL EXPERIENCES

Most tourists want to have authentic experiences that are representative of the local culture"



Millennial customers in particular place highly value on authentic and unique experiences



Hotel owners have the opportunity to partner with small businesses in the local community



DIGITAL NOMADISM AND "BLEISURE"

Hotels can make working travelers – whether they're checking in for a weekend or staying for a month – feel welcome by providing them with work-friendly desks in their rooms, free WiFi, co-working spaces



Another trend to watch is the rise of the "digital nomad" class



They could work so from **anywhere** – including a hotel room



In 2019, wellness tourism reached a record \$720 billion



Wellness travelers have deep pockets, **spending 177%** more than an average guest when traveling domestically, **and 35% more when traveling internationally**



WELLNESS TOURISM

Hotel owners should consider offering their customers yoga classes, massages and healthy breakfast options.



A number of travel trends have shaped the direction of the hotel industry during this time, and these are likely to continue in 2023 and beyond

Sources: *Booking.com survey, pressreader, Expedia + Skift.*

USEFUL ARTICLES

ENGLISH

[Activities to Future-proof Your Hotel's Online Prese](#)

[What's Hot - or Not - in Social Media Marketing for Hotels?](#)

[Booking.com Launches New AI Trip Planner to Enhance Travel Planning Experience](#)

[Research: 73% of Travelers More Likely to Choose Hotels Offering Self-Service Tech](#)

[12 Top Guest Expectations in a Hotel: And How to Meet Them](#)

THAI

[จับตาเทรนด์การท่องเที่ยวโลก ปี 2566 หลังจีนเปิดประเทศ](#)

[Sleep Tourism ‘การท่องเที่ยวเพื่อการนอน’](#)

[จาก Subculture สู่ Tourism ส่องกลุ่มวัฒนธรรมย่อย ๆ ที่กลายเป็นไลฟ์สไตล์การท่องเที่ยวแบบใหญ่ ๆ](#)

Information sources

<https://www.facebook.com/nbtworld/>
<https://www3.nhk.or.jp/nhkworld/en/news/backstories/2458/>
<https://thainews.prd.go.th/en/news/detail/TCATG230627092736500>

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
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
(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, 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