

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:-

**PHUKET
HOTELS**
ASSOCIATION

CONTENT BY :-

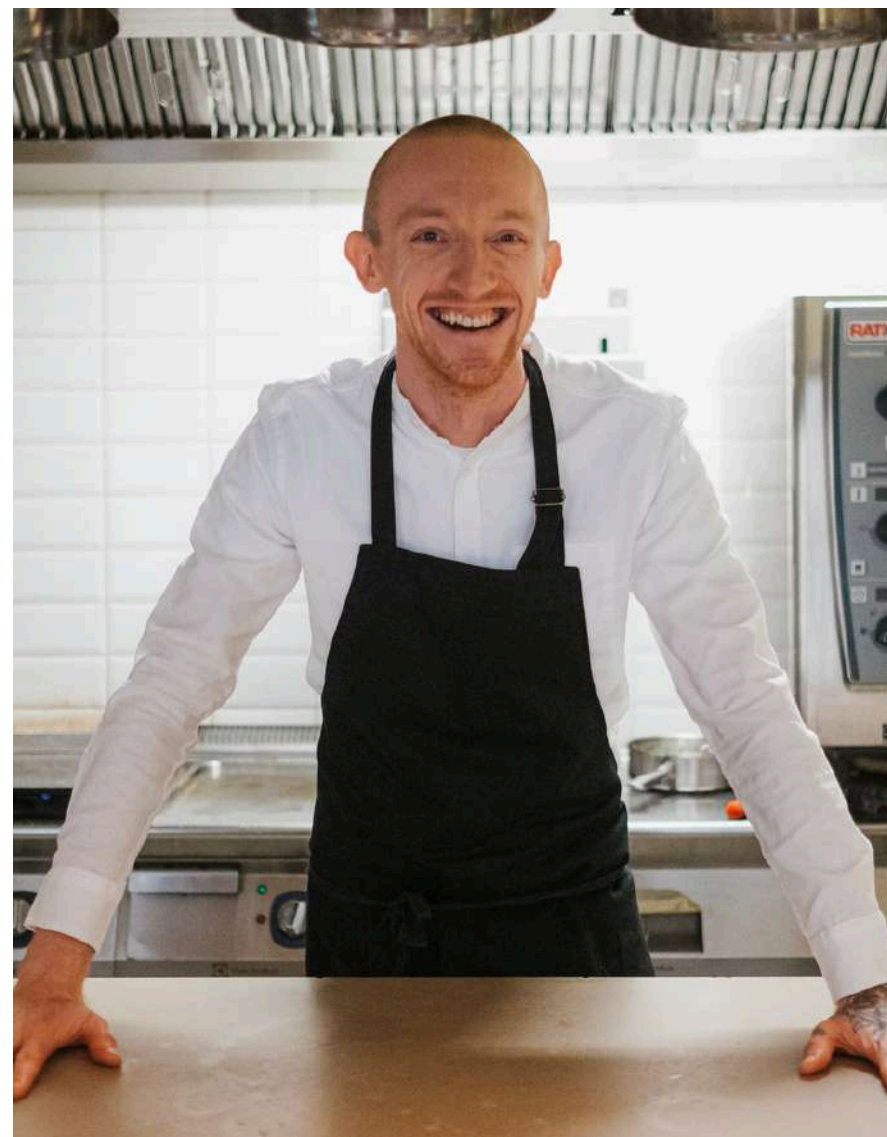

C9 HOTELWORKS


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 **Wojtech Vegh** - Zero Waste Culinary Advisor to Winnow, were among the leading speakers at PHIST 2025

Unrivaled Multi-Stakeholder Networking

Press Releases

Press Releases PHIST 2025



PHIST Returns for 8th Year to Drive Sustainable Change in the Hospitality Industry

Dynamic single-day event to gather 1,300+ professionals to Phuket on 1st 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 Voltech Vegh, Zero Waste Culinary Advisor to Winnow (centre), and Eric Ricsurte of CEO of Greenview (right)

PHUKET, THAILAND – Phuket Hotels for Islands Sustaining Tourism (PHIST), Southeast Asia’s most impactful sustainability & hospitality forum, returns for its 8th annual edition on 1st 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.

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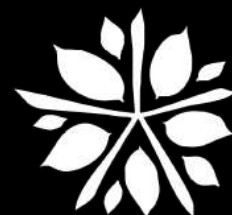
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winnow



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Green Groove Exhibitors



MEDIA COVERAGE

COVERAGE SUMMARY SNAPSHOT

Metric	Total	Notes
Total Clips	77	Print (1), Online (46), Social Media (30)
Total Reach	55,643,055	
Total PR Value	11,497,000 THB	
Tier 1 Media Hits	14	Top-tier Industry, Regional, Local
Sentiment Breakdown	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	PHIST 2025 Draws 1,300 Delegates as Phuket Governor Sophon Suwannarat and Minor Chairman William E. Heinecke Call For Community-Led Sustainability	Phrim Magazine	Thailand	1,536	30,000
22	2 September 2025	PHIST 2025 Unites Public and Private Sectors to Promote ‘Phuket as a Sustainable Tourism City’ and Revitalize Thailand’s Tourism Industry	Phuket Biz News	Thailand	5,964	30,000
23	2 September 2025	PHIST 2025 Accelerates Community-Driven Sustainability Integration to Attract a New Generation of Travelers	KhaoPhuket	Thailand	45,533	70,000
24	2 September 2025	Phuket tourism trade jittery over instability	BangkokPost	Thailand	3,665,000	900,000
25	2 September 2025	PHIST 2025, Asia’s Largest Tourism Event, Welcomes 1,300 Delegates with Phuket Governor Sophon in Attendance”	Innews	Thailand	12,077	50,000
26	2 September 2025	PHIST 2025 breaks records as leaders demand Phuket special economic zone and urgent transport upgrades	Travel Daily News Asia-Pacific	Asia	634,735	300,000
27	2 September 2025	PHIST 2025 Welcomes Over a Thousand Delegates, Establishing Asia’s Leading Platform for Advancing Sustainable Hospitality	Top News	Thailand	180,106	220,000
28	2 September 2025	PHIST 2025 Sets New Milestone with 1,300+ Tourism Leaders Advocating for Hotels to Grow Alongside Communities	Phuket OK News	Thailand	11,436	50,000
29	2 September 2025	PHIST 2025 Sets New Milestone with 1,300+ Tourism Leaders Advocating for Hotels to Grow Alongside Communities	Andaman Top News	Thailand	3,708	30,000
30	2 September 2025	PHIST 2025 Welcomes Over 1,300 Participants to Drive Sustainability	Bluechip	Thailand	21,236	70,000

PRESS COVERAGE



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

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'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 :-

Jayne MacDougall
Executive Director

Phuket Hotels Association

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
Angsana Laguna Phuket
Anona Beachfront Phuket Resort
Avista Grand Phuket Karon – Mgallery
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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
V Villas Phuket
Villa PhuKhao
Villoft Zen Living Resort
Wyndham Grand Nai Harn Beach Phuket
Wyndham Grand Phuket Kalim Bay

Eden Beach Resort and Spa
Ocean Breeze Resort Khao Lak
Iniala Beach House
Khao Lak Marriott Beach Resort & Spa
JW Marriott Khao Lak Resort & Spa
Avani+ Khao Lak Resort