

PHUKET WEEKLY UPDATE

No101/05122025

THIS WEEK'S EVENT



Q4 General Manager's Meeting

Thank you for joining us at the end of year Q4 Phuket Hotels Association Meeting for General Managers. This meeting was hosted by Dusit Thani Laguna Phuket and sponsored by AgilySys Inc., TrustYou and Italiasia Phuket. We were able to finish the year together and hear a recap of Q4 activities.

We were fortunate to have some great speakers and hear local partner updates from TAT Phuket : Tourism Authority of Thailand, Phuket Office as well as Sustainability trends from Greenview and the latest data and intelligence on hospitality trends from STR.

Download photos [HERE](#)

THIS WEEK'S EVENTS



Blue Transitions | 27 November 2025 at Royal Phuket Marina

"Blue Transitions" brought together experts, business leaders, and changemakers at Royal Phuket Marina to explore how sustainable water management and clean mobility can shape Phuket's future. Hosted by NTCC - Netherlands-Thai Chamber of Commerce and opened by Deputy Governor of Phuket, Adul Choothong, the event featured insights from TCEB Thailand Meetings Incentives, TAT Phuket : Tourism Authority of Thailand, Phuket Office, the Phuket Chamber of Commerce, and PKCD. Presentations from The Water Taxi Company and Candela showcased cutting-edge innovations in clean transportation. Supported by sponsors including Booking.com and Zero Six One, the evening concluded with a marina tour, giving guests a closer look at emerging solutions driving a cleaner, smarter, and more resilient Phuket.



Central Phuket Christmas Tree lighting ceremony

| 1 December 2025 at Central Phuket

A Magical Celebration at the Christmas Tree Lighting Ceremony
 "LIGHT UP THE CHRISTMAS TREE 2026" Igniting Happiness... Illuminating the Wonders of "Underwater Christmas"

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

Thailand Tourism Forum 2026 - 15th Annual Edition

Date: 22 January 2026

Venue: The Athenee Hotel, Bangkok

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.

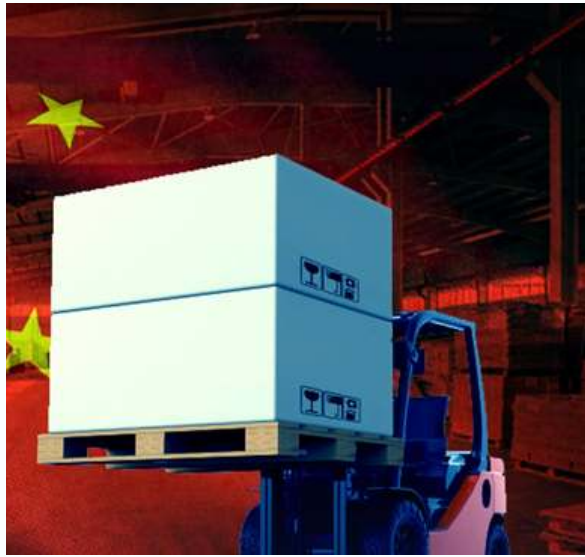
Register [HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND WASTED DECADE AS PRODUCTS LAG, TOURISM LOSES TRUST: THAI CHAMBER IN CHINA

Phaichit Viboontanasarn, vice-chairman of the Thai Chamber of Commerce in China, says Thailand has lost over a decade of opportunities in the Chinese market due to slow adaptation and weak branding. Thai products lag behind China's rapid shift to online consumption and lack research-backed communication to reach its expanding middle class. Safety concerns have also damaged Thailand's image, with Chinese arrivals expected at just 4 million this year. Phaichit urges Thailand to modernise product development, strengthen IP protection, form business clusters and address labour-skill shortages. With China's middle class set to double by 2035, he warns Thailand must adopt disciplined, strategic engagement.

For more information



AIR FRANCE'S NEW DIRECT FLIGHT TO PHUKET HERALDS A GOLDEN ERA FOR THAILAND TOURISM



Air France has launched a direct Paris-Phuket service, giving Thailand's tourism sector a significant boost. The route began on November 28, 2025, operating three times weekly with a 328-seat Boeing B777-200 across Business, Premium Economy and Economy cabins. Officials say the service will draw high-spending European visitors, benefiting hotels, restaurants and local operators. The Ministry of Tourism and Sports expects strong increases in visitor spending, while the Ministry of Transport views the airline's investment as a clear vote of confidence in Phuket's long-term outlook. With this addition, the Air France-KLM group now provides 27 weekly flights to Thailand, strengthening Phuket's global connectivity.

For more information

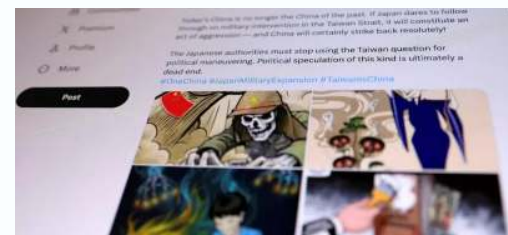
TOURISM FROM SOUTH ASIA TO THAILAND SOARS 22.64%, WITH 535,000 VISITORS MONTHLY

Tourism from South Asia to Thailand is surging, with visitors from India, Pakistan and Sri Lanka now averaging over 535,000 per month, up 22.64% year-on-year. CAAT reports Pakistan leading growth at 27.57%, followed by Sri Lanka at 22.92% and India at 18.34%. From January to November 23, 2025, Thailand recorded 28.9 million international arrivals generating 1.34 trillion baht. Rising demand has prompted IndiGo to seek new routes to secondary cities such as Chiang Rai, Udon Thani and Hat Yai. Additional winter 2025/26 routes—including Bangkok-Los Angeles—will further strengthen connectivity ahead of the SEA Games and ASEAN Para Games.



For more information

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



China's embassy in Japan has urged its citizens to postpone travel amid what it describes as a sharp rise in unprovoked assaults and discrimination. The embassy reported a significant increase in requests for assistance and warned of deteriorating public security, citing Japanese police data showing criminal cases rising 30% from 2021 to 2024. The advisory comes as bilateral relations worsen following Japanese Prime Minister Sanae Takaichi's remarks on potential military involvement in a Taiwan conflict. Beijing has since halted seafood imports, suspended cultural exchanges and warned against studying or travelling in Japan. Japan denies claims of worsening safety, while both nations have issued reciprocal travel cautions.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 30 NOV 2025



Number of tourists
(1 JAN - 30 NOV 2025)

29,603,881 people

-7.25% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,178,685
2	China	4,101,745
3	India	2,221,091
4	Russia	1,632,624
5	South Korea	1,404,666

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Being in peak tourist season and the government's "Ease of traveling" measures.
- (*) A slowdown in travel from the Malaysian market due to the impact of floods in Southern Thailand.



Source : Economics Tourism and Sports Division Information as of Dec 2, 2025

[For more information](#)

Number of international tourists from Week 1 of October to Week 4 of November 2025



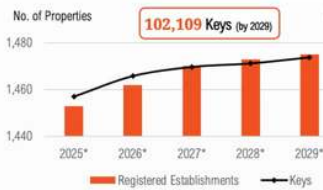
Top 5 source markets in Week 4 of November 2025

1	China moved up from rank 2	79,751 ▲ +5.26%
2	India moved up from rank 3	56,038 ▲ +2.66%
3	Russia moved up from rank 4	51,979 ▼ -1.64%
4	Malaysia dropped from rank 1	44,067 ▼ -42.36%
5	South Korea Stable	31,892 ▼ -3.85%

Source : Economics Tourism and Sports Division Information as of Dec 2, 2025

PHUKET HOTEL & RESIDENTIAL SUPPLY OUTLOOK

HOTEL SUPPLY



Phuket's hotel pipeline reflects the island's evolution into an established globally recognized hub for upscale and luxury tourism, with the majority of the pipeline positioned in the upscale and luxury tiers.

*All figures reflect forecasted registered establishments and keys. Source: C9 Hotelworks Market Research

RESIDENTIAL SUPPLY



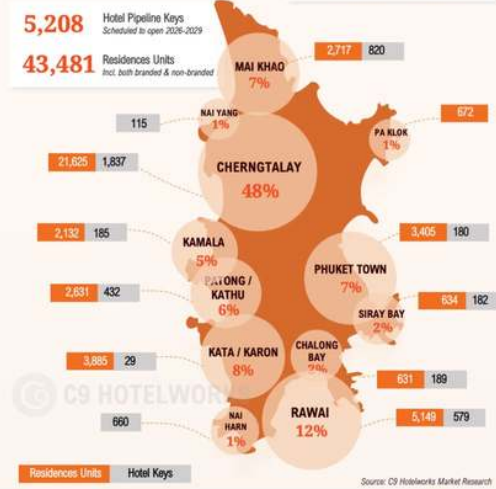
MARKET VALUE BY SEGMENT



Source: C9 Hotelworks Market Research

PHUKET PROPERTY INCOMING INVESTMENT MARKET VALUE

THB 455B
USD 14B



Source: C9 Hotelworks Read full report [HERE](#)

2026 TRAVEL OUTLOOK FROM AGODA

Executive Summary

The 2026 Travel Outlook Report by Agoda provides an in-depth analysis of the evolving travel industry, highlighting key trends and insights that are poised to shape the next year of travel in Asia. As we navigate a rapidly changing landscape, this report not only highlights travel trends but also underscores the pivotal role of technology in transforming travel experiences and meeting the diverse needs of global travelers.

Key Insights:

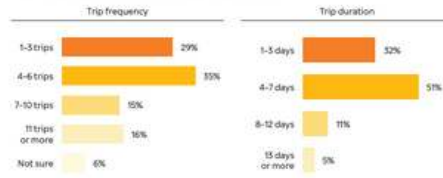
- Price remains key**
When it comes to choosing an accommodation, price remains the deciding factor. As travelers become more discount-savvy, great deals are opening the door to more experiences, more destinations, and more memories made along the way.
- Secondary destinations are on the rise**
Secondary destinations are no longer fringe options. They are rapidly emerging as preferred choices for travelers seeking authenticity and immersive cultural experiences.
- Experiential travel becomes mainstream**
From concerts to food trips, travelers today are seeking immersive experiences that create lasting memories instead of simply ticking off destinations.
- Friction continues to be removed in Asia's travel landscape**
In Asia, there appears to be a conscious reduction of friction across air travel infrastructure, visa policy, and digital finance. All paving the way for intra-regional and international tourism to reap the rewards in 2026 and beyond.
- AI innovation and the convergence of travel services**
In 2026, the lines between searching, planning, and booking are blurring. Travelers increasingly expect a single platform to handle accommodations, flights, activities, and ground transportation, and AI is making that convergence possible.

As we look ahead to 2026, the travel industry stands at the intersection of innovation and opportunity. The insights presented in this report underscore the importance of embracing technological advancements and remaining agile in the face of change. By understanding and anticipating the evolving needs of travelers, industry stakeholders can unlock new avenues for growth and deliver exceptional experiences.

Frequent family trips shape 2026 travel plans

Travel habits are shifting as Asian travelers embrace shorter, more frequent getaways, often with family in tow. Survey data shows that 35% of people plan to take 4-6 trips in 2026, with half saying their ideal family trip lasts 4-7 days. This sweet spot allows for meaningful time together without the need for extended breaks from work or school.

Trip Frequency and Duration among Asian travelers



> Explore how the easing of visa restrictions can impact travel choices in Section 4.

Microtravel is also on the rise, with 32% of respondents planning 1-3 day trips. These quick escapes are perfect for spontaneous adventurers, with lower costs, easy planning, and the flexibility to fit into busy schedules. Whether it's a one-night stay or a weekend getaway, microtravel makes it easier than ever to explore nearby destinations and hidden gems.

Indonesians stand out for their travel ambitions, planning to take the most trips and travel for the longest periods in the region.

32% say they will take 11 or more trips in 2026

14% expect to travel for 13 days or longer, outpacing their regional peers.

Japan and Thailand lead the way in microtravel, with:

59% of travelers, respectively, opting for these bite-sized adventures.

Government & DMO Initiatives in Action

Thailand

The "Grand Discovery Thailand" campaign, launched in 2023, spotlights secondary cities and provinces, encouraging travelers to explore beyond Bangkok and Phuket.

Indonesia

The "Tourism 5.0" initiative, introduced in 2025, focuses on developing five "super priority" secondary destinations to diversify tourism beyond Bali.

Malaysia

The Visit Malaysia 2026 (VM2026) campaign exemplifies targeted efforts to improve accessibility, infrastructure, and marketing support for emerging cities.

Japan

Regional tourism campaigns encourage travel outside of Tokyo and other major urban centers, offering a more authentic and less crowded experience.

India

The UDAN (Ude Desh ka Aam Naagrik) initiative is expanding regional air connectivity, making it easier for tourists to access smaller cities and rural destinations.*

Agoda plays a key role in supporting these efforts by enabling properties in rural areas to transition to digital platforms, increasing their visibility and accessibility. By partnering with DMOs, Agoda actively collaborates to promote these regions, leveraging our extensive data insights and marketing channels to highlight hidden gems and off-the-beaten-track destinations. This strategic approach not only boosts local economies but also enriches travelers' experiences by introducing them to unique and authentic locations beyond the typical tourist hotspots.

Effect of visa waivers

The most direct way to eliminate travel friction is through policy change. Governments across Asia have adopted a "visa-free equals traveler-in-seat" approach, resulting in inbound growth. See the case studies in this section for notable examples from China and Vietnam. Another example is India, which is becoming an increasingly important source market for intra-Asia travel, now that markets like Malaysia, the Philippines, Sri Lanka, and Thailand have reduced or removed visa restrictions for Indian tourists.

Agoda accommodation search insights consistently show the effect of newly introduced visa waivers. Japan has been enjoying the benefits for years, after it introduced a range of visa waivers to Southeast Asian markets in 2015. When Malaysia and Thailand removed visa requirements for Indians, almost overnight a double-digit jump in searches was noted from these origins.

The evidence is clear: removing the administrative barrier of a visa rapidly accelerates the volume and velocity of travel.

35% of respondents state that visa requirements affect their travel plans.

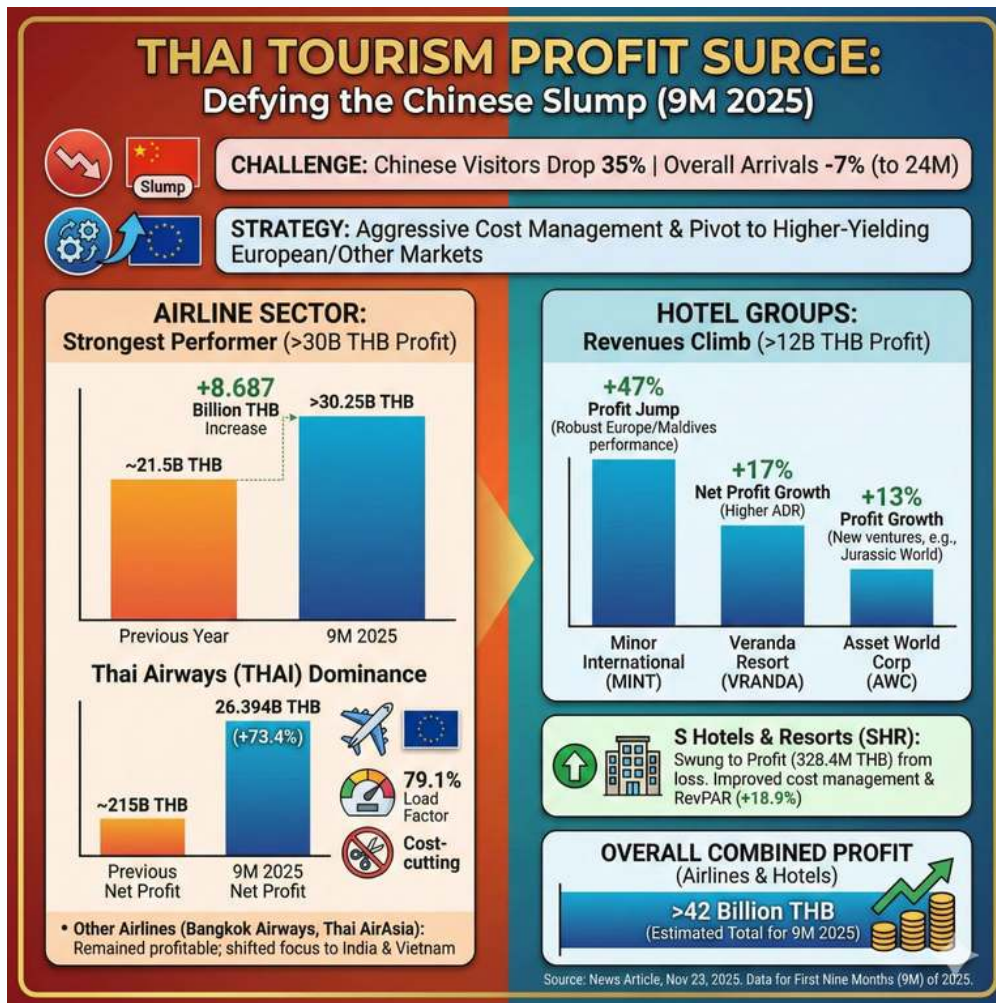


Bleisure to be big in 2026

"Getting there" is one of the biggest hurdles to traveling, with transportation taking time and costing money. So why not make the most of trips that are happening anyway? That's exactly what Asian business travelers are planning to do in 2026: a striking 76% of surveyed business travelers plan to combine business trips with personal leisure ("bleisure"). The appetite is especially strong in the Philippines, Thailand, and Vietnam, where more than 80% of business travelers stated they are eager to extend their stays for some downtime. Even in markets like Japan and Indonesia, where work culture is traditionally more reserved, a majority plan to embrace the trend. Only a small minority of business travelers (54%) say they have no plans to mix business with pleasure, while 10% remain on the fence.

76% plan to combine business trips with personal leisure.

Source: Agoda Read full report [HERE](#)



Sources: Reporting from The Nation and a graphic shared by Paul Srivorakul on LinkedIn.

USEFUL ARTICLES

ENGLISH

[Minor Hotels Travel Trends Report 2026](#)

[What's next for China's economy in 2026 – and how it plans to tackle challenges](#)

[Flying a Drone in Thailand – Updated Guide for Tourists](#)

THAI

[ท่องเที่ยวต้นแผนกระตุ้นเชิงรุก เตรียมขงโครงการ 'ตัวบินฟรี' ก่อนยุบสภา](#)

[ทั้งถูกและดี! 10 อันดับเมืองยอดนิยม สำหรับการ "เที่ยวคนเดียว" ไทยติดโผ 2 เมือง](#)

[กรมการท่องเที่ยว ชูสัญลักษณ์ 'Thailand Good Travel' สร้างความเชื่อมั่นนักท่องเที่ยว ยกระดับมาตรฐานสู่สากล](#)

Information sources

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

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

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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.

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

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Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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