

PHUKET WEEKLY UPDATE

No84/15082025



Phuket Hotels Association met with PSU Phuket Campus medical students and RMIT University, Australia students regarding the "Plastic Free Stays" Phuket Project.

This project is a collaboration with hotels and students from Thailand and Australia which collects single-use plastic data and helps hotels reduce and track single use plastics.

Thankyou to participating hotels and RMIT University!



Phuket Hotels Association was delighted to join the White Pearl Welcome Party with Miss Universe Thailand at the stunning Kora Beach Resort Phuket. It was a wonderful opportunity to meet contestants from provinces across Thailand and showcase one of Phuket's true gems. Welcome to Phuket – we can't wait for you to experience the beauty, culture, and hospitality of our island!

Photos from: PR Phuket

UPCOMING EVENTS

SAVE THE DATE!



**PHUKET HOTELS ASSOCIATION
GENERAL MANAGER MEETING**

PHUKET HOTELS ASSOCIATION
3/2025

**Phuket Hotels Association
General Manager Meeting**

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


SEPTMBER 24
3:00 PM – 6:00 PM

PULLMAN PHUKET KARON BEACH RESORT

FOR MEMBERS BY
INVITATION ONLY

REGISTER NOW

[Register **HERE**](#)



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, GREEN/DEW

SUPPORTERS: AUSTRIAN TRADE OFFICE, THAI AIRWAYS INTERNATIONAL, THAI, TDR, PAN PACIFIC HOTELS GROUP (A Member of PCL Group)

SPONSORS: WINNOW, LUXURY ESCAPES.COM, ANGSAANA LAGUNA PHUKET, SAIYOK SPRINGS, QUO, CA, 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!**

Mark your calendar. You won't want to miss it. Free of Charge!!

[Register **HERE**](#)

UPCOMING EVENTS

AUGUST

FULL-DAY LEARNING EVENT

Reshaping Hospitality by Empowering Women



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

RISE 2025

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)

**Rise with Purpose.
Lead with Confidence.**

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!

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

OCTOBER



Resort Marketing CONFERENCE

hsmat PHUKET HOTELS ASSOCIATION

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](#)

UPCOMING EVENTS

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

• TRIATHLON 1.8K 50K 12K
• DUATHLON 4K 50K 12K
• SPRINT 0.5K 20K 6K

LAGUNA PHUKET TRIATHLON
LagunaPhuketTriathlon
LagunaPhuketTri
LagunaPhuketTri.com

LAGUNA PHUKET TRIATHLON

23 NOV 2025 REGISTER NOW!

JOIN THE RACE OF LEGENDS
LagunaPhuketTri
www.LagunaPhuketTri.com

LAGUNA PHUKET 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](#)

THAILAND BIENNALE PHUKET 2025

นิรันดร์ [กาลป์] Eternal Kalpa

โครงการจัดมหกรรมศิลปะร่วมสมัยนานาชาติ THAILAND BIENNALE, PHUKET 2025

PHUKET BIENNALE 2025-26 UPDATE Your essential briefing for "Eternal Kalpa" and how your hotel can shine

MARK YOUR CALENDARS

From November 2025 through April 2026, Phuket transforms into an open-air gallery, hosting its third international Biennale. For six months, art installations, performances and exhibitions will pop up across the island.

MAIN THEME: "ETERNAL KALPA"

Eternal Kalpa—literally "an ever-unfolding moment"—is an invitation to immerse in time, tradition and transformation. Curators have yet to unveil the six monthly sub-themes, but each will build on this concept with fresh takes on nature, memory, community and renewal. We'll circulate those details as soon as they land.

WHAT WE CAN DO TO JOIN PHUKET BIENNALE MARKETING

Phuket Biennale thrives on community-driven collateral events, and that's where we come in. Here's how hotels can take part:

Create an Art Activation

Submit Your Proposal. Email info@thailandbiennale.org by 30 September 2025 with:

- Hotel name + location
- Event title
- Description (100–150 words): objectives, format, artist/partner
- Date(s) & time(s)
- Contact person + email
- Gain Official Promotion

Approved events earn placement on the official Biennale website, inclusion in printed guides, and social-media shout-outs—driving guests through your doors and reinforcing your role as a cultural destination.

Let's make Phuket Biennale 2025–26: Eternal Kalpa a transformative journey for our guests—and a proud showcase of our hotel community's innovation.

For more information Click [HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND PROMISES BETTER TOURIST SAFETY AFTER MALAYSIAN PAIR TORCHED

The Tourism and Sports Ministry has pledged stronger safety measures in tourist areas after two Malaysians were set on fire in a random attack in downtown Bangkok. Victims One Yik Leong, 26, and Gan Xiao Zhen, 27, suffered serious burns after an unemployed man doused them with thinner and ignited it outside Big C on Ratchadamri Road. Both remain in ICU, with plans for a month of treatment in Thailand before possible transfer to Malaysia. Authorities promised a thorough investigation, financial compensation, and reinforced security to restore tourist confidence. The incident has drawn significant international media attention.

[For more information](#)

CANNABIS RECLASSIFICATION BOOSTS TOURISM, SAY TOURISM ASSOCIATIONS

CHINESE TOURISM UNLIKELY TO REBOUND; TAT TARGETS 2026 TO MATCH 2024

THAILAND SEEKS CONCERT HUB STATUS

Chinese tourism to Thailand is recovering slower than expected, with pre-pandemic levels unlikely to return soon. Safety concerns, negative perceptions, stricter Chinese domestic travel promotion, and competition from destinations like Japan and Vietnam have reduced arrivals, which now come mostly as small groups or FITs. The TAT projects 5 million Chinese visitors in 2024 and aims for 6.9 million by 2026 through stimulus funding and targeted campaigns. Strategies include expanding charter and commercial flights, connecting secondary cities, and focusing on high-value niches such as MICE, summer camps, and caravans. Recent roadshows in Chongqing, Lanzhou, and Hangzhou aim to boost partnerships and demand.



Thailand is pushing to become an entertainment hub, with plans to host major events like Tomorrowland, which could debut in Pattaya in 2026 if a deal is finalised. The proposed five-year, €50 million investment has drawn public debate, but is expected to generate 12 billion baht in revenue from over 922,500 visitors. Infrastructure upgrades, including the Orange and Pink mass transit lines, aim to boost accessibility. Venues like Rajamangala Stadium and Muang Thong Thani are undergoing renovations and expansion, supported by private investment. Hotels near event sites report strong bookings during concerts, underscoring the sector's potential to drive tourism and local income.

[For more information](#)



[For more information](#)

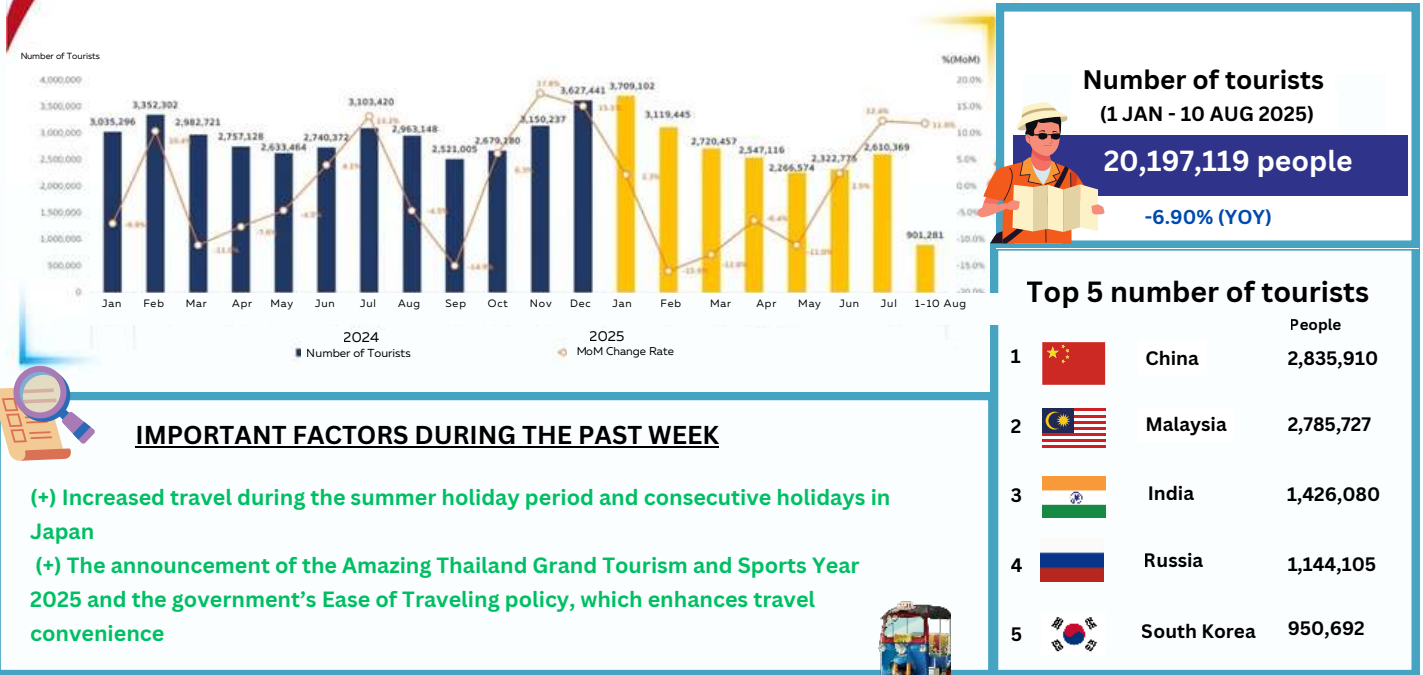


Thailand's tourism sector expects the reclassification of cannabis as a narcotic to benefit the industry, particularly by attracting more family travellers. Many tourists who do not use cannabis feel unsafe in areas where its smell is prevalent, which can deter families from visiting. Cannabis-related tourism appeals to only a small niche and should be limited to designated areas to preserve Thailand's family-friendly image. Key source markets in Asia-Pacific, including China, South Korea, and Malaysia, have strict anti-cannabis laws, and some conduct drug tests on returning travellers. Restricting cannabis to medical use is seen as enhancing Thailand's attractiveness to these markets.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 10 AUG 2025



IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increased travel during the summer holiday period and consecutive holidays in Japan
- (+) The announcement of the Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy, which enhances travel convenience

Source : Economics Tourism and Sports Division Information as of Aug 12, 2025

[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-7 Aug 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	354,657	380,707	↓ -6.84%
Don Mueang Airport	80,915	103,010	↓ -21.45 %
Phuket International Airport	90,483	83,116	↑ 8.86 %
Chiangmai International Airport	22,505	23,260	↓ -3.25 %
Hat Yai International Airport	2,147	2,127	↑ 0.94 %

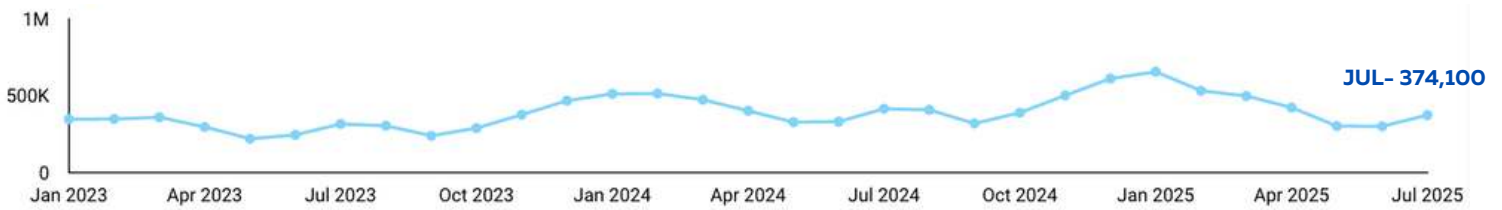
Phuket International Airport - in Aug



Source: Tourism Authority of Thailand

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – JUL 2025



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

Top 10 by Nationality

JUL 2024

Continent	Nationality	Number
1. Asia	China	113.2K
2. Europe	Russia	48.6K
3. Asia	India	32.3K
4. Oceania	Australia	27.2K
5. Asia	Saudi Arabia	15.9K
6. Asia	Malaysia	13.9K
7. Europe	United Kingdom	13.6K
8. Asia	Korea	13.6K
9. Asia	Hong Kong	12.3K
10. Asia	United Arab Emirates	12.2K

JUL 2025

Continent	Nationality	Number
1. Asia	China	58.6K
2. Asia	India	45K
3. Europe	Russia	44K
4. Oceania	Australia	28.5K
5. Asia	Saudi Arabia	15.9K
6. Europe	United Kingdom	15.1K
7. Asia	Korea	15K
8. Asia	Malaysia	12.1K
9. Asia	United Arab Emirates	12K
10. Asia	Israel	10.6K

Top 10 Countries by Flight Origin

JUL 2024

Country	Number
1. China	107.1K
2. United Arab Emirates	48.2K
3. Singapore	44.8K
4. Malaysia	42K
5. Russia	38.8K
6. India	29.2K
7. Hong Kong	25.9K
8. Qatar	21.2K
9. South Korea	13.8K
10. Oman	11.9K

JUL 2025

Country	Number
1. United Arab Emirates	58.7K
2. China	52.7K
3. India	45.8K
4. Malaysia	37.5K
5. Singapore	37.1K
6. Russia	35K
7. Hong Kong	21.9K
8. Qatar	21.1K
9. South Korea	16.3K
10. Australia	12.8K

Source: Travel Link. Data as of 12 August 2025

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-JUL 2024



JAN-JUL 2025



Top 10 by Nationality

JAN-JUL 2024

	Continent	Nationality	Number
1.	Asia	China	615.5K
2.	Europe	Russia	597.7K
3.	Asia	India	222.5K
4.	Oceania	Australia	146.9K
5.	Europe	United Kingdom	122.4K
6.	Europe	Germany	105.7K
7.	Asia	Kazakhstan	91.3K
8.	Asia	Malaysia	82.2K
9.	Europe	France	81.5K
10.	Asia	Korea	72.9K

JAN-JUL 2025

	Continent	Nationality	Number
1.	Europe	Russia	659.2K
2.	Asia	China	356.3K
3.	Asia	India	334.1K
4.	Oceania	Australia	162.7K
5.	Europe	United Kingdom	151.3K
6.	Europe	Germany	117.6K
7.	Europe	France	96.1K
8.	Asia	Malaysia	91.9K
9.	Asia	Kazakhstan	85.6K
10.	America	United States	73.5K

Top 10 Countries by Flight Origin

JAN-JUL 2024

Country	Number
1. China	615.2K
2. Russia	470.6K
3. Singapore	335.9K
4. United Arab Emirates	283.9K
5. Malaysia	246.3K
6. India	177.2K
7. Qatar	170.6K
8. Hong Kong	156.8K
9. Kazakhstan	93.8K
10. South Korea	72.5K

JAN-JUL 2025

Country	Number
1. Russia	506.6K
2. China	391.4K
3. United Arab Emirates	354.6K
4. India	330.1K
5. Singapore	295.3K
6. Malaysia	248.8K
7. Qatar	172.5K
8. Hong Kong	134.5K
9. Australia	94.6K
10. Kazakhstan	86.2K

Source: Travel Link. Data as of 12 Aug 2025



Digital travel platform Agoda has unveiled its latest Repeat Visitor Ranking, spotlighting the Asian city destinations that travellers just can't resist revisiting.

Based on booking data from the first half of the year, the ranking reveals the top 10 destinations with the highest number of repeat visitors. Topping the list for the second consecutive year is Bangkok.

These destinations prove that sometimes, a single trip just isn't enough. Travellers often find themselves drawn back to their favourite destinations, whether it's to explore more of what they missed the first time, revisit beloved spots, or simply soak in the familiar atmosphere.

Source: Agoda

USEFUL ARTICLES

ENGLISH

[Southeast Asia's Uneven Tourism Recovery, Explained](#)

[TAT Unveils "Thai'd Up This Summer" Campaign to Inspire Youth Travel and Family Adventures](#)

[How to Disrupt Your Hotel Market with AI and Blue Ocean Strategies](#)

THAI

[ท่องเที่ยวเกาหลี ชู TravelTech ถึง 'คนไทย' กลับไปเที่ยวเพิ่ม](#)

[ท่องเที่ยวภูเก็ตยังไม่ถึงทางตัน จีนหายเกือบ 50% แต่ตลาดอื่นโตขึ้น แวะรับมือกลุ่มนักท่องเที่ยวเปลี่ยน](#)

[ททท. จับมือพันธมิตรเปิดแคมเปญ "Amazing Grand Privilege in Amazing Summer Family Month" มอบสิทธิพิเศษแก่นักท่องเที่ยวต่างชาติ กลุ่มครอบครัว](#)

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

Environment Committee

(Chair) Anucharporn Tongluan	Group Director Human Resources, Thavorn Hotels
(Co-Chair) Conor Brannum	Sustainability Consultant
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 Kinglekaw	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
Lert Thavornwongwongse
Libor Secka
Wasan Keatkaew

Executive Secretary, Amanpuri
Director, Thavorn Hotels and Resorts
General Manager, Renaissance Phuket Resort and Spa
Hotel Manager, MSocial Hotel Phuket

Destination Marketing Committee

(Co-Chair) Saurabh Upadhyay	Senior Marketing Consultant, Radisson Group
Nampetch Tipaxsorn	Public Relations and Communications Manager, InterContinental Phuket
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



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