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PHIST 2023 Returns with a New Interactive Learning Workshop and Exhibition Format

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| Date | Monday, 04 September 2023 |
| Venue | SAii Laguna Phuket |
| Organizer | Phuket Hotels Association, Greenview, C9 Hotelworks |

Attendance is complimentary. Advance registration is required and only those with confirmed **Eventbrite** registration QR code. Please register [here](#)

Where in the world is an amazingly engaging sustainable tourism event? Buckle up as Southeast Asia's green 'in person' learning event and exhibition PHIST 2023 is set to take place in Phuket, Thailand on 4th September 2023. Expect the unexpected as PHIST will roll out a new and exciting format with 16 interactive workshops and over 30 exhibitors.

A diverse set of highly focused, practical workshops include the circular sustainable economy, green hotel loans and start-up funds, glamping, inside farm-to-table restaurants, environmental hospitality design, data, and measurement, greentech innovation, marketing sustainable hotels and many, many more. The expanded exhibition showcase will allow attendees to source green tourism products and services and hear the newest and latest ideas.

PHIST 2023 is a full day event that encourages you to expand your business network with special sessions to set up and connect participants. A new addition to the event is a coworking community area and special food trucks and marketplace.

This year PHIST is set to lead the mission of tourism islands creating sustainable growth, including hospitality leaders from Bali, Maldives, Singapore, Philippines, and Vietnam to help share best practices, challenges, and lessons learned from hotels and hotel associations. With a practical regional focus, the event will attract a diverse audience of hotel groups, individual owners and developers, operators, educators, and product exhibitors to benefit Phuket's hoteliers and wider community.

The conference day will feature an exhibition area, showcasing sustainability products, services, and offer attendees a mix of topical, functional and data trends workshops, covering topics and roles including F&B, engineering, destination collaboration, Net zero Roadmap, and trends on sustainability.

PHIST 2023 is jointly organized by the Phuket Hotels Association, Greenview and C9 Hotelworks. The event venue will be SAii Laguna Phuket.





Event Schedule

8:00 am – 10:00 am **Hotel Owners for Tomorrow (HOT) Roundtable**
Closed door – Invite only session
Venue: Tawan Room

11:00 am - 11:50 am Fireside chat with **Bill Bensley**, Founder and Creative Director of Bangkok and Bali-based design studio Bensley interviewed by **Bill Barnett**, Managing Director, C9 Hotelworks

Venue: Tongfah Meeting Room

Join us as we explore the mind of this renowned architect and learn about his innovative projects that seamlessly blend artistry with sustainability. From luxurious resorts to urban landscapes, Bensley's creations leave an indelible mark on both nature and those who experience them. Prepare to be inspired as we uncover the secrets behind Bill Bensley's success and discover how he continues to shape the future of architecture and landscaping through his unparalleled creativity.

3:00 pm - 3:50 pm Fireside chat with **KP Ho**, Founder and Executive Chairman of Banyan Tree Holdings and Laguna Resorts and Hotels, interviewed by **David Johnson**, CEO Delivering Asia Communications (DAC)

Venue: Tongfah Meeting Room

KP Ho's passion for responsible development is evident in his visionary approach. Throughout the “**fireside chat**”, he will discuss his vision for the region and how he plans to drive positive change through sustainable practices. This is a rare chance to hear directly from a leader who has made significant contributions to environmental conservation and community empowerment.





10:00 am – 4:00 pm **Co – Working time (available throughout the day)**
Venue: *Foyer, Similan Ballroom*

Looking for a convenient and productive workspace near the PHIST exhibition? Look no further than this dedicated co-working space! Whether you need to catch up on emails, messages, or take an urgent call, this space provides the perfect balance of privacy and connectivity.

With wifi and workstations readily available, you can stay connected and focused on your work. Additionally, there is a separate meeting space for those important discussions or collaborations. Say goodbye to distractions and hello to a productive work environment at this co-working space whilst attending PHIST.

9:00 am - 5:30 pm **Registration**

9:00 am - 1:00 pm **GSTC Training by Traveloka**
Attendees: 40 pax (PHA members only by reservation)
Venue: *Sainam Meeting Room*
Language: Thai only

One and half-day:certification
Target audience: Green champions, green teams, students

Are you ready to dive into the world of GSTC? In just one and a half days, you can become certified and join the ranks of green champions and green teams. And hey, students are welcome too! This training is designed to equip you with the knowledge and skills needed to promote sustainable tourism practices in Thailand. So, whether you're passionate about protecting the environment or simply want to make a positive impact in the travel industry, this training is for you.

Trainer: Pornpol Noithammaraj, Sustainable Tourism Consultant, GSTC





9:00 am - 5:00 pm

Green Groove Exhibition opens

Venue: *Similan Ballroom*

Join our Green Suppliers in the Exhibition Hall and see what they can offer you and your hotel operation to enhance your sustainability efforts.

In today's world, sustainability is not just a buzzword, but a necessity. As consumers become more conscious of their choices, hotels are under increasing pressure to adopt eco-friendly practices. Our Green Suppliers understand this need and have developed products and services that align with your sustainability goals.

By visiting our Green Expo and exploring what our Green Suppliers have to offer, you can gain access to cutting-edge technologies, energy-efficient solutions, and environmentally friendly products that will not only benefit the planet but also contribute to cost savings for your hotel and our planet.

9:00 am – 10:00 am

Morning Business Matchmaking Session

Venue: *Co-working space*

25 buyers & 25 suppliers - registered interest (hotel purchasing managers and suppliers)

This exclusive session offers a unique chance to discover new suppliers, source innovative products, and negotiate favorable deals. By engaging with a diverse range of suppliers, they can find tailored solutions that meet their specific needs and enhance the guest experience at their properties.

On the other hand, suppliers attending this event gain direct access to decision-makers within the hotel industry. They have the opportunity to showcase their products or services and build relationships with potential clients who are actively seeking new partnerships. This targeted matchmaking format ensures that both buyers and suppliers can maximize their time by connecting with relevant counterparts who share mutual interests.





9:00 am to 12:00 pm Morning Session Workshops:

Session 1: 9:00 am – 9:50 am

Engaging Youth in Sustainable Tourism Development (Workshop 1)

Venue: Andaman Ballroom

Language: Bi-lingual (Thai & English)

We are delighted to introduce an exciting workshop that aims to engage and empower the youth in sustainable tourism development. This interactive session, led by Dr. Chantinee, is specifically designed to inspire and motivate high school students, university students, and local youth in making a positive impact within their own communities.

The workshop focuses on equipping young individuals with the necessary knowledge and skills to facilitate change within their respective "spaces" in the community. Driven by a passion for sustainable tourism, Dr. Chantinee has carefully crafted this session to ignite enthusiasm and encourage active participation from the attendees.

- **Moderated by Dr Chantinee Boonchai**, Lecturer, PSU
 - Students & Youth from Phuket schools and universities.

Social Impact / Community / CSR (Workshop 2)

Venue: Talay Meeting Room

This workshop will bring together social enterprise and non-profit organisations together with professionals working in development. In this program initiator and driver, participants will learn about methods of creating social impact in the community through "sustainability" and how this can be executed to achieve the desired targeted goals.

- **Willem Niemeijer**, CEO, YAANA Ventures
- **Maggie Lee**, Regional Head - Asia Pacific, Europe and North Africa - Impact, Monitoring, and Reporting, WWF International

Sustainability in Standard Operating Procedures (Workshop 17)





Venue: *Tongfah Meeting Room*

There's understanding points of SOP's for ensuring consistency quality and efficiency but what about in sustainability this session will explore embedding sustainability in new or existing SOP's to ensure that sustainability is consistently implemented in hotels doing best practices and lessons.

Speakers:

- **Jennifer Klar**, Director, Corporate Sustainability, SixSenses
- **Conor Brannum**, Sustainability Officer, HOMA
- **Marat Khaidarov**, Marine Biologist, Hyatt Regency Phuket Resort

Session 2: 10:00 am – 10:50 am

Women Leaders in Sustainability (Workshop 3)

Venue: *Talay Meeting Room*

Women leaders in sustainability are making a significant impact in the hotel industry, particularly in Thailand. These visionary hotel owners are not only driving successful businesses but also prioritizing environmental sustainability. Their dedication to creating sustainable practices and preserving the environment sets them apart as influential leaders in the industry. By showcasing their achievements and highlighting their commitment to sustainability, we can inspire more women to take on leadership roles and contribute towards a greener future for the hospitality sector.

- Moderated by **Sumi Soorian**, Senior Advisor, Phuket Hotels Association
 - **Marisa Sukosol**, Executive Vice President, Sukosol Hotels
 - **Anchalika Kijkanakorn**, Founder and Managing Director of Akaryn Hospitality Management Services (AHMS)
 - **Nantida Atiset**, Chief Marketing Officer, Katathani Collection

Embedding Sustainability in Hotel Development (Workshop 4)

Venue: *Tongfah Room*

This workshop will bring together hotel professionals in development, feasibility, asset management, owner relations, and owner representatives to discover “sustainability” and how it can become an integral part of our respective roles, without some of the negative connotations of the past, such as “tree huggers”. This workshop is limited to hotel





professionals in development, feasibility, asset management, owner relations and owner representatives.

- **Jeff Smith**, Vice President Sustainability, Six Senses
- **Christian Pucher**, Senior Director of Development Asia, Hilton

The Green Premium (Workshop 18)

Venue: Andaman Ballroom

How hotels and resorts can unlock premium customers through effective green communications and storytelling, and how to avoid green washing.

#TheGreenPremium

- **Vita Sun**, Communications Director, DAC China
- **Jean-Michel Germing**, CEO, Germing Frey, Hotels & Resorts
- **Vincent Vichit-Vadakan**, Journalist

Session 3: 11:00 am – 11:50 am

Water Conservation (Workshop 5)

Venue: Talay Meeting Room

Water conservation is a crucial aspect of sustainability and environmental responsibility. In today's world, where resources are becoming increasingly scarce, it is essential that we take proactive measures to conserve water. This water conservation workshop provides an excellent platform for individuals and communities to learn about effective strategies and techniques to reduce water consumption.

- **John Farrell**, Co-Founder, XCO2

Implementing the GSTC criteria Development (Workshop 6)

Venue: Andaman Ballroom

This workshop is a masterclass on understanding the GSTC process of certification and its criteria, sharing best practices and examples of implementing specific criteria to get one step closer to being GSTC aligned. The target audience and facilitators will include the GSTC, accredited certification bodies, GSTC hotel company practitioners and other key hospitality and tourism organisations and individuals.





- **Randy Durband**, CEO, GSTC

Destination Collaboration – (CLOSED SESSION)

Venue: Tawan Meeting Room

Get ready to dive into an insightful and collaborative roundtable discussion on destination management among peers. This knowledge sharing session brings together hotel associations and industry experts to explore the power of collaboration within the hotel community, the destination community, and travelers. By harnessing these connections, we aim to achieve maximum positive impact for all stakeholders involved. Prepare to be inspired by real-life examples and innovative strategies that have successfully transformed destinations into thriving hubs of tourism.

Moderated by **Jesper Palmqvist**, Area Director South East Asia, STR

- **Jayne MacDougall**, Executive Director, Phuket Hotels Association
- **Tim Sargent**, Co-founder & CMO Explorar (Koh Phangan)
- **Arnfinn Oines**, Social & Environmental Conscience, Soneva (Koh Kood)
- **Chanon Wongsatayanont**, Thai Hotels Association
- **Marieke Dijkhuis**, General Manager, Six Senses (Koh Samui)
- **Danny K Sukomol**, Deputy Managing Director, Santhiya Resorts & Spas (PhangNga)

11:30 am to 2:00 pm **Lunch: Marriott Bonvoy Wheels food truck style & live display of Farm to Table restaurants JAMPA, Michelin Green Star and VEYA by Banyan Tree**

This session features a live demonstration of **Farm-to-Table** led by **Chef Rick Dingen**, Executive Chef at Phuket's first Green Michelin Restaurant, JAMPA & **Chef Xavier Charest-Rehel**, Executive Chef at Banyan Tree. Chefs and their team will explain the concept and demonstrate some quick and easy dishes that encapsulate Farm-to-Table in action.

There will be a pop-up installation in the exhibit area; a food demonstration with a hosts





1:00 pm to 5:00 pm Afternoon Session Workshops:

Session 4: 1:00 pm – 1:50 pm

Best Practice Trends – (Workshop 7 - Phuket Sustainability Data Trends)

Venue: *Talay Meeting Room*

This workshop will focus on Greenview’s global benchmarking initiatives and the results of the Thailand and Phuket Sustainability Data Trends program will be presented. The session will highlight the relative strengths and weaknesses of Phuket as a destination in comparison with the region and globally, drawing from Greenview’s Green Lodging Trends Report and Cornell Hotel Sustainability Benchmarking Index data sets of over 27,000 hotels. Phuket Hotels Association members will be the primary audience for this session.

- **Eric Ricaurte**, CEO, Greenview
- **Yan Yong Teh**, Analyst, Greenview

Waste Management Best Practice (Workshop 8)

Venue: *Andaman Ballroom*

This workshop will focus on waste management, and the mounting problems that make this a massive challenge for the community. This session will present an approach developed for destination-wide collaboration on waste management across hotel companies and partners, inviting practitioners to share their best practices.

- **Dawid Koegelenberg**, General Manager, Fusion Resort Cam Ranh

Glamping and Outdoor Accommodation – (Workshop 9)

Venue: *Tongfah Meeting Room*

Glamping has gained traction worldwide as an alternative to traditional camping experiences. This luxurious form of camping offers individuals the opportunity to connect with nature without compromising on comfort. In this section, we will explore the concept of glamping and its relevance in today's society, particularly in terms of sustainability and environmental consciousness.

Moderator: **Paul Dean**, CEO, Paul Dean & Associates





- **Ueli Wick**, CEO, Escape Nomade
- **Louis Thompson**, Founder & CEO, Nomadic Escapes
- **Willem Niemeijer**, CEO, YAANA Ventures
- **Christian Noret**, CEO, Blue Tree Phuket
- **David Steyn**, General Manager, Shinta Mani Wild

Session 5: 2:00 pm – 2:50 pm

Green Finance Partners (Workshop 10)

Venue: Talay Meeting Room

As businesses and individuals strive to make more environmentally conscious choices, the concept of green finance has emerged. To shed light on this topic and explore its potential benefits, a green finance workshop has been organized. This workshop aims to provide participants with a comprehensive understanding of how finance can be aligned with sustainable practices. By delving into topics such as renewable energy investments, carbon pricing mechanisms, and sustainable banking practices, attendees will gain valuable insights into the role of finance in building a greener future.

This workshop is moderated by **Nikhom Jensiratanakorn**, Director, Horwath HTL

- **Speakers**
 - **Alexander Bent**, Managing Partner - Undivided Ventures
 - **Andrew Dixon**, Co-Founder - Nikoi Island
 - **Angus Harris**, Co-Founder - Clean Waterways Initiative
 - **Kamonphan Laksana**, Head of Sustainability - TMBThanachart Bank PCL

Sustainable Wellness (Workshop 11)

Venue: Andaman Ballroom

Spas and wellness centers are now incorporating sustainable practices into their operations, using eco-friendly products and implementing energy-saving measures. This ensures that individuals can indulge in self-care while minimizing their impact on the environment. By embracing sustainable practices in the realm of wellness, we can create a harmonious balance between our own wellbeing and that of the planet we call home.

- **Speakers**
 - **Ingo Schweder**, Founder & Chief Executive Officer, GOCO Hospitality
 - **Rakesh Patel**, CEO and Founder, Alta Capital Real Estate





- **Kanoknat Adhyanasakul**, Executive Director, Amata Welleisure™ Resort

Engaging with Education to Deliver Social Sustainability and Develop, Retain your Talents (Workshop 19)

Venue: Tongfah Meeting Room

This session will discuss the direction that education is heading in and how it is adjusting to meet employer needs. It will highlight potential opportunities for hospitality operators to secure a sustainable skilled workforce while at the same time, delivering meaningful impacts to the communities within which they operate.

Join this session to learn and share your ideas on how you can engage with education providers, understand the needs of the next generation and how to attract them to your operations, and ultimately, create greater prosperity for your community.

Moderator: John Lohr - Executive Director of External Affairs, Dusit Thani College

- **Simon Lloyd**, Dean of International Programs, Dusit Thani College
- DTC Students

Session 6: 3:00 pm – 3:50 pm

Hotel Green Teams – Searching for Inspiration (Workshop 12)

Venue: Andaman Ballroom

This workshop is a collection of short, interactive workshops sharing best practices and knowledge sharing of methods that green champions and teams can introduce to support sustainability initiatives in their organisation and simple strategies to support decision making. This session will feature topics of hotel sustainability, resilience, minimising food waste and recycling.

- **Speakers**
 - **Jayne MacDougall**, Executive Director, Phuket Hotels Association
 - **Paul Pruangkarn**, Chief of Staff, Pacific Asia Travel Association
 - **Michelle Mouille**, Founder, Sustainable Maikhao Foundation
 - **Tanaporn Oi-isaranukul**, Regional Manager, Scholars of Sustenance Thailand (SOS)





Net Zero Roadmap for Hotels (Workshop 13)

Venue: Talay Meeting Room

This workshop provides an overview of net-zero as a concept and what it means in practical terms for hotels as an asset within and beyond the 4 walls, based on the hotel net-zero methodology and practical use among several companies to-date.

- **Sahil Aggarwal**, Manager, Greenview
- **Kah Heng Leong**, Senior Analyst, Greenview

Session 7 **4:00 pm to 4:50 pm**

Unleashing the Power of the Sun: A Deep Dive into Solar Energy (Workshop 14)

Venue: Talay Room

As we strive towards a cleaner and greener future, workshops like the one focused on renewable energy are invaluable. This workshop aims to provide participants with a comprehensive understanding of various renewable energy options, with a particular emphasis on solar energy.

This workshop offers a unique opportunity for participants to delve deep into the world of solar energy. Attendees will gain an in-depth understanding of solar power generation, its applications, and its pivotal role in the renewable energy landscape. By the end of the workshop, attendees will have a clear vision of how solar energy can be harnessed to drive us towards a cleaner, more sustainable future.

- **Jonathan Grier**, Managing Director, Sunsear

Sustainable Materials for Hospitality Designs – (Workshop 15)

Venue: Tongfah Meeting Room

In the world of hospitality design, sustainability has become a key consideration for architects and designers. With a growing focus on environmental consciousness, the use





of sustainable materials in building and construction has gained significant importance. This section explores the role of green design in hospitality, highlighting the benefits and possibilities that arise from incorporating sustainable materials into hotel and resort projects. From eco-friendly building practices to innovative material choices, this section aims to inspire architects and designers to create sustainable spaces that not only enhance guest experiences but also contribute to a greener future.

- **Patrick Keane**, Founder, Enter Projects
- **Clint Nagata**, Founder, BLINK Design
- **Drew Anderson**, Director, TOPO Design Studio
- **Ploenchan Vinyaratn**, Founder, Beyond Living
- **Jerawan (Blue) Srepetchdanond**, Director, Intrinsic Co., Ltd.

Partnership between hotels and local farmers - a sustainable business initiative (Workshop 16)

Venue: Andaman Ballroom

At this workshop, TOCA will demonstrate their work in Phuket and other provinces, linking hotels and restaurants on a long-term business partnership. Hotels benefit from farm-to-table organic menus while empowering farmers to convert to organic practices. Hotel food waste can be turned into compost for farmers, reducing their production cost and saving the environment. Farm visits can be offered for guests to understand and be part of this meaningful initiative.

Moderator: **Arrut Navaraj**, President, Thai Organic Consumer Association (TOCA)

- **Pat Satkhum**, Senior Manager, Sustainable Development Section
- MICE Capability Department, Thailand Convention and Exhibition Bureau (TCEB)
- **Prachoom Tantiprasertsuk**, Vice President - Operations Southern Thailand Dusit International & General Manager - Dusit Thani Laguna Phuket
- **Kanokwan Keawuthai**, Assistant of President, Phuket Rajabhat University & Lecturer of Program in Sustainable Agriculture Innovation, Faculty Agricultural and Technology Phuket Rajabhat University
- **Sonthaya Kongthip**, Member of Phuket Farmers' Council, Director of Phuket Farmers' Reconstruction and Development Fund, Chairman of Bangtao Sustainable Tourism Community Enterprise





4:00 pm – 5:00 pm Afternoon Business Matchmaking Session
Venue: Similan Ballroom

The matchmaking sessions allow a quick introduction to exhibitors with 5 minutes for each match making session with 25 slots for vendors/suppliers and 25 slots for customers. This activity precedes networking drinks and conversations.

5:00 pm to 6:00 pm Networking Drinks – Sponsored by DKSH, FullMoon Brewery, Cocktails on Taps and JDE

Networking drinks events provide a unique opportunity to meet like minded individuals in the hospitality industry while enjoying a refreshing beverage. These events not only foster connections and collaborations but also create a platform for sponsors to showcase their commitment to green and sustainable practices. By bringing together professionals from various sectors, networking drinks events serve as a catalyst for innovation and positive change within the industry. So, grab a drink, mingle with fellow professionals, and let the conversations flow at these exciting gatherings!

Special Promotion Hotel Rates for PHIST Delegates: Saii Laguna Phuket: please click the link below to get the special offer and reservation form and process the booking with hotel directly

[Angsana Laguna Phuket](#) & Banyan Tree Laguna Phuket
[Cassia Phuket](#)
[Dusit Laguna Phuket](#)
[Hilton Garden Inn Bangtao](#)

Sustainable tours (Optional)

We have partnered with Bangrong Community to offer PHIST delegates special sustainable tours whilst you're in Phuket – please feel free to book directly: <https://www.bangrongconnect.com>

Post Event Videos & Speaker Presentations

The organizer intends upon videotaping PHIST for rebroadcast over social media and will be available shortly after the event; there will be no live broadcast. A link will be provided to you and to the broader public via email and social media. PHIST speaker presentations will be on the PHIST website (<https://phist.phukethotelsassociation.com/>).

Unique QR Code - Eventbrite Ticketing

PHIST will again use Eventbrite for event registration, ticketing and access. Only registered and confirmed delegates having an official Eventbrite ticket will be granted entry to PHIST. Eventbrite tickets will have a unique user QR code which must be presented for scanning on your smartphone or in paper form upon entry. **There will be no exceptions; no ticket, no entry.** The Eventbrite ticket will help to ensure delegates safe access and mobility at the event.

