

# PHUKET WEEKLY UPDATE

No100/28112025

## THIS WEEK'S EVENTS



### PATA 2025 Tropical Coastal City Tourism Event | 18–21 November

Advisor Michael Massey and Environment Chair Khun Anucharaporn (Rinky) Tongluan represented the Phuket Hotels Association in Sanya, Hainan, China. The event brought together government, NGOs and travel industry professionals from across Asia Pacific and beyond.

The theme focused on the connection between nature and culture, with sessions on sustainable tourism, high-end tourism and Indigenous culture. A big highlight was the launch of Pacific Asia Travel Association's report on sustainable tourism in tropical coastal cities, which featured [#phist](#) as a leading regional event—something we're very proud of.

On Day 3, Michael delivered the keynote on global wellness tourism, followed by a lively panel session that ran an hour overtime due to audience interest.

We also joined several discovery tours around Sanya.

A few quick takeaways: huge inbound potential, impressive infrastructure, strong development drive, but Phuket and Thailand still offer more warmth and authenticity.

Thank you PATA for having us!



### Cornell interview team | 26 November

On Wednesday, 26 November, we interviewed a strong group of Cornell University Scholarship candidates from Phuket Hotels Association member hotels. The selected scholar will complete preparatory online studies before travelling to the USA in 2026 to attend the GMP (General Managers Program) course in person at Cornell University. This scholarship has been generously sponsored by Montara Hospitality Group, and we look forward to announcing the winner next week.

Pictured are the interview panel.



In case you missed this fantastic event, here's a look at the highlights. <https://www.youtube.com/watch?v=ikF9n4VVbe8>

Phuket Hotels Association was proud to support this year's "C9 Sessions Phuket Real Estate Forum 2025" organised by C9 Hotelworks, and we're already looking forward to the next Phuket Real Estate Forum in 2026!

## UPCOMING EVENTS

**PHUKET HOTELS ASSOCIATION  
GENERAL MANAGER'S MEETING**

**GUEST SPEAKERS**

- ERIC RICAURTE**  
FOUNDER  
GREENVIEW
- WILL HOWES**  
VICE PRESIDENT OF SALES APAC  
TRUSTYOU ASIA-PACIFIC
- JESPER PALMQVIST**  
SENIOR DIRECTOR ASIA PACIFIC  
STR

DECEMBER 3  
3:00 PM – 6:30 PM

**FOR MEMBERS BY INVITATION ONLY**

PHUKET HOTELS ASSOCIATION  
4 / 2025  
Dusit Thani  
LAGUNA PHUKET

**Phuket Hotels Association General Manager Meeting**  
**3th December, 3:00–6:30 PM** at Dusit Thani Laguna Phuket  
*We look forward to seeing you there!!*

Register [HERE](#)

**PHUKET HOTELS ASSOCIATION**

**PHUKET GREEN DAY**  
Thai Environment Day  
and Father's Day

**Thursday, 4 December 2025**  
Raising Awareness - the largest Phuket Clean-up day

### Phuket Green Day

Join the Phuket Hotels Association's Green Day as we lead an island-wide beach and street clean-up on Thursday 4 December 2025, which coincides with Thai Environment Day and Father's Day. Let's make this our biggest yet!!

Register [HERE](#) and we will send you collection sheets to record your activity for the day.  
For more details email:  
[info@phukethotelsassociation.com](mailto:info@phukethotelsassociation.com)

**THAILAND TOURISM FORUM 2026**  
A WORLD OF CHANGE

LEAD EVENT PARTNER: **Marriott INTERNATIONAL**

ORGANIZER: **C9 HOTELWORKS**

HOST VENUE: **THE ATHENEUE HOTEL BANGKOK**

Partners: **Horwath HTL**, **str**, **QUO**, **JLL**, **DCA**, **PHUKET HOTELS ASSOCIATION**, **TDM**

Register [HERE](#)

### Thailand Tourism Forum 2026 - 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.

**Date:** 22 January 2026  
**Venue:** The Athenee Hotel, Bangkok

## THIS WEEKS' NEWS UPDATE

### SOUTHERN FLOODS IMPACT 1.9 MILLION PEOPLE, DAILY LOSSES HIT 1.5 BILLION BAHT

Widespread flooding across ten southern provinces has affected 1.9 million people, with Hat Yai among the worst hit as heavy rainfall expands inundated areas. The DDPM reports damage across 92 districts and more than 4,000 villages. The University of the Thai Chamber of Commerce estimates daily economic losses of 1–1.5 billion baht, driven by severe impacts on tourism, including the cancellation of all Malaysian trips to the region. Prime Minister Anutin has ordered agencies to deploy equipment and support affected communities. The Cabinet has approved relief payments of 9,000 baht per household, with additional compensation provided for prolonged inundation.

***For more information***

### FOREIGN TOURIST ARRIVALS DOWN 7.18%



Thailand recorded 28.97 million foreign tourist arrivals from January 1 to November 23, a 7.18% decline from the same period last year, according to the Tourism and Sports Ministry. Malaysia remained the top source market with 4.13 million visitors, followed by China with 4.02 million. The NESDC maintains its full-year forecast at 33 million arrivals, compared with the record 40 million in 2019. Meanwhile, severe flash floods in southern Thailand, especially Hat Yai, are prompting the cancellation of all inbound Malaysian trips this week. TAT is coordinating assistance for affected tourists and discussing financial relief for operators.

***For more information***

### PHUKET TOURISM RAMPS UP SUSTAINABILITY DRIVE

Thailand's tourism sector is accelerating sustainability efforts after the pandemic, adopting circular economy practices to reduce environmental impacts. Hotels in Phuket are shifting toward greener procurement by sourcing local materials, organic products and recycled goods, while also reducing waste through reuse and donation programmes. Industry leaders stress that executives must empower procurement teams to implement sustainable operations. Local suppliers like Yayee are benefiting from rising demand for responsible products. Despite progress, access to information on certified green suppliers remains limited. With growing financial incentives, more Thai hotels are expected to seek green certification ahead of next year's GSTC conference.



***For more information***

### THAILAND TARGETS HIGH-GROWTH TOURISM MARKETS FOR 2025 RECOVERY



Thailand's Tourism Ministry is strengthening tourism recovery by targeting high-potential markets including China, Saudi Arabia, and Russia. Saudi arrivals grew 28% in 2024 to 228,032, with high spending and rising demand for medical, beach, and wellness tourism. Thailand plans to open a TAT office in Riyadh to deepen cooperation. The ministry also aims to increase Chinese arrivals to 2–3 million between late 2025 and early 2026, expecting 8–9 million visitors in 2026. Other fast-growing markets include Israel and CIS countries such as Uzbekistan and Azerbaijan, driven by long-stay wealthy travellers, while Kazakhstan declines as tourists shift to cheaper regional destinations.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 23 NOV 2025



Number of tourists  
(1 JAN - 23 NOV 2025)

**28,968,664 people**

-7.18% (YOY)

### Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,134,618
2	China	4,021,994
3	India	2,165,053
4	Russia	1,580,645
5	South Korea	1,372,774

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery in short-haul travel markets such as India and Malaysia.
- (+) Government measures to improve ease of travel are helping increase arrivals to Thailand.
- (\*) Slowdown in travel from severe flooding in major southern destinations, heavily affecting Malaysian tourists.



Source : Economics Tourism and Sports Division Information as of Nov 25, 2025

[For more information](#)

### Number of international tourists from Week 1 of October to Week 3 of November 2025

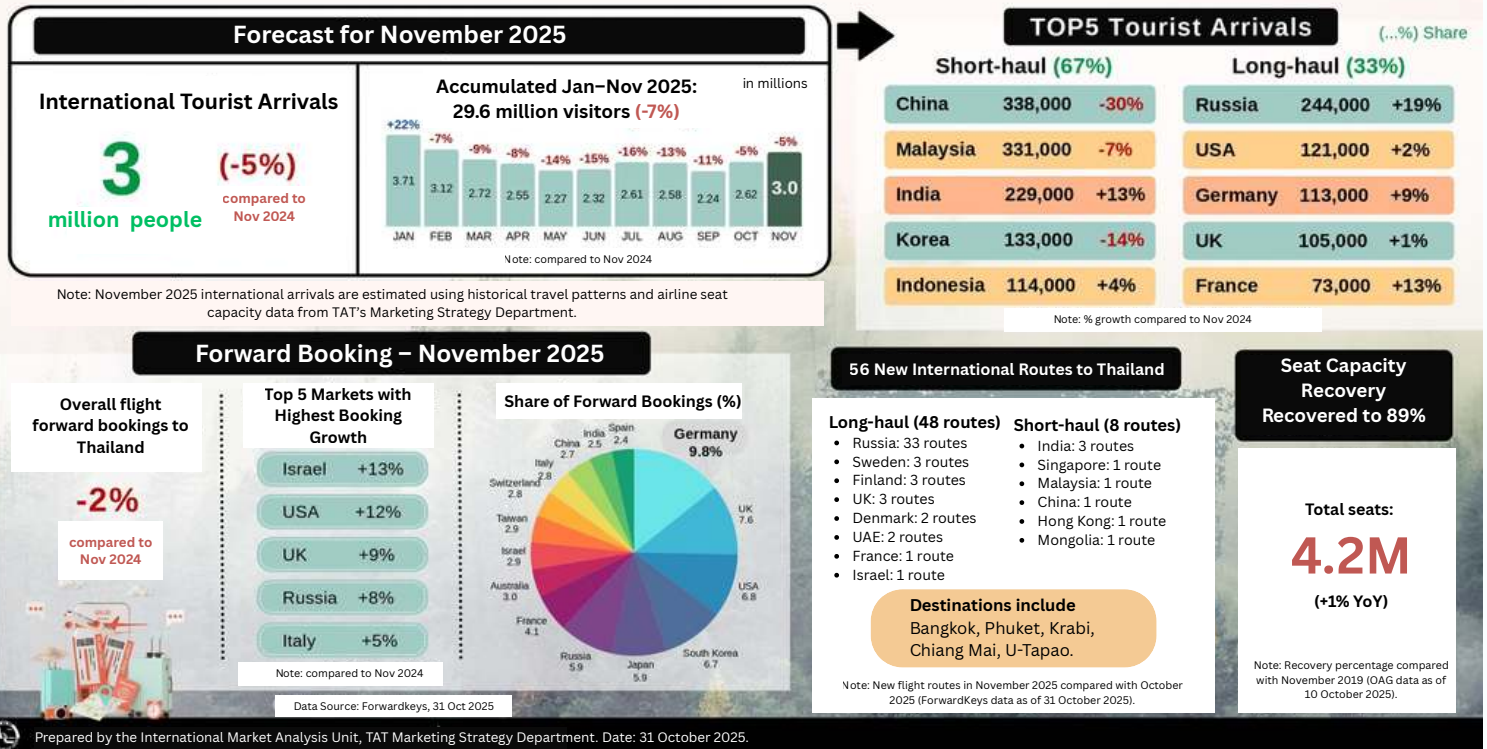


### Top 5 source markets in Week 3 of November 2025

Rank	Country	People	Change (%)
1	Malaysia	76,449	-11.50%
2	China	75,769	-0.50%
3	India	54,584	+1.96%
4	Russia	52,845	+6.47%
5	South Korea	33,170	+6.68%

Source : Economics Tourism and Sports Division Information as of Nov 25, 2025

# Thai Tourism Trends – International Market (November 2025 Edition)



Prepared by the International Market Analysis Unit, TAT Marketing Strategy Department. Date: 31 October 2025.

## Factors Influencing International Tourist Travel – November 2025 Edition

### Supporting Factors

#### Strengthening Thailand's Global Position

Thai Cuisine Ranked No.1 in the World

Condé Nast Traveller named Thailand the best country for food due to:

- High-quality ingredients
- Diverse culinary traditions
- Strong global popularity, attracting more international visitors

Nan-Songkhla Designated a UNESCO Creative City

- Recognized for cultural heritage and creative tourism
- Enhances Thailand's image and attracts culture-focused travelers

#### Cross-Border "Thailand–China" QR Payment

- Visitors can now use Alipay, UnionPay, and WeChat Pay in Thailand
- Thai QR supports payments from 30 Oct onwards
- Improves convenience, encourages spending, and boosts ease of travel

#### TRUSTED THAILAND

- TAT launched the "Trusted Thailand" certification on 13 Nov 2025
- Highlights safety, hygiene standards, and builds visitor confidence

### Challenging Factors

#### Mood & Tone Adjustments Due to Mourning Period

- The national mourning period may affect tourists seeking entertainment activities.
- Some travelers may adjust plans due to limited awareness of restrictions.
- Temporary closures of major cultural sites (26 Oct–8 Nov) may impact tour itineraries.

#### Stronger Thai Baht

- The baht is expected to strengthen into 2026, averaging 32.9 THB per USD in 2025 and 31.8 THB per USD in 2026.
- Stronger currency may reduce spending power for some markets.
- Travelers may shift to countries with weaker currencies.

#### Competition for International Tourists in Asia

Vietnam – Intensifying Competition

- Visa-free entry for 45 days for some nationalities
- Improved competitiveness with multiple TOP 10 global tourism rankings in 2025, including:
  - Top 10 countries for food-lovers (No. 4)
  - Top 10 most-loved countries (No. 6)
  - Top 10 most-loved cities worldwide (No. 9)

South Korea

- Hosting APEC (31 Oct – 1 Nov), boosting visibility
- Promoting Chinese group tours with visa-free entry (29 Sept 2025 – 30 June 2026).

Source: TAT Marketing Strategy Department

# PHUKET KEY ECONOMIC INDICATORS

## PHUKET INTERNATIONAL AIRPORT PASSENGER ARRIVALS



As of year-to-date September 2025, Phuket International Airport recorded 3.8 million international and 2.4 million domestic passenger arrivals. While the total YTD figure reflects a 0.7% increase compared to the same period in 2024, the growth was primarily driven by a strong performance in the first four months of the year, with January to April arrivals rising 9.2% year-on-year.

## SEPTEMBER 2024-2025 ARRIVALS CHANGES BY SOURCE MARKET



Russia remains number one source market by number of arrivals directly to Phuket with 749k arrivals year-to-date (YTD) September (693k arrivals YTD2024). Meanwhile, number of arrivals from China has declined to 451k compared to 803k from the same period last year although the country is still ranked second. India is ranked third with 448k arrivals, significantly increase from 304k arrivals in YTD Sep 2024.

## 12-MONTH PERCENT CHANGE IN OCCUPANCY AND ADR



ADR continues to rise despite a decline in occupancy rate. During June-September 2025, average daily rate continued to trend upward at 8-10% compared to the same period last year, while occupancy rate declined by 2-5%.

Source: C9 Hotelworks

## USEFUL ARTICLES

### ENGLISH

[APAC Hotel Operators' Sentiment Survey 2025/2026](#)

[Asia Hotels Gain Strong Demand Through Advanced Agoda Localisation Trends Adoption: All You Need To Know](#)

[Local travel, food tourism and AI to drive Asia's 2026 travel trends, says report](#)

### THAI

[‘น้ำท่วมภาคใต้’ จุดท่องเที่ยว คาดชาวมมาเลเซียยกเลิกเดินทางหมด](#)

[สมรภูมิ Tourism War เอเชียแย่งเดือน ช่วง 9 เดือนแรกปีนี้ นักท่องเที่ยวต่างชาติมาไทยหดตัว 8% เจอคู่แข่งชิงนักท่องเที่ยว](#)

[รมต.ท่องเที่ยวฯ เดินหน้าดึงเที่ยวบินเข้าหมอลำจีนเข้าเที่ยวไทย รวม 1,000 เที่ยวบิน](#)

## Information sources

- <https://www.bangkokpost.com/>
- [https://www.facebook.com/ETSMOTS?locale=th\\_TH](https://www.facebook.com/ETSMOTS?locale=th_TH)
- IHA
- IAT

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

## 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  
**(Co-Chair)** Saurabh Upadhyay  
David Barrett  
Dhapat Chotiratnarakool  
Natthawadee Wongpanya

Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort  
Marketing Consultant, Radisson Group  
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 Cuyper  
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

## 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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