

PHUKET WEEKLY UPDATE

No91/26092025



Q3 General Manager's Meeting

Phuket Hotels Association General Manager's Meeting was hosted by the fantastic team at Pullman Phuket Karon Beach Resort on 24 September 2025. Perfect weather, a stunning location, and great company made for a truly engaging and community-driven, informative gathering. Thank you also to Pullman Phuket Karon Beach Resort and sponsors Booking.com, Agilysys Inc. and Italiasia Phuket!

PHUKET GREEN DAY



POST EVENT SUMMARY



On September 19, 2025, the Phuket Hotels Association organised a wonderful beach clean-up event that brought together many enthusiastic volunteers who care deeply about protecting their beautiful island.

- ✓ 22 locations islandwide.
- ✓ Over 500 hotel staff and community members
- ✓ Collected 126 bags of garbage, achieving the removal of one tonne of waste from our beautiful island.



THIS WEEK EVENT



Phuket Hotels Association joined the Sustainable Restaurant Association conversation on sustainability in Phuket's restaurants. This UK-based non-profit helps restaurants, caterers, and hospitality businesses around the world operate more responsibly – from sourcing and society to the environment.

Moderated by Juliane Caillouette Noble, the session featured inspiring speakers: Tim Lee, GM of Rosewood Phuket, Chef Luca Mascolo of The Smokaccia Laboratory, and Melinda Briend-Marchal from Little Bhukit Farm – all sharing how Phuket can take sustainable dining to the next level.

UPCOMING EVENTS

OCTOBER

Masterclasses on 03 October

**Driving Excellence:
Building A Unified Commercial Strategy**

Aline Massart
Group Director of Commercial
Narai Hospitality Group

Daniel Meury
General Manager
Andara Resort & Villas

Mark Ryan
Dir. Commercial TH, VN, MM, KH & LA
Accor

Nadiia Dimitrova
General Manager
Kora Beach Resort Phuket

PHUKET HOTELS ASSOCIATION
Resort Marketing CONFERENCE
2 OCTOBER 2025

**From Insight to Action - Designing
Guest-Centric Strategy for your Resort**

Masterclass Trainer:
Heidi Gempel
Managing Partner & Founder
HGE International

**F&B Growth Blueprint:
What the Successful Do Differently**

Masterclass Trainer:
Leo Fyot
Director of Revenue & Distribution
Pullman Pattaya Hotel G

RESORT MARKETING CONFERENCE

Join us on 02 October for a unique opportunity to see Hotel leaders sharing their knowledge and experience in Resort Marketing, Commercial Management, Sales & Revenue Optimization. Our expert speakers will provide you with invaluable insights and strategies to drive your business in 2025. The Conference is free of charge for Phuket Hotels Association hotels.

Or join one (or both) of the paid masterclasses on Friday 3rd October.

For details of the event and to register, Click [HERE](#)

UPCOMING EVENTS

OCTOBER

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 (one participant per member hotel)



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](#)



GREEN CHAMPION GSTC FOR HOSPITALITY WORKSHOP



GSTC WORKSHOP IN THAI BY DR. PATT FROM DANSAI
29 OCTOBER 2025 | 13.00 – 16.00 PM.
THAVORN BEACH VILLAGE RESORT & SPA



LIMITED SPACES!
REGISTER NOW

THE WORKSHOP IS CONDUCTED ENTIRELY IN THAI.



SCAN TO REGISTER

Green Champion GSTC FOR HOSPITALITY WORKSHOP

GSTC for Hospitality Workshop (in Thai)

Date: 29 October 2025

Time: 13.00 – 16.00

Venue: Thavorn Beach Village Resort & Spa

Join us for a special workshop led by Dr. Patt from Dansai – Green Champion, designed exclusively for Phuket Hotels Association Green Champions. This session will deepen your understanding of the Global Sustainable Tourism Council (GSTC) framework, your role as a Green Champion, and the resources and support available to help drive sustainability initiatives within your hotel.

It's also a unique opportunity to connect with fellow Green Champions, exchange experiences, and find inspiration to strengthen your hotel's sustainability journey.

Participation: One representative per hotel

Exclusively for Phuket Hotels Association Members and Affiliates

Free of charge

Register [HERE](#)

SPONSORED ADVERTISING

Friendly Note: The advertisement below is a paid placement and 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.

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.



THIS WEEKS' NEWS UPDATE

WARNING OVER STRONG BAH'T'S TOURISM THREAT

The Federation of Thai Industries (FTI) has warned that the baht's appreciation threatens Thailand's tourism and wider economy. The currency strengthened to 31.8 baht per US dollar on Sept 19, making Thailand more expensive compared with competitors like Vietnam, which has boosted arrivals through new flights, visa facilitation, and campaigns. The FTI fears Thailand may miss its 40 million tourist target, reducing spending on hotels, restaurants, and related businesses, while also discouraging new hotel investment. The stronger baht also undermines exporters' competitiveness. The FTI urged the Bank of Thailand to weaken the baht to 34-35 per dollar.

[For more information](#)

TAT UNVEILS AI-DRIVEN STRATEGY TO ELEVATE THAI TOURISM



The Tourism Authority of Thailand (TAT) has introduced an AI-driven strategy to raise Thai tourism to international standards under its "seamless travel" initiative. With 78% of global tourists now using AI for planning and booking, and 98% of Thai consumers ready to adopt AI, the country is positioning itself to meet evolving traveller needs. The plan includes launching the Amazing Thailand Travel Guide GPTs with an AI-powered assistant and OpenAI plug-in to deliver personalised itineraries, recommend accommodation, dining, activities, and events. The initiative also aims to promote secondary destinations, support sustainable tourism, and attract digital nomads blending work and leisure.

[For more information](#)

MINOR, AGODA AND THAI AIRWAYS CHART TRANSFORMATION OF THAI TOURISM

Thailand's tourism, which generates over 10% of GDP, is shifting from recovery toward sustainable, high-yield growth. Industry leaders stress the need to embrace new trends and tackle structural challenges. Minor International emphasizes sustainability and wellness, expanding into medical and wellness clinics while promoting eco-initiatives like Dollar for Deeds. The group is pursuing an "asset-light" strategy focused on management, franchising, and branded residences to boost returns. However, geopolitical tensions and limited direct flights to Europe threaten competitiveness, with travellers diverting to Vietnam and transit hubs like Dubai. Expanding airline capacity and strengthening sustainability foundations are seen as critical next steps.



[For more information](#)

PHUKET'S 'RAMPANT CANNABIS USE' PROBLEM



A People's Party MP has urged the government to act swiftly on Phuket's cannabis problem, warning it threatens the province's reputation as a world-class destination. Although supporting medicinal use, he stressed that cannabis shops remain largely unregulated, unlike alcohol sales which face strict zoning and time limits. Critics argue legalization has damaged tourism, with Phuket most affected by the perception and lingering smell of cannabis at popular beaches and nightlife areas. The MP noted that not all families or international visitors view cannabis positively, adding that lax controls risk driving away high-quality tourists and undermining the province's long-standing global image.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 21 SEP 2025



Number of tourists (1 JAN - 21 SEP 2025)
23,450,122 people
 -7.44% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	3,380,339
2	China	3,301,185
3	India	1,711,281
4	Russia	1,244,626
5	South Korea	1,105,186

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Government's Ease of traveling measures that help increase convenience for traveling to Thailand

(*) Travel slowdown before the upcoming tourism season in October

Source : Economics Tourism and Sports Division Information as of Sep 23, 2025



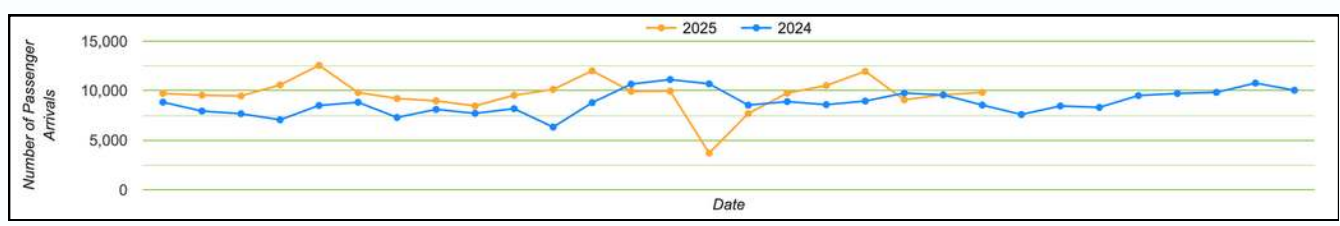
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-22 Sep 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	887,735	902,783	↓ -1.67 %
Don Mueang Airport	236,505	232,387	↑ 1.77 %
Phuket International Airport	212,001	190,596	↑ 11.23 %
Chiangmai International Airport	48,642	56,543	↓ -13.97 %
Hat Yai International Airport	6,658	7,417	↓ -10.23 %

Phuket International Airport - in Sep



Source: Tourism Authority of Thailand

PHUKET 2025 SUSTAINABILITY TRENDS



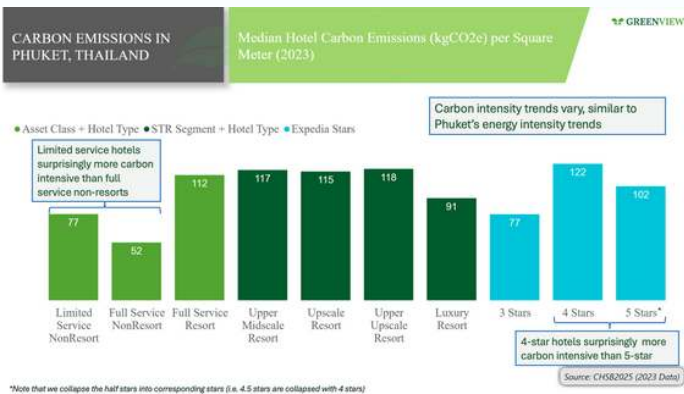
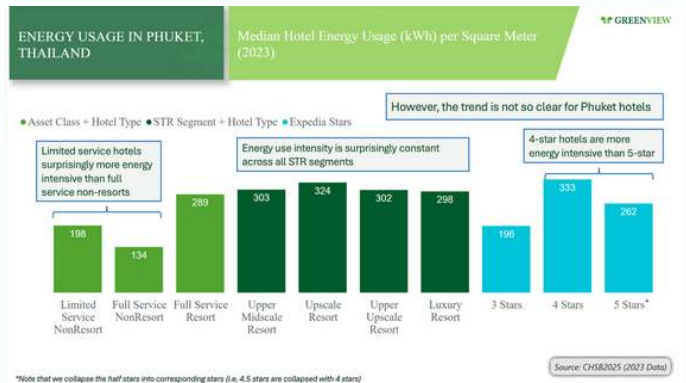
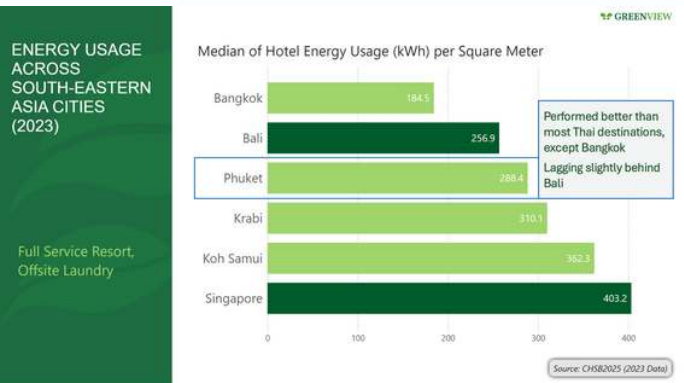
Key Insights

CHSB 2025 CHSB (Cornell Hotel Sustainability Benchmarking) Index

Based on 2023 calendar year data

- **Phuket leads the pack** – outperforming most Thai and Southeast Asian destinations on energy, carbon, and water efficiency.
- **Hotel tier matters... but less so in Phuket.** While energy and carbon use rise with higher-end hotels across Thailand, Phuket shows a flatter, less predictable pattern.
- **Big opportunities for improvement!** Efficiency gaps in Phuket are wide, with the least efficient hotels using twice as much energy as the best performers.
- **Encouraging progress** – energy use has leveled off in 2023, and carbon emissions have stayed steady since 2022.

www.greenview.sg CONFIDENTIAL AND PROPRIETARY - DO NOT DISTRIBUTE WITHOUT PERMISSION



Source: Greenview

Read full report [HERE](#)

WORLD'S TOP 10 AIRLINES – 2025



1. Qatar Airways
2. Singapore Airlines
3. Cathay Pacific
4. Emirates
5. ANA All Nippon Airways
6. Turkish Airlines
7. Korean Air
8. Air France
9. Japan Airlines
10. Hainan Airlines

WORLD'S TOP-10 AIRLINES 2025

Qatar Airways was named the world's best airline for 2025 at the Skytrax World Airline Awards, held at the Paris Air Show, marking its ninth win. Singapore Airlines and Cathay Pacific followed in second and third place. Thai Airways improved its ranking to 29th, while Bangkok Airways placed 32nd and also won World's Best Regional Airline for the ninth time. Other key winners included AirAsia (Best Low-Cost Airline), EVA Air (Cleanest Airline), and Starlux Airlines (Most Improved). Rankings were based on passenger surveys from over 100 nationalities across 325 airlines conducted between September 2024 and May 2025.

Source: Skytrax and the Nation News

USEFUL ARTICLES

ENGLISH

[Psychological Insights into AI in Hospitality](#)

[Four Scenarios for the Future of Travel and Tourism](#)

[Adventure Tourism: The Future of Sustainable Travel and Why It's the Next Big Thing for Eco-Conscious Travelers](#)

THAI

[โรงแรมไทยคาด 'ลูกค้ายจีน' ครึ่งปีหลังหดตัว! กังวลความปลอดภัย-ค่าใช้จ่ายสูงกว่าประเทศคู่แข่ง](#)

[กกท.เจาะกลุ่มท่องเที่ยวไทยใหม่ ชูจุดเด่น 'อาหารถิ่น' กระตุ้นรายได้ ถึง expat ที่ทำงานในไทย 3.3 ล้านคน](#)

[นักวิชาการแนะวิธีแก้เกม คนจีนแห่เที่ยวเวียดนามมากกว่าไทย](#)

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"

Phuket Hotels Association Leadership Team

Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President
Michael Massey	Director, Business Development

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

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	Executive Secretary, Amanpuri
Lert Thavornwongwongse	Director, Thavorn Hotels and Resorts
Libor Secka	General Manager, Renaissance Phuket Resort and Spa
Wasan Keatkaew	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	General Manager, JonoX Phuket Karon

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

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