

PHUKET WEEKLY UPDATE

No103/19122025



We wish you all a lovely festive season and happy New Year.

THIS WEEK'S EVENT



Reception hosted by the Australian Defence Attaché

Phuket Hotels Association joined the reception hosted by the Australian Defence Attaché. It was a successful night of meaningful connections, with a full house and strong representation from a wide range of security organisations.

THIS WEEK'S EVENT



Phuket Hotels Association Participates in Final Skål International Phuket Event of 2025

Phuket Hotels Association was pleased to be a part of the final Skål International Phuket, Club #449 event for 2025 at the newly renovated Le Méridien Phuket Beach Resort. This event was a great opportunity to connect and expand our business network!

2025 FOOD DONATION REPORT

Month	Weight (kg)	Meals served	CO2e (kg)
January	1,791.10	7,523	4,531.48
February	1,981.50	8,322	5,013.19
March	1,927.40	8,095	4,876.32
April	1,762.11	7,401	4,458.14
May	1,550.50	6,512	3,922.76
June	1,145.40	4,811	2,897.86
July	1,628.30	6,839	4,119.60
August	1,733.80	7,282	4,386.51
September	1,685.70	7,080	4,264.82
October	3,322.10	13,953	8,404.91
November	4,236.30	17,792	10,717.84
Total	22,764.21	95,610	57,593.45

Food Donated to end November 2025 with details of food donations by Phuket Hotels Association Member Hotels and food that was redistributed in the community - For info or to participate in this project in 2026 :- please contact exec.dir@phukethotelsassociation.com Thank you for supporting our community with your food donations this year!

UPCOMING EVENT

Thailand Tourism Forum 2026 - COMING SOON 15th Annual Edition

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.

[Register HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND HITS 10 MILLION LONG-HAUL TOURIST MILESTONE WITH UK ON TOP

Thailand reached a major tourism milestone as long-haul arrivals surpassed 10 million for the first time, marked by a Thai Airways flight from London landing in Bangkok on December 17. The UK became the first European market to send over 1 million visitors this year. Long-haul travellers now account for around 33% of total international arrivals and are among the highest spenders with longer stays, aligning with Thailand's high-quality tourism strategy. The Tourism Authority of Thailand credits growth to expanded airline connectivity, with long-haul flight volumes rising 12.8% year-on-year, driven by new and resumed direct routes from Europe, the US, and the Middle East.

[For more information](#)



PHUKET'S HIGH SEASON "BEST IN FIVE YEARS"



Phuket is experiencing its strongest high season in five years, surpassing pre-Covid levels in both visitor arrivals and spending, according to the Phuket Tourist Association. Daily arrivals during peak season are estimated at 60,000–80,000, with tourism revenue projected at 550 billion baht in 2025 and expected to rise 10% to 605 billion baht in 2026. Growth is driven by strong long-haul demand from Europe, Australia, India, and the Middle East, alongside higher-spending Chinese visitors despite lower volumes. Expanded direct flights and six major global events scheduled for 2026 are expected to sustain momentum, reinforcing Phuket's position as a leading international destination.

[For more information](#)

THAI AIRWAYS AND JIM THOMPSON UNVEIL LATEST IN-FLIGHT COLLECTION

Thai Airways International (THAI) and Jim Thompson have unveiled a new in-flight collection to mark the third anniversary of their collaboration, celebrating Thai craftsmanship and aviation excellence. Led by THAI Chief Commercial Officer Kittiphong Sansomboon and Jim Thompson Group CEO Frank Cancelloni, the launch introduced upgraded amenity kits featuring 14 exclusive new prints, alongside the debut of Royal Silk Class Elephant Series Comfort Wear. The new amenity kits will be available from January 2026, while the comfort wear will launch in February 2026. The initiative reflects both brands' shared commitment to elevating the passenger experience and showcasing Thai artistry on the global stage.



[For more information](#)

HOTELS CALL FOR END TO THAI-CAMBODIAN BORDER WAR AS ROOM CANCELLATIONS MOUNT

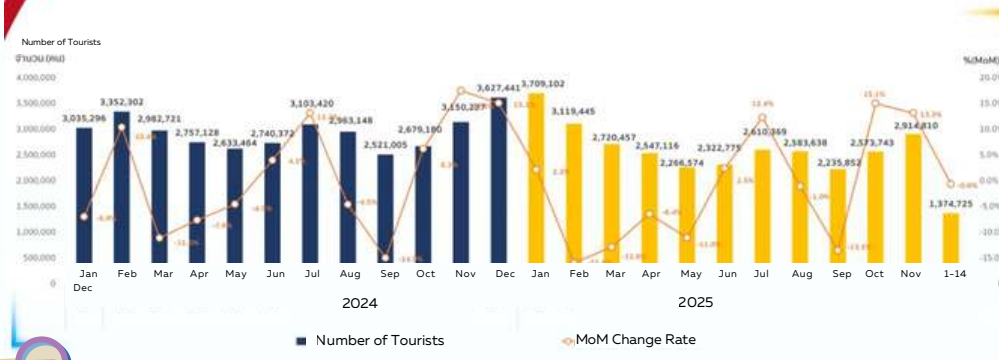


Hotel operators in Nakhon Ratchasima say allegations of Russian mercenary infiltration have not directly affected local tourism, but warn that the renewed Thailand–Cambodia border conflict is already hurting travel sentiment. Hotels in border provinces have seen widespread cancellations, while some properties in Korat reported over 100 room cancellations despite being far from conflict zones. Tourism leaders urged the caretaker government to resolve the dispute quickly to protect New Year travel, warning that prolonged unrest could reduce December occupancy to 60–70%, below normal levels. While Khao Yai remains stable due to its proximity to Bangkok, operators fear prolonged uncertainty could dampen domestic travel and spending.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 14 DEC 2025



Number of tourists
(1 JAN - 14 DEC 2025)

30,978,606 people

-7.19% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,303,151
2	China	4,270,056
3	India	2,339,814
4	Russia	1,739,828
5	South Korea	1,474,157

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Entering the peak tourism season (High season)
- (+) Recovery of Malaysian tourist travel following the end of flooding in southern Thailand
- (+) Government "Ease of Traveling" measures to improve convenience for travel to Thailand



Source : Economics Tourism and Sports Division Information as of Dec 16, 2025

[For more information](#)

Number of International Tourists: Weeks 1-4 of November to Week 2 of December 2025

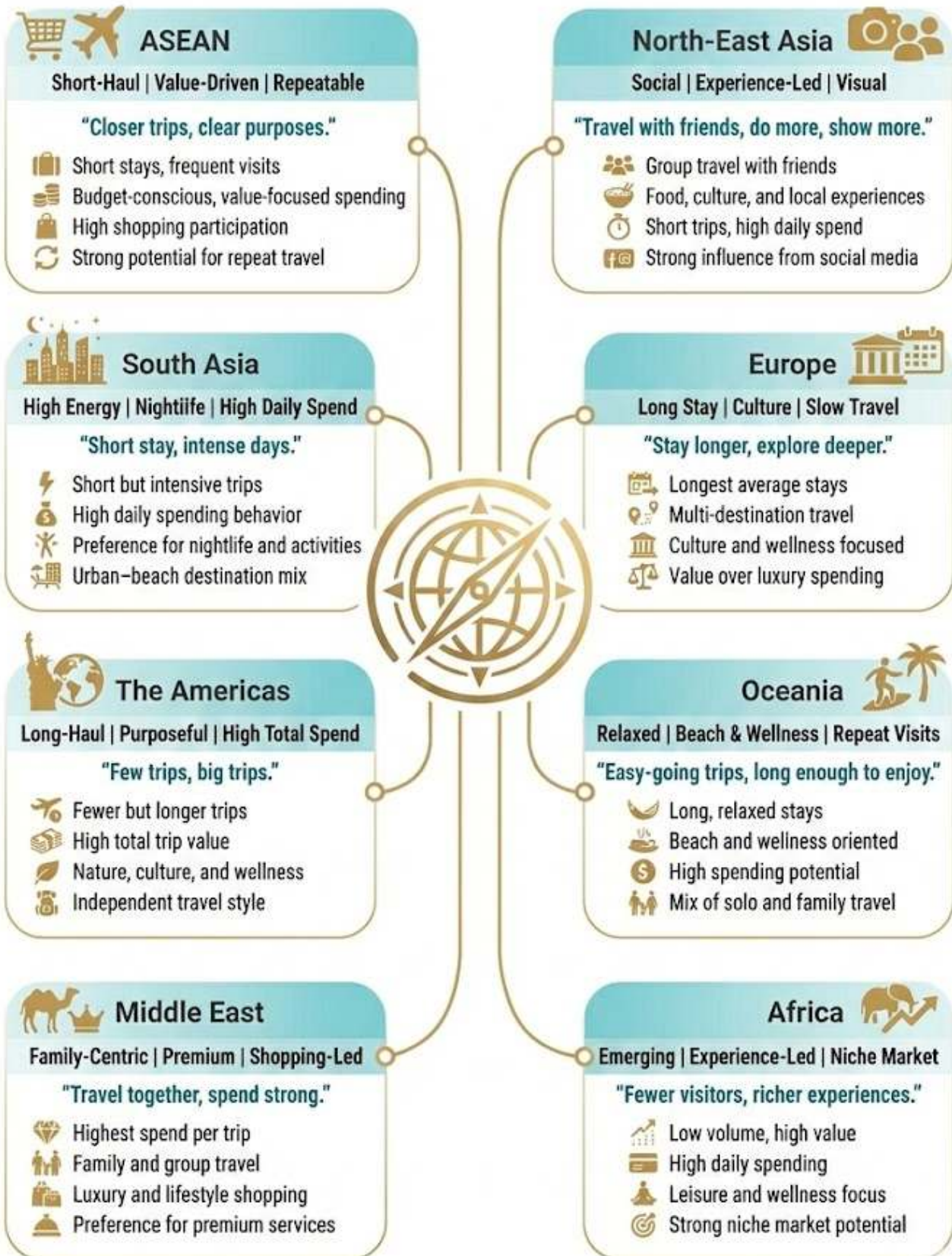


Top 5 source markets in Week 2 of December 2025

1	China	85,265	Stable	+2.67%
2	Malaysia	68,175	moved up from rank 3	+21.11%
3	India	58,991	dropped from rank 2	-1.24%
4	Russia	53,837	Stable	+1.05%
5	South Korea	35,330	Stable	+3.42%

Source : Economics Tourism and Sports Division Information as of Dec 16, 2025

Regional Tourist Behavior: Global Market Highlights



Source: TAT Intelligence Center; International Tourist Behavior Survey 2025 (Q1-Q3)

Thailand Hotel Transaction Volume



Source: JLL, Industry Sources
Data as of YTD Nov 2025; subject to change
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Thailand’s hotel investment activity from 2010 to YTD October 2025, with a 2026 outlook. Over the past decade, average annual transaction volume reached THB 13.3 billion, with an average deal size of THB 1.0 billion. As of October 2025, 14 transactions have been recorded, while 2026 transaction volume is projected at THB 13.0 billion. Investment activity is concentrated in Bangkok and key resort markets including Phuket, Pattaya, Chiang Mai, Koh Samui, and Hua Hin, with cyclical peaks in 2018 and 2024 and a normalization trend expected through 2025–26.

Sources: JLL

USEFUL ARTICLES

ENGLISH

[Thailand’s foreign tourism sector in crisis as visitor decline accelerates. 9.8% fewer arrivals than 2024](#)

[SCAT Airlines’ new Shymkent–Bangkok service strengthens Central Asia–Thailand connectivity](#)

[Sustainable Christmas 2025: Practical Actions Hotels Can Take Today](#)

THAI

[คุณสมบัติใหม่ห้องพักที่อังกษเที่ยวไทยทะลุ 1 ล้านคน ดันนิเวศตลาดระยะไกล 10 ล้านคน](#)

[ไทย-กัมพูชาสู้รบ ทำท่องเที่ยวไทยไอซีขึ้นชบเซาทังประเทศ](#)

[Yango Ads เปรายงานท่องเที่ยวล่าสุดไทยขึ้นแท่นยอดค้นหาสูงสุดในอาเซียน](#)

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

Jayne MacDougall	Executive Director
Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

Advisory Board

Bill Barnett
Sumi Soorian
Boon Yongsakul
Sears Jivavisitnont
Eric Ricaurte
Sukhchaensingh (Sam) Sethi
David Johnson
Michael Massey

Environment Committee

(Chair) Anucharaporn Tongluan
Vincent Delsol
Mongkudh Makaramanee
Kanokwan Homcha-aim

Group Director Human Resources, Thavorn Hotels
General Manager, Pullman Phuket Panwa Beach Resort
Anona Beachfront Phuket Resort
Cluster Sustainability Manager, Anantara

Education Committee

(Chair) Bart Callens
Julian Lowry
Pathama Kanteetaw
Jirarat Ninpradub (Pui)

General Manager, SAii Laguna Phuket
General Manager Le Meridien Phuket Beach Resort
Executive Assistant Manager, Paresa Resort
Le Meridien Phuket Mai Khao Beach Resort

Government Liaison Committee

(Chair) Gerd Kotlorz
Wasan Keatkaew

General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Hotel Manager, MSocial Hotel Phuket

Destination Marketing Committee

(Chair) Pimpisa Sukpasert
David Barrett
Dhapat Chotiratnarakool
Natthawadee Wongpanya

Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort
Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort

Membership Committee

(Chair) Pannaphat Lapa
(Co-Chair) Christoph Weidemann
Logan Daley
Serge Cuypers
Claude Sauter
Levent Bilgir

Resort Manager, V Villas Phuket
General Manager, Doubletree by Hilton Phuket Banthai Resort
General Manager, Angsana Laguna Phuket
General Manager, Anantara Mai Khao Phuket Villas
General Manager, The Slate

Affiliate Ambassador

Patrik Ilstam

Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

Members

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, Baan Laimai, Baan Yin Dee Boutique Resort, 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, MontAzure Resort Phuket - MGallery Collection, Movenpick 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, Thanayapura 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, Viloft Zen Living Resort, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay

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



CONTACT US

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