

# POST EVENT REPORT

Phuket Hotels for Islands Sustaining Tourism 2025

## PHUKET HOTELS FOR ISLAND SUSTAINING TOURISM 2025



1300+  
Delegates

77  
Speakers

55M+  
+  
Social Media  
reach

58+  
Exhibitors &  
Sponsors



01 SEPTEMBER 2025, Angsana Laguna Phuket

ORGANIZER:-

CONTENT BY :-

**PHUKET  
HOTELS  
ASSOCIATION**



C9 HOTELWORKS



GREENVIEW

# EVENT HIGHLIGHTS

## KEY SPEAKERS & TOPICS

### Sustaining Destinations: Working with Communities and Legacy Through Leadership



**Green stalwarts:** Left to right **William E. Heinecke** - Founder and Chairman of Minor International, **Bernhard Bohnenberger** - Co-Founder and CEO of Discover Collection, **Kittisak Pattamasaevi** - CEO, Montara Hospitality Group. **Phil Smith** - Representing Pan Pacific Group and **Vojtech Vegh** - Zero Waste Culinary Advisor to Winnow, were among the leading speakers at PHIIST 2025

### Unrivaled Multi-Stakeholder Networking

# Press Releases

## Press Releases PHIST

# 2025



### **PHIST Returns for 8<sup>th</sup> Year to Drive Sustainable Change in the Hospitality Industry**

Dynamic single-day event to gather 1,300+ professionals to Phuket on 1<sup>st</sup> September 2025 for a series of interactive sessions that go beyond the panel and encourage positive action



Natalie Phaholyothin, CEO WWF Thailand (pictured left), will be joined by other key contributors including Volteach Vegh, Zero Waste Culinary Advisor to Winnow (centre), and Eric Rousset, CEO of Greenview (right).

**PHUKET, THAILAND – Phuket Hotels for Islands Sustaining Tourism (PHIST)**, Southeast Asia's most impactful sustainability & hospitality forum, returns for its 8<sup>th</sup> annual edition on 1<sup>st</sup> September 2025, gathering more than 1,300 leaders, hoteliers, innovators, and changemakers to Angsana Laguna Phuket for another milestone in the region's journey towards creating a more resilient and responsible hospitality and tourism industry.

Organised by the Phuket Hotels Association, in collaboration with C9 Hotelworks and Greenview, PHIST 2025 is a dynamic platform for knowledge-sharing, solution-building, and action-taking. This year's expanded format includes 25+ sessions, a sustainable fashion show, a farm-to-table showcase, and a "Best Practice Video Award" that recognises outstanding real-world green achievements by hospitality operators.

A key voice at PHIST 2025 will be **Natalie Phaholyothin, CEO of WWF Thailand**, who will take part in an immersive marine conservation panel discussion. She hailed the importance of the event as a way of inspiring positive action.

"PHIST is more than a conference – it's a catalyst. It unites people who are not afraid to challenge the status quo. In fragile ecosystems like our island regions, this kind of collaboration is urgently needed," Natalie commented.



### **PHIST 2025 Draws 1,300 Delegates as Phuket Governor Sophon Suwannarat and Minor Chairman William E. Heinecke Call For Community-Led Sustainability**



(Left to Right) Bill Barnett, Founder and Managing Director, C9 Hotelworks; Jayne MacDougall, Executive Director, Phuket Hotels Association; Bernhard Bohnenberger, CEO and Co-Founder, Discover Collection; William E. Heinecke, Chairman and Founder, Minor International; Bjorn Courage, President, Phuket Hotels Association; and David Johnson, CEO, Delivering Asia, at PHIST 2025 in Phuket.

**PHUKET, Thailand – September 2, 2025** – Asia's biggest sustainability event for tourism, PHIST 2025, broke records today with over 1,300 delegates from across the region as government and business leaders warned the hospitality industry to act fast on integrating community-driven sustainability into travel and tourism experiences to appeal to a new generation of visitors.

[Click here for Press Releases](#)

# SPONSORS & SUPPORTERS

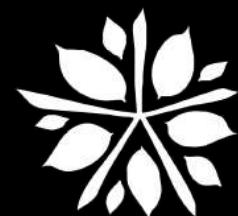
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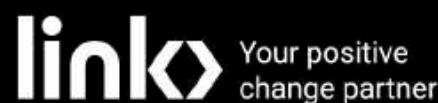
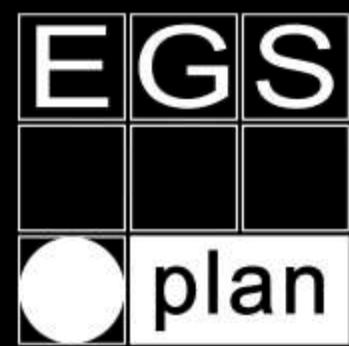
AMCHAM THAILAND

Thaiger

# Green Groove Exhibitors



SUSTAINABLE MAIKHAO  
FOUNDATION  
มูลนิธิแม่ข้าวยังยืน



# MEDIA COVERAGE

## COVERAGE SUMMARY SNAPSHOT

METRIC	TOTAL	NOTES
<b>Total Clips</b>	77	Print (1), Online (46), Social Media (30)
<b>Total Reach</b>	55,643,055	
<b>Total PR Value</b>	11,497,000 THB	
<b>Tier 1 Media Hits</b>	14	Top-tier Industry, Regional, Local
<b>Sentiment Breakdown</b>	100% positive	No neutral and negative coverage

Click to see full PR Report from Delivering Asia  
[HERE](#)

## ONLINE COVERAGE SUMMARY

NO	DATE	HEADLINE/ URL	PUBLICATION	COUNTRY	PAGEVIEWS	PR VALUE (THB)
21	2 September 2025	<a href="#">PHIST 2025 Draws 1,300 Delegates as Phuket Governor Sophon Suwannarat and Minor Chairman William E. Heinecke Call For Community-Led Sustainability</a>	Phrim Magazine	Thailand	1,536	30,000
22	2 September 2025	<a href="#">PHIST 2025 Unites Public and Private Sectors to Promote 'Phuket as a Sustainable Tourism City' and Revitalize Thailand's Tourism Industry</a>	Phuket Biz News	Thailand	5,964	30,000
23	2 September 2025	<a href="#">PHIST 2025 Accelerates Community-Driven Sustainability Integration to Attract a New Generation of Travelers</a>	KhaoPhuket	Thailand	45,533	70,000
24	2 September 2025	<a href="#">Phuket tourism trade jittery over instability</a>	BangkokPost	Thailand	3,665,000	900,000
25	2 September 2025	<a href="#">PHIST 2025, Asia's Largest Tourism Event, Welcomes 1,300 Delegates with Phuket Governor Sophon in Attendance</a>	Innews	Thailand	12,077	50,000
26	2 September 2025	<a href="#">PHIST 2025 breaks records as leaders demand Phuket special economic zone and urgent transport upgrades</a>	Travel Daily News Asia-Pacific	Asia	634,735	300,000
27	2 September 2025	<a href="#">PHIST 2025 Welcomes Over a Thousand Delegates, Establishing Asia's Leading Platform for Advancing Sustainable Hospitality</a>	Top News	Thailand	180,106	220,000
28	2 September 2025	<a href="#">PHIST 2025 Sets New Milestone with 1,300+ Tourism Leaders Advocating for Hotels to Grow Alongside Communities</a>	Phuket OK News	Thailand	11,436	50,000
29	2 September 2025	<a href="#">PHIST 2025 Sets New Milestone with 1,300+ Tourism Leaders Advocating for Hotels to Grow Alongside Communities</a>	Andaman Top News	Thailand	3,708	30,000
30	2 September 2025	<a href="#">PHIST 2025 Welcomes Over 1,300 Participants to Drive Sustainability</a>	Bluechip	Thailand	21,236	70,000

# PRESS COVERAGE



WWW.PRACHACHAT.NET อ่านໄລຍ່

**PHIST 2025 creates a new history, attracting industry leaders to transform sustainable tourism.**

The 8th PHIST (Phuket Hotels for Islands Sustaining Tourism) was held at Angsana Laguna Phuket Hotel, which brought hotel executives, policy makers and innovators together for more than 25 in-depth discussion stages.

READ MORE 



**PHIST 2025 Draws 1,300 Delegates as Phuket Governor Sophon Suwannarat and Minor Chairman William E. Heinecke Call For Community-Led Sustainability**

Asia's biggest sustainability event. Government and business leaders warned the hospitality industry to act fast on integrating community-driven sustainability into travel and tourism experiences to appeal to a new generation of visitors

READ MORE 



**'PHIST 2025', the private sector, 'Phuket Hotel', organizes the largest sustainable tourism support platform in Asia for the 8th consecutive year.**

Private sector operators led by the Phuket Hotel Association Join forces with C9 Hotelworks and Greenview to organize Phuket Hotels for Islands Sustaining Tourism (PHIST 2025), which is the largest tourism sustainability support platform in Asia for the 8th consecutive year.

READ MORE 

# MAIN EVENT VIDEO



[PHIST HIGHLIGHT VIDEO 2025](#)

[PHIST INTERVIEWS 2025](#)

[Event Photos & Speaker presentation materials](#)

[HOTEL BEST PRACTICE VIDEO AWARDS 2025](#)

# Sponsorship Opportunities

## Booth Reservations

Contact :-

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**Executive Director**

**Phuket Hotels Association**  
**[exec.dir@phukethotelsassociation.com](mailto:exec.dir@phukethotelsassociation.com)**



**7th September for PHIST  
2026**

# PHUKET HOTELS ASSOCIATION

## MEMBERS & Affiliates

9 Hornbills Tented Camp  
Absolute Twin Sands Resort & Spa  
Amanpuri  
Amari Phuket  
Amora Beach Resort Phuket  
Anantara Layan Phuket Resort  
Anantara Koh Yao Yai Resort & Villas  
Anantara Mai Khao Phuket Villas  
Anantara Vacation Club Mai Khao Phuket  
Andara Resort & Villas  
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Anona Beachfront Phuket Resort  
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Banyan Tree Phuket, Barceló Coconut Island  
Best Western Phuket  
Burasari Phuket, Cassia Phuket  
Centara Grand Beach Resort Phuket  
Chanalai Flora Resort  
Club Bamboo Boutique Patong Beach Resort  
COMO Point Yamu  
Courtyard Marriott Phuket Town  
Dewa Phuket Resort and Villas  
DoubleTree by Hilton Phuket Banthai Resort  
Dusit Thani Laguna Phuket  
Fisherman Way Beach Resort  
Four Points by Sheraton Phuket  
Patong Beach, GLOW Mira Karon Beach  
Hilton Garden Inn Phuket Bangtao  
Holiday Inn Resort Phuket Patong  
HOMA  
Homm Bliss Southbeach Patong  
Hotel Clover Patong  
Hyatt Regency Phuket Resort  
InterContinental Phuket Resort  
Island Escape by Burasari  
JonoX Phuket Karon Hotel  
JW Marriott Phuket Resort & Spa  
Kata Rocks Resort & Residences  
Keemala Phuket, Koyao Island Resort  
Kudo Hotel Patong  
La Green Hotel & Residence  
Le Meridien Phuket Beach Resort  
Le Meridien Phuket Mai Khao Beach Resort  
Maikhao Dream Villa Resort & Spa  
Centara Boutique Collection  
Mangosteen Ayurveda & Wellness Resort  
Marina Gallery Resort - Kacha - Kalim Bay  
Marriott's Mai Khao Resort  
Meliá Phuket  
Karon Residences  
Meliá Phuket Mai Khao  
Mövenpick Resort Bangtao Beach Phuket  
M SOCIAL Hotel Phuket  
My Beach Hotel Karon Residences  
Meliá Phuket Mai Khao  
Mövenpick Resort Bangtao Beach Phuket  
M SOCIAL Hotel Phuket  
My Beach Hotel  
Naiyang Beach Resort and Spa  
NH Boat Lagoon Resort  
Noku Phuket  
Nonnee Kata Beach Phuket  
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  
Proud Phuket  
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  
Selina Serenity Rawai Phuket  
Six Senses Yao Noi  
Sole Mio Boutique Hotel & Wellness  
Stay Wellbeing & Lifestyle Resort  
Thanyapura Sports Hotel  
Thavorn Beach Village Resort and Spa  
Thavorn Palm Beach Resort  
The AIM Patong Hotel  
The Bell Pool Villa Resort  
The Boathouse Phuket  
Kora Beach Resort  
The Kee Resort and Spa  
The Nai Harn  
The Naka Island a Luxury Collection Resort & Spa Phuket  
The Pavilions Phuket  
The Seaton House Phuket  
The Shore at Katathani  
The Slate, Phuket  
The Westin Siray Bay Resort & Spa, Phuket  
Tree House Villas Koh Yao  
Trisara  
Twinpalms MontAzure  
Twinpalms Phuket  
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