

PHUKET WEEKLY UPDATE

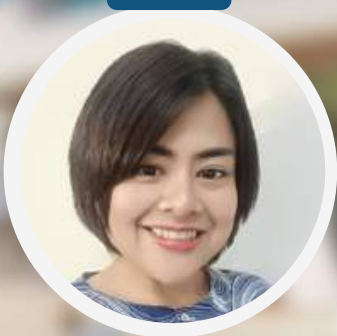
No14/07042023

NEW GENERAL MANAGER

AMORA BEACH RESORT PHUKET

Welcome

Farewell



Mr. Lars Van Der Most (New) General Manager

Mrs. Nichapa Robson (Former) General 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](#)

PAST CLEAN-UP ACTIVITIES

04 - 10 December 2022



UPCOMING EVENTS CONT.

PHUKET HOTELS ASSOCIATION GENERAL MANAGER'S MEETING 2/2023

26 April 2023  THE SLATE (Jomon Pavilion Room)

[RSVP HERE](#)

GUEST SPEAKERS

- **Director Lerdchai Wangtrakuldee**, Director, Tourism Authority of Thailand, Phuket Office
- **Michael Hao** - Commercial Head, Alipay
- **Bennet Stephens** - Regional Manager, Qatar Airways
- **Jesper Palmqvist** - STR, Senior Director Asia Pacific (via video)

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

PRESS RELEASE



CONGRATULATIONS TO

Mrs. Pathama Kanteetaw

Executive Assistant Manager
At Paresa Resort Phuket



Cornell scholarship recipient in
**GENERAL MANAGER PROGRAM
(GMP) 2023**

Sponsored by MINOR group

Pathama is currently the Executive Assistant Manager at Paresa Resort Phuket. She is highly self-motivated, strong leadership qualities and a real driver towards implementation and development of projects. She has succeeded with a multitude of resort projects by working with the team.

THIS WEEKS' NEWS UPDATE



THE CONFIDENCE INDEX REMAINS WEAK IN Q1 WITH WORRIES ABOUT CHINESE BUSINESSES FLOODING THAILAND

- The Tourism Confidence Index for the first quarter remained below pre-pandemic level as concerns over high energy costs and Chinese business using nominees, the index was 74 in the first quarter, an increase of two points from fourth quarter of 2022, the index lags the 98 posted in the first quarter of 2019, with reading below 100 reflecting weak confidence.
- The uptick in confidence was attributed to a high season packed with several festivals, also China's reopening in January make a number of arrivals from this market in January increased by 68% from December.
- The index, which polled 740 tourism operations in Thailand between Feb 22 and March 12, found the private score was most concerned about electricity bills score 4.5 out 5, lower purchasing power and Russian invasion of Ukraine as key concerns.
- Most of tourism operators expect their revenue to reach 64% of the pre-pandemic level this quarter, before increasing to 68% in Q2.
- A TCT study found 33% of Thai operators were affected by Chinese Businesses as the newcomers can lure guests from the mainland via cheaper products and services.



TAT EXPECTS B18.5BN FROM HOLIDAY

The Tourism Authority of Thailand (TAT) expects the Songkran holiday to generate total revenue 18.5 billion baht, with domestic trips exceeding the 2019 level based on pent-up demand.

- Thais are planning to travel to their hometowns to celebrate Songkran after holding off for three years during the pandemic, TAT estimates the Songkran holiday could generate 13.5 billion baht for domestic tourism based on 3.81 million trips, exceeding the 2019 level of 11.6 billion baht from 3.3 million trips.
- The rising cost of living and energy prices could make Thai travelers adjust their budgets to match their purchasing power with reducing the length of stay or choosing to travel to nearby destinations.
- TAT projects a **hotel occupancy rate nationwide of 74% with the southern region ranking No.1 at 80%** because of popular beach destinations and the "We Travel Together" scheme.
- The TAT expects most arrivals will be from short-haul market such as India, Taiwan, China and South Korea, along with tourists from France and Russia, based on forward travel booking prior to Songkran week.
- International flights are projected to increase in frequency by 20 flights with added 2,074 seats during the Songkran holiday, mainly from short-haul markets such as China, Taiwan, Vietnam and Cambodia.

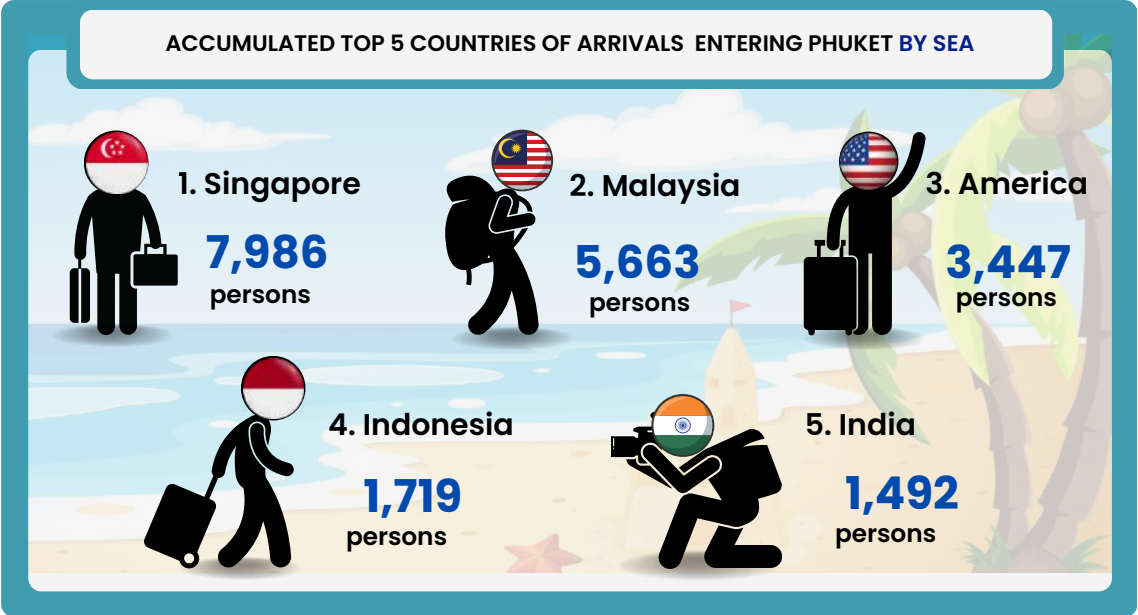
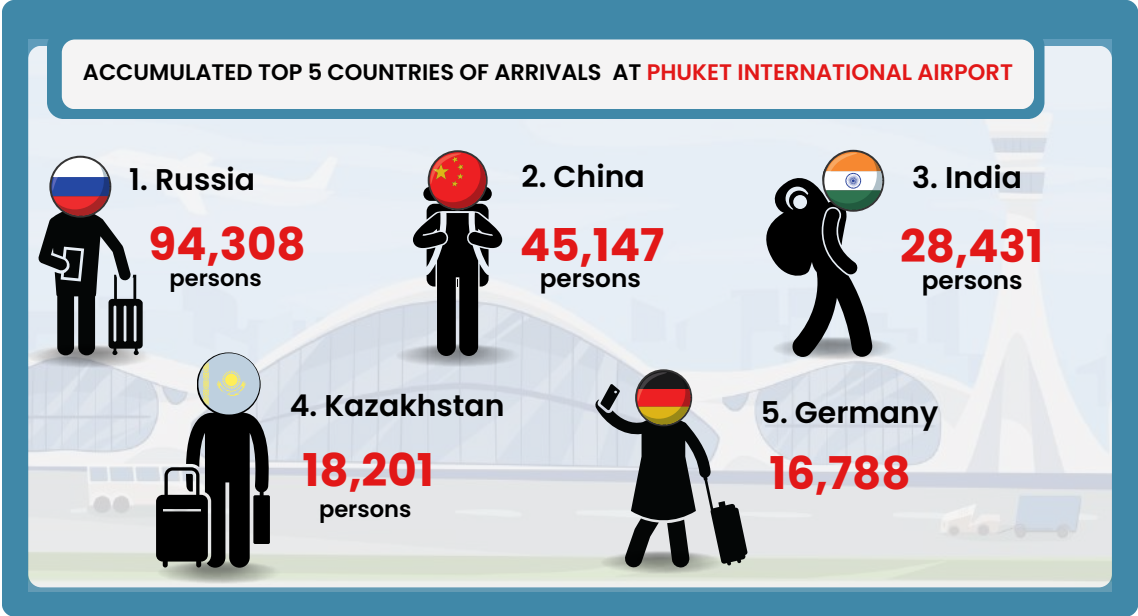
VIETJET TO OPERATE THE FIRST AND ONLY DIRECT SERVICE BETWEEN HANOI AND PHUKET



- Vietjet will be the first airline to operate the **Hanoi – Phuket direct service starting this summer**, The only direct service Hanoi – Phuket will operate one daily return flight **from May 19, 2023**, with around 3 hours per leg.
- The flights take off from Hanoi at 11:35 and land in Phuket at 14:40. The return flights will depart Phuket at 15:45 and arrive in Hanoi at 18:35.
- Tickets can be reserved now at www.vietjetair.com or Vietjet Air mobile app

TOURISTS MARKET OVERVIEW

PHUKET TOURIST STATISTICS 1 - 31 MARCH 2023



Source from Phuket Immigration, designed by Phuket Hotels Association

Information sources

<https://www.bangkokpost.com/business/2543291/tat-expects-b18-5bn-from-holiday>
<https://www.bangkokpost.com/business/2539189/confidence-index-remains-weak-in-q1>
 Phuket Immigration
<https://www.traveldailymedia.com/vietjet-to-operate-the-first-and-only-direct-service-between-hanoi-and-phuket/>

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
Sukhchaensingh (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 Villaskoh Yao, Trisara, Twin Palms MontAzure, 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