

# PHUKET WEEKLY UPDATE

No89/12092025



## PHUKET HOTELS ASSOCIATION GENERAL MANAGER MEETING

### GUEST SPEAKERS



**SIRIWAN SEEHARACH**  
DIRECTOR OF TOURISM AUTHORITY  
OF THAILAND, PHUKET OFFICE



**PATTARAPORN MUNMUANG**  
MARKET TEAM MANAGER  
BOOKING.COM



**RACHEL CHEU**  
SALES - SOUTH & SOUTHEAST ASIA  
STR | COSTAR GROUP

PHUKET  
HOTELS  
ASSOCIATION  
3/2025



## SAVE THE DATE!

### Phuket Hotels Association General Manager Meeting

Join us for our 3<sup>rd</sup>  
Quarter GMs meeting  
for a chance to catch up  
on ALL the news!

24th September, 3:00-  
6:00 PM at Pullman  
Phuket Karon Beach  
Resort

Register [HERE](#)

SEPTEMBER 24  
3:00 PM - 6:00 PM

FOR MEMBERS BY  
INVITATION ONLY



## AUGUST FOOD DONATION REPORT



### Monthly Donation Report Scholars of Sustenance Foundation

AUG 2025

PHA Hotels



Food Donated by Phuket Hotels Association Member Hotels and redistributed. in the community-  
For info or to participate:- please contact [exec.dir@phukethotelsassociation.com](mailto:exec.dir@phukethotelsassociation.com)

## UPCOMING EVENTS

## SEPTEMBER

**BDO PHUKET HOTELS ASSOCIATION**

**BDO Phuket**

**Driving Growth: The Finance Function in Hospitality & Tourism**

Event details:  
25 September 2025  
8.00 AM - 4.30 PM  
Novotel Phuket City Phokeethra  
Thai session

 [SCAN TO REGISTER](#)

**Sneha Chawla**  
Manager, BDO in Thailand

**Netinat Rattanapanya**  
Director, BDO in Thailand

**Ratchaporn Onwimon**  
Partner, BDO in Thailand

**Chanyaphak Thongket**  
Senior Manager, BDO in Thailand

**Pakamon Charubhakti**  
Partner, BDO in Thailand

**BDO PHUKET HOTELS ASSOCIATION**

**BDO Phuket**

**Practical PDPA Compliance Workshop For Hospitality and Tourism**

Stay compliant, protect your guests, and strengthen your brand trust

Event details:  
26 September 2025  
8.30 AM - 1.30 PM  
Captain Room, NH Boat lagoon, Phuket

 [SCAN TO REGISTER](#)

**Ishan Shah**  
Partner, Tax & Legal  
BDO in Thailand

**Netinat Rattanapanya**  
Director, Advisory  
BDO in Thailand

**Sneha Chawla**  
Manager, Tax & Legal  
BDO in Thailand

**Driving Growth – The Finance Function in Hospitality & Tourism**

A full-day session on how effective financial management drives growth.

25 September 2025 | 8:00 AM – 4:30 PM

Novotel Phuket City Phokeethra (**Thai session**)

**Practical PDPA Compliance Workshop for Hospitality & Tourism**

A half-day workshop to support compliance, protect guests, and build trust through PDPA practices.

26 September 2025 | 8:30 AM – 1:30 PM

Captain Room, NH Boat Lagoon, Phuket (**English session**)

\*Both trainings are free of charge for Phuket Hotels Association members and Affiliates.

Register [HERE](#)

UPCOMING EVENTS

OCTOBER

The Impact of Influencers



**Sunny Yu**  
DOSM - Andaz Pattaya Jomtien Beach  
President - HSMAI Thailand Chapter



**Hadsadee Aungkanawin (Jack)**  
Founder / Owner  
Hotel Addict



Resort Marketing

CONFERENCE

PHUKET  
2 OCTOBER 2025

**RESORT MARKETING CONFERENCE**

Join us 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. Free of charge for Phuket Hotels Association hotels. For details of the event and to register, Click [HERE](#)

NOVEMBER

**LAGUNA PHUKET TRIATHLON**  
THE RACE OF LEGENDS

22 - 23 November 2025  
Laguna Grove, Laguna Phuket


JOIN THE RACE OF LEGENDS.  
31<sup>st</sup> LAGUNA PHUKET TRIATHLON

- TRIATHLON \$ 1.8K \$50K \$12K
- DUATHLON \$ 4K \$50K \$12K
- SPRINT \$ 0.5K \$20K \$ 6K

**EXCLUSIVE**

10%

**DISCOUNT FOR HOTELIERS**



**REGISTER BEFORE OCTOBER 2025**


**23 NOV 2025 REGISTER NOW!**




JOIN THE RACE OF LEGENDS  
LagunaPhuketTri  
www.LagunaPhuketTri.com

**LAGUNA PHUKET TRIATHLON 2025 - Special Discount 10% off now**

Asia's finest integrated destination, Laguna Phuket, has announced the schedule for Laguna Phuket Triathlon.

Register [HERE](#)



[LagunaPhuketTriathlon](#)
[LagunaPhuketTri](#)
[LagunaPhuketTri.com](#)

## THIS WEEKS' NEWS UPDATE

### RETAIL AND HOTEL STOCKS SET TO BENEFIT AS NEW GOVERNMENT REVIVES 'LET'S GO HALVES' SCHEME

Thai retail, hotel and F&B shares rose on plans to relaunch the “Khon La Khrueng” subsidy via the Pao Tang app to lift spending and GDP. Asia Plus’s Passakorn expects restaurants to benefit most: CENTEL, with half its revenue from Thai restaurants, should outperform MINT (~20% restaurants). ERW’s Hop Inn should also gain. Falling US and Thai rates help—US easing supports CENTEL’s USD debt profile; Thai cuts aid ERW. He favors Thailand-centric earnings as stimulus and the October tourist season support prices. Top picks: CENTEL—strongest normalized profit growth in 2026 on Maldives recovery—plus ERW and THAI for high earnings yield and valuation upside as bond yields ease; AOT and MINT may lag. Kasikorn sees SSSG upside for retailers including CPALL, CPAXT, BJC, CRC, DOHOME, GLOBAL, HMPRO, OSP, CBG, SAPPE, RBF, TKN, SNNP, M, ZEN. Bualuang expects

**[For more information](#)**

### CALLS FOR VOUCHERS FOR FOREIGN VISITORS



Thai tourism groups urge the new minister to issue nationwide cash coupons for foreign visitors to boost spending and support local communities, while fast-tracking plans for next year’s low season. TAT plans to extend the domestic co-payment scheme using remaining Phase-1 funds, which end Oct 31. Industry leaders want quick-win incentives targeting leisure and MICE markets, plus stronger safety measures. They also back strict cannabis regulation and zoning. Hotel operators support the co-pay extension; more than 15,000 privileges remain for second-tier cities. Priorities include tackling scams and tourist fraud, progress updates, stability, and coordination with TAT and the private sector.

**[For more information](#)**

### THAILAND'S CENTRAL BANK TO CURB BAHT SWINGS AS CURRENCY HITS 4-YEAR HIGH

Thailand’s central bank pledged to curb baht volatility and reduce gold’s influence after the currency hit a four-year high, up about 8% year-to-date. The BoT said gains reflect a weaker dollar and soaring gold, and vowed to keep FX orderly. Assistant Governor Pimpan Charoenkwan said measures are being considered to limit gold’s impact. The baht often strengthens when Thais sell gold and convert dollars. Political clarity after Anutin Charnvirakul became prime minister spurred bond inflows, also supporting the baht. The BoT urged businesses to hedge amid uncertainty, while the Joint Standing Committee warned the rally conflicts with Thailand’s slowing economy.



**[For more information](#)**

### THAI AIRWAYS UNVEILS MOST POPULAR ROUTES FOR 2025 AS TOKYO REMAINS TOP DESTINATION



Thai Airways (THAI) and Mastercard hosted “THAI Talk: Travel Trend and Priceless Experience,” sharing 2025 insights and route stats. From Jan–Jul 2024, top routes from Bangkok were Tokyo, Hong Kong, Osaka, Singapore and Seoul; Singapore and Shanghai surged into second and third, while South Korea slipped but stayed top-10. Demand jumped on Colombo (+100%) and Shanghai (+80%), prompting added frequencies to Shanghai, Colombo and Bali. China is positioned as a ‘hidden gem,’ with THAI serving Beijing, Chengdu, Guangzhou, Hong Kong, Kunming and Shanghai. Thai travellers prefer full-service convenience; THAI deployed wide-bodies, upgraded A320s with Royal Silk seats, and overnight/daytime schedules.

**[For more information](#)**

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 7 SEP 2025



**Number of tourists (1 JAN - 7 SEP 2025)**  
**22,387,817 people**  
 -7.11% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	China	3,163,562
2	Malaysia	3,135,600
3	India	1,612,386
4	Russia	1,211,616
5	South Korea	1,059,615

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Consecutive public holidays in India.
- (+) Increased travel during Singapore's school-holiday period.
- (+) Announcement of Amazing Thailand Grand Tourism & Sports Year 2025 and government Ease of Traveling measures that facilitate trips.



Source : Economics Tourism and Sports Division Information as of Sep 9, 2025

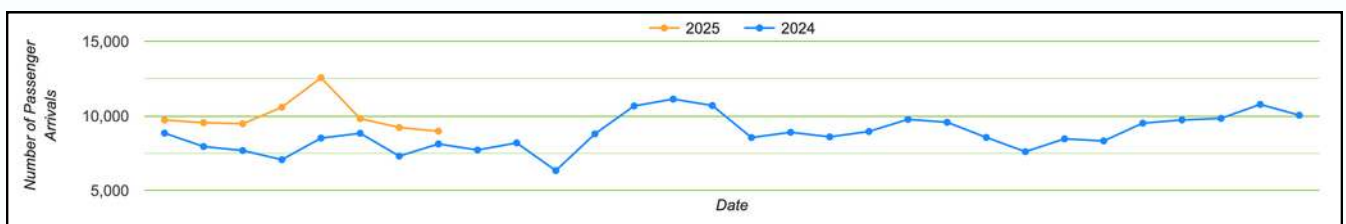
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-8 Sep 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	328,272	314,761	↑ 4.29 %
Don Mueang Airport	85,455	79,293	↑ 7.77 %
Phuket International Airport	79,864	64,254	↑ 24.29 %
Chiangmai International Airport	86,621	96,952	↓ -10.66 %
Hat Yai International Airport	9,367	9,640	↓ -2.83%

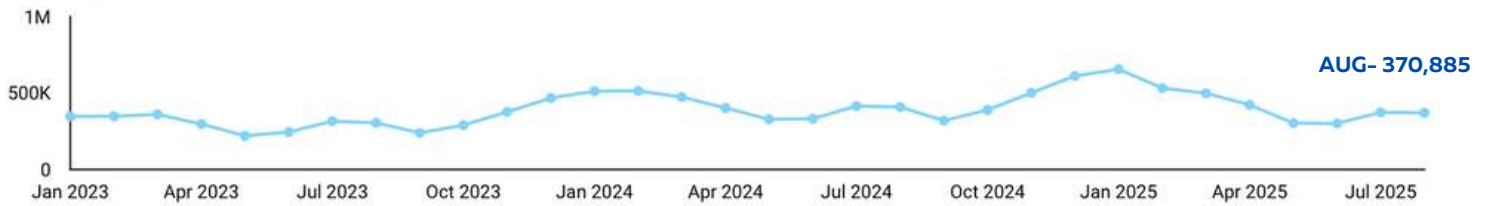
### Phuket International Airport - in Aug



Source: Tourism Authority of Thailand

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

## JAN 2023 – AUG 2025



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

## Top 10 by Nationality

### AUG 2024

Continent	Nationality	Number
1. Asia	China	112.1K
2. Europe	Russia	48.2K
3. Asia	India	35K
4. Oceania	Australia	21.4K
5. Asia	Korea	14.7K
6. Europe	United Kingdom	14.2K
7. Asia	Malaysia	14K
8. Asia	Hong Kong	12.8K
9. Asia	Singapore	9.4K
10. Asia	Saudi Arabia	9.1K

### AUG 2025

Continent	Nationality	Number
1. Asia	China	58.2K
2. Asia	India	46.9K
3. Europe	Russia	45.8K
4. Asia	Korea	23.4K
5. Oceania	Australia	19.8K
6. Europe	United Kingdom	14.6K
7. Asia	Malaysia	14.4K
8. Asia	Israel	12.1K
9. Asia	Saudi Arabia	10.6K
10. Europe	Germany	9K

## Top 10 Countries by Flight Origin

### AUG 2024

Country	Number
1. China	106.6K
2. Singapore	44.6K
3. United Arab Emirates	42.8K
4. Malaysia	41.7K
5. Russia	39K
6. India	31K
7. Hong Kong	24.1K
8. Qatar	19.3K
9. South Korea	15.1K
10. Australia	12.1K

### AUG 2025

Country	Number
1. China	51.6K
2. United Arab Emirates	50.1K
3. India	46.5K
4. Malaysia	39.4K
5. Russia	36.7K
6. Singapore	30.6K
7. South Korea	25.1K
8. Hong Kong	20.8K
9. Qatar	19.9K
10. Australia	12.7K

Source: Travel Link. Data as of 10 September 2025

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-AUG 2024



JAN-AUG 2025



## Top 10 by Nationality

JAN-AUG 2024

	Continent	Nationality	Number
1.	Asia	China	727.6K
2.	Europe	Russia	645.9K
3.	Asia	India	257.5K
4.	Oceania	Australia	168.3K
5.	Europe	United Kingdom	136.6K
6.	Europe	Germany	114.4K
7.	Asia	Malaysia	96.2K
8.	Asia	Kazakhstan	95.3K
9.	Europe	France	88.7K
10.	Asia	Korea	87.6K

JAN-AUG 2025

	Continent	Nationality	Number
1.	Europe	Russia	705.1K
2.	Asia	China	414.6K
3.	Asia	India	381K
4.	Oceania	Australia	182.6K
5.	Europe	United Kingdom	165.9K
6.	Europe	Germany	126.7K
7.	Asia	Malaysia	106.3K
8.	Europe	France	103.3K
9.	Asia	Korea	93.8K
10.	Asia	Kazakhstan	89.3K

## Top 10 Countries by Flight Origin

JAN-AUG 2024

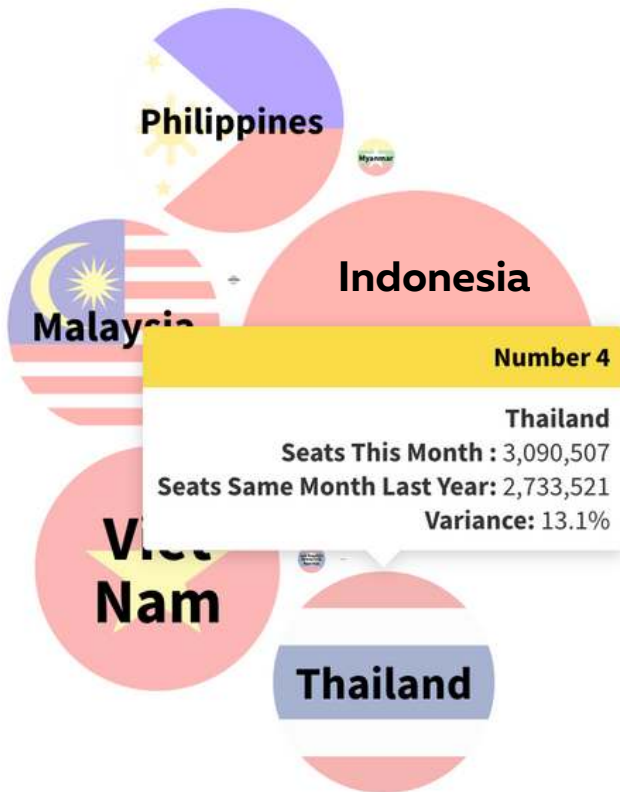
Country	Number
1. China	721.8K
2. Russia	509.6K
3. Singapore	380.5K
4. United Arab Emirates	326.7K
5. Malaysia	288K
6. India	208.2K
7. Qatar	189.9K
8. Hong Kong	181K
9. Kazakhstan	97.4K
10. South Korea	87.6K

JAN-AUG 2025

Country	Number
1. Russia	543.3K
2. China	443K
3. United Arab Emirates	404.8K
4. India	376.5K
5. Singapore	326K
6. Malaysia	288.3K
7. Qatar	192.4K
8. Hong Kong	155.3K
9. Australia	107.4K
10. South Korea	100.5K

Source: Travel Link. Data as of 10 September 2025

## WHICH SOUTHEAST ASIAN COUNTRY HAS THE MOST DOMESTIC AIRLINE CAPACITY?



- Indonesia is the largest domestic market in SE Asia, with 8.1m seats, despite a 12.2% reduction in capacity - 1.1 million fewer seats.
- Vietnam increased domestic capacity most by volume, with growth of 780k seats vs last year, followed by Malaysia with 444k and Thailand with 357k additional seats compared to Sept 24.
- Domestic capacity in Cambodia has reduced further by 24.9% to 15k seats.

Source: OAG

### USEFUL ARTICLES

#### ENGLISH

[International tourism up 5% in first half of 2025 despite global challenges](#)

[Redefining Regeneration: Bernhard Bohnenberger’s Vision at PHIST 2025](#)

[Expat Insider 2025 - Thailand, a Top Expat Destination](#)

[PHIST 2025 breaks records as leaders demand Phuket special economic zone and urgent transport upgrades](#)

#### THAI

[โรงแรมไทยหุบ “อนุทิน” นั่งนายกฯ หวังปลดล็อกปมชายแดน-ฟื้นเชื่อมั่นท่องเที่ยว](#)

[ท่องเที่ยวไทยฟื้นตัว นักท่องเที่ยวทะลุ 22 ล้านคน รายได้ 1 ล้านล้าน](#)

[โศกไทยร้องนายกฯ แก้วิกฤตท่องเที่ยว ดันคนละครึ่ง-หาแหล่งเงินหนุนธุรกิจ](#)

### 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
Michael Massey	Director, Business Development

## Phuket Hotels Association Core Team

Jayne MacDougall	Executive Director
Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Chaiyaphat Rattanawan	Event Supporter

## 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

<b>(Chair)</b> 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

<b>(Chair)</b> 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

<b>(Chair)</b> 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

<b>(Co-Chair)</b> 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

<b>(Chair)</b> Pannaphat Lapa	Resort Manager, V Villas Phuket
<b>(Co-Chair)</b> 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, 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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