

PHUKET WEEKLY UPDATE

No87/05092025



PHIST2025 in Phuket gathered 1,300 delegates, addressing a range of sustainability issues and topics including infrastructure, SEZ status, design, sustainable youth action, zero food waste and many other topics. With 25 learning sessions, 43 booths, a showcase, and awards, the forum stressed the need for collaboration, planning, and community alignment. Your participation made this the region's largest sustainability event for hospitality and tourism. Thank you for being a part of PHIST! [Video Highlight](#)

THIS WEEK EVENT



Phuket Hotels Association supported the **RISE 2025** event at SAii Laguna Phuket. This event was a celebration of women in hospitality with some inspiring speakers and presenters. The event was fully booked and had great content with engaging speakers sharing their experience and encouraging the audience to RISE with them!

SAVE THE DATE!

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

SEPTEMBER 24
3:00 PM - 6:00 PM

FOR MEMBERS BY
INVITATION ONLY



Phuket Hotels Association General Manager Meeting

Join us for our 3rd 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](#)

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

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

Bryan Bailey VP Revenue & Distribution Minor Hotels	Mark Ryan Dir. Commercial TH, VN, MM, KH & LA Accor	Nadiia Dimitrova General Manager Kora Beach Resort Phuket	Daniel Meury General Manager Andara Resort & Villas
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hsmi PHUKET HOTELS ASSOCIATION
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. 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.
31st 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

LAGUNA PHUKET

LAGUNA PHUKET TRIATHLON

23 NOV 2025 REGISTER NOW!

JOIN THE RACE OF LEGENDS
LagunaPhuketTri
www.LagunaPhuketTri.com

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

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

THAI HOTEL INDUSTRY FACES FIRST DECLINE IN FIVE YEARS

Kasikorn Research Centre forecasts a 4.5% revenue drop for Thailand's hotel industry in 2025, marking the first contraction in five years. The decline stems from a projected 9% fall in international arrivals to 32.2 million, shorter stays, lower occupancy (69.83%) and a 4% drop in room rates. Revenue from meetings and events fell 13% in the first half due to fewer international gatherings, while rising labour costs add further strain. Hotels reliant on East Asian markets and border provinces face the most risk, while domestic-focused destinations like Kanchanaburi and Phang Nga may still grow. The report urges operators—especially SMEs burdened with debt—to adopt sustainable business models to reduce costs, attract eco-conscious guests, and remain competitive amid uncertainty.

[For more information](#)



THAI AIRWAYS WEATHERS DECLINE IN CHINA BUSINESS, SAYS CEO



Thai Airways International is weathering the downturn in Chinese arrivals with growth in other global markets, CEO Chai Eamsiri told Bloomberg Television. Safety concerns after high-profile scam cases have dampened Chinese sentiment, causing a 39% drop in July arrivals and a 7.2% decline in overall foreign visitors this year. While China remains weak, THAI reports 2–3% growth in Europe, India, Australia, and North Asia, driven by connecting traffic via Bangkok. Expansion is limited by difficulties in securing leased aircraft before new Boeing jets arrive in 2027. Still, Q2 net profit rose to 12.1 billion baht, up from 306 million last year.

[For more information](#)

AGODA MAPS ASIA'S APPETITE FOR CULINARY TOURISM, AS HOTELIERS SAVOR THE BENEFITS

Food-focused tourism is rapidly shaping travel across Asia, according to Agoda. Between June and July 2025, food and drink ranked among the top five searched activities, with Japan, Thailand, Vietnam, Indonesia, and Malaysia leading as culinary destinations. Nearly half of surveyed travelers in South Korea, Taiwan, Thailand, Japan, and Malaysia cited food as their main reason to travel. Domestic demand is also strong, with Japanese travelers showing equal interest in local and regional dining. Agoda urges hoteliers to embrace the trend through on-site dining, local partnerships, and curated food experiences, capitalizing on Asia's thriving culinary events in late 2025.



[For more information](#)

ASIA PACIFIC HOTEL INVESTMENT COOLS IN FIRST HALF OF 2025

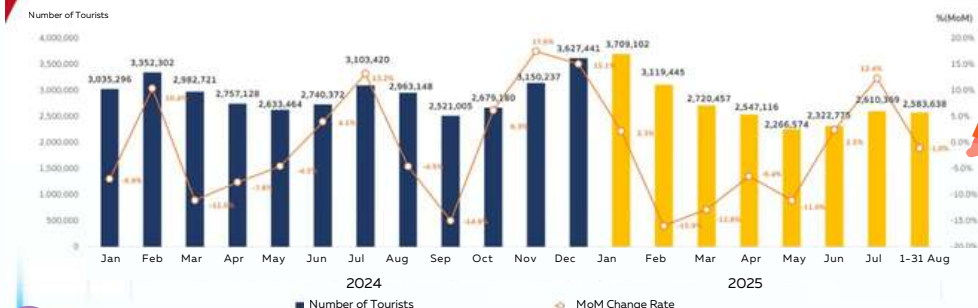


Hotel investment in Asia Pacific slowed in H1 2025, with transactions totaling \$4.7 billion, down 23% year-on-year, according to JLL. Activity was concentrated in Japan (\$1.5b), Greater China (\$744m), Australia (\$664m), Singapore (\$546m), and South Korea (\$504m). Institutional investors adopted a cautious stance amid pricing gaps, but private capital accelerated. Private equity allocations to hotels rose 6% and high-net-worth individual spending jumped 54%. Strong operating fundamentals—rising arrivals and higher room rates in Tokyo, Singapore, and Sydney—are sustaining confidence. JLL forecasts full-year investment of \$12.8b, led by private equity, family offices, and regional operators targeting prime hospitality assets.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 31 AUG 2025



Number of tourists (1 JAN - 31 AUG 2025)
21,879,476 people
 -7.16% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	3,096,017
2	Malaysia	3,049,961
3	India	1,563,806
4	Russia	1,195,430
5	South Korea	1,036,361

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Malaysia's Independence Day long weekend supported domestic holiday demand.
- (+) Thailand launched the Amazing Thailand Grand Tourism and Sports Year 2025 campaign, alongside government Ease of Traveling policies improving travel convenience.
- (*) End of the summer holiday season led to a slowdown in travel activities.



Source : Economics Tourism and Sports Division Information as of Sep 2, 2025

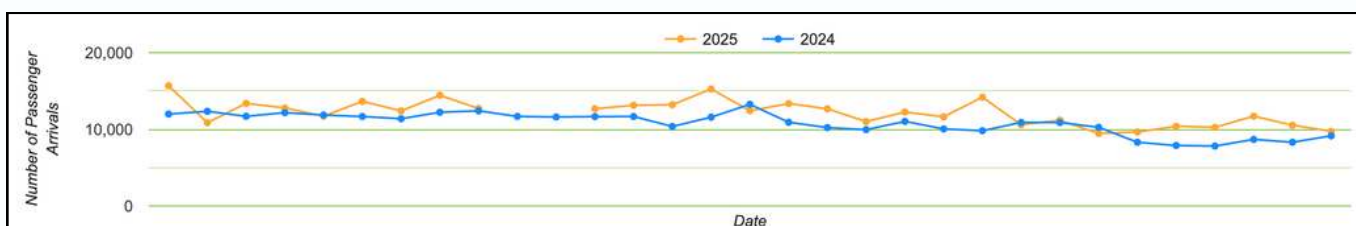
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-31 Aug 2025 compared to same period in 2024)

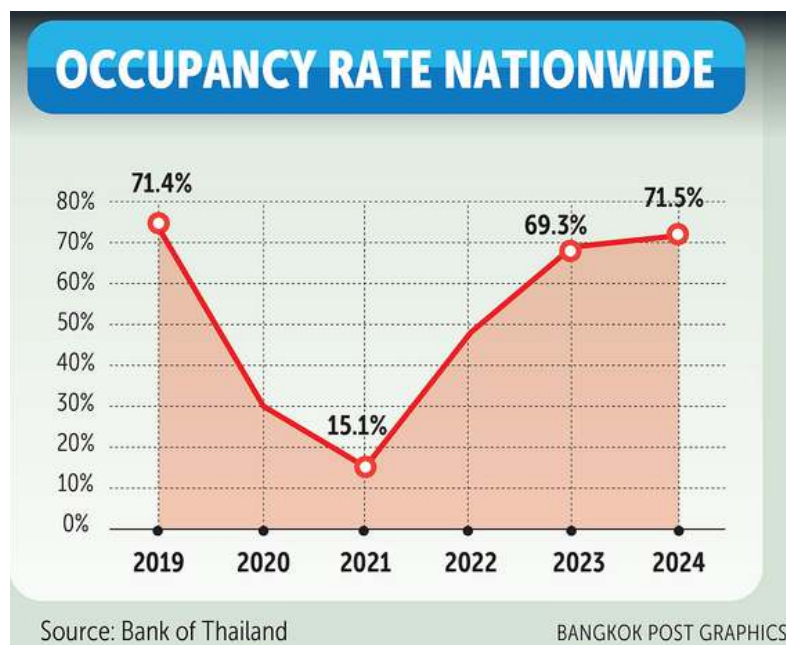
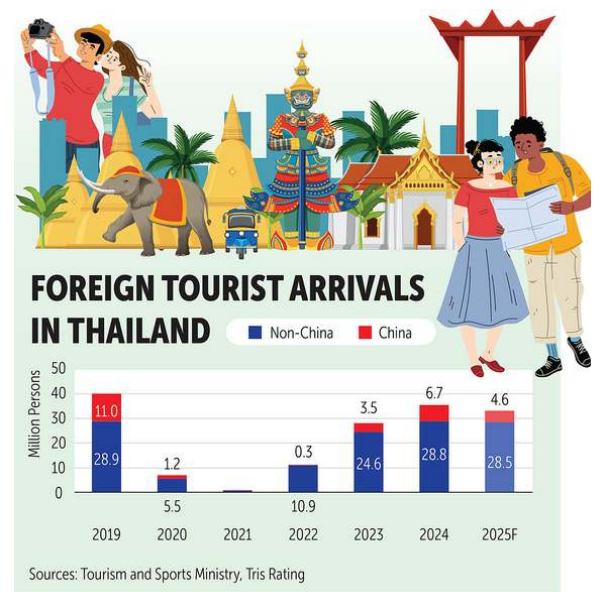
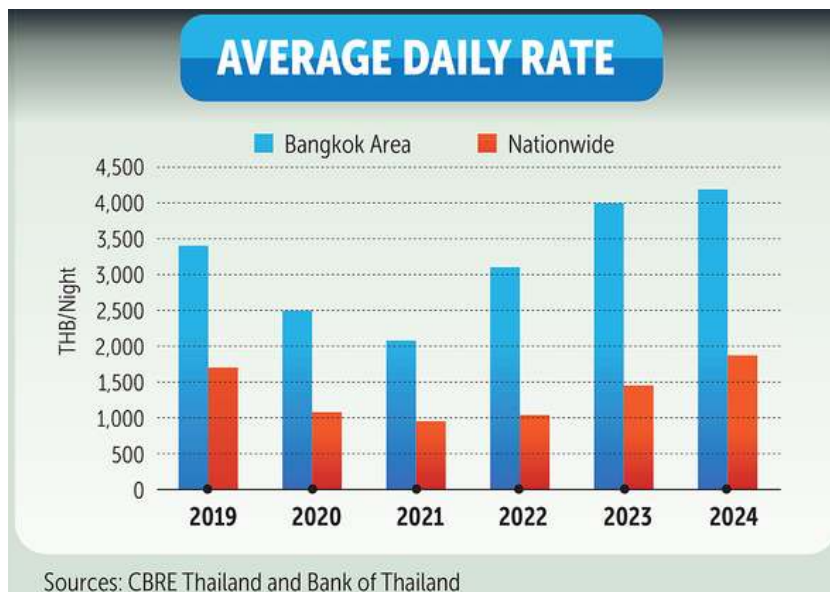
Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,361,268	1,519,887	-10.44 %
Don Mueang Airport	344,418	416,537	↓ -17.31 %
Phuket International Airport	353,007	333,764	↑ 5.77 %
Chiangmai International Airport	86,621	96,952	↓ -10.66 %
Hat Yai International Airport	9,367	9,640	↓ -2.83%

Phuket International Airport - in Aug



Source: Tourism Authority of Thailand

THAI HOTELS FORCED TO CUT ROOM RATES



Thailand’s hotel sector is facing its first wave of pricing pressure after four straight years of room rate increases, which nearly doubled average rates since 2021, according to Tris Rating. The slowdown stems largely from weaker demand from key Asian markets, particularly China, Malaysia and South Korea, though arrivals from India have provided some offset.

Tris projects Thailand will welcome 33.1 million visitors in 2025, reflecting a slowdown compared to earlier expectations. In the first 34 weeks of the year, arrivals totaled 21.4 million, down 7% year-on-year. Chinese arrivals have been especially weak, dropping 35% in the first seven months, with full-year arrivals forecast at 4.6 million compared to 6.7 million in 2024.

Many Chinese tourists are shifting to destinations such as Japan, boosted by a weak yen, and Vietnam, which saw nearly 80% growth in Chinese visitors.

Despite softening Asian demand, long-haul markets remain strong. US arrivals rose 7.4% year-on-year while European arrivals surged 15.6%, helping Thailand retain its status as a top summer destination for Europeans on Agoda for a second consecutive year. Indian arrivals have also become a bright spot, ranking among Thailand’s top five markets with more than 15 cities now connected by direct flights to Bangkok and Phuket.

However, with occupancy rates already peaking in 2024, hotels are turning to discounting to preserve market share. Tris expects occupancy to remain flat or decline slightly this year, with operators, particularly high-end hotels in Bangkok, relying on unpublished promotions and targeted rate cuts. Rising hotel supply, especially in Bangkok where room inventory expanded 7% year-on-year, is compounding the pressure.

Maybank Securities (Thailand) forecasts revenue per available room (RevPAR) for seven listed hotel groups will contract 3% in the third quarter, following a 5% decline in the second quarter, and remain negative in the fourth quarter amid weak short-haul demand and ongoing renovations.

[Read Full Article HERE](#) Source: Bangkok Post

CHINESE TOURIST ARRIVALS IN VIETNAM HAVE ALREADY SURPASSED THAILAND FROM JANUARY TO JULY 2025



Vietnam's total international tourist arrivals are expected to surpass Thailand's within the next 10 years.

International tourist arrivals: Thailand vs. Vietnam



Kasikorn Research Centre reported that from January to July this year, Chinese tourist arrivals to Thailand fell 35% year-on-year to 2.7 million, while Vietnam recorded a 46% increase to 3.1 million.

However, Thailand's total international arrivals during this period still exceeded Vietnam's. The centre projects that within the next 10 years, Vietnam's total international tourist numbers will surpass Thailand's.

PHUKET HOTEL FIGURES H1 2025

FIGURES | PHUKET OVERALL | H1 2025

Hotel

▲ +2.1 pps H-o-H

Occupancy Rate

▲ +15.4% H-o-H

Average Daily Rate (ADR)

▲ +23.1% H-o-H

Revenue per Available Room (RevPAR)

▼ -18.4% H-o-H

New hotel supply

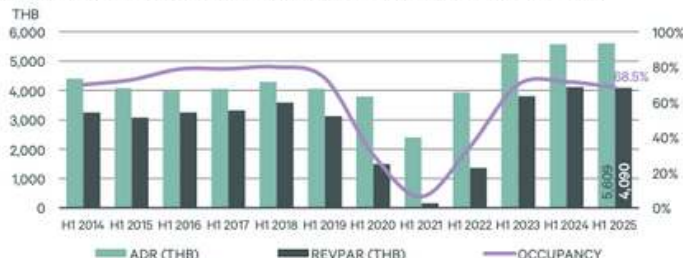
Strong first three-month numbers for Phuket hotel and tourism in H1 2025

- In the first half of 2025, Phuket International Airport recorded 2,768,762 passenger arrivals, representing a 5.6% Y-o-Y increase.
- The hotel sector experienced a mixed performance. While Average Daily Rate (ADR) and occupancy rates saw growth in H1 2025 compared to the same period in 2024, driven by strong peak season performance, particularly in January, a significant seasonal downturn was observed. Occupancy declined steadily throughout the period, reaching below 50% in June.
- There were two new hotel openings in H1 2025, adding a total of 469 keys. Both hotels are part of a mixed-used development with a condominium on-site.
- Phuket has a hotel supply of 45,192 keys across 257 hotels. CBRE anticipates that 19 projects currently under construction will add another 3,800 keys to Phuket's hotel supply by 2026.

Muted hotel performance in the upcoming months

- The outlook for Phuket's hotel performance in the second half of 2025 is expected to be more moderate. Contributing factors include a softening of international tourist sentiment and the influx of new hotel supply.
- Hotel performance exhibited a consistent monthly decline from January through June. We anticipate a more moderate pace of growth in the coming months.
- With over 1,400 new hotel keys scheduled for completion in H2 2025, increased competition is anticipated.

FIGURE 4: ADR, RevPAR and Occupancy Rate of Hotels (All Grades) in Bangkok H1 2014-H1 2025



New Hotel Openings in H1 2025

Kora Beach Resort Phuket
 Location: West Coast Central
 Grade: Mid-range
 Number of Keys: 169

Source: CBRE Research and STR, H1 2025

Laya Resort Phuket Island
 Location: West Coast Central
 Grade: Mid-range
 Number of Keys: 300

CBRE RESEARCH

© 2025 CBRE (THAILAND) CO., LTD.

[Read Full Report HERE](#)

Source: CBRE Thailand

USEFUL ARTICLES

ENGLISH

[PHIST 2025 rallies public-private sectors in unified call for Phuket's SEZ status](#)

[APAC Hotel Transactions and Market Snapshot – FY 2024 - H1 2025](#)

[Thailand Wants to Give Tourists Free Flights Within the Country – What to Know](#)

THAI

[‘PHIST 2025’ ภาคเอกชน 'โรงแรมภูเก็ต' จัดเวทีหนุนท่องเที่ยวยั่งยืนใหญ่สุดในเอเชียต่อเนื่องเป็นปีที่ 8 ปีนี้ทุกสถิติผู้ร่วมงานกว่า 1,300 คน](#)

[ธุรกิจโรงแรมปีนี้ รายได้หด ครั้งแรกในรอบ 5 ปี](#)

[รัฐร้อยใหญ่ พ.ร.บ.โรงแรม ดูแลโฮมสเตย์ โฮสเทล แพลตฟอร์มดิจิทัล](#)

Information sources

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

https://www.facebook.com/ETSMOTS2?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
Chaiyaphat Rattanawan	Event Supporter

Advisory Board

Bill Barnett	Founding Member & Senior Advisor
Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavitnont	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, 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, 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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