

PHUKET WEEKLY UPDATE




No102/12122025

THIS WEEK'S EVENT



Post event Summary

On December 4, 2025, the Phuket Hotels Association organised a wonderful beach clean-up event that brought together many enthusiastic volunteers who care deeply about protecting their beautiful island.

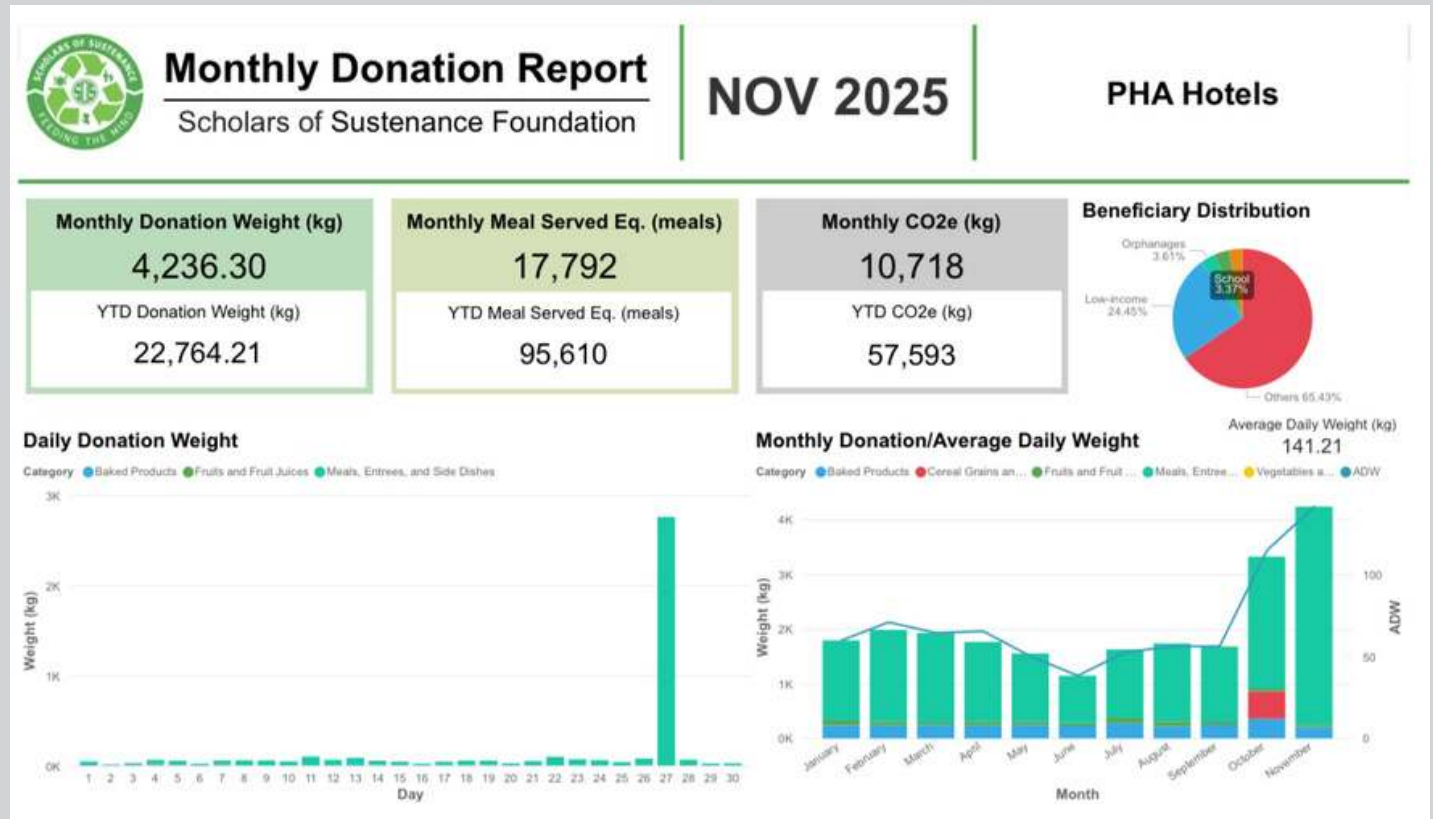
-  15 locations islandwide.
-  Over 700 hotel staff and community members.
-  Collected 237 bags of garbage, achieving the removal of one tonne of waste from our beautiful island.

Phuket Green Day

With Phuket Green Day behind us, we wish to thank the 700+ participants from our hotels and the wider community for their incredible support in collecting over a tonne of garbage!

Teamwork does make the dream work. Thank you for your enthusiasm, your commitment to protecting Phuket, and your everyday dedication to preserving the natural beauty of Phuket, Phang Nga, and Khao Lak.

NOVEMBER FOOD DONATION REPORT



Food Donated by Phuket Hotels Association Member Hotels and redistributed. in the community- For info or to participate 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
A WORLD OF CHANGE

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

SCAN TO REGISTER

ORGANIZER: Marriott
LEAD EVENT PARTNER: Marriott
HOST VENUE: The Athenee Hotel
SPONSORS: Horwath HTL, str, QUO, JLL, CA, PHUKET HOTELS ASSOCIATION, TDM

Thailand Tourism Forum 2026 - 15th Annual Edition **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.

[Register HERE](#)

THIS WEEKS' NEWS UPDATE

LIMITED TOURISM BOOST FOR THAILAND DESPITE CHINA-JAPAN TENSIONS

Tensions between China and Japan have led some Chinese tourists to cancel Japan trips, but Thailand is unlikely to see a sharp boost due to limited flight capacity and strong regional competition, especially from South Korea. Thailand expects around 500,000 Chinese arrivals this December, totalling 4.5 million for 2025. The Thailand-Cambodia border dispute has only a slight impact on tourism, as major destinations remain unaffected, though clear government communication is needed. Competing countries in the region—particularly South Korea—are attracting Chinese travellers seeking similar winter climates. Thailand is expected to reach 9 million Chinese tourists in 2026.

[For more information](#)

KKP ECONOMIST: THAI GDP SAFE FROM BORDER CLASH, TOURISM FACES BIGGER THREAT



An economist from Kiatnakin Phatra Securities (KKP) said the Thai-Cambodian border conflict poses only a minor direct impact on Thailand's GDP, as exports to Cambodia account for just 2-3% of total exports and most border trade had already faced closures. However, the greater risk lies in potential long-term damage to tourism, with instability near high-season provinces and recent domestic issues, such as flooding, creating uncertainty for international visitors. The situation also adds political and trade risks, raising questions about diplomatic decisions, the suspended peace accord, and ongoing negotiations. Financial effects have yet to be fully incorporated into forecasts.

[For more information](#)

THAILAND SURPASSES 30 MILLION TOURISTS IN 2025 DESPITE YEAR-ON-YEAR DECLINE

Thailand has surpassed 30 million foreign tourist arrivals for 2025, according to the Ministry of Tourism and Sports. As of 7 December, the country recorded 30,273,872 visitors, though this reflects a 7.19% decline from the same period last year. Tourism revenue reached 1.4 trillion baht, supported largely by short-haul markets, particularly Malaysia, where travel rebounded after recent floods. Permanent Secretary Natthriya Thaweevong highlighted the strong financial contribution despite softer overall volumes. The top five source markets were Malaysia (4.23 million), China (4.18 million), India (2.28 million), Russia (1.68 million), and South Korea (1.44 million).



[For more information](#)

CHINA WARNS AGAINST JAPAN TRAVEL CITING 'SIGNIFICANT' SURGE IN ASSAULTS AS TIES SPIRAL



Thailand's Civil Aviation Board has approved a 53% increase in the passenger service charge for outbound international flights, raising the airport tax from 730 baht to 1,120 baht. The adjustment, requested by Airports of Thailand (AOT), is expected to take effect early next year and will apply automatically as part of ticket prices. The fee for domestic flights remains unchanged at 130 baht. AOT, which operates six major airports, estimates the increase will generate 10 billion baht in additional annual revenue, assuming 35 million international passengers. Authorities say the higher charge will support improved airport services, facilities, and safety standards.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 7 DEC 2025



Number of tourists (1 JAN - 7 DEC 2025)
30,273,872 people
 -7.19% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,234,976
2	China	4,184,791
3	India	2,280,823
4	Russia	1,685,931
5	South Korea	1,438,827

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) The recovery of travel following the recent flooding in southern Thailand has encouraged Malaysian tourists to resume their trips.
- (+) The start of the tourism high season, together with the government's Ease of Traveling measures, has further facilitated travel into Thailand.



Source : Economics Tourism and Sports Division Information as of Dec 9, 2025

[For more information](#)

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



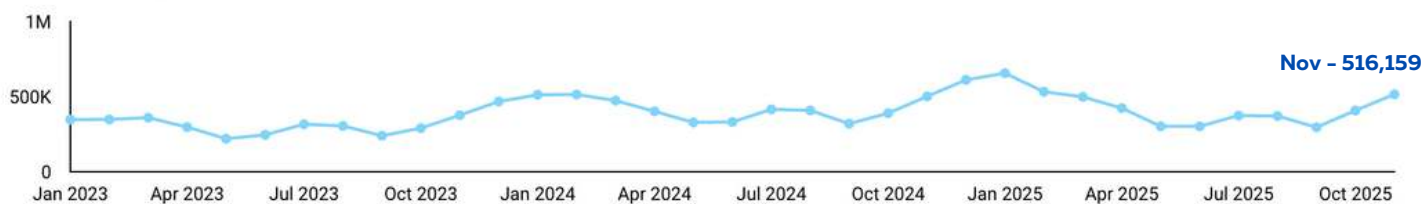
Top 5 source markets in Week 1 of December 2025

1	China	83,046	People
	stable	▲ +4.13%	
2	India	59,732	
	stable	▲ +6.59%	
3	Malaysia	56,291	
	moved up from rank 4	▲ +27.74%	
4	Russia	53,307	
	dropped from rank 3	▲ +2.55%	
5	South Korea	34,161	
	Stable	▲ +7.11%	

Source : Economics Tourism and Sports Division Information as of Dec 9, 2025

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – NOV 2025



Note: Data is missing for June 23-24, 2024, and June 9, 2025.

Top 10 by Nationality

NOV 2024

Continent	Nationality	Number
1. Europe	Russia	120.1K
2. Asia	China	53K
3. Asia	India	52.3K
4. Europe	Germany	24.1K
5. Oceania	Australia	23K
6. Europe	United Kingdom	21.8K
7. Asia	Kazakhstan	19.4K
8. Asia	Malaysia	14.1K
9. Asia	Saudi Arabia	12.1K
10. America	United States	12.1K

NOV 2025

Continent	Nationality	Number
1. Europe	Russia	129.1K
2. Asia	India	61.8K
3. Asia	China	30.6K
4. Europe	United Kingdom	27.7K
5. Europe	Germany	26.9K
6. Oceania	Australia	21.9K
7. Asia	Korea	18.6K
8. America	United States	13.6K
9. Asia	Saudi Arabia	13.3K
10. Asia	Malaysia	12.8K

Top 10 Countries by Flight Origin

NOV 2024

Country	Number
1. Russia	98K
2. China	67.1K
3. United Arab Emirates	52.1K
4. Singapore	51.1K
5. India	44.5K
6. Malaysia	40.4K
7. Qatar	31.6K
8. Kazakhstan	15.2K
9. Hong Kong	14.7K
10. Australia	12.6K

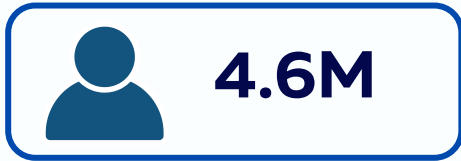
NOV 2025

Country	Number
1. Russia	103K
2. India	60.3K
3. United Arab Emirates	57.4K
4. China	41.8K
5. Malaysia	38.7K
6. Singapore	37.5K
7. Qatar	34.4K
8. South Korea	21.4K
9. Hong Kong	18.3K
10. Australia	12.9K

Source: Travel Link. Data as of 2 December 2025

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-NOV 2024



JAN-NOV 2025



Top 10 by Nationality

JAN-NOV 2024

	Continent	Nationality	Number
1.	Asia	China	905.1K
2.	Europe	Russia	891.9K
3.	Asia	India	386.3K
4.	Oceania	Australia	240.6K
5.	Europe	United Kingdom	186K
6.	Europe	Germany	164.6K
7.	Asia	Malaysia	142.8K
8.	Asia	Kazakhstan	129.1K
9.	Asia	Korea	115.9K
10.	Europe	France	110.3K

JAN-NOV 2025

	Continent	Nationality	Number
1.	Europe	Russia	962.3K
2.	Asia	India	550.3K
3.	Asia	China	507.5K
4.	Oceania	Australia	250.5K
5.	Europe	United Kingdom	224.4K
6.	Europe	Germany	181.8K
7.	Asia	Malaysia	150.6K
8.	Asia	Korea	148.6K
9.	Europe	France	126.6K
10.	Asia	Kazakhstan	111.8K

Top 10 Countries by Flight Origin

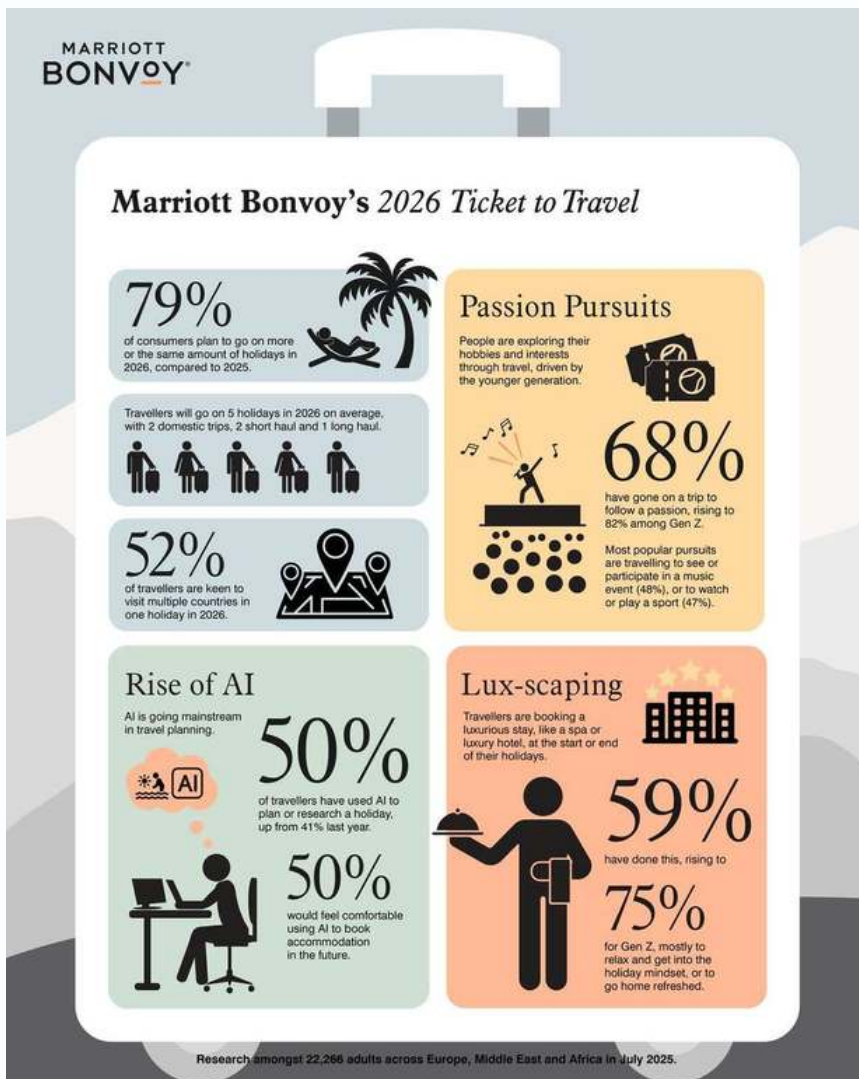
JAN-NOV 2024

Country	Number
1. China	922.1K
2. Russia	704K
3. Singapore	515.8K
4. United Arab Emirates	459.5K
5. Malaysia	404.4K
6. India	313.4K
7. Qatar	258.2K
8. Hong Kong	222.9K
9. Kazakhstan	124.7K
10. South Korea	116.6K

JAN-NOV 2025

Country	Number
1. Russia	744.6K
2. United Arab Emirates	561.6K
3. China	543.4K
4. India	539.5K
5. Singapore	425.6K
6. Malaysia	396.4K
7. Qatar	268.3K
8. Hong Kong	201.7K
9. South Korea	160.7K
10. Australia	146K

Source: Travel Link. Data as of 2 December 2025



2026 Travel Outlook: Trends, Behaviour, and Preferences

- Travel demand stays strong for 2026, with 79% of EMEA travellers planning the same or more holidays than in 2025—averaging five trips across domestic, short-haul, and long-haul travel.
- AI adoption accelerates, with 50% of travellers having used AI for trip planning and half feeling comfortable booking accommodation through AI platforms.
- Key trends: ‘Lux-scaping’ and passion pursuits, as travellers indulge in short luxury stays (especially younger travellers) and build trips around music, culture, sports, and adventure.
- Country hopping and evolving accommodation needs, with 52% planning multi-country trips, and rising importance of solo-friendly and pet-friendly stays, sustainability checks, and all-inclusive holidays.

Sources: Marriott Bonvoy

USEFUL ARTICLES

ENGLISH

[The Travel Trends That Will Define 2026: From Mountain Escapes to AI-Built Itineraries](#)

[TAT Welcomes the Launch of Three New Japan-Bangkok Routes by Thai AirAsia X and Thai Lion Air](#)

[Saudi Arabia shifts from luxury to mass tourism](#)

THAI

[“อรรภกร” ชูแผน “Quick Win” ดึงนักท่องเที่ยวจีน 2 ล้านคนภายใน 3 เดือน พร้อมเปิด 6 เส้นทางท่องเที่ยววิถีใหม่ จับมือแพลตฟอร์มยักษ์จีน](#)

[SiteMinder เพยดีมานด์ท่องเที่ยวเอเชียพุ่ง ดันไทยติดโผจุดหมายยอดนิยมปี 2569](#)

[Trip.com เปิดข้อมูลเทรนด์ที่คนไทยเปลี่ยนไป แนวครอบครัว-เมืองรองมาแรง](#)

Information sources

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

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

IHA

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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

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Anona Beachfront Phuket Resort
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Pathama Kanteetaw
Jirarat Ninpradub (Pui)

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General Manager Le Meridien Phuket Beach Resort
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Le Meridien Phuket Mai Khao Beach Resort

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Wasan Keatkaew

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Hotel Manager, MSocial Hotel Phuket

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David Barrett
Dhapat Chotiratnarakool
Natthawadee Wongpanya

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Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort

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

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



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