

PHUKET WEEKLY UPDATE

No99/21112025

THIS WEEK'S EVENTS



NoVacancy Asia | 19 November at Queen Sirikit National Convention Center

Phuket Hotels Association was honoured to speak at “No Vacancy Asia” this week at Queen Sirikit National Convention Center in Bangkok. The events energy, ideas and commitment to shaping the future of hospitality were inspiring. Wonderful to see Phuket, and our work recognised on a regional stage. Some good connections were made and we are grateful for the conversations, and momentum driving our industry forward.



Phuket Hotels Association is making waves!

On Wednesday we were highlighted on stages in 3 countries across the region – at “NoVacancy Asia” in Bangkok at the Queen Sirikit National Convention Center, in Sanya, China at the “2025 Tropical Coastal City Tourism” Event, and in Kuala Lumpur at the “UN Women’s Gender Action” Conference. We are in demand, and our impact is being noticed everywhere! Thank you to Michael, Khun Anucharaporn and Sumi for spreading the word!

THIS WEEK'S EVENTS



The C9 Sessions - Phuket Real Estate Forum 2025 | 20th November 2025 at SAii Laguna Phuket

The "C9 Sessions - Phuket Real Estate Forum", organised by [Bill Barnett](#) and [C9 Hotelworks](#), was a top rate event with expert speakers & panelists sharing valuable insights on residential and real estate market trends and opportunities. The [Phuket Hotels Association](#) is a proud supporter of this event, which provides important data and perspective on our island's future which concerns us all! Congratulations to C9 Hotelworks for organising such an informative and engaging forum.



Honoured to participate and talk about the evolution of PHIST, as one of the speakers in the Australian Alumni Regional Outreach: Southern Chapter – Connect & Collaborate Sustainable Tourism Roundtable for Phuket–Krabi, hosted at HEH Restaurant. This contemporary Australian restaurant, owned by Chef Oat—who spent 10 years in Melbourne—HEH features locally sourced seafood and is proudly listed in the MICHELIN Guide 2024 & 2025. A fantastic setting for meaningful dialogue.

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

PHUKET HOTELS ASSOCIATION
4 /2025
Dusit Thani
LAGUNA PHUKET

DECEMBER 3
3:00 PM – 6:30 PM

FOR MEMBERS BY INVITATION ONLY

Phuket Hotels Association General Manager Meeting
3th December, 3:00–6:30 PM at Dusit Thani Laguna Phuket

Register [HERE](#)

Organized by **NTCC**

**Blue Transitions:
Driving Sustainable Water and
Mobility Solutions**

Discover, learn, and connect by the water – enjoy a marina tour, inspiring talks on sustainable innovation, and sunset networking with drinks and canapés.

Thursday, 27th November 2025
16.00 - 20.00 hrs.
The WaterFront Pavilion, Royal Phuket Marina

Sponsored by **CANDELA**

Partners: PHUKET HOTELS ASSOCIATION, Franco-Thai, SwissThai, LANCHAM, EABC, Tebsta (Thailand), TEBA, THAI-FINNISH NORWAY

Blue Transitions:
*Driving Sustainable Water and
Mobility Solutions*

Join us for an inspiring evening at Blue Transitions, where we explore the future of sustainability, water innovation, and smart mobility. Phuket needs transport solutions- find out more about water options at this event!

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

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

THIS WEEKS' NEWS UPDATE

THAILAND URGED TO ACT AS TOURISM FACES RISK OF LOSING TOP-DESTINATION STATUS

Thailand's tourism leaders warn the country could slip from a top global destination to just another option as outbound travel in Asia slows and arrivals may fall 7% in 2025. Five major tourism associations met Prime Minister Anutin to propose urgent measures, including safety campaigns, airfare incentives, tax support, and stronger communication. Longer-term recommendations focus on reforming tourism laws, improving infrastructure, raising service standards, and building a refreshed national brand. Anutin affirmed tourism as a government priority and noted new opportunities from recent G2G talks with China, including a potential tourism MOU to strengthen sustainable cooperation.

For more information

SEVERAL MAJOR CHINA TRAVEL AGENCIES HALT JAPAN TRIP SALES AMID GROWING ROW



Several major Chinese travel agencies have stopped selling trips to Japan after Beijing urged citizens to avoid the country amid rising diplomatic tensions over Taiwan. Some Japanese hotels have begun receiving cancellations, and releases of Japanese films in China have been postponed. Chinese tourists, who form Japan's largest foreign visitor group, reached 7.49 million between January and September this year. Major airlines are now allowing free cancellations or changes for Japan-bound flights. While some travellers continue with planned trips, Japanese businesses are monitoring potential losses. Analysts warn that extended travel restrictions could significantly reduce tourism revenue during the coming months.

For more information

THAILAND GDP MISSES ESTIMATES, GROWING 1.2% IN THIRD QUARTER

Thailand's economy grew only 1.2% in the third quarter, slower than expected and down from 2.8% in the previous period, as factory output, exports and tourism weakened. Quarterly GDP contracted 0.6%, the sharpest drop since mid-2021 and the first decline since late 2022. All major sectors – manufacturing, construction, government spending and tourism – showed signs of strain amid tougher global conditions, US tariffs and lingering political uncertainty. The figures highlight mounting pressure on the economy, following similar misses in the Philippines. Prime Minister Anutin has introduced a 44-billion-baht consumption stimulus, while the central bank aims to tackle high household debt.



For more information

THAI ROYAL VISIT TO CHINA SPURS TOURISM REVIVAL HOPES

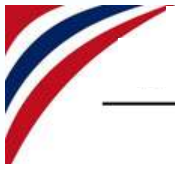


The Tourism Authority of Thailand (TAT) is leveraging the strong positive sentiment from Their Majesties the King and Queen's official visit to China to accelerate the recovery of the Chinese tourist market. The Royal visit, widely praised across Chinese media and social platforms, boosted confidence in Thailand's image and bilateral relations. TAT governor Thapanee Kiatphaibool said this momentum creates a key opportunity to revive arrivals. TAT is rolling out a four-part strategy: the "Zhong Tai Yi Jia Xin" cultural campaign, OTA partnerships targeting FITs, Chinese New Year 2026 tour promotions, and new community-based cultural routes in Bangkok, Chonburi, Phuket, Nan, and other provinces.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 16 NOV 2025



Number of tourists (1 JAN - 16 NOV 2025)
28,277,276 people
 -7.18% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	4,058,169
2	China	3,946,225
3	India	2,110,469
4	Russia	1,527,800
5	South Korea	1,339,604

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) The start of Winter Holiday travel across all market segments, especially from South Korean tourists, with weekly arrivals increasing by more than 16%.
- (+) Government "Ease of Traveling" measures that improve convenience for visitors entering Thailand.



Source : Economics Tourism and Sports Division Information as of Nov 18, 2025

[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1- 18 Nov 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,002,283	1,034,600	↓ -3.12%
Don Mueang Airport	218,613	267,576	↓ -18.30%
Phuket International Airport	308,339	287,478	↑ 7.26%
Chiangmai International Airport	69,395	72,179	↓ -3.86%
Hat Yai International Airport	5,640	6,917	↓ -18.46%

Phuket International Airport - in Nov



Source: [Tourism Authority of Thailand](#)



Trip.com Travel Trends 2026



Stagecations

Watching your favorite band = the new form of relaxation

63% of APAC travelers have traveled for concerts

85% of Thai travelers attend concerts or events with their families



Food Travel Inspired by the Michelin Guide

+18% increase in searches for "food travel" compared to last year

+43% increase in food-related bookings on Trip.com



Eco-Conscious Travel on the Rise

+21% increase in homestay bookings

+33% increase in searches for bikepacking trips

+14% increase in searches for EV and hybrid car rentals



Bikepacking

refers to adventure travel that combines long-distance cycling with camping — blending exploration, endurance, and outdoor living.

The cost factors impacting destination choice abroad are:



Travellers are upping their budgets



Travellers are ready to spend more on trips in 2026 vs 2025

37% will up their flight budget

31% will splash more on stays

16% will put extra towards car hire

Source: Skyscanner

USEFUL ARTICLES

ENGLISH

[Future Traveller Tribes 2030](#)

[Travel Trends Shaping Luxury Tourism In 2026](#)

[Discover 2026's hottest travel trends: Data, insights, and what's next](#)

THAI

["Quick Big Win" แจกตัวฟรี-คนละครั้ง ดันท่องเที่ยวสู่ 2.8 ล้านล้าน](#)

[ททท. ต่อยอดกระแสบวก หุ่น 'เงินเที่ยวไทย' ฟื้นระดมแคมเปญเจาะกรุ๊ปทัวร์-กลุ่ม FIT](#)

[5 Travel Trends 2026 จาก Trip.com Group และ Google จาก "Where to Travel?" สู่ "Why Travel?"](#)

Information sources

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

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

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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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