



## PHIST Sustainability Best Practice Video Competition

Presented by **tuu**

**Last chance to enter!**

Final call to showcase your hotel's sustainability in action. Submit a short video demonstrating your best green practices and get recognised as a sustainability leader at PHIST 2025.

Entries close Friday, 15 August 2025.

Two winning hotels will receive the Outstanding Sustainability Storytelling award, judged by an independent panel of experts.

Plus, special recognition prizes will be awarded in the following categories:

- Most Creative Production
- Best Community-Focused Story
- Best Visual Impact
- Best Future-Focused Message

Shortlist announced Monday 25 August 2025.

**Enter now**

Organizers:



Organizers:



## PHIST Sustainability BEST PRACTICE Video Competition 2025

**Last Chance** to submit your Sustainable Best Practice 1 minute or less video for this years PHIST competition - entries must close **15 August**

Entry is free and ONLY for Phuket Hotels Association Members and Affiliates. **Showcase** your best practice in a 1 minute video!

Enter **NOW**

# JULY FOOD DONATION REPORT



## Monthly Donation Report

Scholars of Sustenance Foundation

# JUL 2025

## PHA Hotels

**Monthly Donation Weight (kg)**  
**1,628.30**

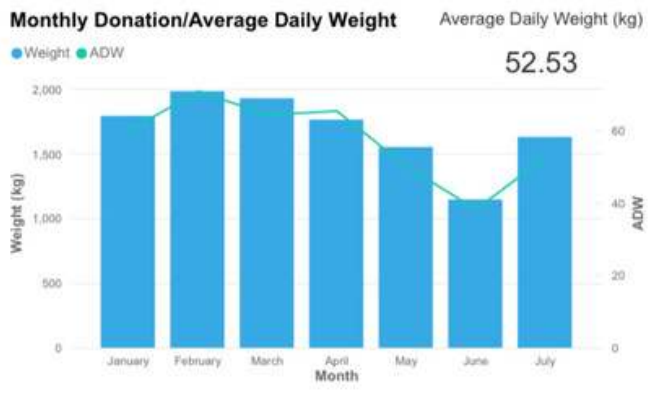
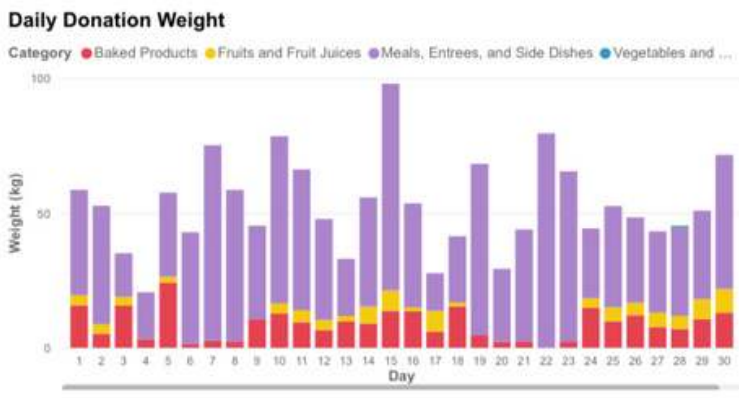
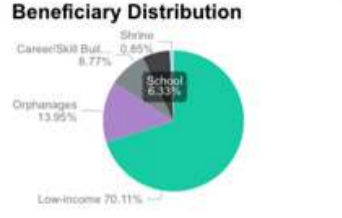
YTD Donation Weight (kg)  
**11,786.31**

**Monthly Meal Served Eq. (meals)**  
**6,839**

YTD Meal Served Eq. (meals)  
**49,503**

**Monthly CO2e (kg)**  
**4,120**

YTD CO2e (kg)  
**29,819**



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

### AUGUST



**BEYOND  
BAMBOO**

**World Sustainable Hospitality Alliance Project**  
Planet Conscious Amenities Webinar

You are invited to join the world's first Planet Conscious Amenities Pack launched as a High Ambition Mover Project by the Supply Chain Optimisation Impact Committee through World Sustainable Hospitality Alliance. Be part of a hospitality revolution.



**Webinar:**  
Friday 15th August  
3:00 – 4:00 PM  
(Thailand Time)

**Hosted by:**  
Phuket Hotels Association

**Presented by:**  
Tiffany Kelly, Founder of  
Beyond Bamboo Global




Register [HERE](#)

# UPCOMING EVENTS

## AUGUST



Innovation & Hospitality Expo

# ANDAMAN TECHSPACE 2025

Friday, 15th August 2025 (8:30 AM – 6:30 PM)

Four Points by Sheraton Phuket Patong Beach Resort at Akara Grand Ballroom

PAY & BOOK		PAYMENT INFORMATION:
Registration fee:	*Special for Thai Hotel Association Members:	Account Name ชื่อบัญชี: สมาคมโรงแรมภูเก็ต
1,200 baht/person	900 baht/person	Bank Name ชื่อธนาคาร: SCB (Saving Account)
		Bank Number หมายเลขบัญชี: 857-220377-6

Supporters: WEB CONNECTION, SiteMinder, HANGO ADS, Cloudbeds, Peppercorn, exely, IDEQS, yanoja Cloud Solution, Questline, Shiji, edge, CARMEN, HotelTime, STAAR



### PANEL DISCUSSION 1

IS SUSTAINABILITY ONLY A TREND, OR IS IT HERE TO STAY TO CREATE A LASTING GLOBAL IMPACT?

**MODERATOR:** WICHUPAN PHUKAOLUAN SRISANYA  
Vice President of Thai Hotels Association Southern Chapter

**PANELISTS:**  
 NANTIDA ATISET  
CEO Kerdphani Collection  
 KANOKRAT ADHYANASAKUL  
Executive Director of Andama Wellness Phuket Resort  
 PREDENEL LE (NIEL) MANIQUEZ  
Associate Division Director Business Development, Vital Life Phuket, Sunmangrove International Phuket

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### MARKET UPDATES BY TAT

HOW DOES DEVELOPING AND INVESTING IN HOSPITALITY ASSETS GENERATE LONG-TERM VALUE FOR OWNERS?

**MODERATOR:** CHIRAVADEE KHUNSUB  
Deputy Governor for Europe, Americas, Middle East and Africa Markets, Tourism Authority of Thailand

**PANELISTS:**  
 SAHARAT JIVAVISITNONT  
Executive Director of See Teng Hospitality / Vice President of Thai Hotels Association Southern Chapter  
 POOMCHAI MATTAYOMPPIPINYO  
Managing Director of Southern Thailand, Sarnon P.L.C.  
 KATA BOONSONGPRAISAR  
Head of Business and Corporate Development, Thailand at Banyan Group  
 THITIPORN NOOKONG  
Area Vice President, Property Development and Managing Director of Silver Wellness Phuket, S2725

Join us at the Andaman Techspace: Innovation & Hospitality Expo 2025!

Highlights:

- 30 hotel-tech exhibitors (full day)
- Expert sessions from 11 hotel-tech companies
- Panel Discussions by industry leaders
- Market updates by the TAT
- Networking opportunities

**Date:** August 15, 2025 | **Venue:** Four Points by Sheraton Phuket Patong Beach Resort (Akara Grand Ballroom) | **Time:** 08.30am - 06.30 pm

**Entrance Fee:** 1,200 baht | **900 baht for Phuket Hotels Association Members & Affiliates.** Coffee, lunch and drinks are included.

Secure your spot and be part of the future of hospitality!

★ **Register Now!**

Contact us: 096-641 2323, 076-367700 | Email: [contact@webconnection.asia](mailto:contact@webconnection.asia) | Line: @webconnection



FULL-DAY LEARNING EVENT

# Reshaping Hospitality by Empowering Women

**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)

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

SCAN TO REGISTER

Rise with Purpose. Lead with Confidence.

Logos: CF HOTELWORKS, Mu B, DA, SAii, QUO, WOMEN, PHUKET HOTELS ASSOCIATION, Inspiring Women in Hospitality, KLEAGE, BH21

**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](#)

## UPCOMING EVENTS

### SEPTEMBER

**PHIST**  
2025

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

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

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

WORKSHOPS  
GREEN PRODUCT EXPO  
INSPIRING TALKS  
IDEAS, INSPIRATION AND INNOVATION

**ORGANISER** PHUKET HOTELS ASSOCIATION

**CONTENT BY** CY HOTELSWORKS GREENVIEW

**SUPPORTERS** AUNT SAIGON THAILAND THAIKER

**SPONSORS** PAN PACIFIC HOTELS GROUP (Member of PCL Group), WINNOW, LUXURY ESCAPES.COM, ANGSAANA LAGUNA PHUKET, SAIYOK SPRINGS, QUO, DA, tuu, Booking.com, GUAVA, CANDELA, CUNDALL

#### SAVE THE DATE!

**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](#)

### OCTOBER

*Resort Marketing*  
**CONFERENCE**

hsmi 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](#)



## THIS WEEKS' NEWS UPDATE

### THAILAND'S FOREIGN TOURIST NUMBERS FALL 6% AS REGIONAL COMPETITION INTENSIFIES

Thailand welcomed 19.29 million foreign tourists in the first seven months of 2025, a 6% drop year-on-year, with revenue down 4.22% to 895.16 billion baht. China reclaimed the top source market with 2.69 million visitors, followed by Malaysia (2.66m) and India (1.37m). Japan outpaced Thailand, attracting 21.5 million visitors in six months, boosted by a weak yen and strong infrastructure. Vietnam is also emerging as a competitive rival. TAT warns of mounting regional competition, especially for Chinese travellers. Domestic tourism remained resilient, with 100.23 million trips in six months, and the ministry forecasts 1.1 trillion baht in domestic tourism revenue for 2025.

***For more information***

### TARIFF MAY AFFECT INDIAN TOURISM



Thailand's Indian tourism market, which saw strong growth in recent years, faces uncertainty in 2025 as new US tariffs on India take effect from Aug 1, potentially impacting travel demand and spending. Arrivals from India surged 14.4% to 1.3 million by July 20, and the Tourism Authority of Thailand (TAT) still expects over 10% growth until 2026. Competition is intensifying, with cheaper airfares and new routes to rival destinations. While flights from India to Thailand will fully recover to 2019 levels this year, Thailand is not yet viewed as a luxury destination, though TAT sees strong potential in the high-spending Indian luxury travel segment, projected to grow significantly by 2030.

***For more information***

### BORDER CONFLICT TARNISHES TOURISTS' PERCEPTIONS OF THAILAND

The Thai-Cambodian border conflict has tarnished Thailand's tourism image, though the economic impact is limited to an estimated 3 billion baht in losses, mainly in border provinces. Seven provinces were heavily affected, with over 5,000 hotel room cancellations nationwide. Cambodian arrivals plunged 53%, while overall foreign tourist numbers remained steady at around 618,000 for the week of July 21-27. Travel advisories from 21 countries urged caution near the border. Negative social media posts about Thailand rose to 11.3%, while positive mentions fell to 21.3%. Tourism in some northeastern provinces remains weak, with hotel occupancy at just 10-15% amid ongoing safety concerns.



***For more information***

### THAILAND STRUGGLES TO REVIVE TOURISM AMID SHARP DROP IN CHINESE VISITORS



Thailand's tourism industry faces a challenging 2025, with international arrivals projected to fall 5% due to a sharp drop in Chinese visitors and increased competition from other Asian destinations. From January to early July, arrivals fell to 16.8 million, with East Asia down 24.8% and Chinese tourists down 34.2% from 2019 levels. Long-haul markets such as India, Japan, Singapore, Australia, and the US grew but remain only 28% of arrivals. The government delayed a planned tourist fee to mid-2026, introduced digital entry systems, and offered subsidies to boost flights. Chinese arrivals are expected to recover to 70-80% of pre-pandemic levels by 2026.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 3 AUG 2025



**Number of tourists (1 JAN - 3 AUG 2025)**  
**19,569,746 people**  
 -6.56% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	China	2,733,160
2	Malaysia	2,700,103
3	India	1,390,693
4	Russia	1,124,467
5	South Korea	918,372

### IMPORTANT FACTORS DURING THE PAST WEEK

(+) The declaration of the “Amazing Thailand Grand Tourism and Sports Year 2025” and the government’s “Ease of Traveling” policy have enhanced travel facilitation.

(\*) Concerns remain over the situation along the Thailand–Cambodia border.



Source : Economics Tourism and Sports Division Information as of Aug 5, 2025

[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND’S KEY AIRPORTS

(The data as of 1-3 Aug 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	156,456	168,677	↓ -7.25%
Don Mueang Airport	35,849	46,407	↓ -22.75%
Phuket International Airport	39,927	36,031	↑ 10.81%
Chiangmai International Airport	9,749	10,086	↓ -3.34%
Hat Yai International Airport	1,004	931	↑ 7.84%

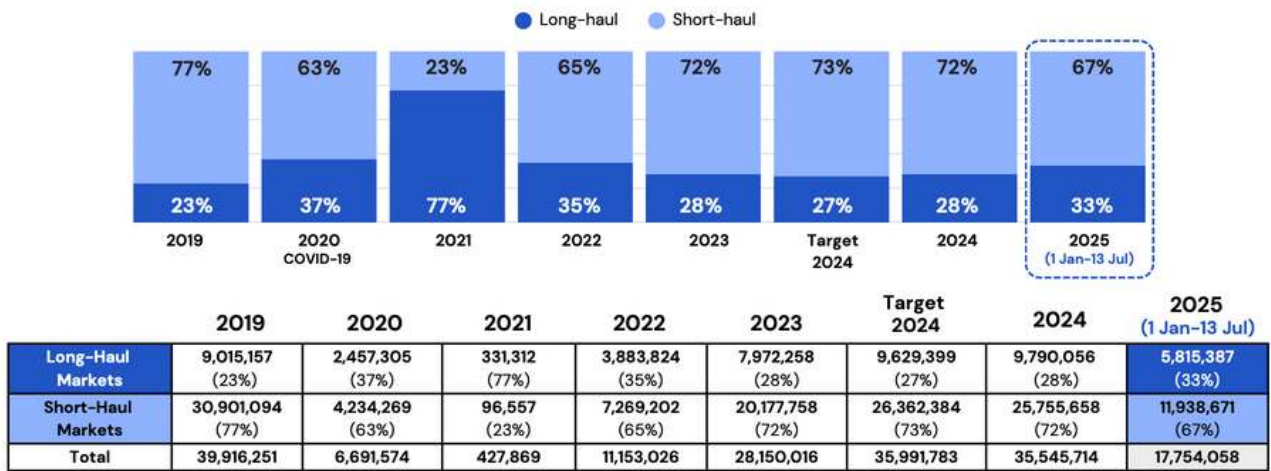
### Phuket International Airport - in Aug



Source: Tourism Authority of Thailand

INTERNATIONAL TOURISM MARKET TO THAILAND

# Long-Haul and Short-Haul Visitors in 2019-2025



(%) Shares of Foreign Tourists

By: Europe Americas Middle East and Africa Markets Group

Sources: 2025 Statistics Economics Tourism and Sports Division .  
\*target: TAT Marketing Strategy Division as of 8 Apr 2025

## Champion Markets LONG-HAUL MARKETS

Countries	TOTAL 2024	Arrival 1 Jan - 13 Jul 2024	Arrival 1 Jan - 13 Jul 2025	% Growth
RUSSIA	1,745,327	954,032	1,068,240	+ 11.97
USA	1,030,733	545,012	588,196	+ 7.92
UK	965,862	513,221	600,480	+ 17
GERMANY	873,364	463,758	517,621	+ 11.61
FRANCE	720,806	400,238	473,820	+ 18.38

Country	JAN		FEB		MAR		APR		MAY		JUN		1 JUL-13 JUL	
	2025	%Growth	2025	%Growth	2025	%Growth	2025	%Growth	2025	%Growth	2025	%Growth	2025	%Growth
RUSSIA	255,920	+ 16.77	230,600	+ 12.63	235,682	+ 9.08	155,314	+ 7.56	83,627	+ 2.91	73,616	+ 1.52	33,481	+ 1.33
USA	118,038	+ 21.83	102,542	+ 12.09	100,051	+ 10.38	80,506	+ 7.05	68,251	-0.01	81,717	-2.18	37,091	-1.77
UK	121,532	+ 27.77	107,316	+ 19.66	106,268	+ 0.96	110,231	+ 41.18	66,834	+ 14.4	59,880	+ 3.05	28,419	+ 1.03
GERMANY	112,828	+ 17.75	114,138	+ 10.02	114,276	-1.03	82,859	+ 37.66	38,595	-9.79	34,535	+ 21.48	20,390	+ 17.68
FRANCE	110,515	+ 27.76	128,630	+ 21.44	75,971	+ 19.43	67,141	+ 14.18	38,745	+ 4.45	29,693	+ 5.74	23,125	+ 14.34

Source: TAT-Intelligence Center / TAT Marketing Strategy Division as of Apr 2025 (TARGET)

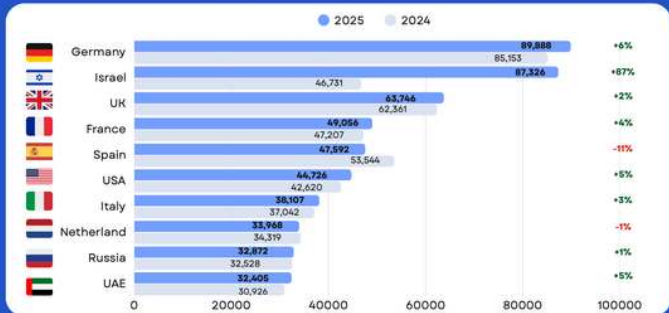
Source: TAT Marketing Strategy Division, 8 APR 2025

## Spending per trip 2025



Source: TAT Marketing Strategy Division, 8 APR 2025

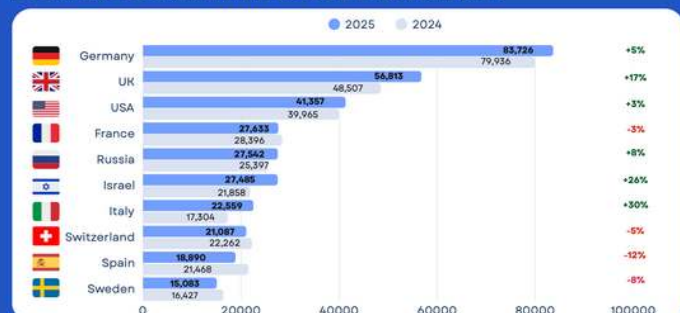
## LONG HAUL'S TOP 10 FORWARD BOOKING SUMMER JUL - SEP 2025/2024



SOURCE : FORWARDKEY'S DATABASE AS OF 3 JUL 25

By: TAT Europe Americas Middle East and Africa Markets Group

## LONG HAUL'S TOP 10 FORWARD BOOKING WINTER OCT- DEC 2025/2024



SOURCE : FORWARDKEY'S DATABASE AS OF 3 JUL 25

By: TAT Europe Americas Middle East and Africa Markets Group



In the first half of 2025, domestic tourism in Thailand grew by 2.49%, totaling over 100.23 million trips, reflecting continued recovery despite deflation and high household debt. In 2024, domestic trips reached 198.27 million, up 5.33% from the previous year.

The upcoming August long holiday, especially Mother’s Day, is expected to boost travel activity, particularly to popular natural and cultural destinations. Authorities will continue promoting domestic tourism through events, festivals, and campaigns, while developing products and services to match current lifestyles and stimulate regional economies sustainably.

Source: MOTS

## USEFUL ARTICLES

### ENGLISH

[Lifestyle hotels in Asia Pacific](#)

[“Jurassic World: Rebirth Global Media Event” Spotlights Thailand as a Premier Film Tourism Destination](#)

[STR Weekly Insights - 20-26 July 2025](#)

### THAI

[ท่องเที่ยวไทยสะอูดระยะสั้น นักท่องเที่ยวสัปดาห์ล่าสุด ลดลง](#)

[‘ต่างชาติเที่ยวไทย’ 7 เดือนแรกปี 68 ติดลบ 6% ‘จีน-ญี่ปุ่น-เวียดนาม’ คู่แข่งสุดร้อนแรง](#)

[“เที่ยวไทยคนละครั้ง” ฮิตเกินคาด สิทธิใกล้หมด เตรียมขงเฟส 2](#)

## Information sources

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

[https://www.facebook.com/ETSMOTS?locale=th\\_TH](https://www.facebook.com/ETSMOTS?locale=th_TH)

IHA

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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

<b>(Chair)</b> Anucharporn Tongluan	Group Director Human Resources, Thavorn Hotels
<b>(Co-Chair)</b> Conor Brannum	Sustainability Consultant
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  
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

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

<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



## CONTACT US

 076 619 518

 [info@phukethotelsassociation.com](mailto:info@phukethotelsassociation.com)