

# PHUKET WEEKLY UPDATE

No13/31032023

## NEW HOTEL MEMBER



### Mövenpick Myth Hotel Patong Phuket

Mr. Christophe T. Caumont, General Manager



### Santhiya Koh Yao Yai Resort & Spa

Mr. Danny Sukomol, Deputy Managing Director

Mr. Chaiyaroj Thakaeng, Senior Resort Manager

Ms. Uthai Phan-ut, Assistant Business Development Manager



## COMING SOON



## UPCOMING EVENTS

### PHUKET GREEN DAY

RAISING AWARENESS WITH THE LARGEST PHUKET CLEAN-UP DAYS

**21-22 April 2023**

Once you have finalised the date, time, area and your hotel Green champion (contact person)

Please complete the form [using here](#)


to find all our locations around Phuket [Click here](#)

## UPCOMING EVENTS CONT.



### PHUKET HOTELS ASSOCIATION GENERAL MANAGER'S MEETING 2/2023

26 April 2023


 THE SLATE (Jomon Pavilion Room)

[RSVP HERE](#)



### PHAB 5

Saturday 20 May

 ACES Angsana Laguna Phuket

[PHAB ticket sales](#)


[PHAB food vendor request](#)

[PHAB auction prizes request](#)



### PHIST 5

Monday, 4 September

 SAii Laguna Phuket

For more information : TBC

# ANNOUNCEMENT

## NEW EXECUTIVE DIRECTOR

### Jayne MacDougall

Welcome Jayne to this new role as she commences with us on Monday 3 April 2023

Jayne has more than 20 years of experience in the hospitality industry in Thailand and has been an integral part of the association since its inception in 2016 as the pioneer Environment Committee Chair. She has spearheaded both environmental and safety projects for hotels in this honorary position - including Lifesaving Training and water-safety education, for hotel and community members. One of her current roles is the Green Planet School Garden project.

Her most recent role was as Senior Consultant on the GIZ (German Corporation for International Cooperation GmbH) pilot project in Asia (CAP-SEA) "The Collaborative Actions for Single-Use Plastic Prevention in Southeast Asia

Prior to that, Jayne was Risk Management Consultant at Le Meridien Phuket Beach Resort with Marriott group and earlier with Starwood Hotels and Resorts for nearly 20 years.



## NEW SENIOR ADVISOR

### Sumi Soorian

#### Former Executive Director

Sumi transitions into New Senior Advisor within Phuket Hotels Association

Sumi has been with the association since its inception. Sumi has been leading the organisation of the inaugural PHAB and PHIST events and will be scaling back her involvement with the association as of 3 April and concluding her services on 30 September 2023.

Sumi's commitment to the association will continue to foster though not as Executive Director but as a Senior Advisor to the association post 1 October 2023. She will continue to help steer the association with strategies moving forward with our Directors and President.



# ANNOUNCEMENT



## THIS WEEKS' MEETING AND EVENTS



**EARTH HOUR**  
26 March, 2023

**Hotel Participants**

- Absolute Twin Sands Resort & Spa
- Baan Yin Dee Boutique Resort
- Dusit Thani Laguna Phuket
- InterContinental Phuket Resort
- Paresa Resort Phuket
- SAii Laguna Phuket
- The Naka Island, a Luxury Collection Resort & Spa



**THAI HOTELS ASSOCIATION - SOUTHEN CHAPTER ANNUAL MEETING**  
30 March, 2023  
At Phuket Merlin Hotel

# THIS WEEKS' MEETING AND EVENTS



## PHAB SCHOLARS CEREMONY

30 March, 2023  
At Phuket Vocational College

**Congratulations to our PHAB scholars**, at the Phuket Vocational College in partnership with International Women’s Foundation Phuket led by President Khun Wipa and Khun Tasnee. We have successfully funded 7 students who are in need of financial support to complete 3 years of their studies.

**PHAB 5 is coming up on 20 May**, where we raised funds to help put through more students in Phuket to study Hospitality and Tourism. We appreciate your continued support as always.

Phuket Hotels Association’s was attended by Bjorn, President and Wolfgang, Chair of Education Committee and Sumi, Executive Director.



## PLANNING OUR SECOND WATERSAFETY AND LIFESAVING TRAINING AND SEMINAR

29 March, 2023

Planning our second Water safety and Lifesaving Training and Seminar during Drowning Prevention Awareness week in Phuket. In collaboration with Australia Consulate General Phuket from 25 July 2023. Another great initiative of Government and private sector working together for the community and making Phuket a safer destination to live and visit.

Thank you Matthew Barclay, Australian Consul General and Prae for meeting Jayne MacDougall and Sumi Soorian from the Phuket Hotels Association.



## MEETING WITH TAT PHUKET OFFICE DIRECTOR

27 March, 2023

A productive meeting with TAT Phuket Office Director, Khun Lertchai Wantrakuldee who has just joined last month. Phuket Hotels Association’s marketing committee Khun Amm, Elena and Roberto took the opportunity to update Khun Lertchai our sustainability efforts, community projects and our destination marketing strategies and how we can synergise our energies.

Thank you to Khun Fah and Khun Chanya for joining the meeting as well from our core team.



## ACHIEVEMENT FOR SUSTAINABLE EVENT PROFESSIONAL COURSE

22 -23 March, 2023  
At Angsana Laguna Phuket

The event was organised by TCEB, a learning event that would expand entrepreneurs’ knowledge, understanding and the know how on organizing activities effectively, with integration of environmental and social responsibility. Reduce costs, increase profits while creating a good image for the organization and customers

## THIS WEEKS' NEWS UPDATE



### SAUDI ARABIA WILL LAUNCH FLIGHTS TO PHUKET BETWEEN MAY AND JUNE 2023

- As over 96,000 Saudi tourists to Thailand last year, resulting restoration of diplomatic ties between 2 countries in January last year, ending more 3 decades of coldness.
- Governor of Tourism Authority of Thailand (TAT) said the agency is making efforts to attract Saudi tourists as they high purchasing power and usually travel as families.
- Saudi tourists often travel to Thailand to receive medical treatment, the popular destination are Bangkok, Phuket, Pattaya, Phang Nga and Krabi.
- Last year Thailand received 96,389 Saudi tourists and generating more than 5 billion baht in revenue.
- Since 1 January - 12 March this year, Thailand had already welcomed 20,693 Saudi tourists .
- Saudi would increase Jeddah-Bangkok flights from 7-11 per week , for Jeddah to Phuket between May and June



### TAT JOINTS 4 LEADING ONLINE PLATFORMS TO BOOST TOURISM TO THAILAND

The Tourism Authority of Thailand (TAT) has formed a strategic partnership with four of the world's leading online platforms - **Agoda, alipay, Klook, and KKDay** - by introducing a joint marketing initiative to boost tourism to Thailand.



Agoda **will launch promotions and offer discounts on accommodation bookings from April - July 2023**, targeting in particular Millennials, FITs, and leisure travelers living in Singapore, Australia and New Zealand The activity is expected to create an online awareness of about 3.5 million impressions and generate around 150 million Baht in revenue.



KKday **will launch 2 'Sustainable Thailand' projects during April - August 2023**. The 'Ride on the Songkran Festival' project will leverage Songkran celebrations in Bangkok and its vicinity. Meanwhile, the 'Ride on the World Ocean Day' will be held on at Koh Tao and Koh Samui on 8 June 2023



Klook **will launch promotions and offer discounts on tourism activities, tour, services and attractions** that highlight Thailand's soft power foundations. Targeting Millennials, FITs, and leisure travellers from Taiwan, Hong Kong, Malaysia, Indonesia, Singapore, Philippines and India, the project is expected to generate at least 500,000 bookings for tourism activities in Thailand and create an online awareness of at least 50 million impressions.



Alipay, an online payment and lifestyle platform, **will offer discounts for travellers who make payments via Alipay in Thailand** where there are more than 550,000 partnered merchants. Targeting Millennials, shopping aficionados, and foodies from China, the campaign is expected to generate around 200 million Baht in revenue.

# TOURISTS MARKET OVERVIEW



## 3rd National Tourism Development Plan (2023–2027) has been published in the Government Gazette On 27 March 2023

#BuildingForwardABetterTourismForAll  
#แผนพัฒนาการท่องเที่ยวแห่งชาติฉบับที่3  
#Resilience  
#Sustainability  
#InclusiveGrowth

[Please Click here for Full report](#)

### Gist of the 3rd National Tourism Development Plan (2023–2027)

**Vision:** Rebuilding High Value Tourism Industry with Resilience, Sustainability and Inclusive Growth.

**Primary Goals:** Resilience & Re-balancing Tourism, Connectivity, Entrusted Experience, and Sustainable Development.

**Secondary Goals:** Supporting Elements, ICT Readiness, and Risk Readiness

The 3rd National Tourism Development Plan (2023–2027) comprises 4 development strategies, namely,

1. Resilient Tourism
2. Quality Tourism
3. Tourism Experience
4. Sustainable Tourism

Source: Royal Thai Government

### Summary for Sustainable Tourism strategy

1. Support the country to Carbon Neutrality in 2050
2. Support the country to Net Zero Carbon in 2065
3. "Eco-friendly Transport" project in main cities
4. The goal is to reduce the amount of greenhouse gases and waste generated in the manufacturing sector of the tourism industry by 2% per year
5. The number of tourist attractions and tourism services that have received The Global Sustainable Tourism Council (GSTC) standards has increased by 30% in 2027

Source: Thansettakij

## TOURISTS MARKET OVERVIEW

### MONTHLY FLIGHT SCHEDULE FOR APRIL 2023 AT PHUKET INTERNATIONAL AIRPORT

**AOT / PHUKET**  
APRIL  
FLIGHTS IN 2023  
ตารางบินเดือนเมษายน 2566

ตารางบินอาจมีการเปลี่ยนแปลง  
โดยไม่ได้แจ้งให้ทราบล่วงหน้า  
กรุณาติดต่อสายการบินก่อนทำการจอง

Flight schedule is subjected to change without  
notice Please directly confirm with your airlines  
before making any travel plans or reservations.

เกี่ยวบินภายในประเทศ และ เกี่ยวบินระหว่างประเทศ  
Domestic Flight and International Flight

Total number of international flights  
in April is **3,680 which 51 airlines**

[Click for International flights schedule](#)

Total number of Domestic flights in  
April is **3,704 which 6 airlines**

[Click for Domestic flights schedule](#)

### INTERNATIONAL AIRLINES FROM MARCH THAT WILL NOT OPERATE IN APRIL

No.	Airline	Route	Origin	Flights/week
1	FINNAIR	HEL-HKT-HEL	Finland	6
2	LOT POLISH AIRLINES	KTW-HKT-KTW WAW-HKT-WAW	Poland	6
3	UZBEKISTAN AIRWAYS	TAS-HKT-TAS	Uzbekistan	2
4	MIAT MONGILIAN AIRLINES	UBN-HKT-UBN	Mongolia	4
5	YTO CARGO AIRLINES	XIY-HKT-XIY	China	4 (CARGO FLIGHT)



## TOURISTS MARKET OVERVIEW

### NEW INTERNATIONAL AIRLINES ARRIVAL AT PHUKET INTERNATIONAL AIRPORT IN APRIL

No.	Airline	Route	Origin	Flights/week
1	MAHAN AIR	IKA-HKT-BKK-IKA	Iran	2
2	CHONGQING AIRLINES	CKG-HKT-CKG	China	8
3	DONGHAI AIRLINES	SZX-HKT-SZX	China	6
4	XIAMEN AIRLINES	FOC-HKT-FOC	China	14
5	RUILI AIRLINES AIRLINES	KMG-HKT-KMG	China	6

### ACCUMULATED TOP 10 COUNTRIES OF ARRIVALS AT PHUKET INTERNATIONAL AIRPORT

From 1 February – 29 March, 2023

-  Russia 186,444 persons
-  China 72,611 persons
-  India 48,321 persons
-  Kazakhstan 37,146 persons
-  Germany 30,881 persons
-  British 30,197 persons
-  Australia 26,331 persons
-  France 25,442 persons
-  Malaysia 18,394 persons
-  South Korea 17,240 persons

Source: Phuket Airport Immigration

### Information sources

<https://www.nationthailand.com/thailand/tourism/40026079>  
<https://www.tatnews.org/2023/03/tat-joins-4-leading-online-platforms-to-boost-tourism-to-thailand/>  
<https://www.facebook.com/GatewayToTheAndaman/>  
<https://www.thaigov.go.th/news/contents/details/63533>  
<https://www.Thansettakij.com>

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  
Sukhchaensing (Sam) Sethi Advisor  
David Johnson Advisor

## Environment Committee

Andy Kunz General Manager, COMO Point Yamu  
**(Co-Chair)** Michael Massey General Manager, Absolute Twin Sands Resort & Spa  
Conor Brannum Coordinator, HOMA Phuket  
Jonathan Grier Owner, Villa Phukhao  
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, Hilton Phuket Arcadia Resort & Spa, 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 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

## CONTACT US

076 609 258

info@phukethotelsassociation.com