

PHUKET WEEKLY UPDATE

No98/14112025

THIS WEEK'S EVENTS



Scholarship Interviews for Phuket Vocational College 7 November 2025 at Phuket Vocational College

We had the privilege to interview 15 scholarship candidates from Phuket Vocational College. These impressive young students are future tourism and hospitality leaders and all eager to learn more and be part of the industry.

Thankyou to all who supported our #PHAB fundraising in 2025. Your support is changing young lives!



The Annual International Women's Foundation and Phuket Hotels Association Gala lunch 12 November 2025 at Phuket Vocational College

Phuket Hotels Association was pleased to join the Annual International Women's Foundation and Phuket Hotels Association Gala lunch hosted at Phuket Vocational College and reunite with some of our 2023 & 2024 scholarship students and the Phuket International Women's Club!



THIS WEEK'S EVENTS



Preparing for our Q4 General Managers Meeting at Dusit Thani Laguna Phuket next month!

We had a great visit to the resort as we get ready for the event, and we're looking forward to seeing everyone there on December 3rd.

This meeting will feature Guest speakers covering **Sustainability**, explaining **what General Managers need to know about AI in hospitality**, and **Key Data and Market Trends for 2026**.

Don't miss this end-of-year meeting – and your chance to connect with your Phuket Hotels Association community!

Q4 GM'S MEETING

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

[Register HERE](#)

NEXT WEEK'S EVENT

THE SESSIONS

PHUKET REAL ESTATE FORUM 2025

Inside the Rise: The Forces Driving Phuket's New Real Estate Development

Welcome to the Phuket Real Estate Forum 2025 – Inside the Rise: The Forces Driving Phuket's New Real Estate Development. Phuket is transforming from a tourism-driven economy into a thriving world community. Participants will explore key project drivers, capital flows, and innovative models – from financing options to vacation homeshare and rent-to-own – reshaping ownership.

SCAN TO REGISTER



FREE EVENT

SPEAKERS						MODERATORS	
 Attasit Intarachoti CEO Botanica Luxury Villas	 Proudpath Liptapanlop Executive Director, Proud Real Estate Plc	 Titiwat Kuvijitsuwan Founder and CEO, Capstone Asset	 Charles Rubin Managing Director, CC Capital Advisory	 Boon Yongsakul Chairman, Boat Pattana	 Clint Nagata Founder and Creative Partner, BLINK Design Group	 Bill Barnett Managing Director C9 Hotelworks	 Sumi Soorian Senior Advisor, Phuket Hotels Association
 Poomchai Mattayompoppinyo Managing Director - Project Development Southern Thailand, Sansiri Plc	 Omar Romero Chief Development and Luxury Officer, Minor Hotels	 Nuttawat Kuvijitsuwan Managing Director, CC Capital	 Wade Shealy Founder, CEO and Chairman, ThirdHome	 Jason Thelen Senior Director of Sales and Marketing, Sudara	 Pititnut Robbins Senior Director Thailand, Marriott International	 Sarinrath Kamolratanaipiboon Executive Director, dwp – design world partnership	 David Johnson CEO Delivering Asia
 Luca Dotti CFA Founder and Managing Director, HOMA	 Adeline Phua Managing Iyf Partner, The Ascott Limited	 Jessica Kimsap Chief Business Officer – Alternative Finance FazWaz	 Martin Palleros Director, Tierra Design	 Nicolai Bartels Founder & CEO, Bartels	 Lay Sodarat Head of Legal and Compliance, FazWaz/ Dot Property Group	 Adam Sutcliffe Director, Dot Property Group	 Mimi Chuenpanichayakul Account Director, Delivering Asia

4:00 - 6:00 PM THURSDAY 20th NOVEMBER 2025 | **Similan Ballroom at SAii Laguna Phuket**









invitation: Phuket Real Estate Forum 2025
Inside the Rise: The Forces Driving Phuket's New Real Estate Development

Phuket Hotels Association members are invited to join the FIRST EVER Phuket Real Estate Forum 2025, a dynamic 90-minute session hosted by C9 Hotelworks, in collaboration with Delivering Asia, FazWaz/Dot Property Group, ThirdHome and Creative Concept AV, **on Thursday, 20 November 2025, at SAii Laguna Phuket, Similan Ballroom.**

Phuket's property market is evolving beyond tourism, with new models such as co-living, home-sharing, and branded residences reshaping how hotels and hospitality intersect with real estate investment. This event will provide valuable insights into the forces driving development, the capital fueling growth, and the innovative ownership structures redefining the island's future.

For hoteliers, this is an essential opportunity to understand how these emerging trends are influencing operations, partnerships, and long-term value creation across Phuket's tourism economy.

Spaces are limited – register early to secure your seat.
 Event is free, full program and registration link [HERE](#)


UPCOMING EVENTS

Organized by 

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



Partners



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.

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

1 ม.ค. - 11 พ.ย. 2568

นักท่องเที่ยวต่างชาติ

27.76 ล้านคน

▼ 7%



ตลาดระยะใกล้ (Short Haul)

19.03 ล้านคน ▼ 13.73%

ตลาดระยะไกล (Long Haul)

8.73 ล้านคน ▲ 11.15%

1.2 ล้านคน

SPENDING P

2022-20



TAT UNVEILS STRATEGIES FOR THAILAND'S 'NEW PROSPECT' IN 2026

Thailand's tourism sector remains a key national driver amid global and domestic challenges. The Tourism Authority of Thailand outlined a shift from quantity to quality, focusing on "value over volume" to enhance visitor experiences and spending. Through the "Amazing 5 Economy" – Wellness, Sub-Culture, Night, Tax-Free, and Prompt-Pay – Thailand aims to boost niche, wellness, and digital tourism. For 2026, six strategies will guide growth: Smart Experience, Soundness with Wellness, Segmentation for Competition, Story to Tell, Sustainable Tourism, and Safety & Security – positioning Thailand as a sustainable, high-quality destination built on innovation and meaningful travel experiences.

For more information

PHUKET LEADS THAILAND'S TOURISM REVIVAL WITH RECORD OCCUPANCY AND REVENUE



Phuket has become the driving force of Thailand's tourism recovery, welcoming 4.16 million international visitors from January to October 2025 – 97.5% of pre-pandemic levels. Russian arrivals surged to 833,000, nearly twice those from India and China, pushing hotel occupancy to 75% in October and room rates up to 3,049 baht. As the high season continues, occupancy is projected to hit 77%. While national arrivals fell 7%, Phuket's long-haul markets, especially from Europe, have offset declines from China and short-haul Asia. The island's resilience and premium positioning reinforce its role as Thailand's leading tourism success story.

For more information

HOTELS DIGITISE AS A SURVIVAL STRATEGY

Thailand's hotel sector is rapidly digitising as international arrivals drop 7% in 2025, driven by weaker demand from China, Malaysia, and South Korea. With over 160 new hotels in development and rising competition, operators are turning to AI and automation for pricing, forecasting, and marketing. SiteMinder reports 96% of Thai hoteliers view agility as crucial, yet many still adjust rates too slowly. Brands like Urban Hospitality Group use live-streaming and early-bird promotions to sustain 90–95% occupancy. As labour shortages persist, adaptability and technology-driven strategies are emerging as key survival tools in Thailand's evolving hospitality landscape.



For more information

PHUKET RESTAURANTS UPBEAT FOR HIGH SEASON



Thailand welcomed 26.7 million foreign visitors from January to October 2025, a 7.23% year-on-year decline, with Chinese arrivals down by one-third. Despite slower tourism, the Phuket-Andaman Restaurant Club expects a strong high season. Vice-president Pisut Suttijindawong noted that while city and Patong areas remain quieter than last year, optimism is growing as demand gradually builds. The usual signs of the high season, such as soaring seafood prices, have yet to appear, but restaurants anticipate improvement through the "Khon La Khrueng Plus" co-payment scheme and domestic spending. The high season may also extend beyond April, further boosting Phuket's local economy.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 9 NOV 2025



Number of tourists (1 JAN - 9 NOV 2025)
27,587,845 people
 -7.14% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	3,971,782
2	China	3,870,078
3	India	2,056,933
4	Russia	1,478,167
5	South Korea	1,308,510

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel during the tourism high season by short-haul and long-haul markets.
- (+) Government measures that enhance the ease of traveling, improving convenience for tourists visiting Thailand.



Source : Economics Tourism and Sports Division Information as of Nov 11, 2025

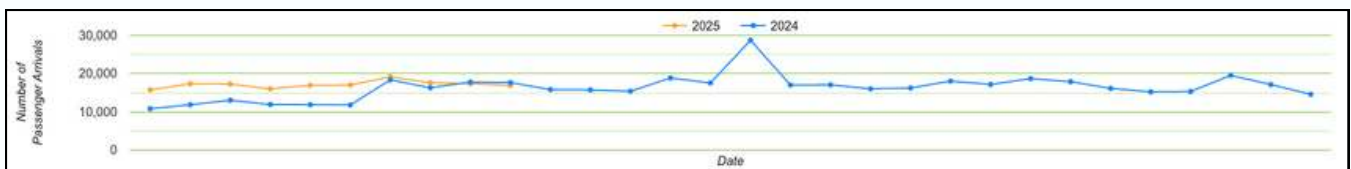
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1- 10 Nov 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	564,949	546,736	↑ 3.33%
Don Mueang Airport	122,532	137,049	↓ -10.59%
Phuket International Airport	171,328	141,323	↑ 21.23%
Chiangmai International Airport	39,143	37,681	↑ 3.88%
Hat Yai International Airport	3,344	3,825	↓ -12.58%

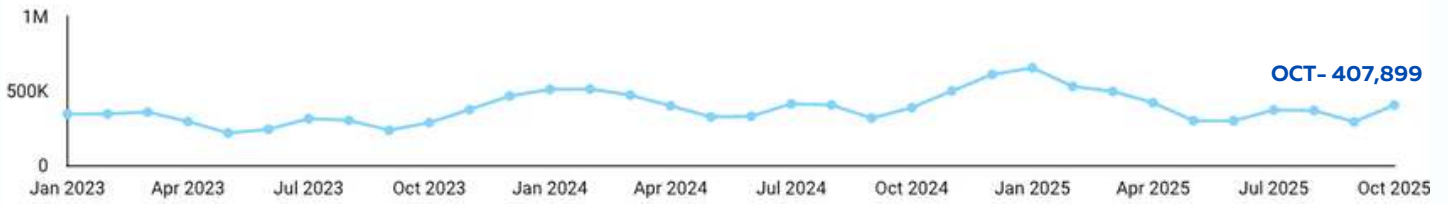
Phuket International Airport - in Nov



Source: [Tourism Authority of Thailand](#)

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – OCT 2025



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

Top 10 by Nationality

OCT 2024

Continent	Nationality	Number
1. Europe	Russia	79.6K
2. Asia	China	56.4K
3. Asia	India	40.3K
4. Oceania	Australia	25.3K
5. Europe	United Kingdom	18K
6. Europe	Germany	16.9K
7. Asia	Malaysia	14.9K
8. Asia	Kazakhstan	10.9K
9. Asia	Korea	9.7K
10. America	United States	8.4K

OCT 2025

Continent	Nationality	Number
1. Europe	Russia	84.7K
2. Asia	India	58.7K
3. Asia	China	33.9K
4. Oceania	Australia	24.9K
5. Asia	Korea	20.6K
6. Europe	United Kingdom	19.9K
7. Europe	Germany	19.7K
8. Asia	Malaysia	14.4K
9. Asia	Israel	10.3K
10. America	United States	9.3K

Top 10 Countries by Flight Origin

OCT 2024

Country	Number
1. China	64.1K
2. Russia	59.9K
3. Singapore	46K
4. United Arab Emirates	44.6K
5. Malaysia	40.1K
6. India	31.4K
7. Qatar	22.4K
8. Hong Kong	15.3K
9. Australia	13.5K
10. South Korea	9.9K

OCT 2025

Country	Number
1. Russia	62.9K
2. United Arab Emirates	57.1K
3. India	57.1K
4. Malaysia	37.7K
5. China	34.4K
6. Singapore	33.9K
7. Qatar	24.3K
8. South Korea	21.7K
9. Hong Kong	16.6K
10. Australia	13.2K

Source: Travel Link. Data as of 12 November 2025

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-OCT 2024



JAN-OCT 2025



Top 10 by Nationality

JAN-OCT 2024

	Continent	Nationality	Number
1.	Asia	China	852.1K
2.	Europe	Russia	771.8K
3.	Asia	India	334K
4.	Oceania	Australia	217.6K
5.	Europe	United Kingdom	164.2K
6.	Europe	Germany	140.5K
7.	Asia	Malaysia	128.7K
8.	Asia	Kazakhstan	109.7K
9.	Asia	Korea	106.3K
10.	Europe	France	99.7K

JAN-OCT 2025

	Continent	Nationality	Number
1.	Europe	Russia	833K
2.	Asia	India	488.4K
3.	Asia	China	476.9K
4.	Oceania	Australia	228.6K
5.	Europe	United Kingdom	196.8K
6.	Europe	Germany	154.9K
7.	Asia	Malaysia	137.7K
8.	Asia	Korea	130K
9.	Europe	France	115.1K
10.	Asia	Kazakhstan	99.9K

Top 10 Countries by Flight Origin

JAN-OCT 2024

Country	Number
1. China	855K
2. Russia	606K
3. Singapore	464.7K
4. United Arab Emirates	407.4K
5. Malaysia	364K
6. India	269K
7. Qatar	226.6K
8. Hong Kong	208.2K
9. Kazakhstan	109.5K
10. South Korea	106.5K

JAN-OCT 2025

Country	Number
1. Russia	641.5K
2. United Arab Emirates	504.1K
3. China	501.5K
4. India	479K
5. Singapore	388K
6. Malaysia	357.6K
7. Qatar	233.8K
8. Hong Kong	183.4K
9. South Korea	139.2K
10. Australia	133K

Source: Travel Link. Data as of 12 November 2025

TOURISM

SITUATION IN OCTOBER 2025



Proportion of international tourists traveling to Thailand in October 2025.



INBOUND OCTOBER



2.57
million people
%CH (Y-o-Y)
-3.94



1.19
hundred billion baht
%CH (Y-o-Y)
-3.25

USEFUL ARTICLES

ENGLISH

[What's next for hospitality? 3 game-changing trends for 2026](#)

[Top 10 hotel tech trends for 2026](#)

[2025 Southeast Asia Travel Trends: Rise of Social Shopping and The Impact of Chinese Travellers](#)

THAI

[ททท.เปิดเกมรุกท่องเที่ยวไทย “Values over Volume” สู่เศรษฐกิจคุณภาพปี 69](#)

[ททท.มั่นใจไอซีขึ้นคึกคัก ดันไทยสู่จุดหมายท่องเที่ยวโลก คาดปี'69 ต่างชาติแตะ 34.9 ล้าน](#)

[Tourism War เดือด! ไทยเผชิญแรงกดดันหนัก นักท่องเที่ยวหดตัว-การใช้จ่ายต่ำ สวนทางคู่แข่งเอเชียที่โตทะลุ 10%](#)

Information sources

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

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

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

Education Committee

(Chair) Bart Callens
Julian Lowry
Pathama Kantetaw
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 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

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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