

PHUKET WEEKLY UPDATE

No104/26122025

THANK YOU 2025: A YEAR OF IMPACT FOR PHUKET HOTELS ASSOCIATION



2025 has been a truly remarkable year for the Phuket Hotels Association. We kicked off the year supporting the Thailand Tourism Forum(TTF) and went on to deliver a full calendar of meetings, training, and island-wide initiatives focused on sustainability, education, safety, wellbeing, and community impact.

From our first [#phuketgreenday](#) in April to [#PHAB](#) fundraising and live events, wellbeing initiatives, CPR and First Aid training, the "Ride the Waves of Safety" campaign, Plastic Free Stays with [RMIT University](#) & [Prince of Songkla University](#), and the celebration of women in leadership roles through RISE, the year was filled with meaningful action. [#PHIST2025](#) was our biggest and best yet, featuring masterclasses, workshops, sustainable fashion shows, and a vibrant marketplace that created real momentum for change across hospitality.

Education remained at the heart of everything we do, including the first "Phuket Resort Marketing Conference" in collaboration with [HSMIAI Thailand](#) and the awarding of 25 PHAB scholarships, supporting the next generation of hospitality professionals.

We close 2025 as our most successful year to date, with 113 members and a growing Affiliate Hotel Programme extending beyond Phuket.

Thank you to our Board of Directors, Advisors, members, affiliates, partners, supporters, and the wider Phuket community for standing with us. As the sun sets on 2025, we wish you good health, happiness, and a kind and meaningful year ahead in 2026.

ANNOUNCEMENT



Our Office will be
CLOSED
for the
Holidays

from 31 December 2025
 and will reopen on 5 January 2026

UPCOMING EVENT



THAILAND TOURISM FORUM 2026
 A WORLD OF CHANGE

Thursday 22ND January 2026
 3 PM @The Athenee Hotel, a Luxury Collection Hotel, Bangkok

SCAN TO REGISTER

ORGANIZER: C9 HOTELWORKS
 LEAD EVENT PARTNER: Marriott INTERNATIONAL
 HOST VENUE: THE ATHENEUE HOTEL SERVICES
 Horwath HTL, str, QUO, JLL, DELTAHOTELS ASIA, PHUKET HOTELS ASSOCIATION, TDM

Thailand Tourism Forum 2026 - 15th Annual Edition

Date: 22 January 2026

Venue: The Athenee Hotel, Bangkok

Register [HERE](#)

COMING SOON

The 2026 Thailand Tourism Forum, themed "A World of Change," showcases key shifts in Thailand's tourism and hospitality sector. Organized by C9 Hotelworks, the event covers emerging trends, investment insights, brand strategies, alternative accommodations, and social media's role in travel. The BRAC prequel explores Thailand's evolving F&B landscape through design, identity, delivery, and data-driven trends.

THIS WEEKS' NEWS UPDATE

THAILAND EYES CHINESE TOURISM MARKET

Political tensions between China and Japan have led to mass cancellations of Chinese travel to Japan, creating opportunities for alternative destinations. Thai tourism operators report rising Chinese arrivals, with daily numbers increasing to 14,000–15,000 as travellers redirect trips. However, Thailand's ability to capitalise remains constrained by perceptions of instability linked to the Thailand–Cambodia border skirmishes, which continue to affect its tourism image. Industry leaders urge the government to resolve the conflict swiftly and reinforce safety messaging to stay competitive against regional rivals such as Vietnam. While high season demand supports revenues, uncertainty remains for the low season and Chinese New Year. Thailand may also benefit from hosting international concerts displaced by the tensions.

[For more information](#)

FOREIGN TOURIST ARRIVALS DOWN 7.25%



Thailand recorded 31.76 million foreign tourist arrivals from January 1 to December 21, 2025, marking a 7.25% year-on-year decline, according to the Ministry of Tourism and Sports. Malaysia remained the largest source market with 4.38 million visitors, followed closely by China at 4.36 million. Despite the slowdown, the Bank of Thailand has maintained its full-year forecast of 33 million arrivals, still below the pre-pandemic peak of nearly 40 million in 2019. Tourism operators are calling for stronger efforts to attract Chinese tourists amid geopolitical tensions diverting travel away from Japan. Meanwhile, Bangkok was ranked the world's most visited city in 2025, welcoming 30.3 million international tourists.

[For more information](#)

THAI TOURISM CAMPAIGN FEATURING LISA TO LAUNCH IN JANUARY

The Tourism Authority of Thailand (TAT) will launch a new promotional campaign featuring Lalisa "Lisa" Manobal as its Amazing Thailand Ambassador, aiming to drive tourism through the so-called "Lisa Effect." A teaser advertorial film is scheduled for release by January 2026, according to TAT Governor Thapanee Kiatphaibool. The campaign seeks to strengthen Thailand's global tourism brand and sustain its appeal among international travellers. TAT said Lisa's influence has already demonstrated tangible economic impact, citing tourism interest generated by her Thailand-filmed music video Rockstar and viral mentions of local destinations. Creative content has been developed using fan-generated ideas to showcase Thailand through Lisa's perspective, with the first campaign materials expected early next year.



[For more information](#)

THAILAND TIPPED FOR MAJOR TOURISM REVIVAL



The Association of Thai Travel Agents (Atta) forecasts 39 million foreign arrivals in 2026, including 9 million Chinese tourists, supported by a recovery in key markets and expanded flight capacity. Atta said its Thailand Tourism and MICE Next 2026 trade show on January 23 is expected to generate at least 3 billion baht in tourism revenue, with strong participation from Asian buyers, particularly China. The association expects the event to help lift Chinese arrivals to 20,000 per day during Chinese New Year. Atta remains confident the Thailand–Cambodia border issue will be resolved quickly and highlighted major international events in 2026 as key drivers of business travel growth.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 21 DEC 2025



Number of tourists (1 JAN - 21 DEC 2025)
31,756,947 people
 -7.25% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,378,522
2	China	4,357,717
3	India	2,400,586
4	Russia	1,799,151
5	South Korea	1,510,191

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel during Malaysian school holidays (School break)
- (+) Peak tourism season combined with government "Ease of Traveling" measures, improving convenience for travel to Thailand



Source : Economics Tourism and Sports Division Information as of Dec 23, 2025

[For more information](#)

Number of International Tourists: Weeks 1-4 of November to Week 3 of December 2025



Top 5 source markets in Week 3 of December 2025

1	China	87,661	stable	+2.81%
2	Malaysia	75,371	stable	+21.11%
3	India	60,772	stable	+3.02%
4	Russia	59,323	stable	+10.07%
5	UK	36,221	moved up from rank 7	+35.97%

Source : Economics Tourism and Sports Division Information as of Dec 23, 2025

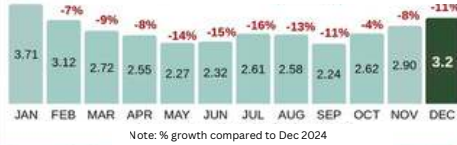
Thai Tourism Trends – International Market (December 2025 Edition)

Forecast for December 2025

International Tourist Arrivals



Accumulated Jan–Dec 2025: 32.8 million visitors (-8%)



Note: December 2025 international arrivals are estimated using historical travel patterns from TAT's Marketing Strategy Department.

TOP5 Tourist Arrivals

(...%) Share

Short-haul (67%)

China	352,000	-34%
India	248,000	+12%
Malaysia	205,000	-55%
Korea	164,000	-13%
Singapore	128,000	-3%

Long-haul (33%)

Russia	295,000	+18%
UK	129,000	+1%
USA	127,000	+2%
Germany	121,000	+8%
France	90,000	+13%

Note: % growth compared to Dec 2024

Forward Booking – December 2025

Overall flight forward bookings to Thailand

-3%

compared to Dec 2024

BOOKING

Top 5 Markets with Highest Booking Growth

USA	+13%
ISRAEL	+11%
UK	+9%
Russia	+8%
Italy	+8%

Note: % growth compared to Dec 2024

Share of Forward Bookings (%)



Data Source: Forwardkeys, 29 Nov 2025

56 New International Routes to Thailand

Long-haul (12 routes)

- Russia: 1 route
- Kazakhstan: 2 routes
- Norway: 2 routes
- Sweden: 3 routes
- Denmark: 1 route
- Poland: 1 route
- Saudi Arabia: 1 route
- Czech Republic: 1 route

Short-haul (12 routes)

- China: 3 routes
- India: 1 route
- Indonesia: 1 route
- Japan: 2 routes
- Mongolia: 1 route
- South Korea: 1 route
- Taiwan: 2 routes
- Vietnam: 1 route

Destinations include
Bangkok, Phuket, Krabi,
Chiang Mai, Chiang Rai

Note: New flight routes in December 2025 compared with November 2025 (Data from the ForwardKeys system as of 30 November 2025)

Seat Capacity Recovery Recovered to 88%

Total seats:

4.18M

(+0% YoY)

Note: Recovery percentage compared with November 2019 (OAG data as of 30 Nov 2025).

Prepared by the International Market Analysis Unit, TAT Marketing Strategy Department. Date: 30 November 2025.

Factors Influencing International Tourist Travel – December 2025 Edition

Supporting Factors

SEA Games 2025 (Regional Sporting Event)

- Strong media coverage across ASEAN, particularly in Indonesia, Malaysia, and Vietnam, is boosting travel interest to Thailand.
- Vietnam: High football enthusiasm, with Vietnam's U-23 team as a key contender, driving fan travel.
- Indonesia: Strong social media engagement, especially around football and badminton events, supporting travel demand.
- Malaysia: Cross-border travel by road and rail expected to increase, particularly among independent and backpack travellers.

Stimulating International Travel Demand

- Year-end festivals and city decorations attract tourists seeking New Year celebrations, especially in Bangkok and major destinations.
- Chao Phraya River Events (Bangkok): 9 Nov – 23 Dec 2025.
- Amazing Thailand Countdown 2026 at ICONSIAM.
- Disney The Magical Stars 2026 at CentralWorld.

Source: TAT Marketing Strategy Department

Challenging Factors

Impact of Southern Floods on Tourism

- Flooding has directly affected Malaysian tourist arrivals, Thailand's largest inbound market.
- December 2025 arrivals from Malaysia are estimated to decline 18%–55%.
- Approximately 73% of Malaysian tourists enter Thailand by land, making them more vulnerable to border and infrastructure disruptions.
- Cancellation of sporting events and travel activities in affected provinces has reduced regional travel flows.
- Damage to key commercial areas (e.g. Hat Yai) requires cleanup and recovery time, with full restoration expected to take at least three months.

Stronger and Volatile Thai Baht

- The baht continues to appreciate against the US dollar.
 - Nov 2025 average: THB 32.39/USD
 - Dec 2025 average: THB 32.55/USD
- Currency volatility affects travel budgeting and destination choice, particularly for price-sensitive markets.

Competition to Attract International Tourists in Asia

Vietnam

- Large-scale tourism campaigns for Christmas and New Year (15 Dec 2025 – 1 Jan 2026).
- Aggressive discounting, with over 20,000 tourism promotions, increasing competitiveness.

Malaysia

- Extended visa-free entry for Chinese tourists until 31 December 2026.
- Strengthens Malaysia's appeal as a key competitor for Asian outbound travel.

HOTEL INVESTMENT HIGHLIGHTS ASIA PACIFIC H2 2025

Asia Pacific hotel transaction volume to hit **USD 11.9 billion** in 2025

Key takeaways from HOSS* 2025/2026 - Asia Pacific

*Hotel Operators' Sentiment Survey



Gross Operating Profit to grow by 2-6% Y-o-Y in 2026



About 3 in 5 hotels optimistic on F&B in 2026 with stable margins



Talent in 1 out of 2 hotels continues to leave for a better salary



Product optimisation leads CAPEX efforts



Sustainability: 30% of the hotels in APAC are rated, driven by brand standards

Thailand

Thailand is a complicated market at times, despite its universally lauded status as a world-class tourism and hospitality market. The underlying dynamics often become the stress points that influence the broader market.

For example, it's encouraging to share that Thailand experienced significant growth in the first quarter of 2025, there is a but though. In this cycle, the great cloud hanging over the industry came in the form of geopolitical conflict. Starting in late March and accelerating throughout the year, a succession of incidents, including the earthquake and border conflicts with Cambodia, had a negative impact on tourist arrivals. Uncertainty resumed with the recent change of government in September.

The big talking point out of the macro is the impact on the more micro areas such as hospitality. Well, it has taken a toll, in short. Expected geopolitical and unexpected geological issues, coupled with the typical low season extending from April to September, have stung. Thailand's hotels have recorded -2.0% in RevPAR as of July 2025 compared to the same time last year, largely driven by a drop in occupancy as tourists spread their wings to other markets, particularly Vietnam.

There is a silver lining though. Despite declining tourist arrivals (19.3 million as of YTD July 2025 versus 20.6 million as of YTD July 2024), YTD transaction volume has increased at THB18.8 billion (USD606.5 million) compared to THB17.3 billion (USD478.7 million) last year, supported by pre-committed deals delayed from late 2024. In other positive news, there have been several large value-add deals, particularly in Bangkok.



Following the money, the majority of transactions in 2025 have been driven by domestic buyers (75.0% of total volume), with Asian investors following this pack. Approximately THB4.1 billion (USD127 million) or 23.1% of the sale are of assets held on leasehold titles. This marks a major shift in behaviour. Unlike pre-pandemic times when buyers primarily focused on freehold opportunities, we are observing increasing interest in leasehold properties, as illustrated by the Sunset Pattaya transaction.

Now let's talk distress. Distressed assets are only emerging from select sellers experiencing cash flow challenges. In particular, distressed/stressed freehold assets, both in Bangkok and other locations, are primarily vendor-specific situations. Other sellers are maintaining pricing as performance is on the upswing after the demand shocks. The drop in performance during the past low season is not enough to close the gap. No significant movement has been observed in cap rates for trophy assets.

Core freehold assets' yields in Bangkok remain in the range of 5.5-6.5%, while leaseholds typically command yield north of 8.5%. Phuket and Samui yields adjusted to +7.5% for non-waterfront properties, while beachfront assets are trading around 6.5%, based on JLL's recent completed transactions in those two destinations. Japanese investors, traditionally focused on residential opportunities, are increasingly exploring hospitality investments as part of broader Thai market expansion strategies.

For all intents and purposes, it is fair to say that Thailand is in a holding pattern – highly attractive yet susceptible to shocks. Watch this space, not for the first time.

Capital Outlook

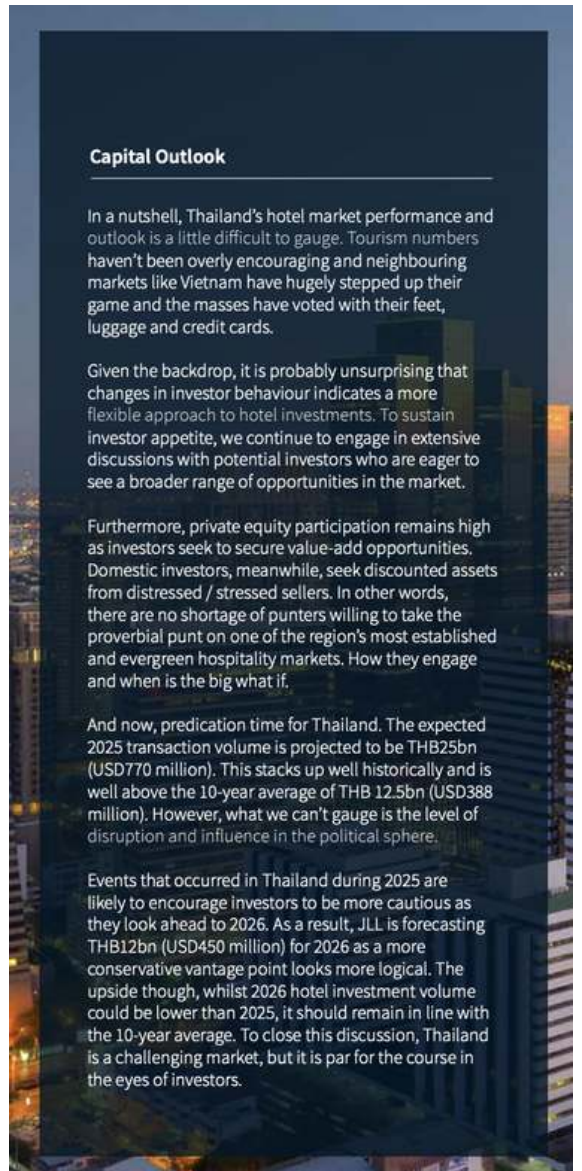
In a nutshell, Thailand's hotel market performance and outlook is a little difficult to gauge. Tourism numbers haven't been overly encouraging and neighbouring markets like Vietnam have hugely stepped up their game and the masses have voted with their feet, luggage and credit cards.

Given the backdrop, it is probably unsurprising that changes in investor behaviour indicates a more flexible approach to hotel investments. To sustain investor appetite, we continue to engage in extensive discussions with potential investors who are eager to see a broader range of opportunities in the market.

Furthermore, private equity participation remains high as investors seek to secure value-add opportunities. Domestic investors, meanwhile, seek discounted assets from distressed / stressed sellers. In other words, there are no shortage of punters willing to take the proverbial punt on one of the region's most established and evergreen hospitality markets. How they engage and when is the big what if.

And now, predication time for Thailand. The expected 2025 transaction volume is projected to be THB25bn (USD770 million). This stacks up well historically and is well above the 10-year average of THB 12.5bn (USD388 million). However, what we can't gauge is the level of disruption and influence in the political sphere.

Events that occurred in Thailand during 2025 are likely to encourage investors to be more cautious as they look ahead to 2026. As a result, JLL is forecasting THB12bn (USD450 million) for 2026 as a more conservative vantage point looks more logical. The upside though, whilst 2026 hotel investment volume could be lower than 2025, it should remain in line with the 10-year average. To close this discussion, Thailand is a challenging market, but it is par for the course in the eyes of investors.



Source: Hotel Investment Highlights Asia Pacific H2 2025 Report by JLL

Read Full Report [HERE](#)

HOW HOTELS ARE USING LOCALIZATION TO CAPTURE ASIA'S TOURISM BOOM BY AGODA

agoda

Key Localization Insights for Hotels

Insight 1:

Localization is the competitive edge in the intra-Asia travel boom

Hotels across Asia draw most of their overseas guests from neighboring or culturally connected markets, with China, Japan, and South Korea serving as the top source markets of overseas guests for each other. This regional bias highlights how intra-Asia tourism is both dominant and highly diverse, making localization a critical lever for competitiveness.

Insight 2:

Localization is not uniform, varying by source markets

Most hotels now tailor some aspects of the guest experience, such as language and payment options, but advanced localization like culturally specific dining options and staff training to meet the needs of diverse overseas guests remains inconsistent. As a result, many properties still localize only part of the guest journey, leaving a "last-mile" gap.

Insight 3:

Localization produces quantitative gains, with the greatest impact at more advanced stages

Even early stages of localization deliver benefits, but the biggest returns come when strategies are integrated across the guest journey. Hotels at advanced stages of localization report higher satisfaction, more repeat bookings, and greater willingness among guests to pay a premium. The localization dividend is clear, but not all properties are capturing it.

Insight 4:

The data gap: Barriers to adopting localization strategies

Hotels continue to face blind spots, particularly around guest preferences and cultural expectations as well as the impact of localization strategies. Limited data and uncertainty about return on investment leave many properties flying blind, resulting in missed opportunities to align with guest needs.

Insight 5:

Leverage OTA partnerships to accelerate localization and market reach

OTA platforms are proving indispensable for hotels looking to close gaps in data, payments, and execution. By tapping into OTA tools and insights, properties can overcome resource constraints and scale localization more effectively, turning strategy into tangible improvements in guest experience and performance.



Sources: Agoda

[Read Full Report HERE](#)

USEFUL ARTICLES

ENGLISH

[Travel Trends from Asia Pacific & Japan That You Must Know](#)

[Asia Pacific hotel investment volumes to cross USD 13.3 billion in 2026 - JLL](#)

[The biggest travel trends for 2026](#)

THAI

[SCB EIC ชี้ท่องเที่ยวไทยปี 69 พุ่งตัว หุ่นธุรกิจ โรงแรมขยายตัว จับตา Tourism war](#)

[คาดปี 69 คนจีนกลับมาเที่ยวไทยเกือบ 9 ล้านคน](#)

[อโศกฯชี้เทรนด์ท่องเที่ยวภูเขามาแรง รับฤดูเดินป่าเมืองไทย](#)

Information sources

<https://www.bangkokpost.com/>

https://www.facebook.com/ETSMOTS?locale=th_TH

IHA

IAT

THE.Nation

Disclaimer: members should seek and consult their lawyers / accountants / advisors accordingly and not rely only on the provided information as the information given is only for educational purposes and information as received from a third party.

ABOUT US

"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

Phuket Hotels Association Leadership Team

Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

Phuket Hotels Association Core Team

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Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

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Hotel Manager, MSocial Hotel Phuket

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Event Consultant, The Slate
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MarCom Manager, Hyatt Regency Phuket Resort

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General Manager, Anantara Mai Khao Phuket Villas
General Manager, Doubletree by Hilton Phuket Banthai Resort

Affiliate Ambassador

Patrik Ilstam

Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

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Affiliates

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



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