

# PHUKET WEEKLY UPDATE

No86/29082025



**PHIST**  
2025

**PHIST EVENT**  
**MONDAY**  
**1<sup>ST</sup> SEPTEMBER**

**ANGSANA LAGUNA PHUKET**  
TIME 09:00 - 18:00

**WORKSHOPS**  
**GREEN PRODUCT EXPO**  
**INSPIRING TALKS**  
**IDEAS, INSPIRATION AND INNOVATION**

**SOUTH EAST ASIA'S LARGEST AND BEST SUSTAINABLE TOURISM LEARNING EVENT IS BACK!**

<b>ORGANISER</b>	<b>CONTENT BY</b>	<b>SUPPORTERS</b>	<b>SPONSORS</b>

**PHIST 2025** is COMING SOON on **Monday, 1st September** at **Angsana Laguna Phuket**.

Southeast Asia's must-attend learning event for sustainable tourism is back—bigger, bolder, and **LIVE!**

**Don't delay!** You won't want to miss it. Free of Charge!!

[Register HERE](#)

## 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 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](#)

## ANNOUNCEMENT



The Phuket Hotels Association's Destination Marketing Committee bids a fond farewell to Khun Nikki Nampetch Tipaxson, Public Relations and Communications Manager at InterContinental Phuket, whose three years of service on the committee have been marked by diligence, insight and a talent for bringing partners together. Her most recent leadership in coordinating Phuket Hotel Association's engagement with the Phuket Biennale exemplified her approach: strategic, unflustered and firmly focused on elevating both message and community.

It is, of course, a loss. As Committee Chairperson Saurabh Upadhyay notes, "We are sad to see Nikki leave, we wish her well with her career. We fully understand that with her workload her time is needed within her primary responsibility. She has been a leading light within the marketing of Phuket Hotels Association with great ideas and a driving force." That assessment will resonate with all who have worked alongside her on the committee. Nikki's contributions were never merely procedural; they were purposeful, setting a tone of ambition matched by delivery.

The work, however, continues and it does so best when new voices step forward. The committee is seeking one or two new members to help drive key projects, from boosting awareness of PHIST and PHAB to advancing Phuket Hotels Association's website development and other initiatives designed to bring the spotlight to our association and tangible value to our members. Those at General Manager level or in Marketing and Communications who are ready to lend their expertise are warmly invited to express interest.

If you, or a colleague you rate highly, would like to join this effort, please contact Committee leader Saurabh Upadhyay or Phuket Hotels Association's Executive Director, Jayne MacDougall.

Nikki leaves with our gratitude and best wishes; her example sets a clear path for those who will pick up the brief and carry it forward.

## THIS WEEK EVENTS



Phuket Hotels Association joined the launch event of Bangkok Hospital Phuket's Genomic Center.

This brand-new center brings personalized, predictive, and preventive healthcare based on patients unique genetic profile. This is an exciting addition to preventative diagnostics.

## THIS WEEK EVENTS



Phuket Hotels Association joined the AustCham joint chambers event Angsana Laguna Phuket's sensational Azura Restaurant. A delightful evening of connections!

## UPCOMING EVENTS

### SEPTEMBER

**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

**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

### 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



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. 31<sup>st</sup> LAGUNA PHUKET TRIATHLON

**EXCLUSIVE 10% DISCOUNT FOR HOTELIERS**

REGISTER BEFORE OCTOBER 2025

**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

OFFICIAL SPONSORS: LAGUNA PHUKET, THAI, CFF CHARITY PARTNER

LagunaPhuketTriathlon | LagunaPhuketTri | 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](#)

## THIS WEEKS' NEWS UPDATE

### THAI TOURISM GIANTS SAY BUSINESS WILL CONTINUE REGARDLESS OF PM'S FATE

Business leaders stress that operations will remain largely unaffected regardless of potential leadership changes, given the country's long history of political turnover. While the fate of the Prime Minister is not a central concern, stability is seen as vital, with warnings that violence or prolonged protests could damage the economy. Leaders note that replacing leadership now would be undesirable due to existing economic pressures such as low GDP growth and investor uncertainty. The key call is for government unity—urging leaders to end internal disputes and concentrate on reviving purchasing power and addressing broader economic challenges.

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

### AKASA AIR ANNOUNCES DAILY DIRECT FLIGHTS BETWEEN BENGALURU AND PHUKET FROM OCTOBER

Flight Number	From	Departure Time	To	Arrival Time	Operating Days	Type
QP 623	Bengaluru	06:25 hrs	Phuket	12:40 hrs	Daily	Non-stop
QP 624	Phuket	13:40 hrs	Bengaluru	16:40 hrs	Daily	Non-stop



Akasa Air will launch daily non-stop flights between Bengaluru and Phuket starting 1 October 2025, enhancing air links between Southern India and Thailand's leading island destination. The airline already operates a Mumbai-Phuket route.

Bookings are open via the airline's website, app, and partner platforms.

The new service strengthens tourism flows, cultural exchange, and Akasa Air's regional network across SAARC and ASEAN destinations. The airline operates 30 Boeing 737 MAX aircraft and has flown 20 million passengers since its 2022 debut.

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

### THAILAND AND VIETNAM COMPETE FOR TOURISM LEADERSHIP IN SOUTHEAST ASIA

Thailand and Vietnam remain Southeast Asia's leading tourism destinations, each drawing millions of visitors in 2024. Thailand welcomed 35.6 million arrivals, though recovery reached only 87.5% of pre-pandemic levels. Vietnam surged with 17.5 million visitors, a 98% recovery, surpassing Singapore. Thailand retains an edge with established infrastructure, cultural landmarks, and global campaigns, but faces challenges of overtourism and safety perceptions. Vietnam, boosted by Indian and Chinese travelers, expanding airports, and strong government reforms, is rapidly emerging as a rival. Both nations are pushing sustainable tourism and luxury sectors, setting the stage for intensified competition through 2030.



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

### THAI TOURISM GIANTS SLASH GROWTH TARGETS AS CHINESE VISITOR RECOVERY STALLS

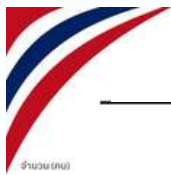


Thailand's tourism sector is under pressure in the second half of 2025, with slower-than-expected recovery from Chinese visitors and heightened competition from rival markets. The Tourism Authority plans to revise its full-year target to 35.5 million arrivals, matching 2024. Domestic demand is supported by the government's "Half-Price Thailand Travel" scheme. The Erawan Group trimmed its revenue growth forecast to 3–5% from 6–8%, lowering expectations across luxury, mid-scale, and budget hotels while pursuing diversification and new developments. Minor International projects steady growth, supported by strong advance bookings in Europe, Asia, and the Maldives, with higher room rates and renovations in Thailand boosting its outlook.

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

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 24 AUG 2025



**Number of tourists**  
(1 JAN - 24 AUG 2025)

**21,373,361 people**

**-7.14% (YOY)**

**Top 5 number of tourists**

Rank	Country	People
1	China	3,025,170
2	Malaysia	2,949,361
3	India	1,526,173
4	Russia	1,180,173
5	South Korea	1,011,612



### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) The announcement of “Amazing Thailand Grand Tourism and Sports Year 2025” and the government’s “Ease of Traveling” policy to improve convenience for travelers.
- (\*) The end of holiday travel demand from India.
- (\*) Entering the late stage of the summer holiday travel season in many countries.



Source : Economics Tourism and Sports Division Information as of Aug 19, 2025

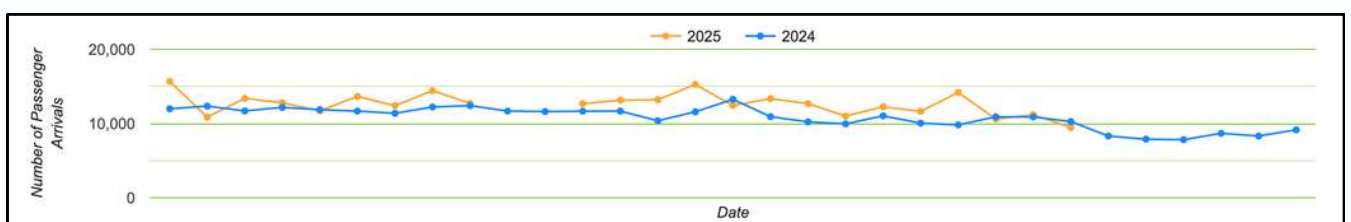
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND’S KEY AIRPORTS

(The data as of 1-25 Aug 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,132,340	1,287,516	↓ -12.05 %
Don Mueang Airport	278,909	347,825	↓ -19.81 %
Phuket International Airport	290,704	283,612	↑ 2.50 %
Chiangmai International Airport	71,506	81,730	↓ -12.51 %
Hat Yai International Airport	7,533	7,878	↓ -4.38 %

### Phuket International Airport - in Aug



Source: Tourism Authority of Thailand

# PHUKET HOTEL 1H 2025

## PHUKET HOTEL MARKET



### MARKET OVERVIEW

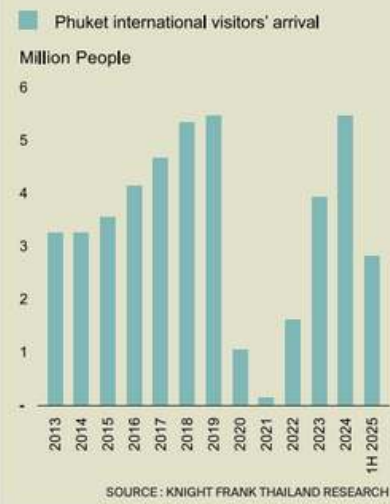
Phuket's tourism sector continued progressing toward stabilization in the first half of 2025, with international airport arrivals rising 5.6% year-to-date (YTD) to 2.77 million and domestic arrivals up 1.4% to 1.69 million, according to official airport data. The combined total of 4.46 million air arrivals underscores sustained demand for the island's resort offerings, though growth has moderated from the sharp rebound seen in 2024.

Ussia, China, and India remained the top international source markets, followed by the UK and Germany. While China continued to contribute significantly to Phuket's inbound numbers, overall Chinese arrivals to Thailand remain well below pre-pandemic levels. This contrasts with regional trends: Vietnam welcomed over 2.7 million Chinese visitors in 1H 2025, and Japan received around 4.7 million, both recording strong YTD growth. These patterns indicate that Chinese outbound demand has not weakened, but has shifted toward destinations perceived to offer stronger value, safety, and fresh experiences.

Competition from regional beach destinations such as Danang and Phu Quoc in Vietnam is intensifying, particularly as travel behavior evolves. Large Chinese group tours have yet to return in full, with more travelers opting for independent or small-group formats, impacting demand for traditional midscale hotels and group-tour operators.

Domestic travel to Phuket posted only modest growth in 1H 2025, limited by high travel costs and competition from other Thai destinations. Nevertheless, the domestic segment remains important in supporting occupancy during off-peak periods.

### PHUKET'S INTERNATIONAL VISITOR ARRIVALS



### SUPPLY AND DEMAND

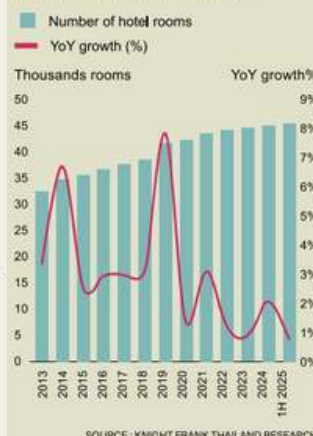
Phuket's hotel market delivered solid results in the first half of 2025, with average occupancy edging up to 79.5%, from 79.1% in the same period last year. The high season months of January to April were particularly strong, peaking in January at 91.8%, with all four months sustaining occupancy above 81%. As expected, performance softened during the mid-year low season, with June recording the lowest rate at 66.9%, in line with historical trends.

The market's Average Daily Rate (ADR) rose 7.8% YTD to THB 5,652, supported by sustained strength in the luxury and upper-upscale segments, particularly among well-located beachfront and

branded resorts. However, following the sharp gains of the past two years, rate growth now appears to be stabilizing, signaling a more balanced pricing environment across most hotel classes.

Hotel supply expanded moderately in 1H 2025, with the addition of two new properties totaling 376 keys: the Veranda Resort Phuket (Autograph Collection) and the Radisson Phuket Mai Khao, both in the upscale to upper-upscale category. Looking ahead, a further nine hotels with 1,758 keys are slated to open in the second half of the year, bringing total 2025 new supply to 2,134 keys, a sharp increase from the 884 keys added in 2024.

### PHUKET'S HOTEL STOCK



### PHUKET'S HOTEL PERFORMANCE

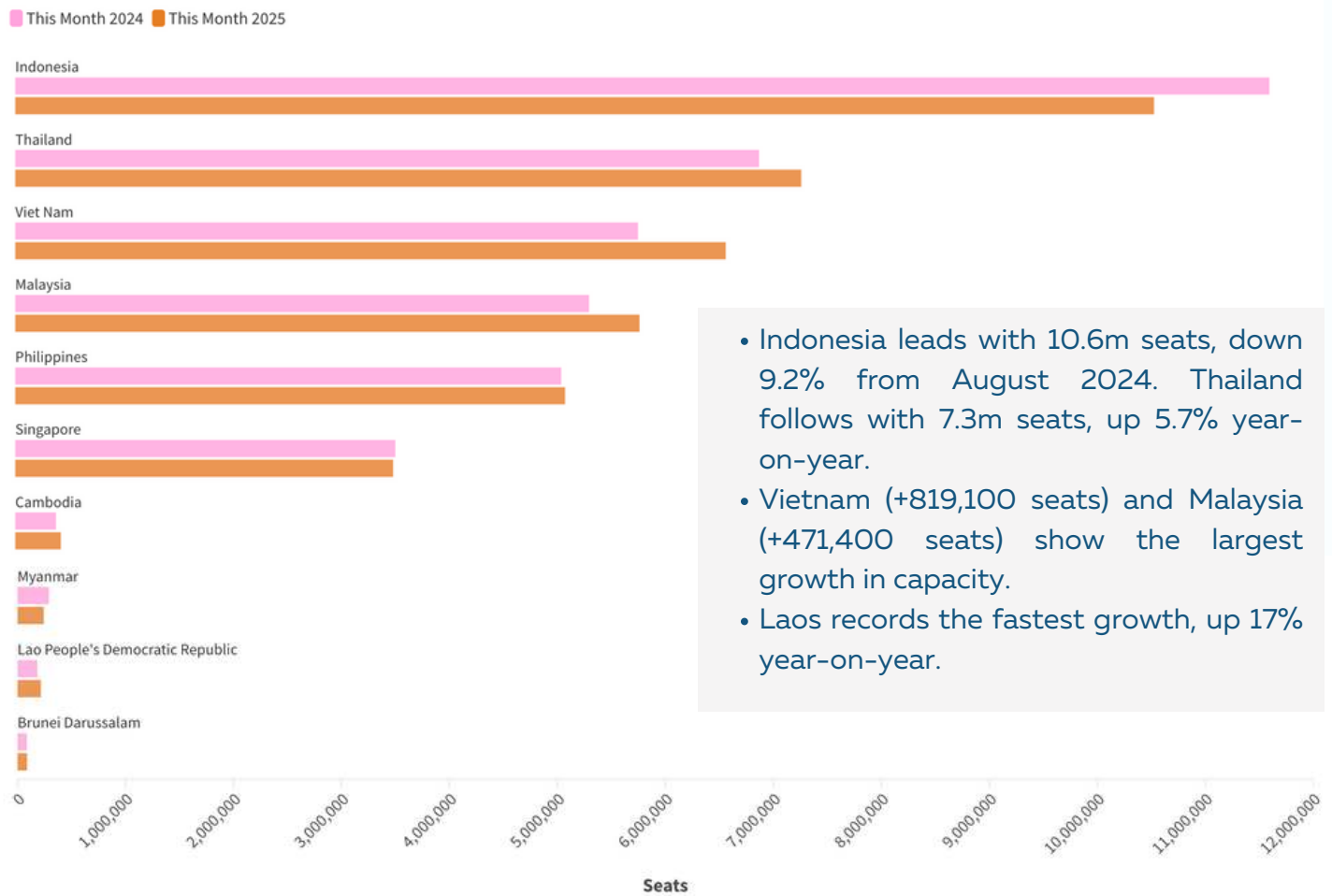


[Read Full Report HERE](#)

Source: Knight Frank

## SOUTHEAST ASIAN COUNTRIES' AIRLINE CAPACITY | AUGUST 2025

### Which Southeast Asian Country has The Most Airline Capacity (Domestic + International)?



- Indonesia leads with 10.6m seats, down 9.2% from August 2024. Thailand follows with 7.3m seats, up 5.7% year-on-year.
- Vietnam (+819,100 seats) and Malaysia (+471,400 seats) show the largest growth in capacity.
- Laos records the fastest growth, up 17% year-on-year.

Read Full Report [HERE](#)  
Source: OAG

## USEFUL ARTICLES

### ENGLISH

[Hotel Construction Pipeline in the Asia Pacific Region, Excluding China, Reaches New Record-High](#)

[Monsoon beach cleaning gets a sustainable boost](#)

[AI in Hospitality: Opportunities, Fears, and Trends \(2025\)](#)

### THAI

[กกท. ปัน ESG Tourism สร้างรายได้ชุมชนพุ่ง 20% นักท่องเที่ยวแตะ 3 หมื่นคน](#)

[ท่องเที่ยวทรุดหนัก ลูกค้าเวียดนาม เปิดทัวร์แข่งขายราคาถูกทุบตลาดไทย](#)

[Routes to Roots: เปิด 6 คลัสเตอร์ศักยภาพการท่องเที่ยวแบบรัฐจริง กระจายสัมผัสประสบการณ์ที่หยั่งลึกถึงรากวัฒนธรรมไทย](#)

## 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, 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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