

## THIS WEEKS EVENTS



### Scholarship Interviews for Rajabhat University students Faculty of Hospitality Management 5 November 2025 at Phuket Rajabhat University

Phuket Hotels Association was delighted to interview students from the Faculty of Hospitality and Tourism Management at Phuket Rajabhat University. We were very impressed by the passion and professionalism of these young talents and look forward to supporting them on their 4-year journey into the hospitality industry.

Thank you to all our PHAB 007 sponsors and supporters who have helped make this possible!  
More scholarship news to come!!



### Green Champions joined a GSTC Workshop | 29 October 2025 at Thavorn Beach Village Resort & Spa

Phuket Hotels Association Green Champions joined a GSTC Certification Workshop (Global Sustainable Tourism Council) generously hosted by Thavorn Beach Village Resort & Spa, led by Dr. Pattanan Dansai of the Dansai Group Company Limited. Knowing the standards helps us meet the requirements of certification.

# GENERAL MANAGERS PROGRAM (GMP) SCHOLARSHIP



PHUKET HOTELS ASSOCIATION MONTARA  Nolan Cornell SC Johnson College of Business

## Scholarship General Managers Program (GMP) 2025

Apply Now 

Deadline : 14 Nov, 2025

**Objectives**

Provide a Thai National the opportunity to attend the GMP at Cornell University to advance in their career, to gain international exposure, learn from the best in the industry. The GMP scholarship is provided courtesy and generosity of MONTARA HOSPITALITY and is in the value of US\$ 13,490.00

**What Is GMP?**

The General Managers Program is a 5-day learning experience for full-service hotel general managers and their immediate successors. It will be offered around June 16-21, 2026, on the Cornell University campus in Ithaca, New York, USA.

Don't miss this opportunity to unlock your potential and transform your dreams into reality.

MORE INFORMATION PLS. CONTACT  
TEL: 076 619 518 INFO@PHUKETHOTELSASSOCIATION.COM



**ONLY 1 WEEK before applications close!**  
Announcing our Cornell GMP Scholarship 2025, applications are open now for our hotel members in leadership roles - open to Thai nationals only.

**Apply now [HERE](#)**

## SAVE THE DATE



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

FOR MEMBERS BY INVITATION ONLY 

DECEMBER 3  
3:00 PM – 6:30 PM

**Phuket Hotels Association General Manager Meeting**  
Join us for our 4th Quarter GMs Meeting to catch up on the latest in sustainability, AI insights every GM needs to know, and industry trends in the hospitality landscape.

**3th December, 3:00–6:30 PM** at Dusit Thani Laguna Phuket  
**Register [HERE](#)**

## UPCOMING EVENTS

# THE SESSIONS

## PHUKET REAL ESTATE FORUM 2025

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

SCAN TO REGISTER



FREE EVENT

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.

### SPEAKERS

 <b>Attasit Intarachoti</b> CEO Botanica Luxury Villas	 <b>Proudpath Liptapanlop</b> Executive Director, Proud Real Estate Plc	 <b>Titiwat Kuvijitsuwan</b> Founder and CEO, Capstone Asset	 <b>Charles Rubin</b> Managing Director, CC Capital Advisory	 <b>Boon Yongsakul</b> Chairman, Boat Pattana	 <b>Clint Nagata</b> Founder and Creative Partner, BLINK Design Group
 <b>Poomchai Mattayompoppinyo</b> Managing Director - Project Development Southern Thailand, Sansiri Plc	 <b>Omar Romero</b> Chief Development and Luxury Officer, Minor Hotels	 <b>Nuttawat Kuvijitsuwan</b> Managing Director, CC Capital	 <b>Wade Shealy</b> Founder, CEO and Chairman, ThirdHome	 <b>Jason Thelen</b> Senior Director of Sales and Marketing, Sudara	 <b>Pititnut Robbins</b> Senior Director Thailand, Marriott International
 <b>Luca Dotti CFA</b> Founder and Managing Director, HOMA	 <b>Adeline Phua</b> Managing Iyf Partner, The Ascott Limited	 <b>Jessica Kimsap</b> Chief Business Officer - Alternative Finance FazWaz	 <b>Martin Palleros</b> Director, Tierra Design	 <b>Nicolai Bartels</b> Founder & CEO, Bartels	 <b>Lay Sodarat</b> Head of Legal and Compliance, FazWaz/ Dot Property Group

### MODERATORS

 <b>Bill Barnett</b> Managing Director C9 Hotelworks	 <b>Sumi Soorian</b> Senior Advisor, Phuket Hotels Association
 <b>Sarinrath Kamolratanaipiboon</b> Executive Director, dwp - design world partnership	 <b>David Johnson</b> CEO Delivering Asia

### EVENT CO-HOSTS

 <b>Adam Sutcliffe</b> Director, Dot Property Group	 <b>Mimi Chuenpanichayakul</b> Account Director, Delivering Asia
---	--

4:00 - 6:00 PM THURSDAY 20<sup>th</sup> NOVEMBER 2025 | Similan Ballroom at SAii Laguna Phuket

Organized  With      

### 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 **NT@CC**

## 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](mailto:info@phukethotelsassociation.com)

## THIS WEEKS' NEWS UPDATE

### THAILAND'S TOURISM SECTOR AIMS FOR 6.71 MILLION FOREIGN ARRIVALS IN FINAL 2 MONTHS TO HIT 33.4 MILLION TARGET

Thailand's tourism sector targets 33.4 million international arrivals in 2025, requiring 6.71 million visitors in the last two months after welcoming 26.69 million in the first ten months—a 7.23% drop year-on-year, with revenue down 4.53% to 1.23 trillion baht. Top markets include Malaysia, China, and India. October recorded 2.57 million visitors, down 3.94% from 2024. The Association of Thai Travel Agents (ATTA) projects around 32 million visitors by year-end, citing slow Chinese arrivals averaging 10,000 per day. President Thanapol Cheewarattanaporn noted tourism is at its weakest since the pandemic but expressed optimism for gradual recovery with government support.

***For more information***

### NATIONAL PARKS GENERATE 2.2BN BAHT FROM TOURISTS IN FISCAL 2025



Photo: Facebook/ENP

Thailand's national parks generated over 2.2 billion baht in revenue in fiscal 2025, reflecting steady growth in both domestic and international visits. According to the Department of National Parks, Wildlife and Plant Conservation (DNP), income from entrance and accommodation fees rose 0.38% year-on-year, driven by increased interest in nature-based tourism. DNP Director-General said the department continues to enhance visitor convenience through e-ticketing and online reservation systems for camping and park lodgings. Alongside revenue gains, new conservation initiatives are being introduced to strengthen protection of Thailand's terrestrial and marine ecosystems.

***For more information***

### SUBDUED LOY KRATHONG TIPPED TO GENERATE B6.5BN IN TOURISM REVENUE

Thailand's Loy Krathong festival is expected to generate 6.54 billion baht in tourism revenue, with 1.91 million Thai travelers participating nationwide. This year's celebrations take on a subdued tone in remembrance of the late Queen Sirikit The Queen Mother, replacing fireworks with graceful cultural activities. The Tourism Authority of Thailand (TAT) is hosting main events in Sukhothai and Ayutthaya, with supporting festivities in Bangkok, Samut Songkhram, Chiang Mai, Tak, and Roi Et, projected to attract 430,000 visitors and 2 billion baht. Chiang Mai hotels report nearly full occupancy during the Yi Peng festival, buoyed by foreign demand and new air connections.



***For more information***

### THAI HOTELS ASSOCIATION URGES FINANCE MINISTRY TO REVIEW LAND TAX LAW AMID DOWNTURN IN CHINESE TOURISM



The Thai Hotels Association (THA) plans to propose a revision of the Land and Building Tax Act to the Finance Ministry, arguing that the current structure burdens small hotels amid declining Chinese arrivals. President Thienprasit Chaiyapatranun said the THA seeks a hybrid model combining the former income-based house and land tax system with the current valuation method. He noted long-haul markets have recovered, but Chinese visitors—projected at 5 million in 2025—remain below pre-pandemic levels, reducing occupancy by up to 50% in key destinations. The THA also urges soft loan support for small hotels, as existing tax incentives favor large operators.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 2 NOV 2025



**Number of tourists (1 JAN - 2 NOV 2025)**  
**26,889,456 people**  
 -7.22% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	Malaysia	3,881,852
2	China	3,795,540
3	India	2,001,467
4	Russia	1,430,848
5	South Korea	1,281,791

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel during the tourism high season by long-haul market tourists
- (+) Government's ease of traveling measures that enhance convenience for traveling to Thailand



Source : Economics Tourism and Sports Division Information as of Nov 4, 2025

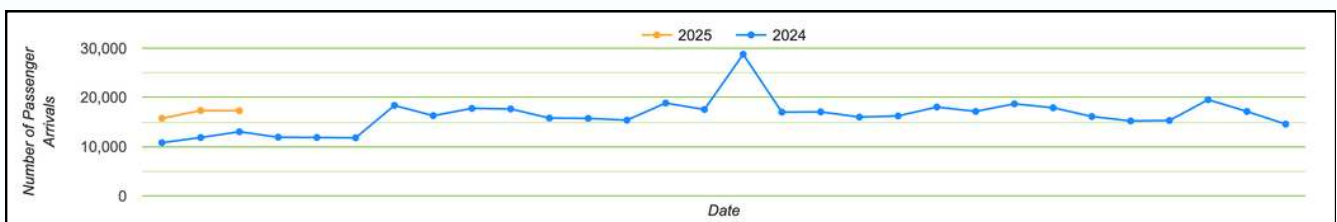
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1- 3 Nov 2025 compared to same period in 2024)

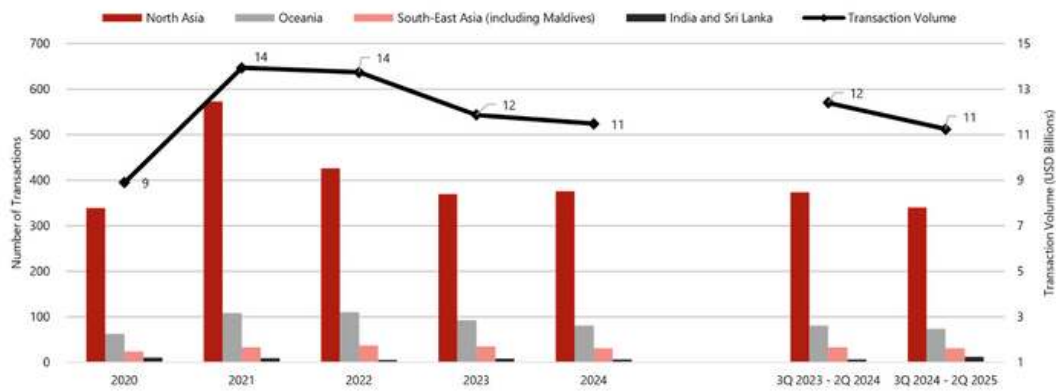
Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	172,621	157,015	↑ 9.94%
Don Mueang Airport	38,192	39,990	↓ -4.50%
Phuket International Airport	50,374	35,675	↑ 41.20%
Chiangmai International Airport	12,545	10,923	↑ 11.85%
Hat Yai International Airport	944	1,066	↓ -11.44%

### Phuket International Airport - in Nov



Source: Tourism Authority of Thailand

Transaction History in the Asia Pacific (2020 - 2Q 2025)

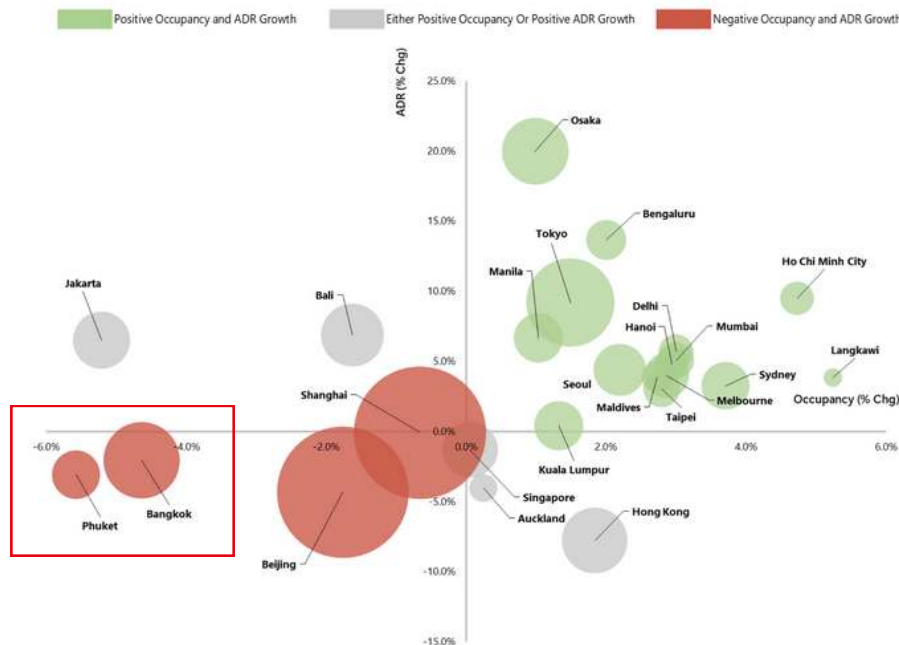


Source: HVS Research, See Reference List 16

\*Please note mentions of "transaction values" pertain to the transaction volume based on relevant stake/interest as of the mentioned date

- Hotel investment volume in Asia Pacific reached USD 11.5 billion in 2024, down 3% year-on-year, reflecting slower decline compared to the 14% drop in 2023 amid high borrowing costs and longer transaction timelines.
- On a trailing 12-month basis, volume fell 9% to USD 11.2 billion, with 456 deals recorded, indicating continued investor caution but improving market stability.

Hotel Performance in Asia Pacific (2025)



Source: HVS Research, See Reference List 4

- Growth concentrated in key markets: India, Japan, and Vietnam lead regional performance, with cities such as Osaka, Bengaluru, Ho Chi Minh City, Langkawi, Tokyo and Tokyo posting the strongest RevPAR gains driven by domestic and international demand.
- Diverging resort and urban trends: Maldives and Langkawi see rate-led growth, while Phuket and Bali soften. Thailand, particularly Bangkok and Phuket, faces the steepest declines, while Beijing, Shanghai, Jakarta, and Auckland experience modest slowdowns amid competition.

Read Full Article [HERE](#)

Source: HVS Research



- China and the USA together captured over 30% of Asia Pacific’s total arrivals, underscoring their continued dominance in regional travel demand.
- Japan’s 47.1% growth highlights its rapid rebound and strong tourism fundamentals, setting a benchmark for post-pandemic recovery across the region.



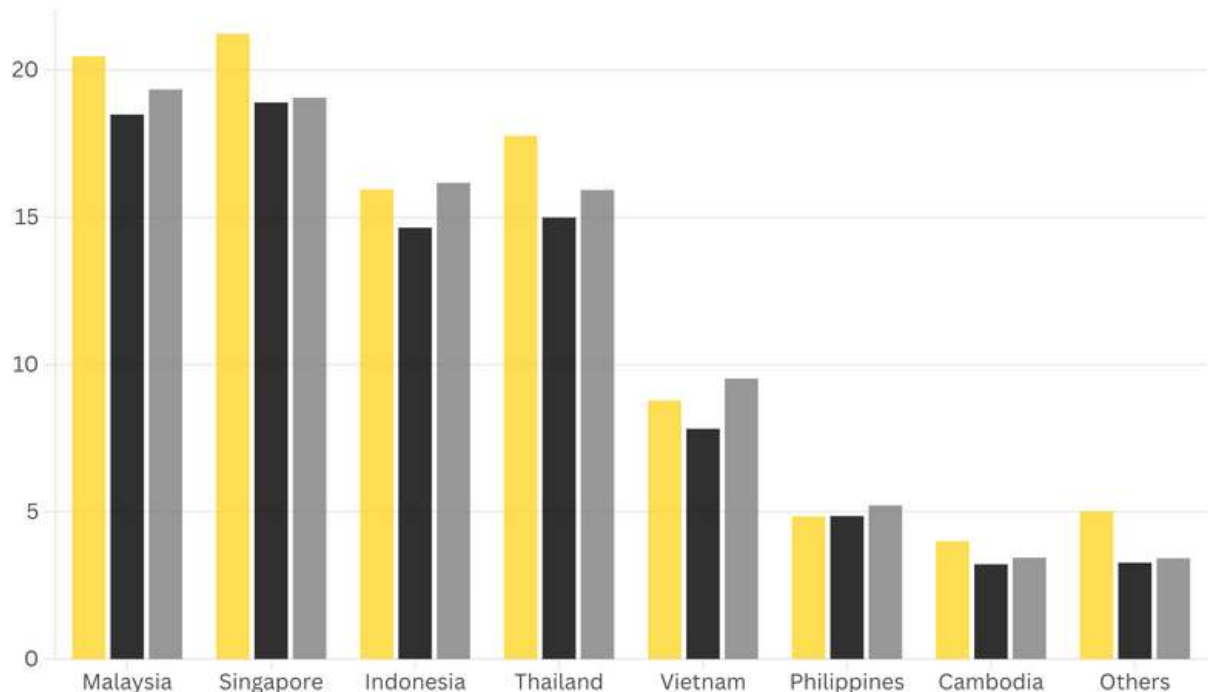
- China maintained its lead with 64.4 million arrivals, while Japan’s 131.6% recovery rate signals sustained traveler confidence and spending potential.
- The strong performance of Hong Kong SAR and Macao indicates renewed cross-border movement and robust short-haul travel within Asia.

Source: PATA and Hotel News Resource & Nevistas

## ASEAN Countries by Seat Capacity

Summer 2019 Summer 2024 Summer 2025

Seats - Millions



Source: OAG

OAG

Source: OAG

## USEFUL ARTICLES

### ENGLISH

[Hilton's 2026 Trends Report](#)

[How will the lifestyle hotel revolution shape hospitality in the region?](#)

[TAT introduces 'Healing is the New Luxury' at Amazing Thailand Press Conference at WTM 2025](#)

### THAI

[เปิดตัว “คลังนวัตกรรมท่องเที่ยว” ยกระดับ Travel Tech ไทยสู่เวทีโลก](#)

[ท่องเที่ยว 2 เดือนโค้งท้ายเร่งมุดยอด 6.7 ล้านคน 'แอตต้า' ชี้แนวโน้มปี 68 ต่างชาติเข้าไทย 32 ล้านคน](#)

[5 แอปฯ นำร่องให้บริการ 'นักท่องเที่ยวจีน' ใช้ Alipay, WeChat Pay สแกน Thai QR Code เริ่ม 30 ต.ค.นี้](#)

## 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

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

 076 619 518

 [info@phukethotelsassociation.com](mailto:info@phukethotelsassociation.com)