

PHUKET WEEKLY UPDATE

No96/31102025

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 2 WEEKS 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](#)

THIS WEEKS EVENT



Babysitter Training | 28 October 2025 at Bangkok Hospital Siriroj

Phuket Hotels Association partnered with Bangkok Hospital Siriroj to host a full day Babysitter Training for hotel staff. We truly appreciate the hospital's expertise and the trainers' dedication. Programs like this strengthen our commitment to guest and staff safety across Phuket's hotels.

THIS WEEKS EVENT



2nd anniversary of the Marine Biological Center (MBC) | 25 October 2025 at Hyatt Regency Phuket Resort
 Phuket Hotels Association was pleased to join the 2nd anniversary celebration of the ReGenSea Project at Hyatt Regency Phuket Resort.
 The event featured an inspiring panel discussion on “What is Regenerative Hospitality?”, with marine biologists and sustainability experts from our member hotels sharing valuable insights. This was followed by a hands-on coral planting workshop and beach clean-up – a great reminder of the importance of protecting our marine environment.

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

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

Join us for our 4th Quarter GMs meeting for a chance to catch up on ALL the news!

3th December, 3:00–6:30 PM at Dusit Thani Laguna Phuket

[Register HERE](#)

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Amatara Welleisure Resort has been using Flywire for almost 1 year. Flywire provides us with a secure online payment portal for our global guests, and we have saved almost 30% cost on our monthly bank fees and transaction fees for direct bookings.

Nararat Nooplod, FC of Amatara Welleisure Resort

AMATARA
WELLEISURE RESORT

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UPCOMING EVENT

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, EABC, Irish Thai, TEBA, THAI-FINNOIS 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.

Register [HERE](#)

UPCOMING 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	
							
Bill Barnett Managing Director C9 Hotelworks	Proudpath Liptanlop Executive Director, Proud Real Estate Plc	Tititwat Kuvijitsuwan Founder and CEO, Capstone Asset	Charles Rubin Managing Director, CG Capital Advisory	Boon Yongsakul Chairman, Boat Pattana	Clint Nagata Founder and Creative Partner, BLINK Design Group	David Johnson Chief Executive Officer, Delivering Asia	Sumi Soorian Senior Advisor, Phuket Hotels Association
							
Poomchal Mattayompoppinyo Managing Director - Project Development Southern Thailand, Sansiri Plc	Omar Romero Chief Development and Luxury Officer, Minor Hotels	Nuttawat Kuvijitsuwan Managing Director, CG Capital	Wade Shealy Founder, CEO and Chairman, ThirdHome	Ciles Adams Partner and President, ThirdHome	Pitirut Robbins Senior Director Thailand, Marriott International	Sarinath Kamolratnapiboon Executive Director, dwp - design world partnership	
							
Luca Dotti CFA Founder and Managing Director, HOMA	Adeline Phua Managing Iy Partner, The Ascott Limited	Jessica Kimsap Chief Business Officer - Alternative Finance FazWaz	Martin Palleros Director, Tierra Design	Nicolai Bartels Founder & CEO, Bartels	Lay Sodarot 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

Organized by  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 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](#)

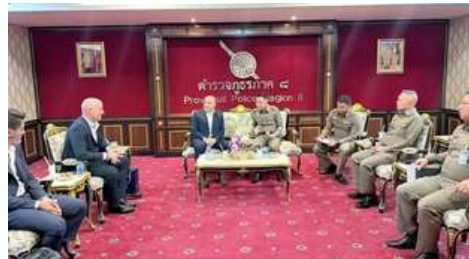
THIS WEEKS' NEWS UPDATE

THAILAND FOREIGN TOURIST ARRIVALS DOWN 7.25%

Thailand welcomed 26.25 million foreign tourists from January 1 to October 26, down 7.25% year-on-year, the Tourism and Sports Ministry reported. Malaysia was the top source market with 3.8 million visitors, followed by China with 3.72 million. The Bank of Thailand cut its 2025 forecast to 33 million arrivals from 35 million. Governor Vitai Ratanakorn expects economic recovery in Q1 2026 after a slowdown in late 2025. The government will spend 10 billion baht to buy bad debt, aiding about 2 million people. Thailand's household debt equals 86.8% of GDP, while growth is projected at 2.2% in 2025 and 1.6% in 2026.

For more information

THAILAND EXPECTS BETTER BEHAVIOUR FROM ISRAELI TOURISTS



Thailand has called for better behaviour from Israeli tourists after a meeting between Thai police and an Israeli security representative. The discussion followed growing public frustration over misconduct and illegal businesses involving some visitors. Israeli-only sanctuaries in Phuket, Koh Samui, Phangan, and Pai will remain under high security due to the conflict in Gaza, but Thai authorities will be allowed to inspect them. From January to September, around 300,000 Israelis visited Thailand, a 57% increase from last year. However, recent incidents involving drug use and disrespect for Thai customs have fueled dissatisfaction among local communities.

For more information

US VISITORS TO THAILAND LIKELY TO INCREASE THIS YEAR

Thailand expects 1.2 million US tourists in 2026, continuing a record streak supported by increased flight connectivity, including United Airlines' return to Bangkok after 11 years. The US market is known for high-spending premium travellers, partly driven by The White Lotus TV series filmed in Thailand. Last year saw a record 1.03 million visitors generating 58.8 billion baht, rising to 1.1 million and 62 billion baht in 2025. American tourists stay an average of 12 days, spending 4,726 baht daily. Airlines such as United, Alaska, and EVA Air are expanding routes. Additional flights from Los Angeles, San Francisco, and North Asia are expected to further strengthen arrivals, reflecting strong demand from leisure, business, and visiting friends and family segments.



For more information

FDI DRIVES ASEAN AND THAILAND'S ECONOMIC GROWTH, EXPERTS ARGUE



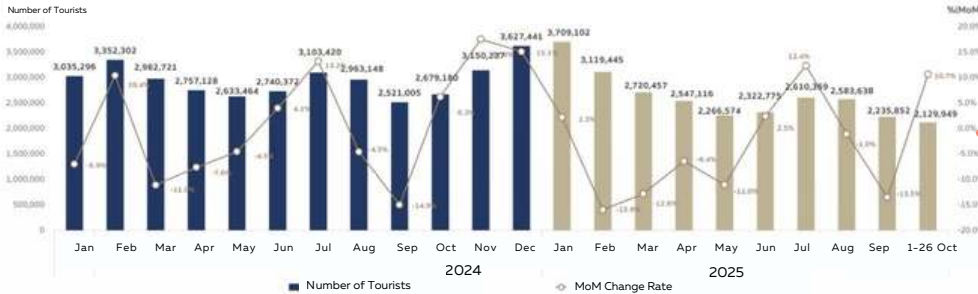
Thailand's former central bank governor emphasized that foreign direct investment (FDI) has been a key engine of Thailand's growth since the 1960s, when the country opened up to attract investors and created the Board of Investment (BOI). This led to strong industrialization and export expansion, with GDP growing seven times faster than Myanmar's. Between 2015 and 2024, the BOI approved 14,068 projects worth 4.41 trillion baht. Current focus industries include EVs, semiconductors, BCG sectors, and digital technologies, supported by workforce training plans to fill skilled labour gaps. Experts noted that while Thailand's FDI remains robust, stronger governance and reduced reliance on incentives are essential for long-term competitiveness.

For more information

THAILAND TOURISM MARKET UPDATE



Number of tourists 1 JAN - 26 OCT 2025



Number of tourists (1 JAN - 26 OCT 2025)
26,245,277 people
 -7.25% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	3,804,766
2	China	3,723,070
3	India	1,946,989
4	Russia	1,387,594
5	South Korea	1,256,789

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel to attend music events and for post-Diwali festival tourism.
- (+) Increased travel during the high tourism season among long-haul markets.
- (+) Government ease-of-travel measures enhancing convenience for visitors traveling to Thailand.



Source : Economics Tourism and Sports Division Information as of Oct 28, 2025

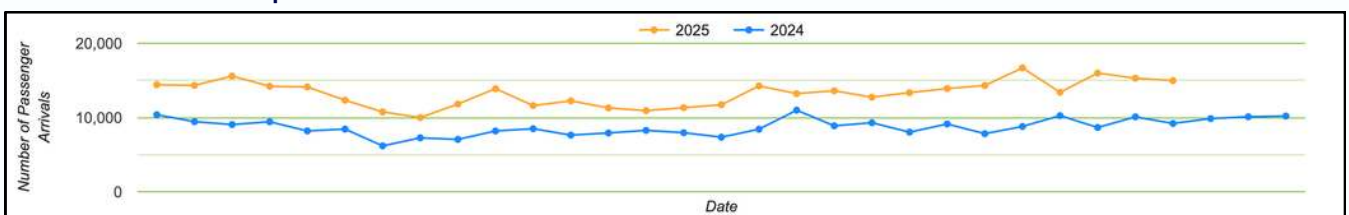
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1- 28 Oct 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,296,508	1,223,724	↑ 5.93%
Don Mueang Airport	307,347	330,122	↓ -6.90%
Phuket International Airport	372,172	240,702	↑ 54.62%
Chiangmai International Airport	87,429	78,309	↑ 11.65%
Hat Yai International Airport	8,948	9,252	↓ -3.29%

Phuket International Airport - in Oct



Source: Tourism Authority of Thailand

The Thai economy



Foreign tourist arrivals have been lower than previously expected, especially short-haul tourists due to safety concerns. Meanwhile, the number of long-haul tourists has continued to increase and their higher spending per trip would provide partial support to tourism receipts.

Projection of foreign tourist arrivals and tourism receipt

	2024*	2025	2026
Foreign tourists (million persons)	35.5	35.0	38.0
- Share of Chinese tourists	18.9%	12.6%	15.7%
- Share of long-haul tourists	28.9%	33.7%	32.2%
Tourist expenditure per trip (baht)	39,500	43,400	44,000
Tourism receipt (trillion baht)	1.40	1.52	1.67

Note: *Outturn, subject to historical revision

Tourism outlook

- Foreign tourist arrivals in Q2/2025 declined due to safety concerns in Thailand and the uncertain global economic outlook, especially Chinese tourists and short-haul tourists. Meanwhile, the number of long-haul tourists also slowed during the low season.
- Foreign tourist arrivals forecast for 2026 has been revised up slightly on account of continued growth in tourism demand from long-haul tourists in line with global tourism demand. Meanwhile, the number of Chinese tourists would gradually recover as safety concerns ease but there remains the need to monitor risks from increased tourism competition in the region.
- Tourism receipts are projected to expand on the back of higher length of stays as well as the increasing number of long-haul tourists who typically have higher spending per trip such as tourists from Europe, the Middle East, and Australia.

BLP Businesses' view about Thailand's tourism outlook

- Foreign tourist arrivals in 2025 are likely to be lower than last year. The number of Chinese tourists would recover slowly despite the government implementing measures to improve Thailand's image as safety concerns typically take time before tourism confidence improves. Meanwhile, short-haul tourists would be affected by economic factors.
- Looking ahead, the tourism sector would continue to grow mainly driven by long-haul tourists, the number of which would benefit from increased flight routes and Thailand's marketing efforts among European and the Middle Eastern tourists who are higher spenders compared to the average tourist. This is expected to help offset the loss in tourism income from short-haul tourists considerably.

The Thai economy



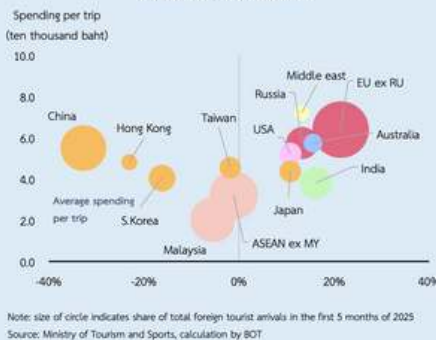
Box 1: Thailand's tourism outlook: key issues and challenges to be monitored

The tourism sector had continued to recover and served as a key growth driver for the Thai economy in 2024, but began to lose momentum in 2025. Foreign tourist arrivals in Thailand during the first 5 months of 2025 contracted by 3%¹ from the same period last year, contrast to the 12%² increase in overall tourist arrivals to the Asia-Pacific region. This is mainly attributed to short-haul tourists, especially Chinese tourists, who are traveling to Thailand less due to safety concerns. Nevertheless, in terms of tourist receipts, the slowdown was less marked because the number of long-haul tourists has grown significantly. These tourists tend to have higher spending per trip and are expected to continue rising in number (Chart 1), helping offset, to a certain extent, the revenue lost from the decline in short-haul tourists fairly well. That said, the distribution of tourism receipts might be relatively worse, as long-haul tourists mostly travel to major cities and a large share of their spending is concentrated on accommodations.

Besides safety concerns, the tourism sector is also affected by economic factors both directly through the income channel and indirectly through the confidence channel. However, the impact differs across tourist groups. Tourists from East Asian countries such as China, Japan, and South Korea are more sensitive to economic factors than tourists from other advanced economies. This is reflected in the number of short-haul tourists in the first 5 months of 2025, which contracted by 11% from the same period last year, while the number of long-haul tourists, most of whom are from advanced economies, continued to grow by 17%.

Behavioral factors present another key challenge, especially shifting spending patterns among foreign tourists. For instance, (1) some tourists have placed greater emphasis on accommodation and high-quality service since the COVID-19 pandemic. Hotel reputation and star rating of hotels became increasingly influential in accommodation decisions, in line with share of spending on hotels, which increased from 33% to 40% of total spending (Chart 2). Another shifting pattern lies in a (2) change in tourist demographics where the average age of tourists has fallen with higher share of younger generations especially Gen Z and Millennials who are typically seeking experiences and life rewards from tourism. Meanwhile, tourists in general care more about value-for-money as reflected in the falling share of spending on souvenirs although they still value hand-crafted goods and street food influenced by social media trends rather than restaurants and special activities, such as scuba diving and wellness tourism.

Figure 1: Number of tourists in the first 5 months of 2025 compared to the same period last year (%YoY), broken down by nationality



Note:
¹ Source: Economics Tourism and Sports Division of the Ministry of Tourism and Sports
² Source: United Nations World Tourism Organization (UNWTO), May 2025

The Thai economy



Box 1: Thailand's tourism outlook: key issues and challenges to be monitored

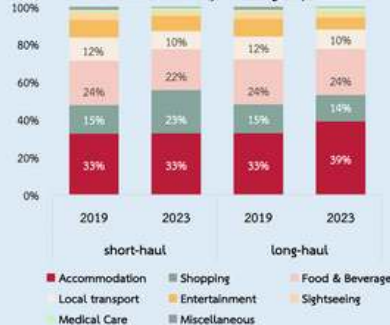
Besides the challenges faced by the tourism sector at large, a deeper look reveals that issues specific to each group of tourists come from idiosyncratic factors. Preliminarily, this could be divided into 2 groups:

1. High-potential group consists of long-haul tourists from Europe (e.g. Russia, UK, Germany), the Middle East and Australia (31% of foreign tourist arrivals in 2024). Over the recent periods, this group of tourists recovered quickly. Their numbers have surpassed pre-COVID levels since the first half of 2024 and have continued to grow in the first 5 months of 2025. Long-haul tourists have average spending that is 1.7 times³ higher than that of short-haul tourists. Looking ahead, this group is likely to continue growing and has the potential to increase tourism receipts for Thailand.

However, at present, long-haul tourists remain concentrated in only 6 areas namely Bangkok, Phuket, Pattaya, Surat Thani, Chiang Mai, and Krabi⁴. As such, it will be important to improve transportation infrastructure connecting major cities with surrounding provinces, develop tourist destinations to encourage dispersion, and create tourism experiences in secondary cities. These will help improve the attractiveness for repeat travel or increase the length of stay in Thailand, creating the opportunity for this group of tourists to experience multi-city travel, which is currently trending in global tourism.

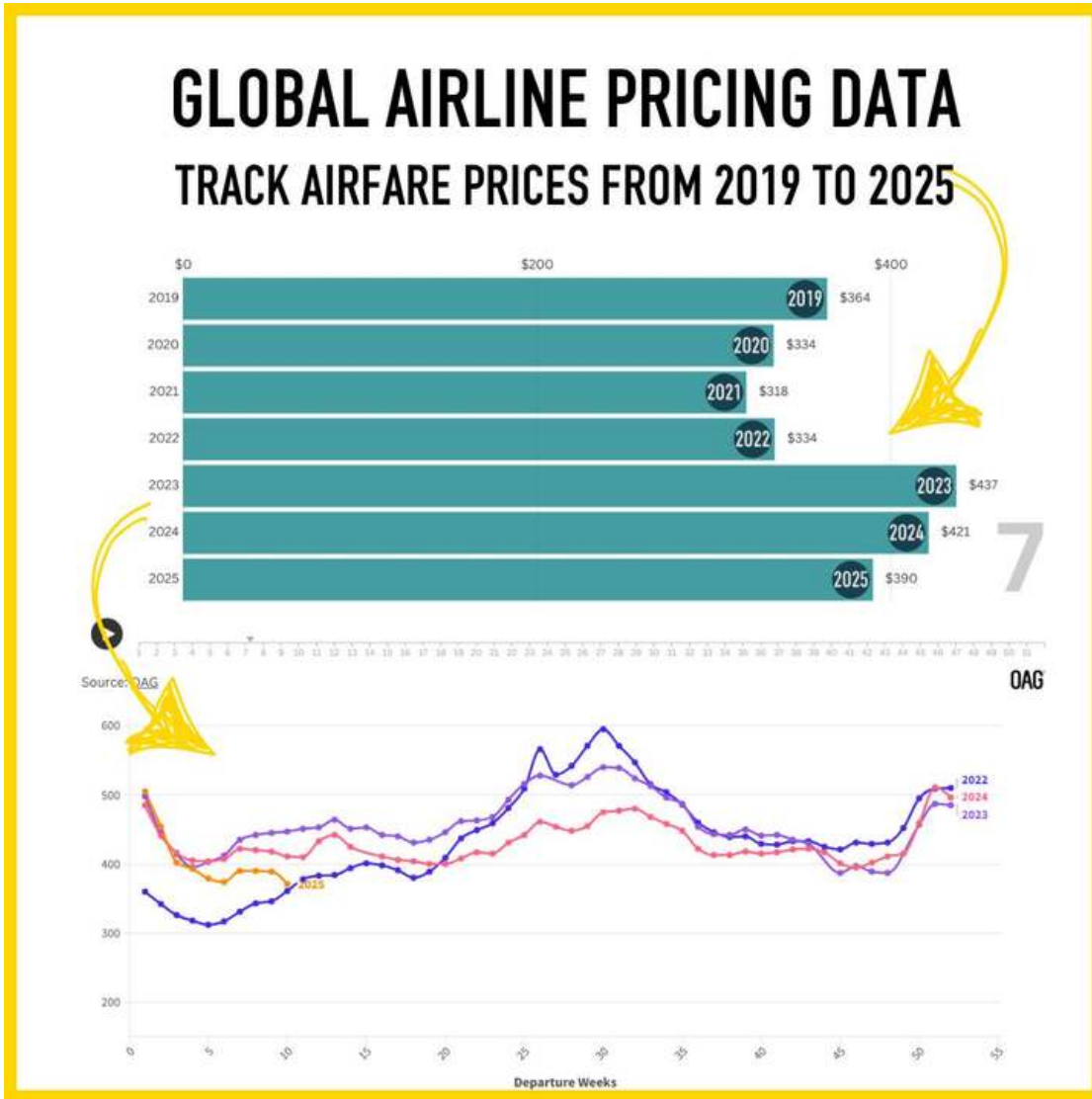
2. Concerning group comprises mostly short-haul tourists from China, South Korea, Hong Kong, Taiwan and ASEAN countries (69% of foreign tourist arrivals in 2024). Of particular concern is the number of Chinese tourists, which remains significantly below pre-COVID levels. In the first 5 months of 2025, the number of Chinese tourists contracted by as much as 33%YoY, while short-haul tourists from other countries contracted by 3%YoY. Most tourists are now free independent travelers (FITs), with a corresponding decline in group tours. This is especially the case for Chinese tourists, whose share of group tours has fallen from 26% in 2019 to only 15% in Q1/2025⁵. Given this trend, it is likely that tourists will plan their trips closer to the actual travel dates and their decisions will be more influenced by social media and influencers⁶. This makes them more responsive to online trend and perception. Therefore, addressing safety concerns and building confidence are essential to attracting more short-haul tourists to Thailand.

Image 2: Proportion of expenditure by category, broken down by tourist group



Note:
³ Source: Ministry of Tourism and Sports
⁴ Source: Final report of the 2019 Data Survey Project for In-Depth Analysis of Tourist Behavior, and 2025 Progress Report, Ministry of Tourism and Sports
⁵ Source: Dragon trail sentiment survey report

Source: Bank of Thailand



Source: OAG

USEFUL ARTICLES

ENGLISH

[ASEAN and India reaffirm terms of joint partnership on sustainable tourism](#)

[Asia-Pacific Hotel Investment Frenzy: Billions Pour In Despite Mixed Hotel Recovery](#)

[Hotel investors in Asia-Pacific eager for deals while performance underwhelms](#)

THAI

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

[แอดต้า ชี้ท่องเที่ยวไทยต้องรีเซต สู่ Land of Smart and Smile พื้นความเชื่อมั่นต่างชาติ](#)

[อดีตผู้ว่า ททท.ขงแพน Thailand’s Grand Comeback พื้นที่ท่องเที่ยว](#)

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"

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Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager

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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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