

PHUKET WEEKLY UPDATE

No94/17102025

Phuket Hotels Association's Advisors and Directors



Phuket Hotels Association's Advisors and Directors gathered to review the year so far and plan upcoming initiatives.

We're deeply grateful for the continued support, guidance, and collaboration of everyone involved. In attendance (L-R): Eric Ricaurte, Sukhchaensingh (Sam) Sethi, Bjorn Courage, Jayne MacDougall, Sumi Soorian, Sears Jivavisitnont, Bill Barnett and Daniel Meury

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



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](#)

UPCOMING EVENTS

BABYSITTER TRAINING



Date: Tuesday, 28 October 2025

Time: 09:00 – 16:00

Venue: Doctor Anuroj Meeting Room, Bangkok Hospital Siriroj

Cost: THB 1,500 net per person



Babysitter training



FIRST AID



Basic CPR training & Choking



Limited to 30 participants only.



MAKE A RESERVATION

Babysitter Training

Phuket Hotels Association, in collaboration with Bangkok Hospital Siriroj, is organizing a Babysitter Training. Includes lunchbox and coffee breaks.

This is especially useful for properties who provide some babysitting to guests, work in kids clubs or in recreation areas of hotels.

Register [HERE](#)



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 Wednesday, 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



ANNOUNCEMENTS

พร้อมหรือยัง
โรงแรม ที่พัก และโฮมสเตย์
สมัครขอรับตราสัญลักษณ์ Trusted Thailand

สมัครเข้าร่วมตราสัญลักษณ์
ตั้งแต่วันที่ 27 กันยายน 2568

ลงทะเบียนขอรับ
ตราสัญลักษณ์
Trusted Thailand

เครื่องหมายแห่งมาตรฐาน
ความปลอดภัย สร้างความ
เชื่อมั่นและเป็นมิตรต่อ
นักท่องเที่ยว พร้อมต้อนรับ
นักท่องเที่ยวช่วง High Season

The “Trusted Thailand” Stamp, launched by the Tourism Authority of Thailand in August 2025, certifies tourism operators that meet high national standards in safety and service.

Eligible businesses—including hotels, restaurants, attractions, and transport providers—can apply through a self-assessment platform starting September 2025. Certification follows inspection by relevant agencies covering safety systems, secure payments, communication readiness, and accessibility, promoting Thailand as a safe and trustworthy destination.

For more information [HERE](#)

Sponsorship Opportunities

Soccer 7s Dates: 21-22 November 2025 Approx. Attendance: 3000	BISP Soccer 11s (Seniors) Dates: 30 January to 2 February 2026 Approx. Attendance: 1000
PISAC Swimming Dates: 1-2 May 2026 Approx. Attendance: 500	BISP Soccer 11s (Junior) Dates: 6-8 February 2026 Approx. Attendance: 1000
BISP Sea Eagles Swim Meet Dates: 6-8 March 2026 Approx. Attendance: 600	PISAC Football Dates: 8 November 2025 Approx. Attendance: 200

Platinum

Three inter-school events of your choice

- Webpage banner linking to your website
- Logo on event web-page linking to your website
- Premium double booth space at the event
- A frames: logo on pitch/court side signage
- BISP Year book - Full Page Inside Cover
- Event handbook or scoring website advertisement
- School screens: dedicated slide on digital screens
- Logo on event signage external to school
- Reference in event media coverage
- Recommended preferred partner status in event comms to visitors and participants, exclusive within your field.
- Logo in post event video

THB 500,000*

Gold

Single event package

- Premium booth space at event
- Web page logo linking to your website
- Full page advert in BISP Year Book
- Event handbook or scoring website advertisement

THB 250,000*

Silver

Choose one of the following items at one event (price dependent on option)

- Web page banner or logo linked to your website
- Premium booth space at event
- Full page advert in BISP Year Book
- Event handbook or scoring Website advertisement
- School screens: dedicated slide on digital screens
- A frames: logo on pitch/court side signage

Up to THB 100,000*

For a bespoke package that is tailor-made to your needs or to book any of the packages, please contact: sponsor@bisphuket.ac.th

*Price excludes VAT

The British International School, Phuket (BISP) is currently inviting sponsorship partners for the 2025–2026 season of major sporting events, including the BISP Soccer 7s, one of the largest and most anticipated tournaments in the region taking place on November 21st and 22nd.

This year, BISP is seeking a Major Sponsor for the Soccer 7s – our biggest event of the year, welcoming more than 3,000 attendees from across Thailand and overseas.

Sponsorship opportunities are offered on a first-come, first-served basis, with a range of packages designed to suit different levels of visibility and engagement. These include on-site branding, digital promotion, and year-long exposure across BISP media and events.

Please see the attached flyer for full details on sponsorship packages and upcoming events.

If your organisation is interested in becoming a sponsor please contact BISP at sponsor@bisphuket.ac.th to express your interest.

SPONSORED ADVERTISING

Friendly Note: The advertisements below are paid placements and are not part of Phuket Hotels Association events or activities. If you'd like to share your business with our community, please get in touch at exec.dir@phukethotelsassociation.com.

Enhance guest delight with a seamless **personalized experience**

Unlock unparalleled flexibility and efficiency with a PMS provider that offers integrated solutions, enabling personalized experiences, elevating guest satisfaction, and building lasting relationships in today's competitive hospitality market.



Interested?
Snap to get started!

Learn more about Versa PMS
apac@agilysys.com | www.agilysys.com



JOIN OUR TEAM – EVENT SUPPORT POSITION

PHUKET HOTELS ASSOCIATION



WE ARE HIRING!

Join Our Team

OPEN POSITION: EVENT SUPPORT

Key Responsibilities:

- Assist in planning and coordinating PHA events (e.g., PHIST, PHAB, GM Meetings, Affiliate events).
- Design and prepare event collateral, including flyers, invitations, banners, presentations, and short videos using Canva or other design software.
- Support on-site during events with logistics, registration, and guest assistance.
- Collaborate with the team to create engaging content for social media and marketing.
- Maintain accurate records of event materials, participant lists, and post-event reports.
- Provide administrative support, including document preparation, communications, and filing.

Qualifications & Skills:

- Bachelor's degree in Hospitality, Events, Marketing, or related field (preferred). Newly graduated are welcome.
- Strong communication skills in English (spoken and written).
- Proficiency in Microsoft Word, Canva, and basic design/video tools, Google Forms, etc.
- A creative mindset with attention to detail.
- Positive attitude, reliability, and willingness to learn.
- Ability to multitask and work under pressure in a fast-paced environment.



★ **We're Hiring!** ★

The Phuket Hotels Association is now accepting applications for our Event Support position. If you know someone who may be interested, please share this opportunity with them! This is a chance to gain hands-on experience, work with a dynamic team, and be part of an organisation that drives positive impact in our community.



SEND CV TO APPLY AT: admin@phukethotelsassociation.com
For any further enquiries+66 (0)76 619 518

THIS WEEKS' NEWS UPDATE

THAILAND UNVEILS MAJOR TOURISM STIMULUS PACKAGE TO REVIVE GROWTH

The Thai government has approved a major fiscal stimulus package to revive the tourism sector and boost economic growth. Proposed by the Finance Ministry, the plan includes three key measures: tiered tax rebates for domestic travelers (effective 29 Oct–15 Dec 2025), accelerated public spending requiring 60% of seminar budgets disbursed by Jan 2026, and hotel renovation incentives offering double tax deductions on upgrades through Mar 2026. Additional proposals under review include corporate deductions for employee travel and reducing the entertainment tax from 10% to 5%. The package aims to restore confidence, support local businesses, and enhance Thailand's tourism competitiveness.

[For more information](#)



CHINESE EMBASSY WARNS AGAINST BUYING 'CHEAP TOURS' TO THAILAND



Thai tourist police are investigating a video showing a Chinese tour leader in Thailand allegedly coercing tourists to buy goods from a specific shop, threatening they would be left behind if they refused. The Chinese embassy warned travelers to avoid "cheap tours" and use licensed operators only. Authorities confirmed the Thai tour company involved was legal and not a "zero-dollar" operation. The man in the video was a Chinese company representative, not a licensed guide. The incident underscores ongoing efforts to prevent illegal guiding and protect Thailand's tourism reputation amid rising concerns over unethical tour practices.

[For more information](#)

FOREIGN TOURIST ARRIVALS IN THAILAND SURPASS 25 MILLION, TOP FIVE COUNTRIES REVEALED

Thailand welcomed over 25 million international visitors between January 1 and October 12, 2025, generating 1.159 trillion baht in tourism revenue – a 7.5% decrease from the same period last year, according to the Ministry of Tourism and Sports. The top five source markets were Malaysia (3.6 million), China (3.58 million), India (1.85 million), Russia (1.32 million), and South Korea (1.21 million). The slowdown in arrivals, observed across both short- and long-haul markets, followed the end of consecutive holidays in several key countries. Despite the dip, authorities remain optimistic that ongoing stimulus measures and improved travel confidence will support recovery in the final quarter of 2025.



[For more information](#)

POP STAR LISA APPOINTED 'AMAZING THAILAND AMBASSADOR'

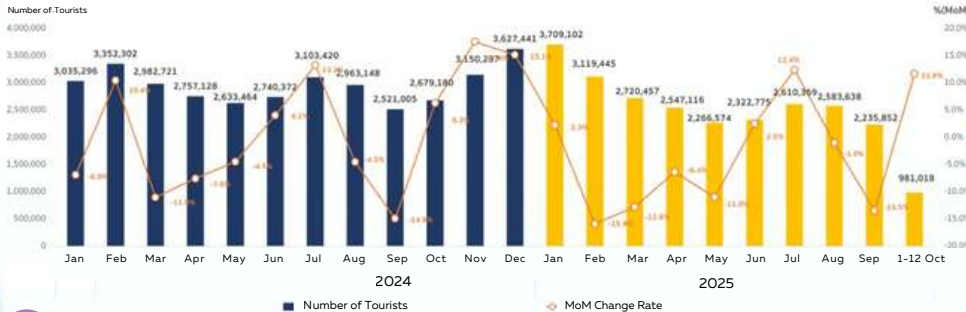


The Tourism Authority of Thailand (TAT) has appointed Lalisa "Lisa" Manobal, member of K-pop group Blackpink, as the "Amazing Thailand Ambassador" for 12 months starting September 2025. Under a partnership with Lisa's management company Lloud, the campaign will highlight Thailand's new marketing theme "Unforgettable Experience: Healing is the New Luxury." Lisa will appear in TV commercials, photo shoots, and exclusive events promoting Thailand as a high-quality and safe destination. With over 107 million followers, the collaboration is expected to reach 1 billion online views and generate 250–500 billion baht in tourism revenue, supporting Thailand's goal of exceeding 3 trillion baht in 2026.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 12 OCT 2025



Number of tourists (1 JAN - 12 OCT 2025)
25,096,346 people
 -7.54% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	3,608,943
2	China	3,582,322
3	India	1,850,318
4	Russia	1,319,164
5	South Korea	1,205,556

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Entry into the high season for long-haul markets
- (+) Government measures to enhance ease of travel to Thailand
- (*) End of consecutive holidays in key source markets such as China, South Korea, and India



Source : Economics Tourism and Sports Division Information as of Oct 14, 2025

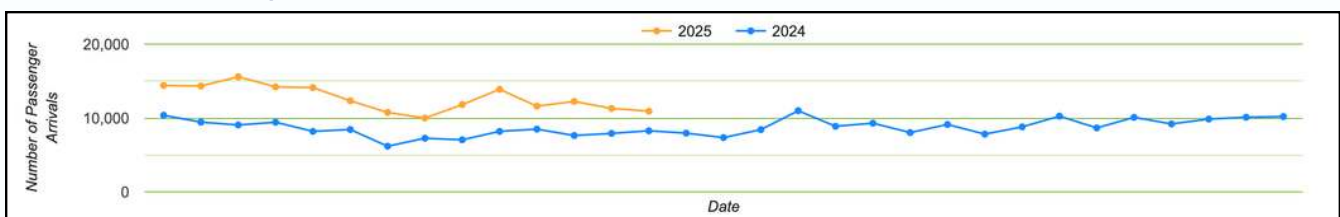
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1- 14 Oct 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	638,552	611,089	↑ 4.49 %
Don Mueang Airport	151,729	169,546	↓ -10.51%
Phuket International Airport	177,456	115,881	↑ 53.14 %
Chiangmai International Airport	43,568	38,199	↑ 14.06 %
Hat Yai International Airport	4,032	4,530	↓ -10.99 %

Phuket International Airport - in Oct



Source: Tourism Authority of Thailand

HOTEL MONITOR 2026

Global hotel prices, 2026

For more insights into hotel – plus, strategies to optimize your hotel program – talk to Amex GBT Consulting, at GBTConsulting@amexgbt.com.

North America

- Los Angeles +2.2%
- Mexico City +2.0%
- Miami +3.0%
- New York +4.0%
- Toronto +5.8%

Latin America

- Buenos Aires +5.6%
- Rio de Janeiro +5.0%
- Santiago +0.9%

Europe

- Berlin +3.7%
- London +4.2%
- Madrid +4.8%
- Paris +2.4%

Middle East & Africa

- Cape Town +4.7%
- Dubai +2.0%
- Riyadh +2.3%

Asia-Pacific

- Beijing +1.5%
- Bengaluru +6.4%
- Singapore +2.2%
- Sydney +1.5%
- Tokyo +2.5%

Methodology

We used Prophet time series modeling to generate the hotel price forecasts in Hotel Monitor 2026. The data for the analysis came from American Express Global Business Travel's (Amex GBT) vast data lake, with inflation and GDP forecasts from the International Monetary Fund (IMF).

2026 hotel price forecast: Asia-Pacific

- | | | |
|-----------------|-----------------|-----------------|
| Auckland +2.0% | Guangzhou -0.7% | |
| Bangkok +1.5% | Mumbai +5.3% | |
| Beijing +1.5% | Hong Kong -1.2% | |
| Bengaluru +6.4% | Hyderabad +5.7% | Singapore +2.2% |
| Chongqing +1.4% | Shanghai +0.4% | Sydney +1.5% |
| Delhi +6.8% | Shenzen +0.0% | Tokyo +2.5% |

Asia-Pacific

India remains the country to watch in 2026, with hotel rate and occupancy forecasts continuing their upward trajectory.²⁸ We anticipate another year of strong rate growth; while not reaching the level of last year's increases, price rises will outstrip regional and global averages. India will likely be a key focus country for many travel programs during 2026 negotiations.

We expect to see only moderate price rises in China; in some cities – Guangzhou and Shanghai – we're forecasting small price falls.

Resilient leisure demand in Japan – particularly from Chinese visitors – is boosting rate growth in the country; Japan hosted more than 36 million international visitors in 2024.²⁹

City spotlight: Bengaluru +6.4%

Dubbed "the Silicon Valley of India", Bengaluru is one of the world's leading technology and AI hubs; more than one million people work in the sector.³⁰ The city is home to 28 tech unicorns; startups that have achieved a valuation of more than US\$1 billion. Bengaluru's economic dynamism is reflected in the performance of its hotels. In the first quarter of 2025, Bengaluru achieved the best occupancy and ARR (Average Room Rate) improvements in India.³¹ We're forecasting Bengaluru hotel rates to grow by +6.4% in 2026.

Source: Amex GBT Consulting

Full report [HERE](#)



Thai solo travelers ✈️ love exploring independently – no waiting, just going! 🌴

Solo Travel is a fast-growing trend focused on self-discovery and well-being. A survey by Scoot and YouGov of 5,000 respondents from Thailand, Malaysia, Singapore, Indonesia, and Australia found Thailand leading with over 60% preferring to travel alone.

68% of Thais take multiple solo trips yearly, and 35% travel solo around three times a year.

For MICE operators:

- ◆ Create experiential workshops for solo participants.
- ◆ Offer exclusive single-stay packages.
- ◆ Host wellness and inspiration-focused events.

These ideas support MICE growth while driving Thailand's travel economy. 🌍🌟

Source: TCEB

USEFUL ARTICLES

ENGLISH

[Phuket's Michelin Key Hotels 2025](#)

[Holiday Outlook 2025](#)

[Thailand faces first non-Covid tourist decline in a decade driven by Chinese safety fears](#)

THAI

[ท่องเที่ยวไทยแรงต่อเนื่อง ต่างชาติทะลุ 25 ล้านคน หนุนรายได้กว่า 1.15 ล้านล้านบาท](#)

[ททท. ลุยกลยุทธ์ท่องเที่ยวยั่งยืน ดันเสน่ห์ไทยกระตุ้นรายได้ 2.79 ล้านล้านบาทปี'69](#)

['คลัง' ชงแพคเกจบูมท่องเที่ยว 'เออีที' อัดมาตรการภาษีจูงใจเที่ยวไทย 'เมืองรอง'](#)

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

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Vincent Delsol
Mongkudh Makaramanee

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Julian Lowry
Pathama Kanteetaw
Jirarat Ninpradub (Pui)

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Chupong Kingkeaw

Sayamon Sittirit

Puangkaew Kulsuppakorn
Lert Thavornwongwongse
Libor Secka
Wasan Keatkaew

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David Barrett
Pimpisa Sukpasert
Dhapat Chotiratnarakool

Membership Committee

(Chair) Pannaphat Lapa
(Co-Chair) Christoph Weidemann
Logan Daley
Serge Cuypers
Claude Sauter
Levent Bilgir

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, Mövenpick 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, Thanyapura 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