



Phuket's Sandbox Campaign

What has the effect been on local hospitality?



What's the current situation in Thailand?



Thailand

CESA approves plan to reopen Phuket on 1 Jul to vaccinated travellers.

LOCKDOWN STATUS

PARTIAL

INBOUND TRAVEL

OPEN

OUTBOUND TRAVEL

PARTIAL

CONFIRMED

185,228

2,654 per million

7 DAY ROLLING AVE

+2,824 ▼

-28% vs prev week

DEATHS

1,332

19.1 per million

FULLY VACCINATED

1,434,697

2.06% of pop.

Source: Cases - John Hopkins University (2021-06-09). Vaccine - Government of Thailand (2021-06-08). Retrieved from OurWorldInData.org



What is the Phuket Sandbox Programme?

- A scheme developed to encourage international travel to Thailand.
- Start date: July 1st 2021
- The aim is to open up Phuket to visitors who are fully vaccinated arriving from low-risk countries.
- Travelers must choose from a pre-set list of resorts and remain in quarantine at their chosen location for 14 days but with the ability to move freely around the resort.

** The campaign is subject to final approval depending on the assessment of several nationwide statistics on June 30th 2021.

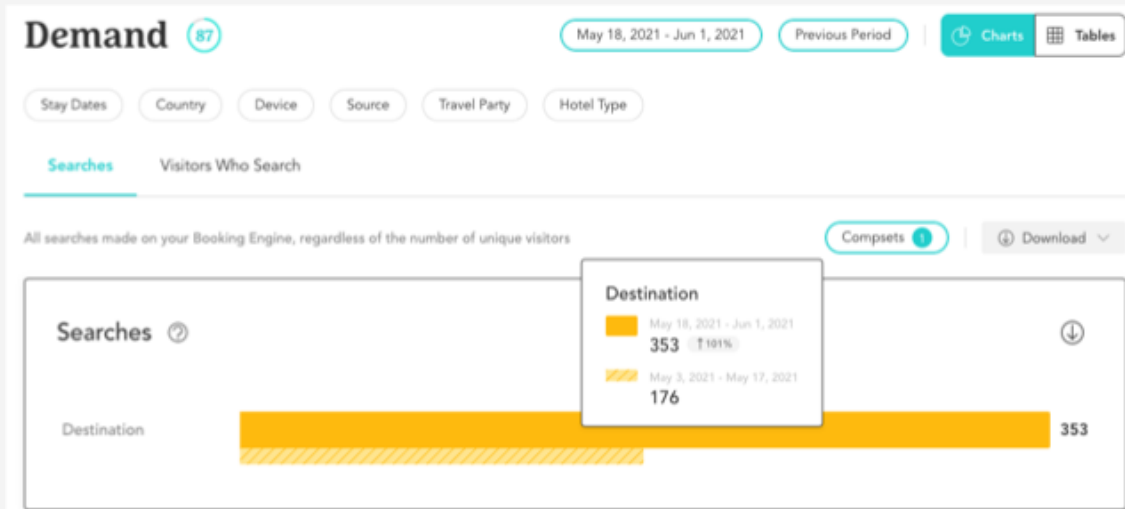




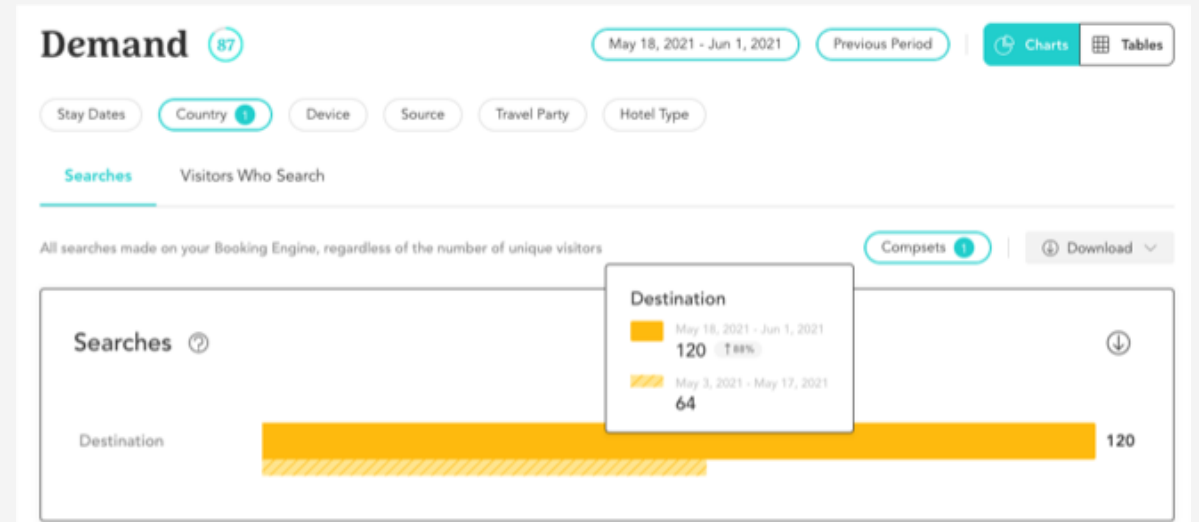
**How has the market responded to the
announcement of the program?**

Search Demand

Search demand increased by 101%



Domestic search demand increased by 88%



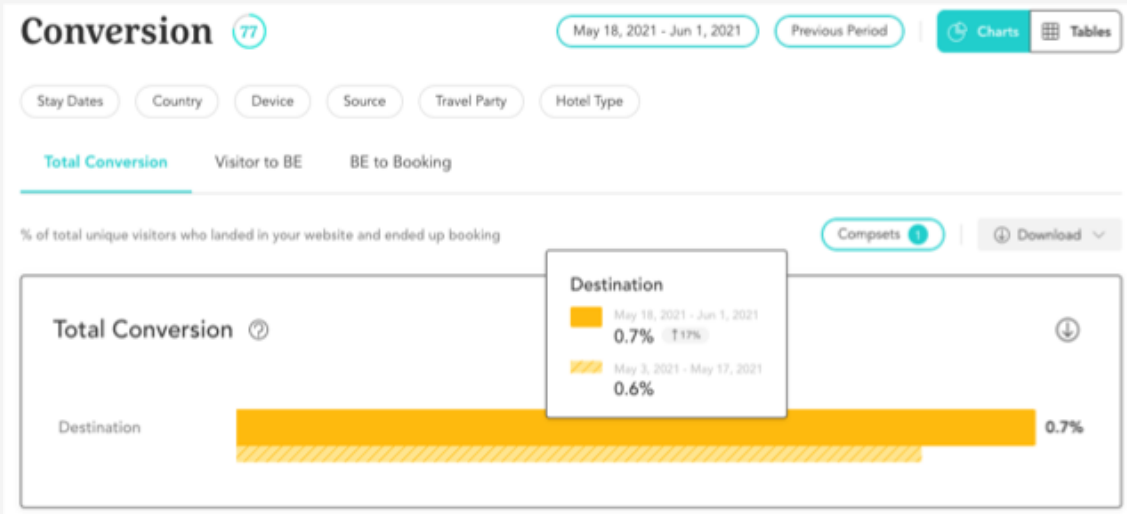
Data based on direct website searches from THN's hotel clients located in Thailand. Comparing period of May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network

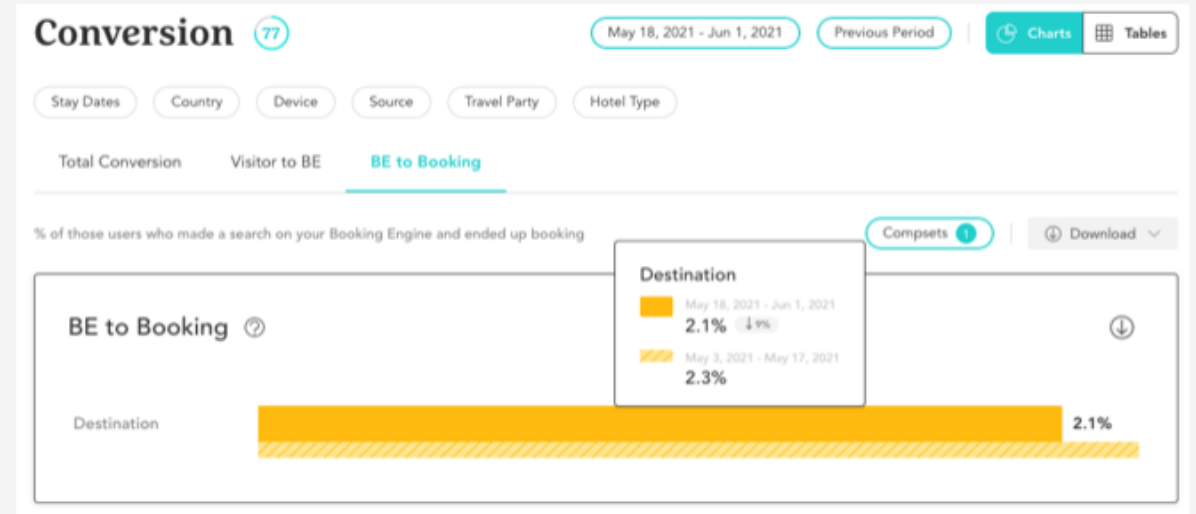


Website Conversion

Total direct website conversion increased by 101%



Booking engine conversion decreased by 9%

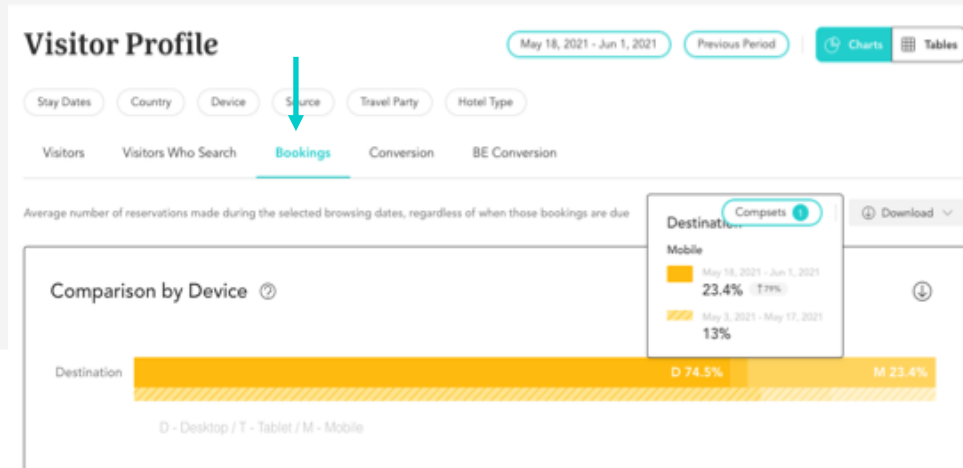
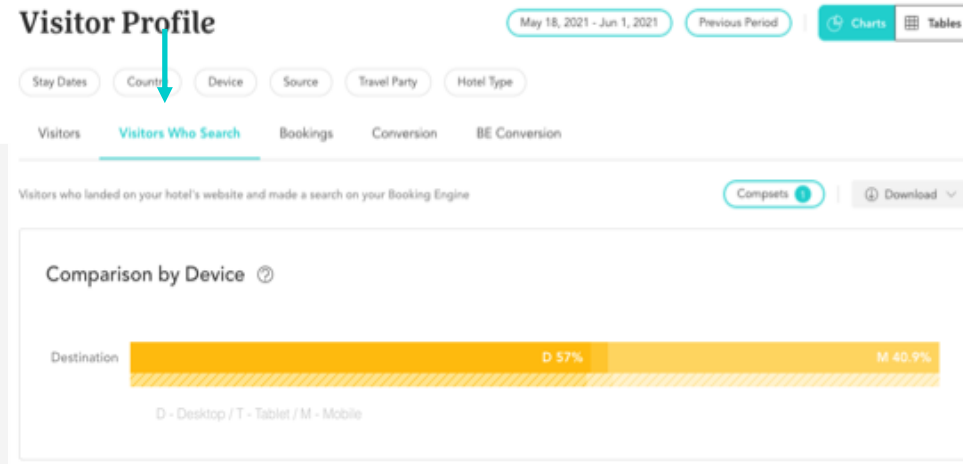
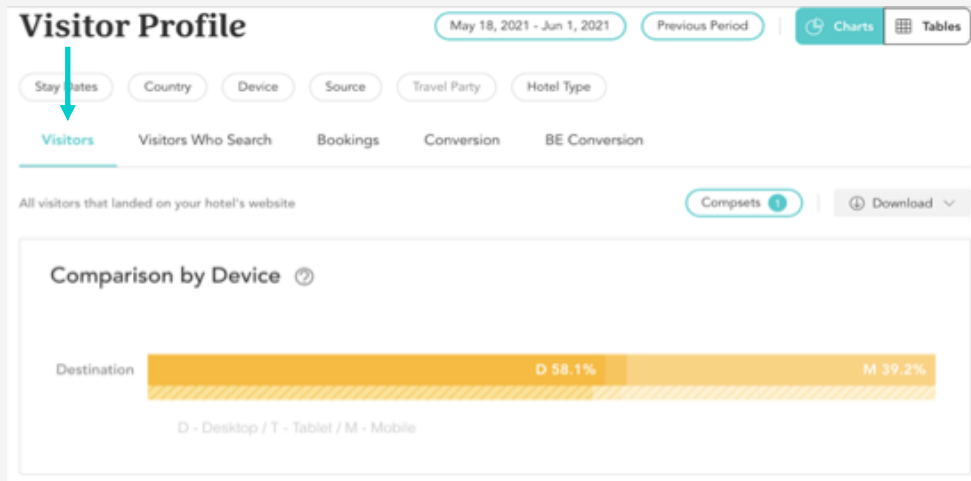


Data based on hotel website conversion from THN's hotel clients located in Thailand. Comparing period of May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network



Visitor Profile



Increase of mobile traffic throughout the entire booking funnel

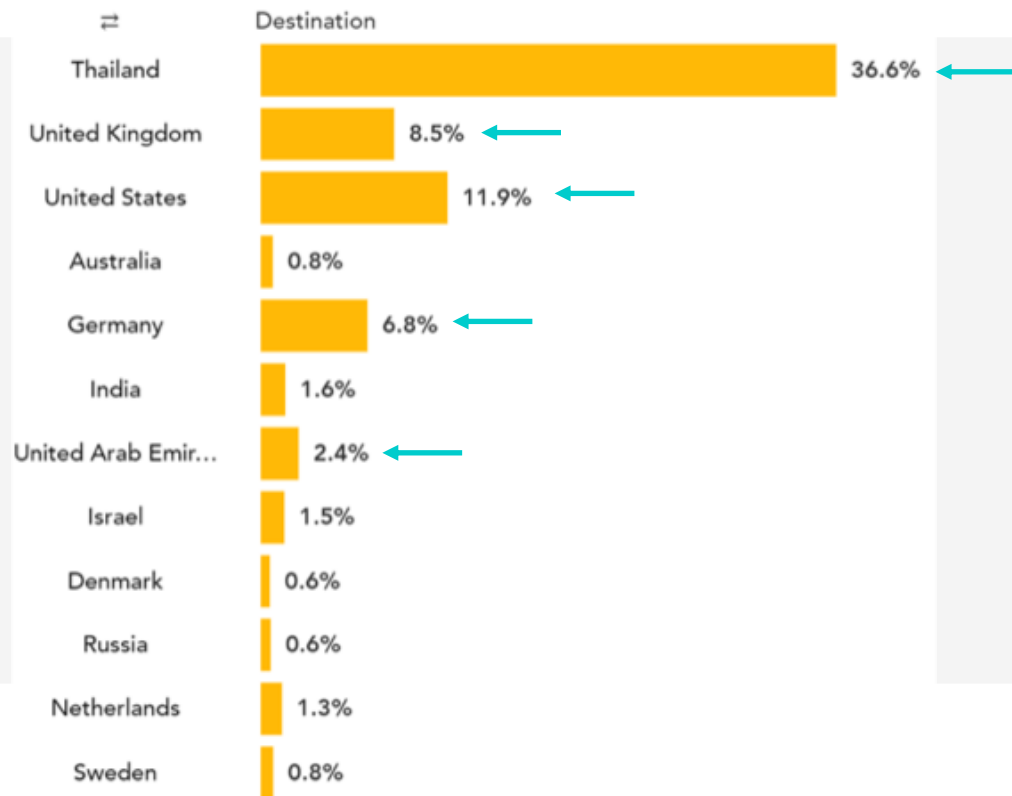
Data based on the website visitor profile from THN's hotel clients located in Thailand. Comparing period of May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network

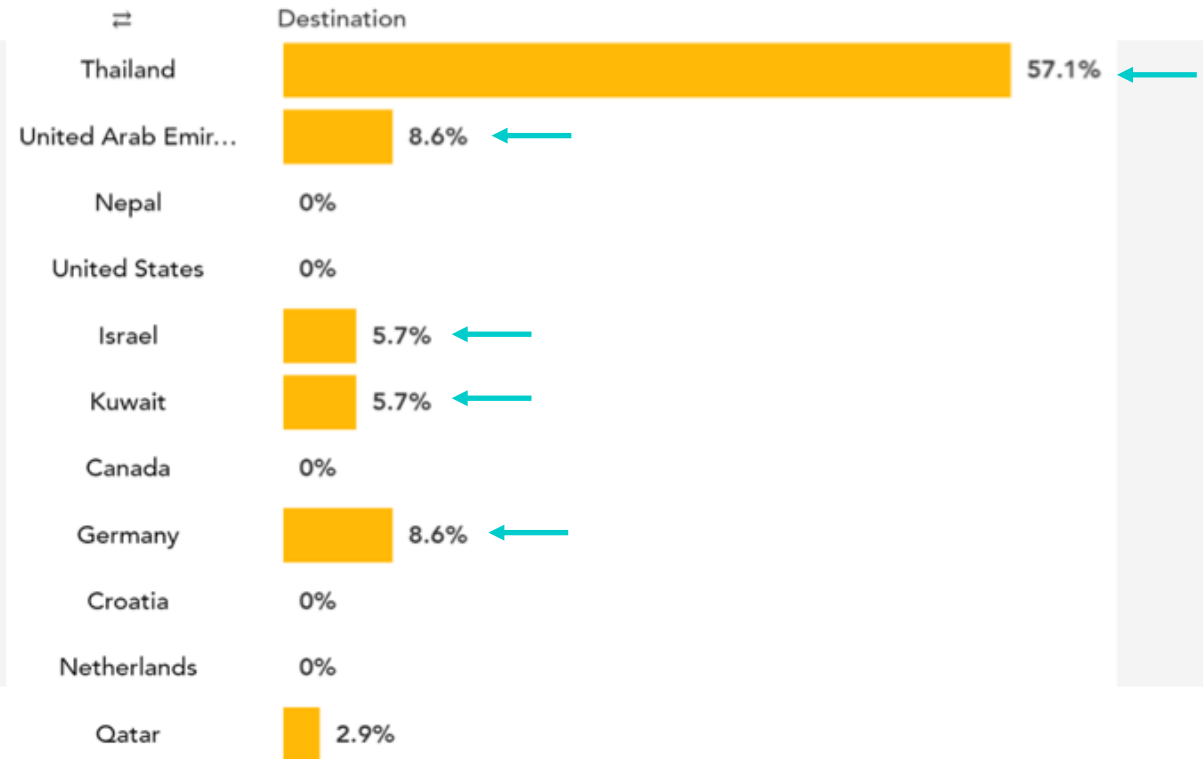


Top Source Markets

Top countries for hotel website visitors



Top countries for direct bookings

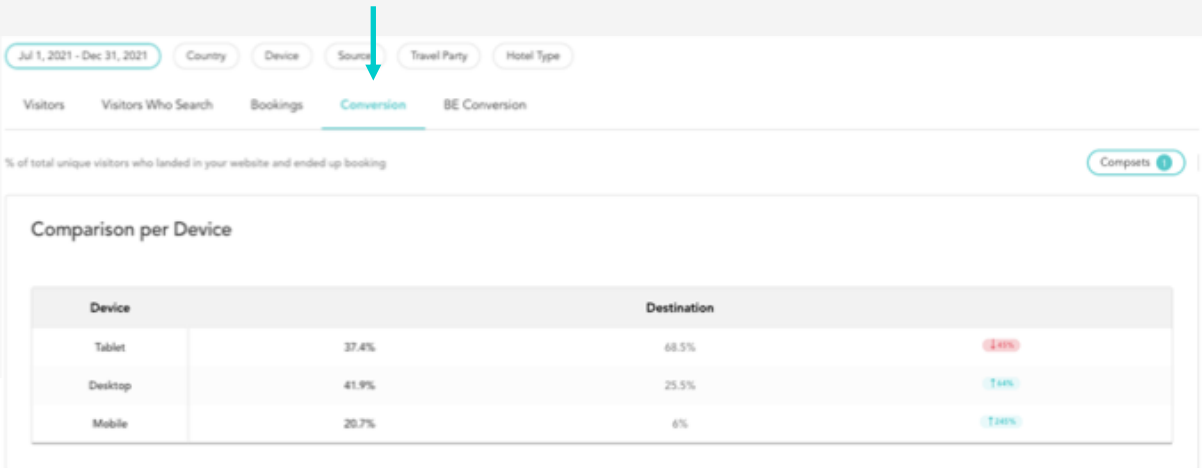
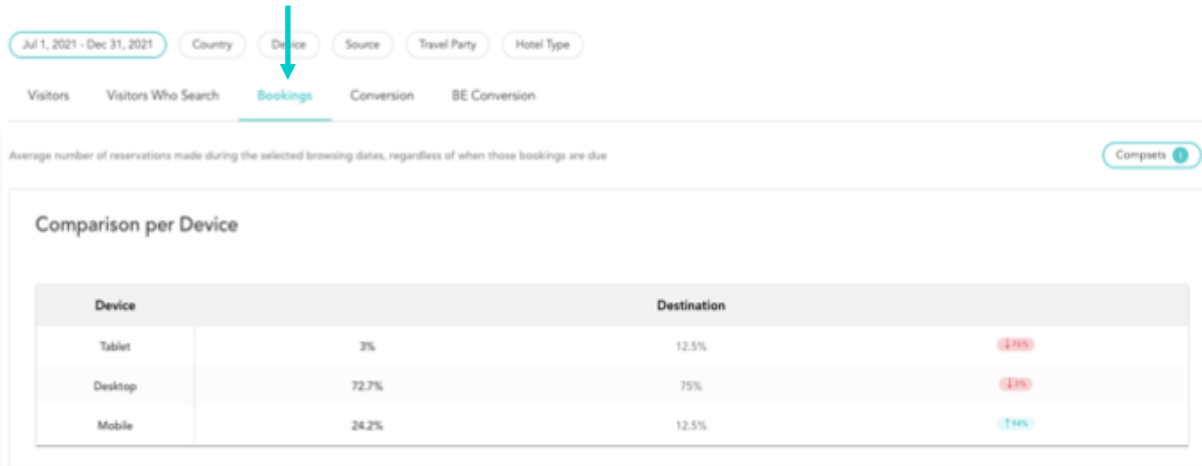


Data based on the direct website traffic from THN's hotel clients located in Thailand. Taking data from booking engine searches for stays on the next 90 days (as of June 3rd)

Source: BenchDirect by The Hotels Network



Mobile traffic in 5 top visitor markets



Mobile bookings and conversion experienced an increase in 5 top visitor markets

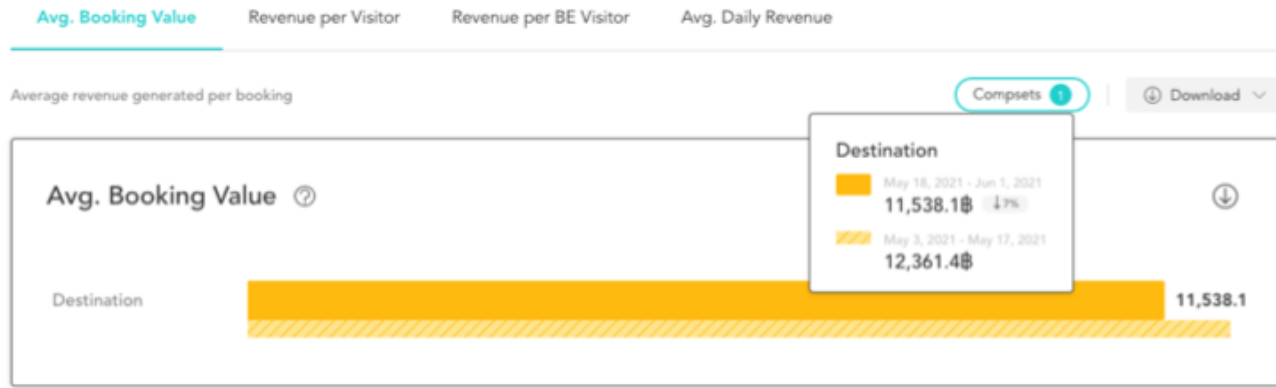
Data based on the mobile traffic from THN's hotel clients located in Thailand. Taking direct reservations with stay dates between July 1st and December 31st 2021

Source: BenchDirect by The Hotels Network

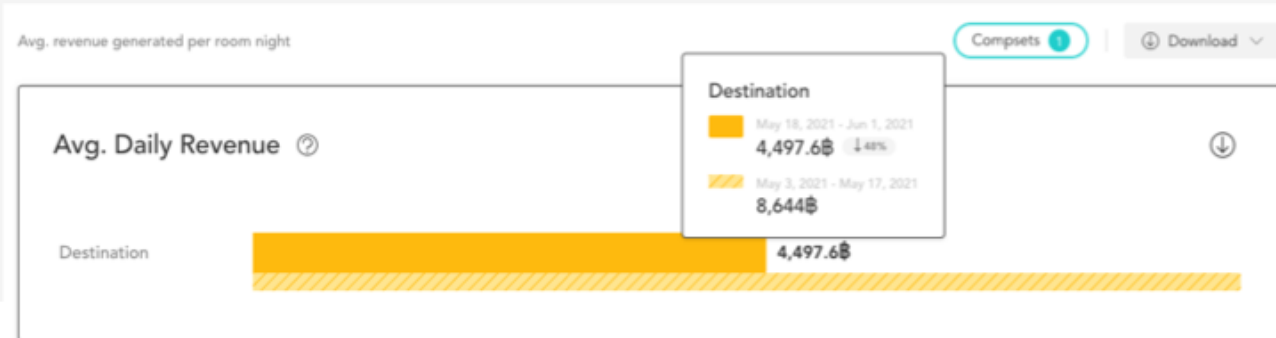




Zoom on the domestic market



Average Booking Value decreased by 7%



Average Daily Revenue decreased by 48%

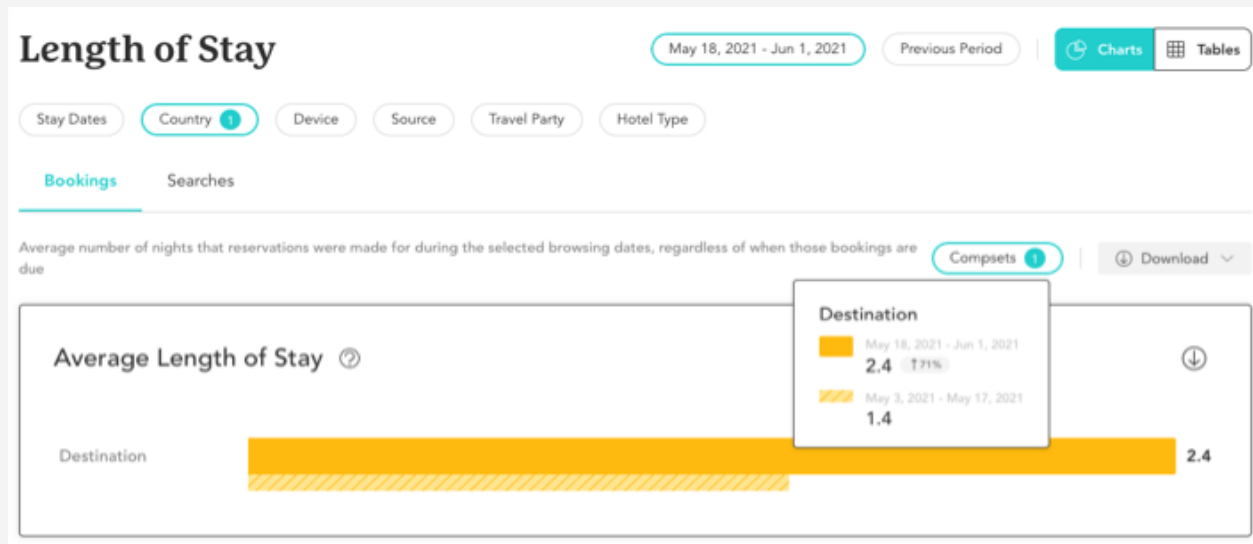
Data based on the US website traffic from THN's hotel clients located in Thailand. Comparing direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the domestic market



Average Length of Stay for direct bookings increased by 71%

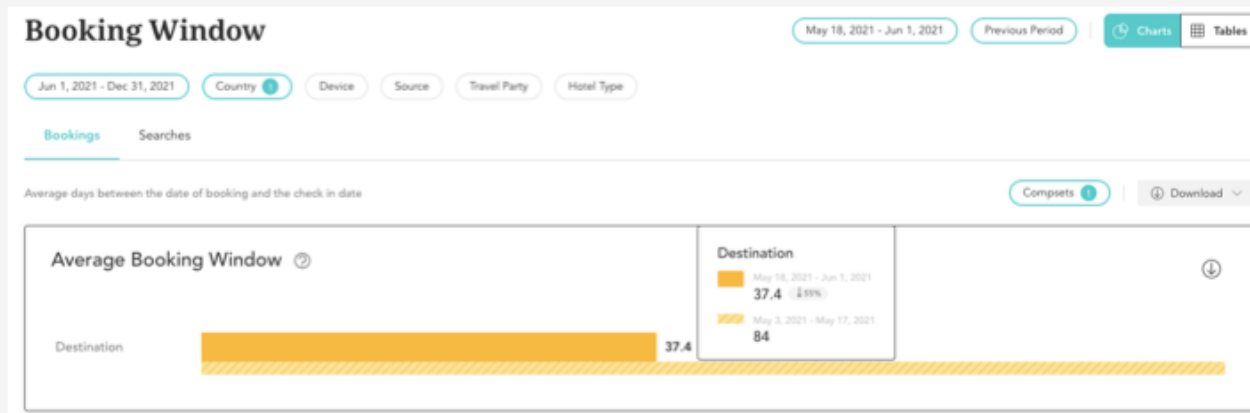
Data based on the UK's website traffic from THN's hotel clients located in Thailand. Comparing LOS of direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the domestic market



Average Booking Window for direct reservations decreased by 55%

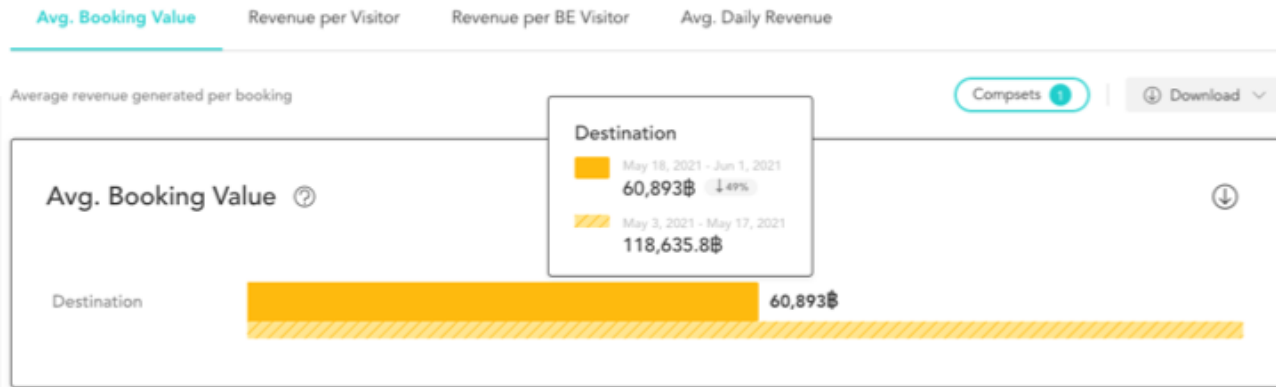
Direct reservations from Thai visitors. Based on THN's hotel clients located in Thailand. Comparing Booking Window of direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network

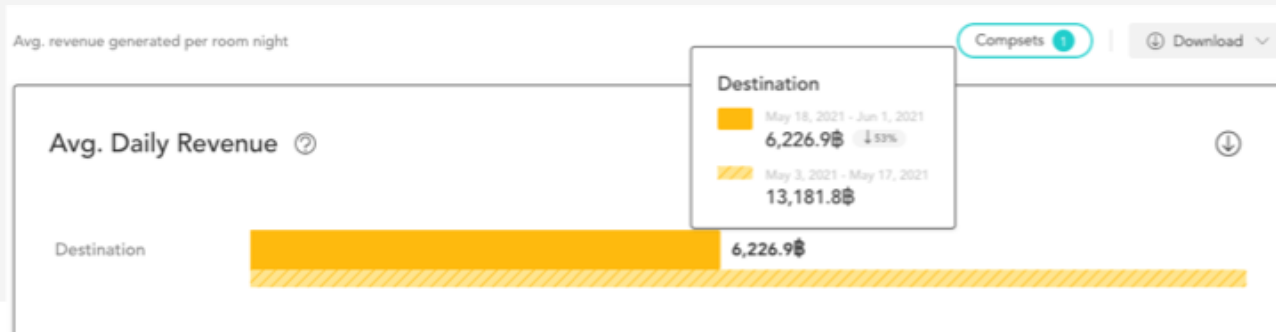




Zoom on the US market



Average Booking Value decreased by 49%



Average Daily Revenue decreased by 53%

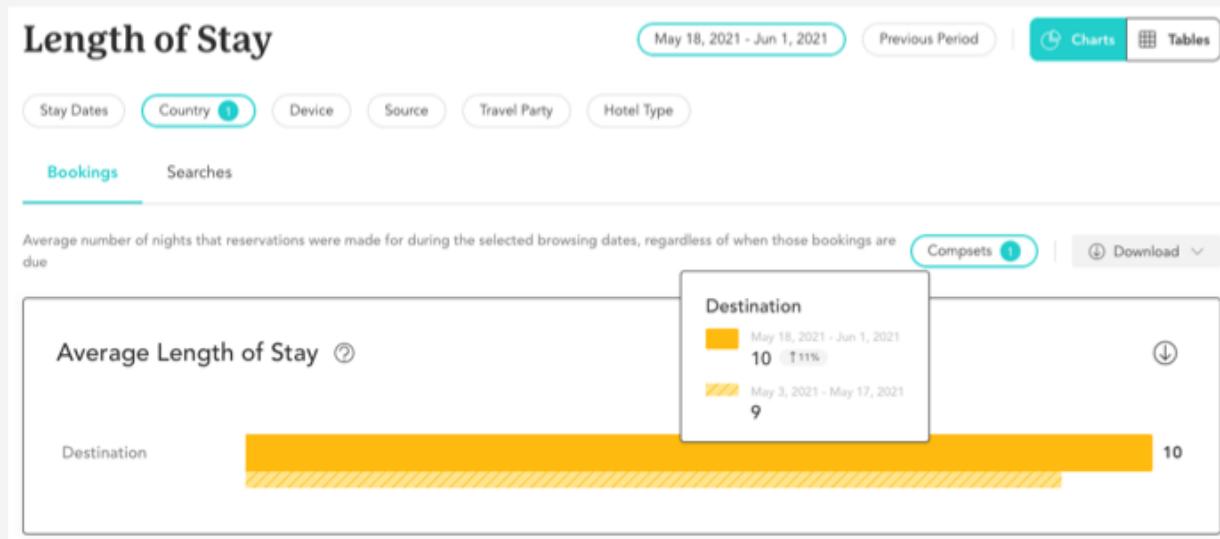
Data based on the US website traffic from THN's hotel clients located in Thailand. Comparing direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the US market



Average Length of Stay for direct bookings increased by 11%

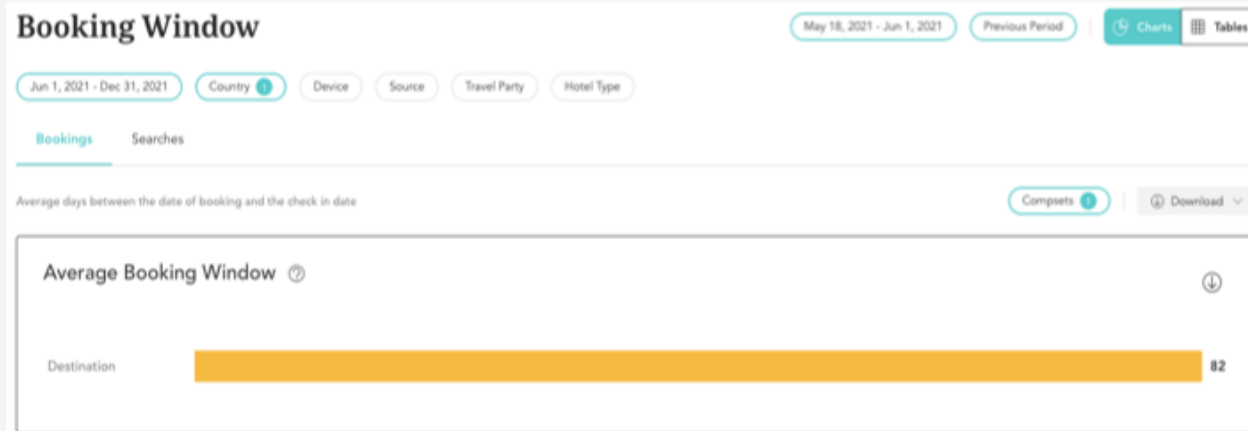
Data based on the US website traffic from THN's hotel clients located in Thailand. Comparing LOS of bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the US market



Average Booking Window for direct reservations decreased by 100%

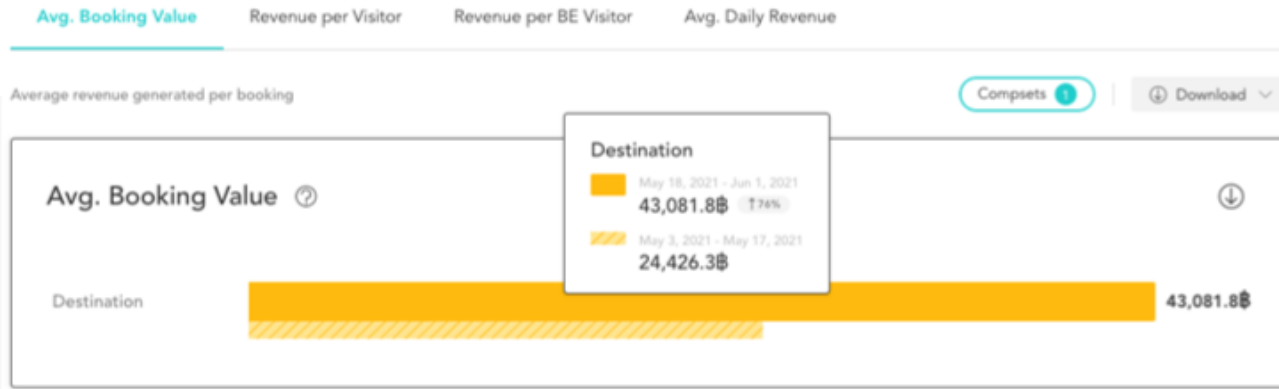
Data based on the US website traffic from THN's hotel clients located in Thailand. Comparing Booking Window of direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network

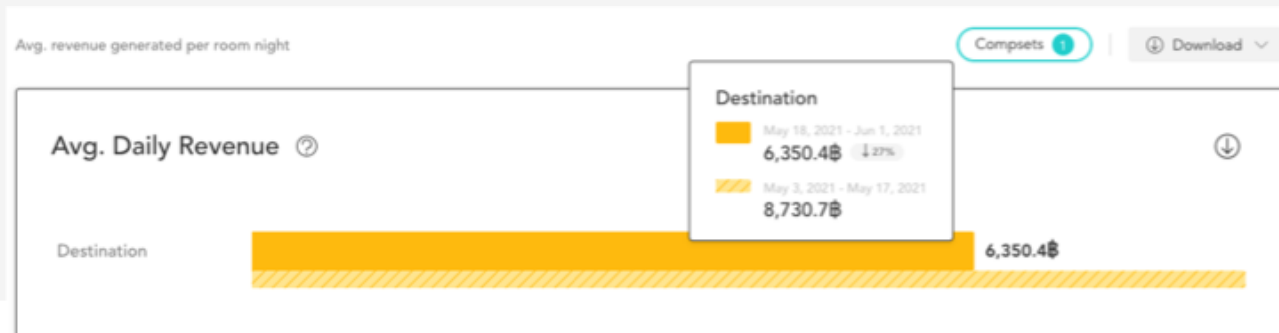




Zoom on the UK market



Average Booking Value increased by 76%



Average Daily Revenue decreased by 27%

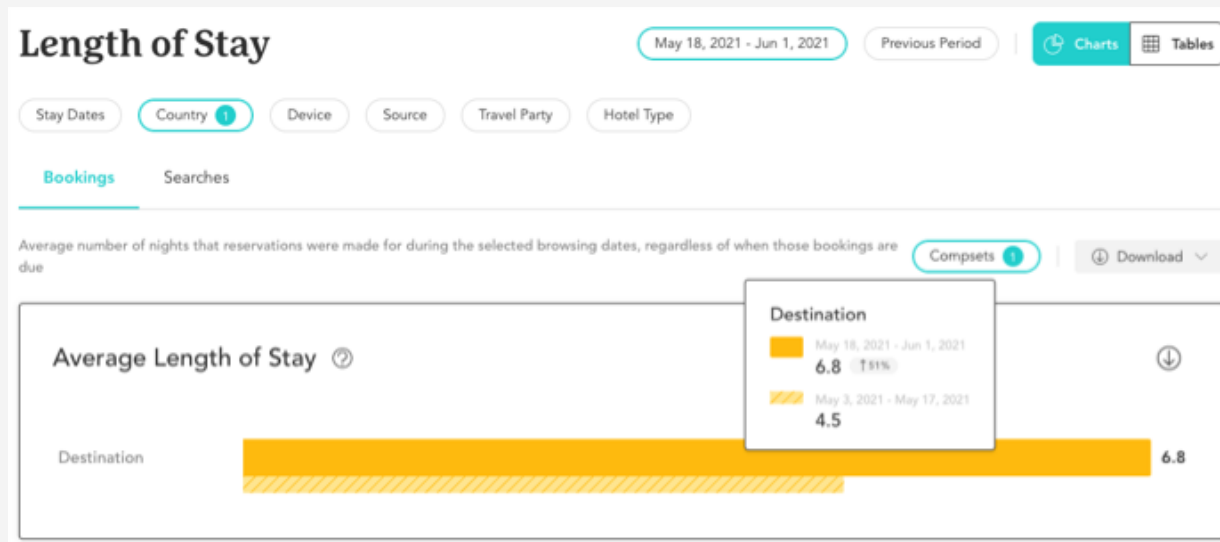
Data based on the UK's website traffic from THN's hotel clients located in Thailand. Comparing direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the UK market



Average Length of Stay for direct bookings increased by 51%

Data based on the UK's website traffic from THN's hotel clients located in Thailand. Comparing LOS of direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

Source: BenchDirect by The Hotels Network





Zoom on the UK market



Average Booking Window for direct reservations decreased by 61%

Data based on the UK's website traffic from THN's hotel clients located in Thailand. Comparing Booking Window of direct bookings from May 18th – July 1st to previous 15-day period (May 3rd – May 17th)

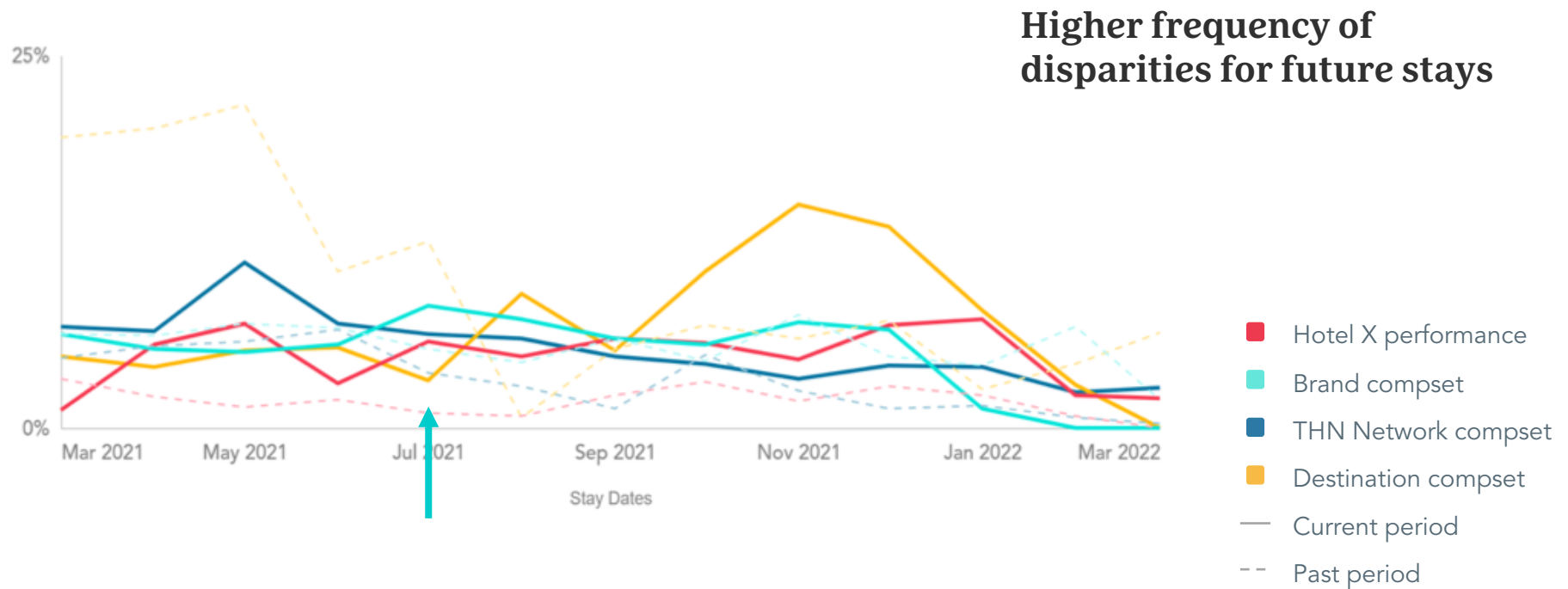
Source: BenchDirect by The Hotels Network



Price Disparities

Disparities

Frequency Distribution by Stay Date ⓘ

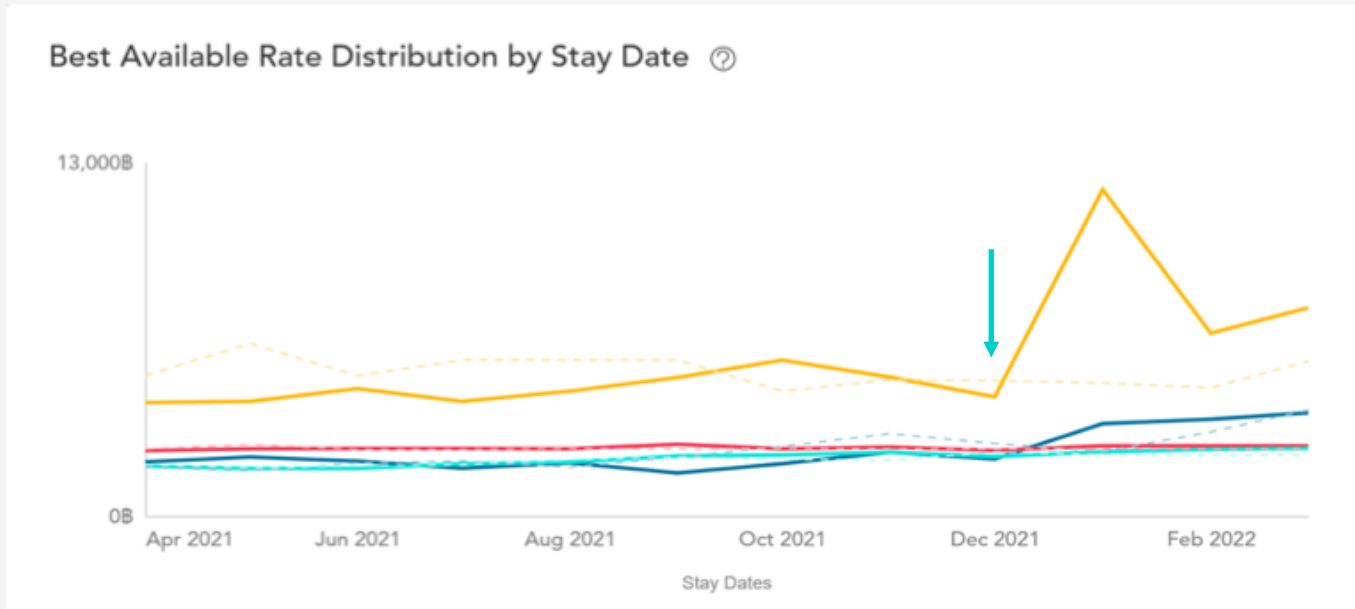


Data based on the direct website traffic from THN's hotel clients located in Thailand. Taking data from booking engine searches for stays from May 2021 to March 2022. Comparing searches from April 28th to May 28th, to the previous 30-day period.

Source: BenchDirect by The Hotels Network



Price Disparities



Yellow line: destination compset – Thailand BAR remains flat. No price response until December 2021

Data based on the direct website traffic from THN's hotel clients located in Thailand. Taking data from booking engine searches for stays until March 2022 (as of June 3rd)

Source: BenchDirect by The Hotels Network





**How can hoteliers adapt
to this new situation?**

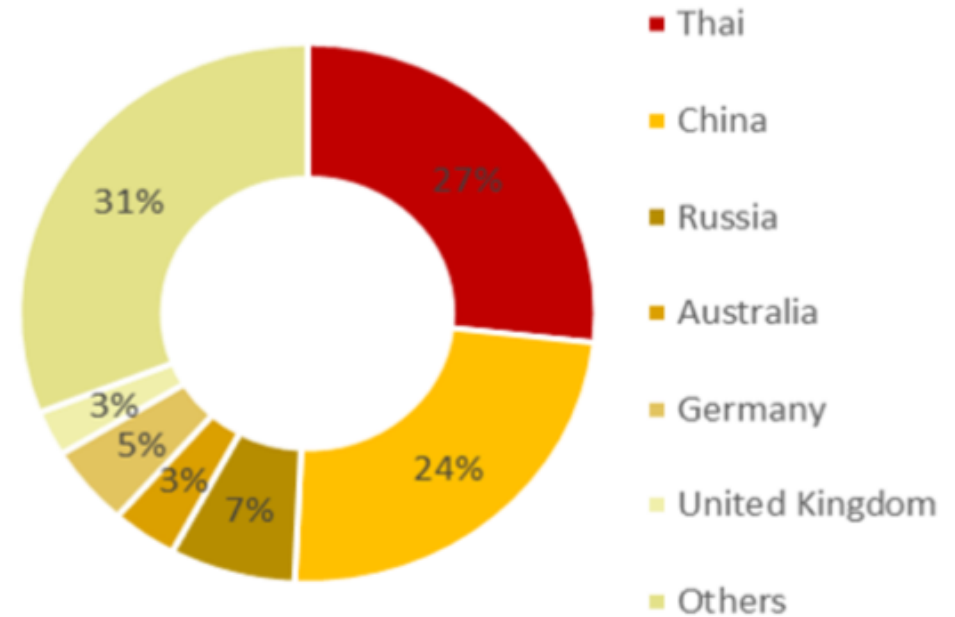
1. Target new markets

Pre-covid source markets

Top 5 International Source Markets



Figure 3: Source Market, Phuket, 2018



Source: Thailand's Department of Tourism

Source: Office of Commercial Affairs Phuket and C9 Hotelworks Market Research
* Data through November 2019



1. Target new markets

Today's source market

Level 1: COVID-19 Low

All travelers should wear a mask, avoid crowds, stay at least 6 feet from people who are not traveling with you, wash your hands often or use hand sanitizer, and watch your health for signs of illness.

- | | |
|---|---|
| American Samoa | Montserrat |
| Australia | New Caledonia |
| Benin | New Zealand |
| British Virgin Islands | Nigeria |
| Brunei | Northern Mariana Islands |
| Cayman Islands | Palau |
| China | Saba |
| Faroe Islands | Saint Kitts and Nevis |
| Greenland | Saint Pierre and Miquelon |
| Grenada | Sierra Leone |
| Guernsey | Samoa |
| Hong Kong SAR | Sint Eustatius |
| Liberia | Taiwan |
| Marshall Islands | Uganda |
| Micronesia, Federated States of | Vietnam |

Source: US CDC as of June 1st 2021

WORLD | Tracking Coronavirus Vaccinations Around the World

	Doses administered		Pct. of population	
	Per 100 people	Total	Vaccinated	▼ Fully vaccinated
World	26	1,975,494,569	–	–
Israel	117	10,586,452	60%	57%
Bahrain	107	1,755,570	58%	49%
Aruba	108	114,632	60%	48%
Curaçao	98	154,426	54%	44%
Chile	99	18,682,183	56%	42%
Malta	103	519,994	63%	42%
Mongolia	99	3,182,775	58%	41%
United States	89	296,404,240	51%	41%
Qatar	91	2,574,692	52%	39%
U.K.	98	65,211,877	59%	39%
Hungary	91	8,901,553	53%	38%
Maldives	90	476,305	58%	31%
Singapore	71	4,047,651	40%	31%
Uruguay	83	2,864,025	53%	30%
Serbia	66	4,552,842	36%	29%
Iceland	69	249,800	47%	25%
Lithuania	59	1,653,339	37%	22%
Denmark	59	3,440,156	37%	22%

Source: Vaccination rate by country report by New York Times



Club Room
Sleeps 2 | 1 King
Club Room, contemporary, pool and garden views, King bed, sofa bed, ac, free WiFi access, tea and coffee maker, bathtub, walk in shower, complimentary Club Lounge access. Size: 45 sqm / 484 sqft.

Room details

Best Available Rate Room Only (Club Wing) **THB 2,800**
Per Night
Excluding Taxes & Fees
BOOK NOW

Deposit Required

- Room only
- WiFi
- Welcome Drink

Summer is Calling **THB 3,600**
Per Night
Excluding Taxes & Fees
BOOK NOW

Deposit Required

- Upgrade to Club room
- Room with breakfast

Summer is Calling with Club Access **THB 3,823**
Per Night
Excluding Taxes & Fees
BOOK NOW

Deposit Required

- Upgrade to Club room
- Room with breakfast
- Afternoon Tea
- Evening Cocktails

[View More Rates](#) ▾

Your Stay
Check-in After 2:00 PM
Check-out Before 12:00 PM
Tue, Jun 15, 2021 - Wed, Jun 16, 2021
1 Adult

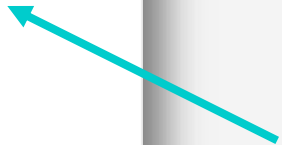
Total: **THB 0.00**

Book Direct **฿2,800** +

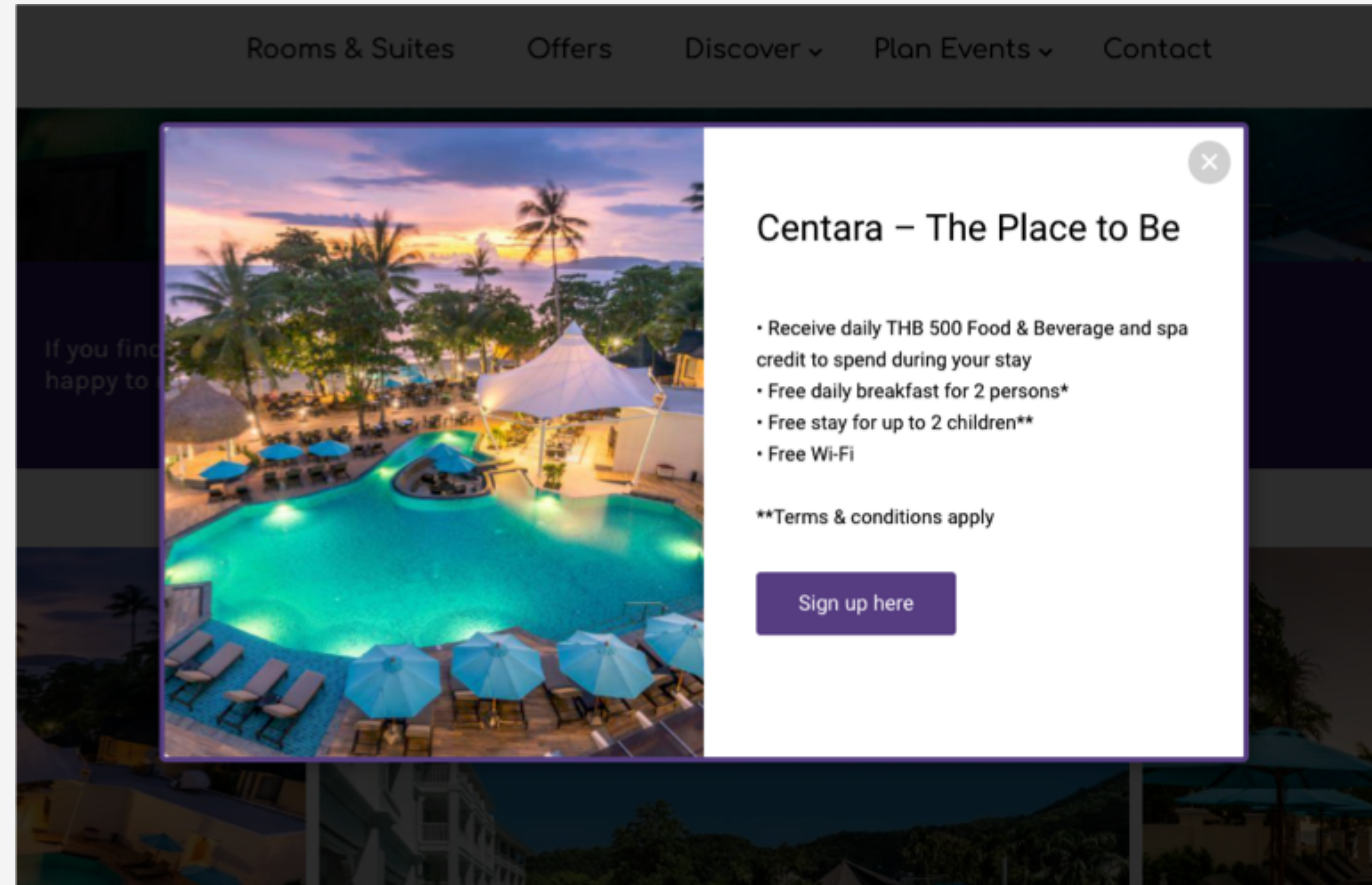
- + Free Wi-Fi
- + Exclusive Special Offers and Seasonal Promotions
- + Flexible Cancellation

Hotels.com	Expedia	Booking	Agoda
฿2,800	฿2,800	฿2,800	฿2,802

2. Rethink your pricing strategy to combat disparities and always promote the best available rate on your website



3. Offer attractive benefits and deals to entice visitors to book direct at your hotel



Rooms & Suites Offers Discover ▾ Plan Events ▾ Contact

If you find
happy to

Centara – The Place to Be

- Receive daily THB 500 Food & Beverage and spa credit to spend during your stay
- Free daily breakfast for 2 persons*
- Free stay for up to 2 children**
- Free Wi-Fi

**Terms & conditions apply

[Sign up here](#)



BenchDirect™

Benchmarking the key metrics of your direct booking channel



BenchDirect™ brings a brand-new dimension to hotel benchmarking by offering the first benchmarking platform for your hotel's direct channel.

This interactive analytics platform enables you to compare your hotel's website performance to the market and competition, and to use the real-time insights to make better-informed decisions:

- Break down the [full booking funnel](#)
- [Pinpoint weak points](#) where you are losing revenue
- [Uncover opportunities](#) to grow your direct bookings
- Get up to speed with your [competitors](#)



A whole host of direct booking metrics to benchmark against

30+ Direct Booking Metrics

Before jumping into hotel use cases, here's a quick overview of the type of insights to be found in BenchDirect.

You can benchmark your performance across more than 30 key metrics centered around:

- Website and booking engine traffic
- Rates and disparities
- User profile and behavior
- Future demand
- Bookings and pickup

Competitive Sets

Using machine learning to create dynamic compsets, BenchDirect lets you compare your hotel's direct channel performance to the market and competitors:

Brand

Compare each property's performance to the other hotels in your brand

Destination

Compare your hotel with other similar hotels in your destination

THN Network

We select the most similar hotels worldwide, from our network





BenchDirect™

Understand your direct channel business like never before and avoid being left in the dark

[Request your free account today](#)





www.thehotelsnetwork.com

Barcelona · San Francisco · Mexico City · Singapore
London · Amsterdam · Vancouver · Bogotá · Bangkok