

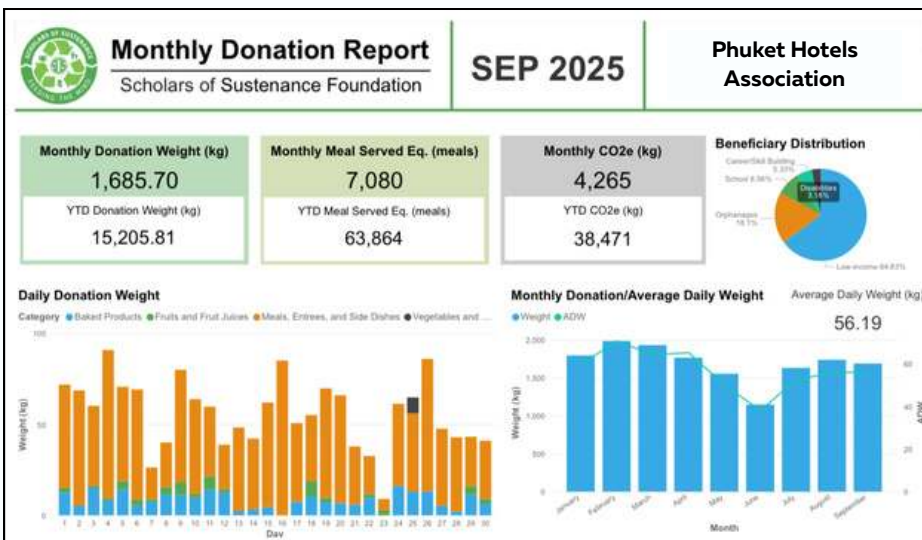
PHUKET WEEKLY UPDATE

No93/10102025



HSMAI/ PHA Resort Marketing Conference
PHOTO GALLERY
[HERE](#)

SEPTEMBER FOOD DONATION REPORT



SOS Monthly Food Donation Report

Food Donated by Phuket Hotels Association Member Hotels and redistributed in the community- For info or to participate- please contact exec.dir@phukethotelsassociation.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.

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

🌟 **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.



ANNOUNCEMENTS



Sponsorship Opportunities

Platinum
THB 500,000

Gold
THB 250,000

Silver
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

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.



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


Applications are NOW OPEN

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



UPCOMING EVENT

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](#)

THIS WEEKS' NEWS UPDATE

THAILAND TO COLLECT 300-BAHT "ENTRY FEE" FROM FOREIGN TOURIST-FEE-FROM-FOREIGN-TOURIST

Thailand will introduce a 300-baht (\$9.20) entry fee for foreign tourists within the government's first four months, Tourism and Sports Minister Atthakorn Sirilatthayakorn announced on Oct 3. The fee aims to fund visitor safety, insurance, and tourism infrastructure while reducing state spending on tourist incidents. Air, land, and sea travelers will each pay 300 baht per visit, with land and sea entries valid for multiple visits over 30-60 days. Thailand targets 39.9 million visitors in 2025, matching 2019 levels, after welcoming 23.97 million tourists from January to September 2025, led by arrivals from Malaysia, China, India, Russia, and South Korea.

BOOMING BAHT SCARES OFF JAPAN



The strong baht against a weak yen has reshaped travel between Thailand and Japan in 2025. While Thai tourists flock to Japan thanks to favorable exchange rates, Japanese visitors face higher costs, slowing inbound growth. The yen's value shifted from ¥3.51 per baht in 2019 to ¥4.61 in 2025, a 30% rise, impacting travel spending. Safety concerns after a March earthquake and Thai-Cambodian border tensions further dampened demand. Despite 767,923 Japanese arrivals as of Sept 18 (up 5% YoY), numbers remain below the 1.7 million peak in 2019. TAT targets 1.25 million visitors by focusing on youth, first-time travelers, and niche segments.

For more information

DIRECT FLIGHTS TO US RESUME OCT 26 AFTER DECADE-LONG ABSENCE

Direct flights between Thailand and the United States will resume on October 26 after a decade-long break caused by the US FAA's downgrade of Thailand's aviation safety rating in 2015, which barred direct services. United Airlines will operate daily Bangkok-Los Angeles flights with a stopover in Hong Kong using a Boeing 787-9 Dreamliner, becoming the first carrier from either country to restore the route since 2015. The FAA's decision to return Thailand to Category 1 in April 2025 enabled this resumption. While Thai Airways has no plans to reintroduce US routes due to strong trans-Pacific competition, the new service is expected to boost tourism, trade, and business links, while strengthening Suvarnabhumi Airport's position as a key aviation hub in Southeast Asia.



For more information

NEW THAI TOURISM MINISTER ANNOUNCES URGENT STIMULUS MEASURES



New Tourism and Sports Minister Atthakorn Sirilatthayakorn announced urgent tourism stimulus measures under the "Big Impact, Act Fast" strategy to accelerate Thailand's recovery, boost income, and restore traveller confidence. He outlined four key actions: driving international markets with a focus on China, Japan, Korea, India, and the Middle East, including the "Welcome Back, China!" campaign; strengthening safety with a 24-hour Tourist Police Call Centre and multilingual mobile app; using AI Detect systems and designating "safe zones" to enhance security; and preparing for the SEA Games in December to maximize peak-season arrivals. TAT supports the plan through marketing, partnerships, and safety initiatives.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 5 OCT 2025



Number of tourists (1 JAN - 5 OCT 2025)
24,574,177 people
 -7.50% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	3,534,028
2	China	3,512,253
3	India	1,810,837
4	Russia	1,293,594
5	South Korea	1,174,537

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) A series of consecutive public holidays in key source markets – such as China’s National Day, Chuseok Festival in South Korea, and Gandhi Jayanti in India.
- (+) The start of the high travel season for long-haul tourist markets.
- (+) Government “ease of traveling” measures that enhance convenience for travelers visiting Thailand.



Source : Economics Tourism and Sports Division Information as of Oct 7, 2025

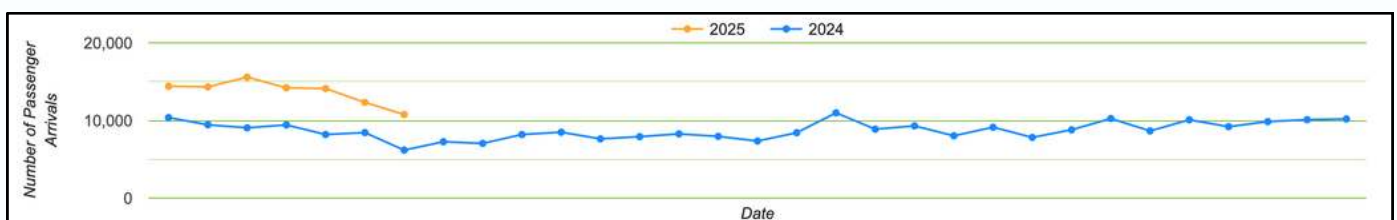
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND’S KEY AIRPORTS

(The data as of 1- 7 Oct 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	340,387	310,692	↑ 9.56 %
Don Mueang Airport	81,351	89,438	↓ -9.04%
Phuket International Airport	95,720	61,091	↑ 56.68 %
Chiangmai International Airport	24,747	20,645	↑ 19.87 %
Hat Yai International Airport	2,062	2,253	↓ -8.48 %

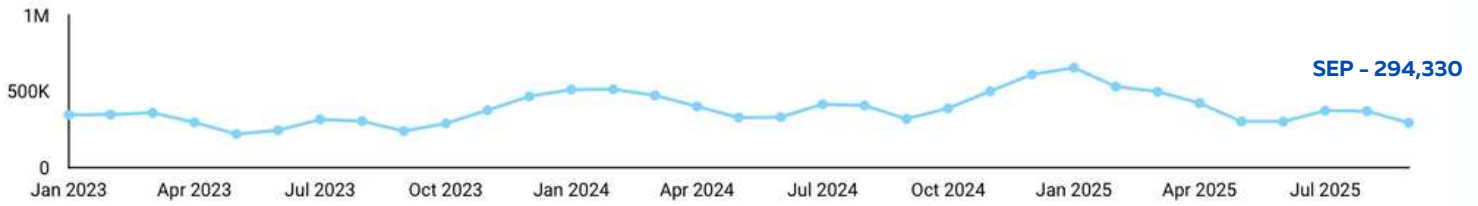
Phuket International Airport - in Oct



Source: Tourism Authority of Thailand

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – SEP 2025



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

Top 10 by Nationality

SEP 2024

Continent	Nationality	Number
1. Asia	China	68K
2. Europe	Russia	46.2K
3. Asia	India	36.2K
4. Oceania	Australia	24K
5. Asia	Malaysia	17.5K
6. Asia	Saudi Arabia	9.9K
7. Europe	United Kingdom	9.6K
8. Europe	Germany	9.3K
9. Asia	Korea	9.1K
10. Asia	Singapore	8.1K

SEP 2025

Continent	Nationality	Number
1. Asia	India	48.6K
2. Europe	Russia	43.1K
3. Asia	China	28.2K
4. Oceania	Australia	20.9K
5. Asia	Malaysia	16.9K
6. Asia	Korea	15.5K
7. Europe	United Kingdom	10.9K
8. Asia	Israel	10.6K
9. Asia	Saudi Arabia	9K
10. Europe	Germany	8.5K

Top 10 Countries by Flight Origin

SEP 2024

Country	Number
1. China	69.1K
2. Singapore	38.1K
3. Russia	36.6K
4. United Arab Emirates	36K
5. Malaysia	35.9K
6. India	29.4K
7. Qatar	14.4K
8. Australia	13K
9. Hong Kong	11.9K
10. South Korea	9K

SEP 2025

Country	Number
1. India	45.3K
2. United Arab Emirates	41.9K
3. Russia	35.2K
4. Malaysia	31.5K
5. Singapore	28K
6. China	24K
7. Qatar	17.1K
8. South Korea	16.9K
9. Australia	12.3K
10. Hong Kong	11.4K

Source: Travel Link. Data as of 10 October 2025

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-SEP 2024



JAN-SEP 2025



Top 10 by Nationality

JAN-SEP 2024

	Continent	Nationality	Number
1.	Asia	China	795.7K
2.	Europe	Russia	692.1K
3.	Asia	India	293.7K
4.	Oceania	Australia	192.3K
5.	Europe	United Kingdom	146.2K
6.	Europe	Germany	123.7K
7.	Asia	Malaysia	113.8K
8.	Asia	Kazakhstan	98.9K
9.	Asia	Korea	96.7K
10.	Europe	France	92.1K

JAN-SEP 2025

	Continent	Nationality	Number
1.	Europe	Russia	748.2K
2.	Asia	China	442.8K
3.	Asia	India	429.6K
4.	Oceania	Australia	203.6K
5.	Europe	United Kingdom	176.9K
6.	Europe	Germany	135.2K
7.	Asia	Malaysia	123.2K
8.	Asia	Korea	109.3K
9.	Europe	France	106.8K
10.	Asia	Kazakhstan	92.7K

Top 10 Countries by Flight Origin

JAN-SEP 2024

Country	Number
1. China	790.9K
2. Russia	546.2K
3. Singapore	418.7K
4. United Arab Emirates	362.8K
5. Malaysia	323.9K
6. India	237.6K
7. Qatar	204.2K
8. Hong Kong	192.9K
9. Kazakhstan	100.7K
10. South Korea	96.6K

JAN-SEP 2025

Country	Number
1. Russia	578.5K
2. China	467K
3. United Arab Emirates	446.8K
4. India	421.8K
5. Singapore	354.1K
6. Malaysia	319.8K
7. Qatar	209.5K
8. Hong Kong	166.7K
9. Australia	119.8K
10. South Korea	117.4K

Source: Travel Link. Data as of 8 October 2025

BANGKOK TOPS ASIA'S MOST REVISITED TRAVEL DESTINATIONS IN 2025



Based on booking data from the first half of the year, Bangkok ranks as Asia’s most revisited city, attracting travelers with its vibrant mix of culture, cuisine, nightlife, and modern convenience. Tokyo takes second place with its balance of innovation and tradition, while Seoul secures third, fueled by the global influence of K-culture, fashion, and food.

Southeast Asia shines strongly, with Bali (4th), Kuala Lumpur (7th), Danang (8th), and Johor Bahru (9th) all in the top ten. Bali remains a timeless favorite for its natural beauty and cultural richness, Kuala Lumpur offers cosmopolitan appeal, Danang highlights Vietnam’s rising tourism profile, and Johor Bahru benefits from its proximity to Singapore. Together, these destinations reaffirm Southeast Asia as a diverse, affordable, and unforgettable travel hub.

Source: Smart Travel Asia 2025

USEFUL ARTICLES

ENGLISH

[Thailand plans to give free tickets to international tourists](#)

[Tomorrow’s travels with biometric borders to greener hotels and smarter tourism data](#)

[The World’s Largest Hotel Alliance is Betting on Plant-Based Dining to Slash Emissions](#)

THAI

[ท่องเที่ยวไทยฟื้น ต่างชาติทะลุแสนคนต่อวัน ปลูกเศรษฐกิจโค้งสุดท้ายปี 68](#)

[‘ไทย’ ไม่ใช่ยักษ์ใหญ่ ‘ท่องเที่ยว’ แค่ประเทศเดียว! ‘อรรถกร’ ชี้ต้องปรับ Mindset ลุยดึงทัวริสต์จีนอีก 2-3 ล้านคน](#)

[อุตสาหกรรมไทยสะดุด ‘บาทแข็ง’ ทุบสหรัฐ-ญี่ปุ่น ร่วง-ดันยุโรปโต](#)

Information sources

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

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

IHA

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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	Founding Member & Senior Advisor
Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavisitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor
Michael Massey	Advisor

Environment Committee

(Chair) Anucharaporn Tongluan	Group Director Human Resources, Thavorn Hotels
Vincent Delsol	General Manager, Pullman Phuket Panwa Beach Resort
Mongkudh Makaramanee	Anona Beachfront Phuket Resort

Education Committee

(Chair) Bart Callens	General Manager, SAii Laguna Phuket
Julian Lowry	General Manager Le Meridien Phuket Beach Resort
Pathama Kanteetaw	Executive Assistant Manager, Paresa Resort
Jirarat Ninpradub (Pui)	Le Meridien Phuket Mai Khao Beach Resort

Government Liaison Committee

(Chair) Gerd Kotlorz	General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
Chupong Kingkeaw	Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort
Sayamon Sittirit	Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas

Puangkaew Kulsuppakorn
Lert Thavornwongwongse
Libor Secka
Wasan Keatkaew

Executive Secretary, Amanpuri
Director, Thavorn Hotels and Resorts
General Manager, Renaissance Phuket Resort and Spa
Hotel Manager, MSocial Hotel Phuket

Destination Marketing Committee

(Co-Chair) Saurabh Upadhyay	Senior Marketing Consultant, Radisson Group
David Barrett	Event Consultant, The Slate
Pimpisa Sukpasert	Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort
Dhapat Chotiratnarakool	Social Media & Partnership Manager, The Pavilions Phuket

Membership Committee

(Chair) Pannaphat Lapa	Resort Manager, V Villas Phuket
(Co-Chair) Christoph Weidemann	General Manager, Doubletree by Hilton Phuket Banthai Resort
Logan Daley	General Manager, Angsana Laguna Phuket
Serge Cuypers	General Manager, Anantara Mai Khao Phuket Villas
Claude Sauter	General Manager, The Slate
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



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