

PHUKET WEEKLY UPDATE

No85/22082025

10 DAYS TO GO

PHIST
2025

PHIST EVENT
MONDAY
1ST 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!

ORGANISER PHUKET HOTELS ASSOCIATION
CONTENT BY CY HOTELSWORKS, GREENVIEW
SUPPORTERS JIVE, TCM, Thaiiger
SPONSORS PAN PACIFIC HOTELS GROUP, winnow, LUXURY ESCAPES.COM, ANGSAANA LAGUNA PHUKET, SAIYOK SPRINGS, QUO, tuu, Booking.com, GUAVA, CANDELA, CUNDALL

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](#)



Plastic Free Stays project - site inspections have begun - this is a collaborative project between PHUKET HOTELS ASSOCIATION, RMIT University, Australia and PSU University Phuket. The local medical students are working in collaboration with environmental engineering in Australia to gather local data to support reducing single-use plastic in hotels.

THIS WEEK EVENTS



Site inspection for Q3 GM meeting with Pullman Phuket Karon team and beverage sponsor Italiasia. We look forward to seeing you there on 24 September!



Thailand Biennale 2025

Phuket Hotels Association joined the Official Welcome Opening of Thailand Biennale 2025, themed "My Phuket Island of Arts" on August 16th.

Our hotels are excited to be a part of this memorable event and welcome the Biennale to Phuket!

UPCOMING EVENTS

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](#)

AUGUST

Reshaping Hospitality by Empowering Women

Saturday, 30 August 2025
9:00 AM - 3:00 PM
SAii Laguna, Similan Ballroom, Phuket

Early Bird (until 30 July): THB 900 (incl. lunch)
Standard: THB 1,200 (incl. lunch)

Who Should Attend?
Hospitality, tourism, F&B, and service industry professionals, students, and career changers.

SCAN TO REGISTER

Rise with Purpose. Lead with Confidence.

Reshaping Hospitality by Empowering Women

Saturday, 30 August 2025
9:00 AM - 3:00 PM
SAii Laguna, Similan Ballroom, Phuket

Admission: THB 1,200 (incl. lunch)

Grow. Connect. Lead.

RISE is a new event set to Reshape Hospitality by Empowering Women on 30th August 2025 at SAii Laguna Phuket.

This event is supported by Phuket Hotels Association and we encourage you to join!

SPECIAL PRICE for Phuket Hotels Association of 900THB!

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

PREQUEL 9.30 - 10.00 AM	Establishing Sustainable Entrepreneurship Programs Supapim Wannopas Regional Programme Coordinator and Thailand Programme Manager, UN Women	NETWORKING LUNCH 11.30 AM - 1.00 PM
A Guided Meditation: Manifest the Career You Want by Connecting with Your Inner Voice Viona Zhang Deputy Managing Director, CSJ Hotelworks	What Failure Teaches That Success Never Will Michaela Connor Professional Development Leader Asia, Fight Centre & Founder/Chair, WTA	WORKSHOP 1.00 - 1.50 PM
RISE TALKS 10.00 - 11.30 AM	Global Movement: Education - A Force for Peace and a Sustainable Future Youth Speaker UWC Thailand	Workplace Equity in Action: Metrics, Gaps, and Progress Supapim Wannopas Regional Programme Coordinator and Thailand Programme Manager, UN Women
Making a Life Plan: Achieving Goals One Step at a Time Kornkanok Yongsakul CEO at RBL Training Co-Founder V Yachts Asia	Under 30. Finding My Own Identity Mimi Chuenpanichayakul Account Director Thailand, Delivering Asia	LEARNING ROUNDTABLE 2.00 PM - 3.00 PM
Developing Your Own Personal Brand Statement Rohit Sachdev CEO, Soho Hospitality	From Fear to Voice: How I Learned to Speak Up Viona Zhang Deputy Managing Director, CSJ	Learning Leaders Jayne MacDougall Executive Director, Phuket Hotels Association
Professional Development: The Importance of Training Kanoknat Adhyanasakul Executive Director, Amatara Wellness Resort	Expect the Unexpected. Career Lessons from a Life in Hospitality Chantal Fernandes British Honorary Consul, Phuket British Embassy	Leanne Reddie Luxury Hotelier
Catalyst for Change: Women Leaders Accelerating Hospitality Transformation Dr Nisha Abu Bakar Co-founder, Women in Tourism Association	Session Co-Hosts Sumi Soorian Founder, Mrs. B Group	Pan Voravee Founder & Director, Voravee Hospitality
	Jirarat Ninpradub General Manager, Le Meridien Phuket	Nuttiya Nu-Ngamkham Director of Engineering, The Naka Island Phuket
		Natalie Coulson Marketing & Communications Consultant & Owner of Far Flung Digital, Chief Connector of Ladies Kicking Goals
		Rosalie (Rose) Tiegies Founder, Thai Child Development Foundation
		Michael Kenner Managing Director, Lifull Connect
		Hayden Rhodes High Performance Consultant, SEARA Sports

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. 31st 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: THAI, CFF

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 HOTELS ASSOCIATION TO CHALLENGE NATIONWIDE 400-BAHT MINIMUM WAGE IN COURT

The Thai Hotels Association (THA) plans to petition the Administrative Court to review the nationwide 400-baht minimum wage for hotels and service businesses, effective July 1, 2025. THA argues the policy, issued June 17 by the National Wage Committee, will severely impact small and regional hotels, particularly in provinces with weaker economies and fewer tourists. In Chanthaburi and Trat, wages will rise over 13%, burdening struggling operators. Many hotel associations have opposed the policy, warning of higher costs, market imbalances, and risks for two-star and larger hotels. THA intends to file the case within 90 days.

[For more information](#)

THAI HOTELS BRACE FOR Q3 DIP IN FOREIGN TOURISTS AS NEARLY ONE-THIRD EXPECT CHINESE GUESTS TO DROP OVER 30%



Thai hotels expect a Q3 slowdown in foreign arrivals, with nearly one-third forecasting Chinese visitors to fall by over 30% amid safety concerns, according to the July 2025 Hotel Business Confidence Index. July occupancy averaged 58%, boosted by European summer holidays, with the Central region leading at 67%. August is projected at 56%. Labour shortages persist, affecting service quality, while hotels adjust to the 400-baht minimum wage by cutting costs and reassigning staff. Short-haul markets are also expected to weaken, while long-haul demand shows mixed trends, with some growth in the North but declines anticipated nationwide.

[For more information](#)

PLAN OFFERS FREE DOMESTIC FLIGHTS TO 200,000 FOREIGN ARRIVALS

Thailand's Tourism and Sports Ministry plans to offer free domestic round-trip tickets to 200,000 foreign visitors under the campaign "Buy International, Free Thailand Domestic Flights," pending cabinet approval. Running from September to November 2025, the scheme has a 700 million baht budget and is expected to generate 8.8 billion baht. Tourists booking international flights will receive a free domestic ticket on six Thai carriers. While seen as a boost to secondary destinations, some industry leaders argue the programme would be more effective in the low season and call for targeted marketing, airfare subsidies, and clear safety communication.



[For more information](#)

THAILAND TO ALLOW FOREIGN TOURISTS TO CONVERT CRYPTO TO BAHT

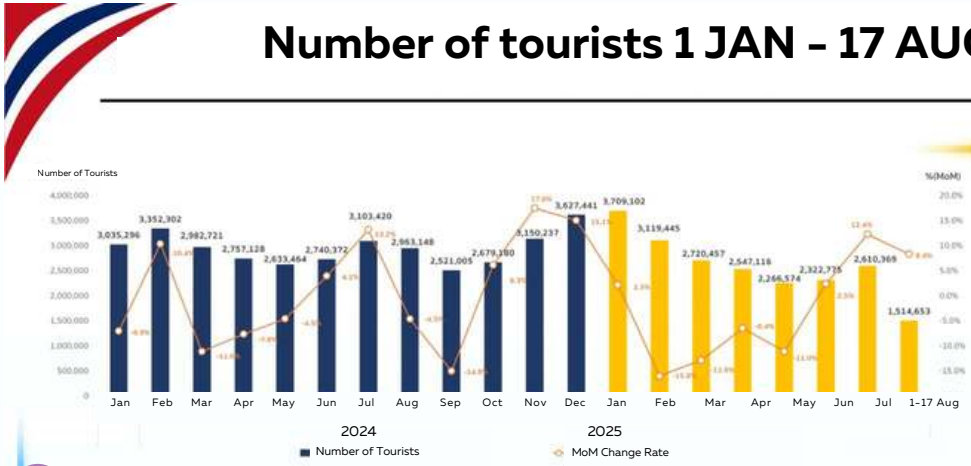


Thailand will launch the TouristDigipay program, allowing foreign visitors to convert digital assets into baht for travel spending during an 18-month trial starting Q4 2025. Payments must be made in baht through licensed digital-asset operators and e-money providers, with spending capped at 500,000 baht per month to curb money laundering. Finance Minister Pichai Chunhavajira said the initiative aims to boost tourism and provide alternatives to cash and credit cards. The move comes as Thailand lowers its 2025 tourist forecast to 33 million arrivals from 37 million, citing a steep drop in Chinese visitors amid safety concerns.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 17 AUG 2025



Number of tourists
(1 JAN - 17 AUG 2025)

20,810,491 people

-7.04% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	2,9932,012
2	Malaysia	2,870,300
3	India	1,480,995
4	Russia	1,162,313
5	South Korea	983,413

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel by Indian tourists before the upcoming long holiday period.
- (+) The announcement of Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy, which helps facilitate travel.



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

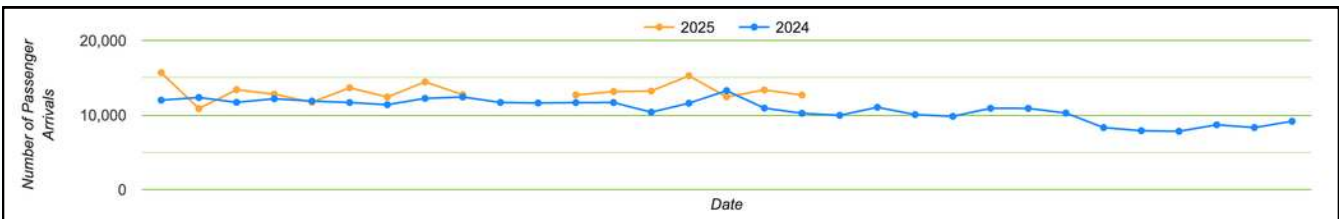
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-18 Aug 2025 compared to same period in 2024)

	2025	2024	Change (in %)
Suvarnabhumi Airport	818,697	968,131	↓ -15.44 %
Don Mueang Airport	197,429	258,151	↓ -23.52 %
Phuket International Airport	210,385	210,720	↓ -0.16 %
Chiangmai International Airport	51,078	60,426	↓ -15.47 %
Hat Yai International Airport	5,299	5,728	↓ -7.49 %

Phuket International Airport - in Aug



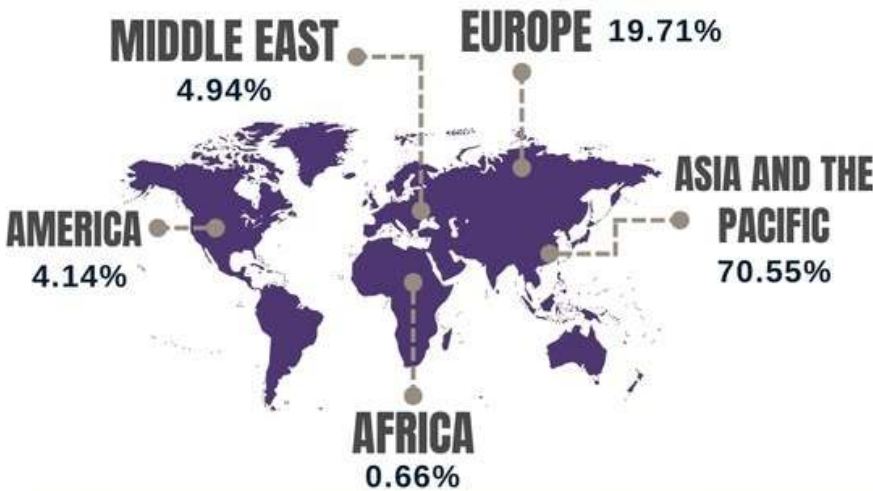
Source: Tourism Authority of Thailand

TOURISM

SITUATION IN JULY 2025



Share of International Tourists Visiting Thailand in July 2025



INBOUND JULY



2.61
million people
%CH (Y-o-Y)
-15.89



1.24
hundred billion baht
%CH (Y-o-Y)
-14.67

Top 5 tourists entering Thailand

Country	People	Revenue (million baht)	Key Destinations	Key Factors
CHINA	420,770	23,345	Bangkok, Chonburi, Phuket	<ul style="list-style-type: none"> Entry into the summer school holiday period Call center gang issues, including cases of Chinese nationals being kidnapped to work in such schemes, potentially affecting Thailand's tourism image Economic slowdown from the U.S. trade war and the real estate crisis
MALAYSIA	358,287	7,117	Songkhla, Bangkok, Phuket	<ul style="list-style-type: none"> Long holiday during the Dragon Boat Festival in early June Concerns over unrest in Thailand's southern border provinces
INDIA	189,303	7,319	Chonburi, Bangkok, Phuket	<ul style="list-style-type: none"> Long holiday during Ashura in several states Intense competition for tourists from rival markets, especially Vietnam, Malaysia, the United Arab Emirates, etc. Air India Flight 171 accident, although partial services resumed by mid-July 2025
KOREA (REPUBLIC OF)	130,259	5,293	Bangkok, Chonburi, Phuket	<ul style="list-style-type: none"> Entry into the summer school holiday period Economic slowdown from the U.S. trade war
TAIWAN	85,412	3,898	Bangkok, Chonburi, Chiang Mai	<ul style="list-style-type: none"> Entry into the summer school holiday period Call center gang issues, including the kidnapping of Taiwanese nationals to work in such schemes, potentially affecting Thailand's tourism image Natural disaster from Typhoon Wipa, which disrupted travel

Number of International Tourists Visiting Thailand, 2019, 2023–2025P

million people



Preliminary data as of 15 August 2025 Source: Tourism Economics and Sports Division

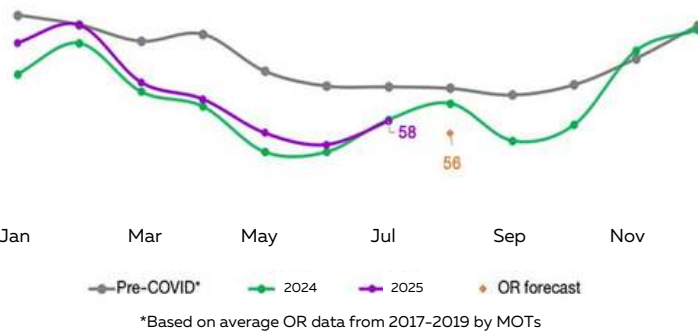
HOTEL BUSINESS OPERATOR SENTIMENT INDEX FOR JULY 2025

Survey results from 126 accommodation operators between July 14 – 29, 2025

In July 2025, hotel occupancy rose across all star levels and most regions from European summer holidays, but Q3 outlook shows declining foreign arrivals—especially short-haul and Chinese tourists (over 30% drop expected), while long-haul visitors increase in Northern Thailand; the “We Travel Together” scheme may lift revenues by no more than 5%.

Occupancy Rate

In July 2025, the average hotel occupancy rate was 58%, up from the previous month, while August 2025 is forecast at 56%.



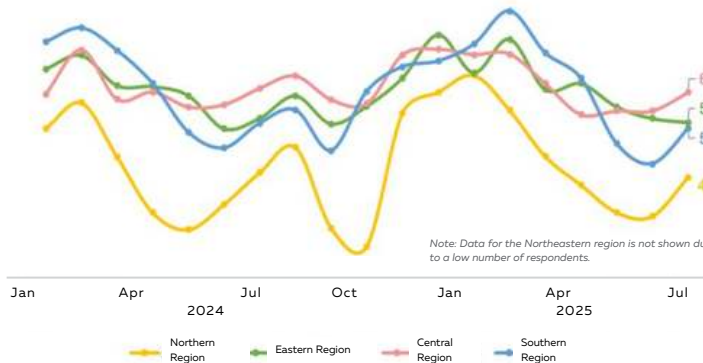
In July 2025, occupancy rates increased across all hotel categories, especially in 4-star and higher properties.

Average occupancy rate by hotel star rating



In July 2025, occupancy rates increased in almost all regions.

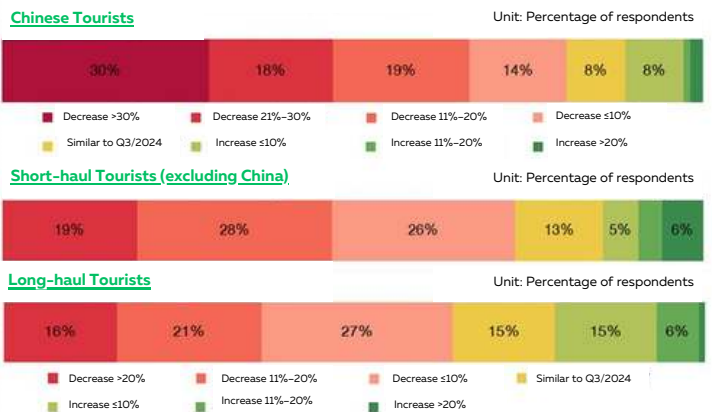
Average Hotel Occupancy Rate by Region



Foreign Customers in the Hotel Business

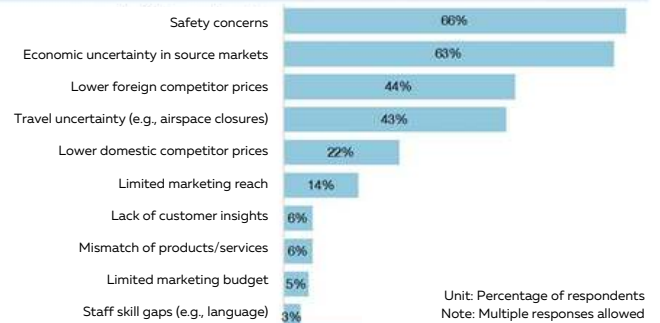
In Q3 2025, around 60% of hotels expect a decline in international guests compared to last year, particularly in the Central and Southern regions where Chinese and short-haul visitors are falling more sharply. However, some growth in long-haul tourists is observed in Northern destinations.

Trend of International Customers in Q3/2025 (yoy)



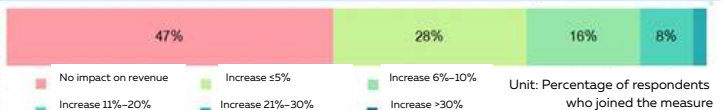
Barriers to Attracting Foreign Tourists

Most hotels see safety concerns and economic uncertainty in source markets as key obstacles. Price competition is another challenge: 4-star and above hotels face pressure from international rivals cutting rates, while 3-star and below mainly compete with domestic peers.

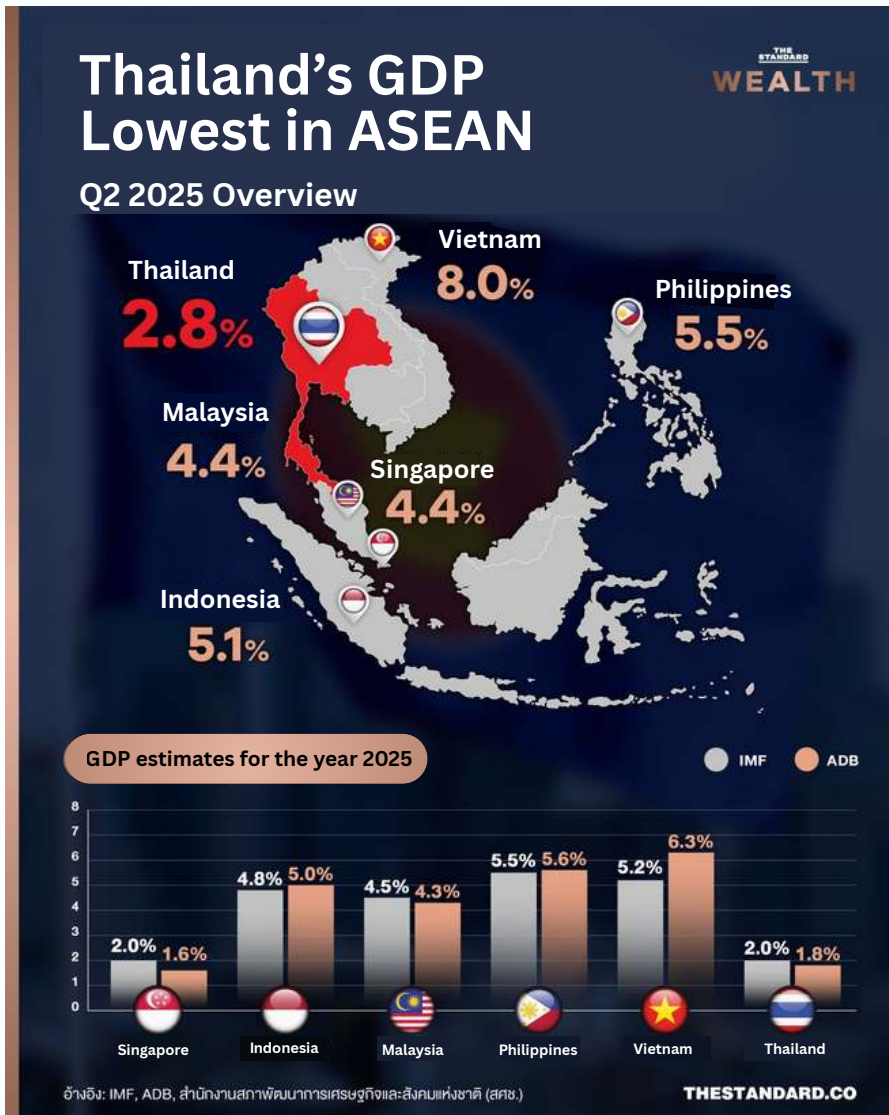


Impact of the “We Travel Together” Scheme

In Q3 2025, nearly half of hotels reported no impact on revenue, while about 30% saw gains of no more than 5% year-on-year. In the Eastern region, however, over one-quarter of hotels expected a 6–10% revenue boost.



Source: Hotel Sentiment Survey by the Thai Hotels Association and the Bank of Thailand.



Thailand's Economy Lags Behind ASEAN in Q2 2025

The National Economic and Social Development Council (NESDC) reported that Thailand's GDP grew 2.8% in Q2 2025, down from 3.2% in Q1, making it the slowest growth in ASEAN for another quarter.

While exports and private investment showed improvement, the overall pace still trailed regional peers. Indonesia expanded 5.1%, Malaysia held steady at 4.4%, Singapore rose to 4.4%, Vietnam to 8.0%, and the Philippines to 5.5%.

Looking ahead, NESDC raised Thailand's full-year growth forecast to 2.0%, in line with IMF (2.0%) and ADB (1.8%) projections, supported by government spending, domestic consumption, and private investment recovery.

Source: THE STANDARD.CO, IMF, ADB and NESDC

USEFUL ARTICLES

ENGLISH

[The new landscape of understanding current hotel demand patterns](#)

[Why winning guest loyalty is top priority](#)

[Bangkok Crowned the World's Best City for Gen Z in Time Out's 2025 Global Ranking](#)

[Is it time to retire the all-you-can-eat breakfast buffet?](#)

THAI

[สมาคมโรงแรมไทย สูดทน ยื่นศาลปกครอง ถนนมติ ค่าแรงขั้นต่ำ 400 บาททั่วประเทศ](#)

[โรงแรมไทยจอนรัฐเร่งอัดมาตรการหนุนธุรกิจ หวังดอกเบียขาลงช่วยพยุงฟื้นตัว](#)

[ฝรั่งยังได้เฮ! ททท. บึงจ่ายอุดหนุนค่าตัวบิณ คนละ 3,500 บาท กระตุ้นต่างชาติเที่ยวไทย](#)

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
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

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

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(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

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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, 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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