PHUKET HOTELS ASSOCIATION

INTRODUCTION

Phuket Hotels Association was formed in January 2016 and has since reached 113 hotel members as of December 2025 and growing.

Led by InterContinental Phuket Resort, General Manager, Bjorn Courage in the role of President, the association represents a membership profile of many of the island's leading internationally branded and independent luxury and mid-scale hotels for a total of more than 20,000 rooms.

All of the hotel members have a strong commitment to the destination and through Phuket Hotels Association are active in investing in its future through key long-term environmental and educational programmes, which will provide the foundations for ongoing development and sustainable success.

Bill Barnett, Phuket-based hospitality expert, who is the Managing Director of consulting firm C9 Hotelworks is one of the founding members of the Phuket Hotels Association. A long-time advocate of the destination, publishing regular hotel and tourism data on the market and has long believed that the island's hospitality sector needed to continue to not only take out, but also promote a sustainable path of long-term success. Mr Barnett, together with other key tourism figures, has contributed time to help set-up the organisation.

PHUKET HOTELS ASSOCIATION CORE OBJECTIVES

- To promote positive stories about the experiences, natural beauty and people of Phuket, offering support to local government and the tourism authorities in promoting the destination.
- To support underprivileged local children with scholarships in hotel management at Phuket's universities and colleges.
- To share information with member hoteliers relating to environmentally responsible best practices, recycling centers, and green suppliers.

DESTINATION MARKETING COMMITTEE

WHAT WE AIM TO DO: Pairing the private and public sector into a consolidated voice that represents Phuket's vital hospitality industry is a principal goal of the organization, bringing good-news stories and distributing images on unique experiences, for the hotels to use with their own marketing and PR.

Work with local government, Governor, Tourism Authority of Thailand, TCEB and independent companies, the Phuket Hotels Association has been working towards creating the Brand Phuket strategy to highlight the best of Phuket and to showcase the abundance of activities and experiences that the island has to offer.

ENVIRONMENTAL COMMITTEE

WHAT WE AIM TO DO: Using the combined resources of the Phuket Hotels Association, the Environmental committee brings together their knowledge and experience to assist member hotels in reducing our impact on the environment in many and varied ways, including setting up a formal structure within each property to focus specifically on environmental issues. All initiatives are aimed at improving member hotels environmental sustainability and promoting hotel efforts to protect Phuket.

EDUCATION COMMITTEE

WHAT WE AIM TO DO: Continue to help local Phuket community in fostering vocational education by offering scholarships through fundraising efforts and hotel management training through member hotels.

GOVERNMENT LIAISON COMMITTEE

WHAT WE AIM TO DO: Promoting and advocating for the interests of the Association regarding policies, regulations, and other developments that may benefit the Association and its members in Government and private sectors.

MEMBERSHIP COMMITTEE

WHAT WE AIM TO DO: Source benefits for existing members and search for new members who can add value to Phuket Hotels Association and who share our vision for the future.

PRESIDENT , DIRECTORS AND ADVISORS

BJORN COURAGE – PRESIDENT

Bjorn Courage, General Manager of the InterContinental Phuket Resort, is a Dutch national with more than 25 years of experience in the hospitality industry. During his 25-year career, he has worked with many of the industry's most iconic brands, including IHG, Hilton, Waldorf Astoria, Six Senses, and Mandarin Oriental and has been based out of Netherlands, United Kingdom, Maldives, Thailand, Micronesia, Japan and China. He also successfully completed Cornell University's Executive Leadership programme and is a key advocate for community improving projects and initiatives across Phuket.

JAYNE MACDOUGALL – EXECUTIVE DIRECTOR

Jayne MacDougall has more than 20 years of experience in the hospitality industry in Thailand.
Her most recent role was as Senior Consultant on the GIZ (German Corporation for International Cooperation GmbH) pilot project in Asia (CAP-SEA) "The Collaborative Actions for Single-Use Plastic Prevention in Southeast Asia"
Prior to that, Jayne was Risk Management Consultant at Le Meridien Phuket Beach Resort with Marriott group and earlier with Starwood Hotels and Resorts for nearly 20 years.

BRETT WILSON – DIRECTOR

Brett Wilson, a highly experienced senior hotel executive with over 30 years' experience in Asia Pacific region Brett is a founding board member of the Phuket Hotel Association and part of the marketing group for the first two years of the groups existence. Currently the General Manager of the Pullman Phuket Naithon Beach for the past 10 years with a passion for the island and community we live in, with an active focus on fundraising activities for the under-privileged and children of the Phuket area.

DANIEL MEURY – DIRECTOR

Daniel Meury, the General Manager at Andara Resort & Villas. Swiss-born Daniel is a seasoned hotelier with 25+ years of experience in luxury hospitality management spanning six Asian countries. After stints in Malaysia, Burma, Indonesia, and China, Daniel has now been in Phuket for ten years with Andara Resort & Villas and proudly calls the dynamic Phuket region his home. Together with his Team, they are also managing the development of the new Aquella Resort in neighbouring Phang Nga province.

CHRISTOPH WEIDEMANN – DIRECTOR

Christoph Weidemann, a dedicated hospitality professional with a profound commitment to enhancing Phuket as a premier destination. Currently serving as the General Manager at DoubleTree by Hilton Phuket Banthai Resort. His career with Hilton began at the Hilton Phuket Arcadia, marking his second tenure on this beautiful island. With over 20 years in the industry, I have a deep understanding of operations and guest services, and he is passionate about initiatives benefiting the local community and tourism sector.

PRESIDENT , DIRECTORS AND ADVISORS

BILL BARNETT – ADVISOR

Founder of the Phuket Hotels Association, Bill Barnett brings over 30 years' experience in the Asian hospitality Industry. Bill held senior executive roles in hotel operations, development and asset management. He is considered to be a leading global authority on hotel residences and has sat at almost every seat around the hospitality and real estate table. Bill promotes industry insight through regular conference presentations at key events and contributes to numerous industry publications.

SUMI SOORIAN – ADVISOR

Sumi Soorian, who joined the management team of Phuket Hotels Association since its foundation in 2016 as Development Director, has now transitioned to be Senior Advisor. A marketing and communications professional who specializes in project management and business development. Sumi graduated in the USA and has worked in various countries, including Australia, China and Thailand.

BOON YONGSAKUL – ADVISOR

Boon Yongsakul is the Managing Director of Boat Development Company, the dynamic local entity building some of Phuket's innovative commercial projects that has lifted the island's business infrastructure to new heights. Boon received much of his education in New Zealand. He graduated from the University of Canterbury at Christchurch with a degree in civil engineering and then returned to Bangkok where he enrolled at the prestigious Sasin Graduate Institute of Business Administration and obtained an MBA in Finance and Marketing.

SAHARAT JIVAVISITNONT – ADVISOR

Sears Jivavisitnont's hospitality career started off in Hong Kong with Marriott International. Presently, as Jee Teng Hospitality Group's Executive Director, Sears is spearheading the group's portfolio that comprises 600 operating keys under recently opened Four Points by Sheraton Phuket Patong Beach Resort, while another 1000 keys are to be inaugurated into the portfolio in the near future. Sears is strongly committed to the development of the Island by bringing new ideas and knowledge as he also furthers his studies in Executive Masters of Management in Hospitality at Cornell University.

PRESIDENT , DIRECTORS AND ADVISORS

ERIC RICAURTE – ADVISOR

Eric founded Greenview in 2008, the leading consulting and data firm for sustainability within hospitality and tourism. Greenview's clients include most of the largest hotel companies as well as hotel owners and developers, event organizers, cruise lines, NGOs, DMOs, OTAs and industry organizations including the WTTC, UNWTO, and AHLA. With 25 years of hands-on experience in both sustainability and industry,Eric is a frequent speaker, convener, and researcher on sustainability and ESG, having launched several initiatives

DAVID JOHNSON – ADVISOR

David set out from his native UK on an uncharted course across the globe with armed with an arts degree, journalism qualifications and little in the way of a plan. He arrived in Asia a few months later and the rest, as they say, is history.

He went on to build what began life as a two-man operation 12 years ago into one of the region's leading specialists in communications for the hospitality sector. Previously he spent 15 years in Asia's media industry as a writer, editor and publisher with leading press organisations in positions in Hong Kong, Singapore and Thailand.

SUKHCHAENSINGH SETHI (SAM) – ADVISOR

Sam Sethi, founding member of the Phuket Real Estate Association (PREA) and President of Phuket-based developer The Onella is currently the Board Member of Phuket Chamber of Commerce and Board of PKCD "Phuket City Development".

MICHAEL MASSEY – ADVISOR

Michael Massey is a seasoned hospitality executive and Cluster GM for Absolute World Group, overseeing three resorts in Phuket. With over 30 years' experience across Asia-Pacific—including Sheraton and Radisson—he brings deep expertise in operations, wellness, and sustainability. As a Phuket Hotels Association member, he chaired the Sustainability Committee and represented Phuket Hotels Association at ASEAN Tourism Forum 2024. He also launched a wellness center in Phuket. Michael's leadership blends innovation, service excellence, and environmental consciousness.

CURRENT PHUKET HOTEL MEMBERS

9 Hornbills Tented Camp
Absolute Twin Sands Resort & Spa
Amanpuri
Amari Phuket
Amatara Welleisure™ Resort
Amora Beach Resort Phuket
Anantara Koh Yao Yai Resort & Villas
Anantara Layan Phuket Resort
Anantara Mai Khao Phuket Villas
Anantara Vacation Club Mai Khao Phuket
Andara Resort & Villas
Angsana Laguna Phuket
Anona Beachfront Phuket Resort
Avista Grande Phuket Karon - MGallery Collection
Ayara Kamala Resort & Spa
Baan Laimai Beach Resort & Spa
Baan Yin Dee Boutique Resort
Banyan Tree Phuket
Barceló Coconut Island
Best Western Patong Beach
Burasari Phuket
Casa Del M Resort
Cassia Phuket
Centara Grand Beach Resort Phuket
Centara Karon Resort Phuket
Centara Kata Resort Phuket
Club Bamboo Boutique Patong Beach Resort
Chanalai Flora Resort
Chatrium Phuket Rawai
COMO Point Yamu
Courtyard by Marriott Phuket Town
Dewa Phuket Resort and Villas
Dinso Resort & Villas Phuket Vignette Collection
DoubleTree by Hilton Phuket Banthai Resort
Dusit Thani Laguna Phuket
Fisherman Way Beach Villa
Four Points by Sheraton Phuket, Patong Beach
Glow Mira Karon Beach
Holiday Inn Resort Phuket
HOMA Phuket Town
Homm Bliss Southbeach Patong
Hotel Clover Patong Phuket
Hyatt Regency Phuket Resort
Ibis Styles Phuket Bangtao
InterContinental Phuket Resort
Island Escape by Burasari
JonoX Phuket Karon Hotel
JW Marriott Phuket Resort & Spa
Kata Rocks
Keemala
Kora Beach Resort Phuket
Koyao Island Resort
Kudo Hotel and Beach Club
La Green Hotel & Residence
Le Meridien Phuket Beach Resort
Le Meridien Phuket Mai Khao Beach Resort
Maikhao Dream Villa Resort & Spa
Mamaka Phuket, Tapestry Collection by Hilton
Mangosteen Ayurveda & Wellness Resort
Marriott's Mai Khao Resort-Phuket
Meliá Phuket Mai Khao
Kamaliss MontAzure Phuket – MGallery Collection
Mövenpick Resort Bangtao Beach Phuket
M Social Hotel Phuket
My Beach Resort Phuket
Nai Yang Beach Resort & Spa
NH Boat Lagoon Phuket Resort
Noku Phuket
Nonnee Hostel 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
Proud Phuket
Pullman Phuket Karon Beach Resort
Pullman Phuket Arcadia Naithon Beach
Pullman Phuket Panwa Beach Resort
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 Bell Pool Villa Resort
The Boathouse Phuket
The Kee Resort& 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
The Westin Siray Bay Resort & Spa, Phuket
TreeHouse Villas Koh Yao
Trisara
Twinpalms MontAzure Phuket
Twinpalms Surin Beach Phuket
V Villas Phuket
Villa PhuKhao
Wyndham Grand Nai Harn Beach Phuket
Wyndham Grand Phuket Kalim Bay

AFFILIATES

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

MEMBERS BENEFITS

ASSOCIATION: The Phuket Hotels Association includes among its membership some of the prominent figures in Thailand and in government agencies such as Tourism Authority of Thailand and the likes. By joining our association, you are placing yourself in excellent company

UNIFIED VOICE: be part of a collective voice when working with private or government sectors
Strategic: membership is only limited to hotel owners, General Managers and EAM/RM only ensuring all discussions are held at a high level

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NETWORK: attend our general meeting which is held every 3 months and be part of a larger network of hoteliers and brands you can use as resources and contacts. Meet and network with Phuket hotel leaders at general meeting and events

RESOURCES: use unlimited database of imagery, videos and features that you can use throughout
your business to promote your destination. Rights to use Brand Phuket logo to promote Phuket as a destination

CSR ACTIVITIES/ GIVING BACK: be part of an organization that gives back to the local community as we support underprivileged children with scholarships in hotel management, training and internships through our annual fundraising. Other ways of giving back includes our regular Phuket Green Day beach and community cleanup

GUEST SPEAKERS: regular industry speakers will provide insights and information on the destination and the market so you and your hotel are better informed moving forward

BRITISH INTERNATIONAL SCHOOL (BISP) DISCOUNTS: effective from July 2026, 25% discount of BISP schools fees, eligible for all hotel current employees. Only applicable for new students to BISP and this includes the Pre-school "Little Ducks" programs. And as per new contract, 50% discount for Boarding fees whether short term or long term. *Please note that member hotels agree to offer the BISP Community a 20% discount on a participating F&B Outlets and some accommodation discounts see further details **HERE**

FOOD & BEVERAGES DISCOUNTS: entitle to the Phuket Hotels Association 20% member discount at member hotels F&B outlets Participating hotels **HERE**

HOSPITAL DISCOUNT: Corporate discount program of 10%* on Executive packages and corporate health screening with Service available at Bumrungrad International Hospital, Bangkok and VitalLife Scientific Wellness Center, Phuket *Conditions Apply. LINK **HERE**

PTYXO | Member Benefits PHA members receive 20% off all PTYXO plans for web development, SEO, AI automation and managed hosting, plus a complimentary website audit to identify opportunities to improve online performance and increase direct bookings. For more information please contact rs@ptyxo.com or WhatsApp +66 866 900 444

ONLINE MEMBERS FORUM: closed forum used as a platform to share information on best practices, suppliers, deals

ACCESS: stay informed of the latest Phuket hotels industry news, research, and updates Committees: eligibility to serve on Phuket Hotels Association committee: education, marketing and environment

WEBSITE: www.phukethotelsassociation.com/www.phab.phukethotelsassociation.com/ https://www.phukethotelsassociation.com/events/phist-2026/Phoodiewebsites www.phukethotelsassociation.com/phoodie provides a wealth of information about the association's events and services, along with other information of interest to our members

MEMBERSHIP PRICES

FOR MEMBERS Updated on: 1 January 2026

Working Together for a Stronger, Greener Community
As Members and Affiliates of Phuket Hotels Association, we share a common goal — to support our island's community, nurture future talent, and drive sustainability across our industry. To achieve this, we ask all Members and Affiliates to support the following initiatives:

• **Support Local Students Scholarships through PHAB:** Each property to contribute a 2 nights' stay with breakfast, valid from March 2026 to May 2027

• **Nominate a Green Champion**: Please appoint a colleague as Green Champion to join Phuket Green Days, sustainability programs, and training sessions — helping us make a lasting impact across the island

• **Give Back through Community Connections:** To strengthen our community ties, please nominate at least one restaurant on your property to offer a 20% food & beverage discount to both BISP community and PHA Members & Affiliates

QUALIFICATION

The criteria that qualifies properties for membership in the Phuket Hotels Association is listed below;

1. Hotel(s) must be in possession of a valid Hotel Operating License or at least be in the process of obtaining it.

2. Hotel(s) is located in Phuket Province, including surrounding Islands that are under the jurisdiction of the Phuket Government control, such as Naka Island.

3. The membership application form must be completed and fee paid. The fees are based on the hotel's total room key(s). Dues from 1 January 2026 to 31 December 2026 (12 months). In case an application during the course of a given year, the membership dues will be pro-rated from the month of joining until 31 December 2026 (dues are Thai Baht).

MEMBERSHIP CATEGORY	NUMBER OF HOTEL KEYS	MEMBERSHIP FEE
Level 1	1–49	17,880
Level 2	50–150	29,770
Level 3	151–300	41,727
Level 4	301 Upwards	53,650

FOR HOTEL CHAINS

Updated on: 1 January 2026

DEFINITION

"Hotel Chain" is a group of hotels which belong to the same company or owner, or are managed by the same management company. The below benefits are applicable when 2 or more are members/affiliates.

QUALIFICATION

• Hotel members or affiliates that belong to a chain or share ownership with existing members are eligible for discounted Annual Membership fees.

NUMBER OF MEMBER/AFFILIATE HOTELS	DISCOUNT %
2–4	20%
5 and upward	30%

• The membership applications must be for the same period due.

PHUKET HOTELS ASSOCIATION MEMBERSHIP APPLICATION

MEMBERSHIP DUES 1 JANUARY 2026 TO 31 DECEMBER 2026 (12 MONTHS).

MEMBERSHIP CATEGORY	NUMBER OF HOTEL KEYS	MEMBERSHIP FEE
☐ Level 1	1–49	17,880
☐ Level 2	50-150	29,770
☐ Level 3	151-300	41,727
☐ Level 4	301 Upwards	53,650

*Excluding Tax and Withholding tax.
2026 membership dues from 1 January 2026 to 31 December 2026 (12 months). In case an application during the year, the membership dues will be prorated from the month of joining until 31 December 2026 (dues are Thai Baht).
Please make cheques payable to 'Phuket Hotels Association' and return this application form to:
Membership Services, Phuket Hotels Association,
20/114 Moo 2 (Boat Lagoon), Thepkasatri Rd., Koh Kaew, Muang, Phuket 83000 Thailand
Tel: +66 (0) 76 619 518
Email: info@phukethotelsassociation.com

MEMBER DETAILS

☐ Mr ☐ Ms ☐ Mrs ☐ Miss

First name: Family name:

Job title: Hotel name:

Company name: Website:

Membership level: Total keys in your hotel:

Postal address:

Postal code:

Work telephone: Signature: Mobile no:

Signed by: E-mail:

Date:

HOTEL CHAINS

☐ No ☐ Yes (Please specify)

Chain Name Number of Hotels

PROMOTION CODE (IF APPLICABLE)

www.phukethotelsassociation.com

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