

PHUKET WEEKLY UPDATE

No82/01082025



PHIST Sustainability Best Practice Video Competition

Presented by **tuu**

Entries open

Showcase your hotel's green achievements with a video and get recognised as a leader in sustainability best practice on the island.

Judged by an independent panel of experts, two hotels will be awarded the prize of:

"Outstanding Sustainability Storytelling"

There will also be three Special Recognition prizes awarded for hotels in each of the following categories:

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

Deadline for entry: Friday 15th August 2025
Shortlist announcement: Monday 25th August 2025

Enter now

Organizer:   Organizer: 

PHIST Sustainability Video Competition 2025

Its now time to produce & submit your Sustainable Best Practice 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**



WAVES OF SAFETY CAMPAIGN



In July, Phuket Hotels Association members supported World Drowning Prevention Day through safety trainings and community programs:



- **Hotel Clover Patong:** Staff drowning prevention training
- **Phuket Marriott Resort & Spa, Merlin Beach & Andamanda Phuket:** Free water safety classes for kids
- **Sole Mio Boutique Hotel & Wellness:** CPR and beach flag training

Thank you for promoting water safety across Phuket.

THIS WEEK EVENT



Phuket Hotels Association Supports “Mai Khao As One” Beach Preservation Project

Phuket Hotels Association was proud to join the official launch of the “Mai Khao As One” Beach Preservation Alliance Project – a collaborative initiative aimed at protecting and restoring the natural beauty of Mai Khao Beach.

The project brings together local hotels, the Mai Khao Subdistrict Administrative Organization, Sirinath National Park, and community leaders, working hand in hand to safeguard the area’s unique coastal environment.

Led by the Sustainable Maikhao Foundation, the initiative focuses on waste collection and segregation efforts along Moo 3 and Moo 4 of Mai Khao Beach and beyond. These efforts are designed to help restore marine ecosystems, keep beaches clean, and inspire a culture of environmental stewardship among local residents and the next generation.

We’re proud to support this alliance and its commitment to meaningful, community-driven conservation.

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

WEB CONNECTION, SiteMinder, HANGO ADS, Cloudbeds, PEXIP, 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 Kaphan Collection

KANOKRAT ADHYANASAKUL
Executive Director of Andama Wellness Phuket Resort

PREDENEL LE (NELL) MANIQUEZ
Assistant Division Director Business Development, Vital Life Phuket, Sunagwong International Phuket

MARKET UPDATES BY TAT

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

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

MODERATOR: SAHARAT JIVAVISITNONT
Executive Director of See Teng Hospitality / Vice President of Thai Hotels Association Southern Chapter

PANELISTS: 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)
- Panel Discussions by industry leaders
- Networking opportunities
- Expert sessions from 11 hotel-tech companies
- Market updates by the TAT

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 | 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.

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

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

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 2025

LAGUNA PHUKET TRIATHLON 2025

LAGUNA PHUKET TRIATHLON 2025

LAGUNA PHUKET TRIATHLON

23 NOV 2025
REGISTER NOW!

JOIN THE RACE OF LEGENDS
LagunaPhuketTri
www.LagunaPhuketTri.com

LAGUNA PHUKET TRIATHLON 2025

LAGUNA PHUKET TRIATHLON 2025

LAGUNA PHUKET TRIATHLON 2025

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



TRAVELLERS GET COLD FEET OVER SKIRMISHES

Despite the long holiday, Chanthaburi and Nakhon Ratchasima faced high hotel cancellations due to border tensions with Cambodia, particularly fears over the PHL-03 rocket launcher. In Chanthaburi, bookings dropped 30–40% as tourists opted for safer destinations like Pattaya. Hoteliers urged clear government communication under martial law and support measures once tensions ease. In Nakhon Ratchasima, meetings and leisure travel were also affected, with Khao Yai occupancy down to 50%. Operators fear long-term impacts and possible temporary closures if the situation persists. They call for tax incentives and increased government events in upcountry areas to stimulate local tourism.

[For more information](#)

MORE TOURISM STIMULUS POSSIBLE



The Finance Ministry is considering new tax measures to boost tourism during the low season. Discussions with the Tourism and Sports Ministry explored additional support beyond the current “Tiew Thai Khon La Khrueng” co-payment scheme to stimulate consumer spending. Previously, tax incentives ran from May to November 2024, allowing individuals to deduct up to 15,000 baht for domestic travel in 55 secondary provinces, using e-tax invoices. Companies could deduct up to twice the actual expenses for seminars held in designated areas. The initiative aimed to drive domestic tourism but was estimated to result in a 1.7 billion baht tax revenue loss.

[For more information](#)

TOURISM TAX STIMULUS ON THE CARDS FOR LOW SEASON

The Revenue Department is considering a tax deduction of up to 15,000 baht for domestic travel expenses to stimulate tourism during the low season. Discussions are ongoing with the Tourism and Sports Ministry on whether to apply the measure to secondary cities, major cities, or nationwide. Concerns remain that a nationwide rollout may lead travelers to focus only on big cities. Talks are also underway on including corporate travel. Separately, the department signed an MoU to develop AI tools for tax services, aiming to become an AI-driven agency by 2027. Revenue collection is currently near the annual target.



[For more information](#)

PASSENGER SERVICE HIKE 'WORTH EXTRA B3BN' TO AOT

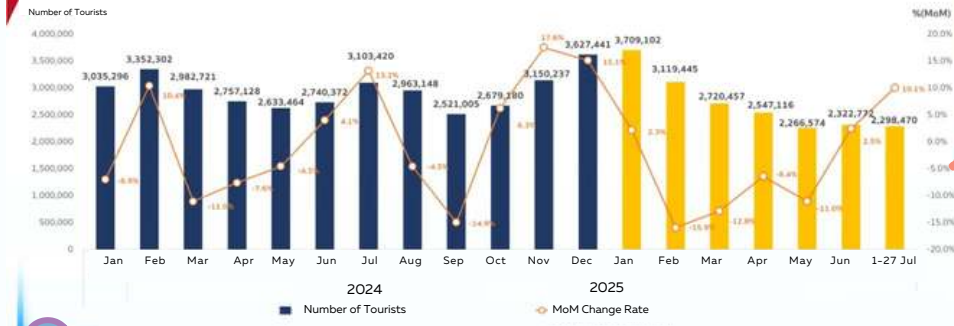


The Civil Aviation Authority of Thailand (CAAT) expects to finalize a decision on raising the Passenger Service Charge (PSC) by October, aiming to align charges with actual airport operating costs and regional benchmarks. The proposed increase—potentially up to 100 baht per international passenger—could generate an additional 3 billion baht annually for Airports of Thailand (AOT). Current PSC rates have not changed in years, making it difficult to fund infrastructure development. AOT is also planning to introduce fees for currently-exempt transit and transfer passengers. A uniform PSC rate across all six AOT-operated airports is under review for financial consistency.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 27 JUL 2025



Number of tourists
(1 JAN - 27 JUL 2025)

18,983,936 people

-6.18% (YOY)

Top 5 number of tourists

			People
1		China	2,635,819
2		Malaysia	2,622,672
3		India	1,352,774
4		Russia	1,105,719
5		South Korea	881,288

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Tourism during the summer holiday season from both short-haul and long-haul markets
- (+) The announcement of the Amazing Thailand Grand Tourism and Sports Year 2025 and the government's ease of traveling policies, which help facilitate travel



Source : Economics Tourism and Sports Division Information as of Jul 29, 2025

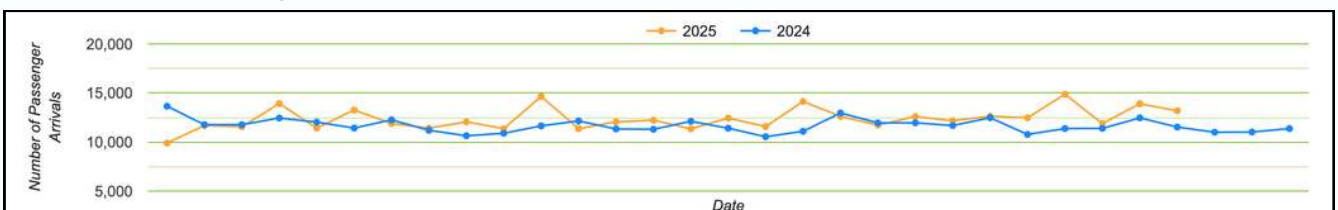
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-21 Jul 2025 compared to same period in 2024)

	2025	2024	Change (in %)
Suvarnabhumi Airport	1,387,210	1,441,863	↓ -3.79%
Don Mueang Airport	300,719	403,806	↓ -25.53 %
Phuket International Airport	346,380	328,310	↑ 5.50 %
Chiangmai International Airport	88,073	85,719	↑ 2.75 %
Hat Yai International Airport	8,627	7,856	↑ 9.81 %

Phuket International Airport - in Jul

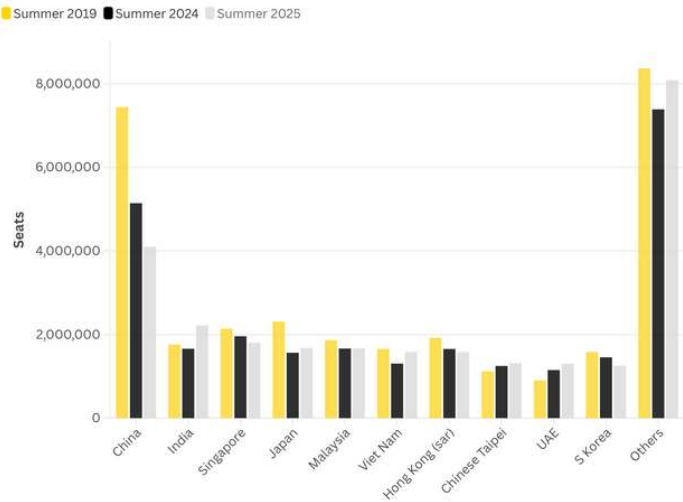


Source: [Tourism Authority of Thailand](#)

CAN THAILAND FILL A SHORTFALL IN CHINESE CAPACITY?

Three charts provide a clear overview of Thailand’s international air capacity in summer 2025. According to OAG’s June webinar, air capacity from China to Thailand remains significantly below pre-pandemic levels—down 44% compared to 2019 and 20% lower than summer 2024. As China is Thailand’s largest international market, this underperformance is a key concern.

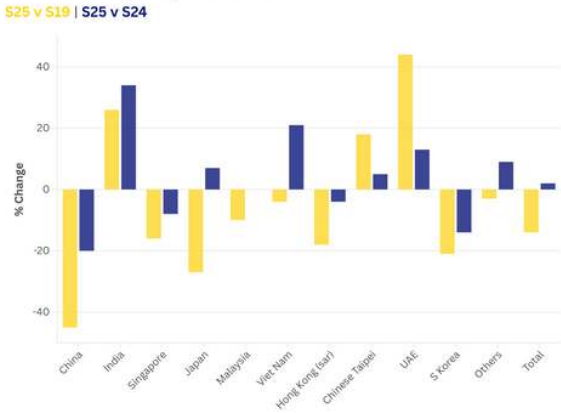
Thailand's Top 10 International Markets



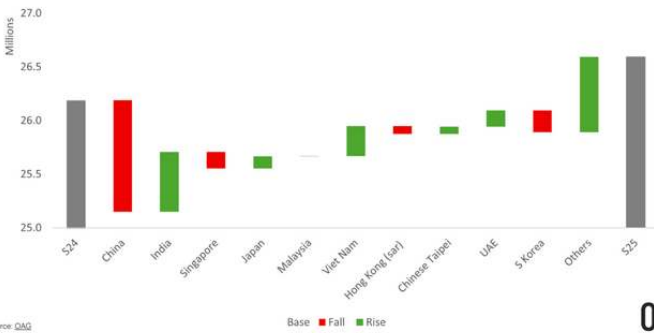
The data behind the chart tells us that this summer, there are just 4.1 million seats from China to Thailand, meaning that while it’s still the largest market, it remains considerably behind previous heights. This represents a reduction since last summer, down from 5.1 million, suggesting Chinese travellers are opting to go elsewhere this year.

The second chart shows capacity changes for Thailand’s top 10 international markets. China, Singapore, Hong Kong, and South Korea all see declines from both summer 2019 and 2024, suggesting shifting travel demand. Japan (+7%) and Vietnam (+21%) show year-on-year growth, but still trail 2019 levels—down 27% and 4%, respectively.

Thailand Capacity Variance



Thailand International Capacity Summer 2025 v Summer 2024



The final chart shows how Thailand is offsetting the drop in China–Thailand capacity. While seats from China are down by over 1 million, increased capacity from other international markets more than compensates, leading to a net gain of 0.4 million seats in summer 2025. India stands out, driven by Thailand’s visa-free policy, India’s expanding middle class, and promotional efforts under the 2025 ASEAN-India Year of Tourism. So, while China’s decline grabs attention, the broader story is continued growth—just from different markets.

Source: OAG

[Read full article HERE](#)





Agoda's latest booking data highlights the continued popularity of Asia's vibrant cities in the first half of 2025.

Urban travel remains strong as travelers seek culture, cuisine, and unique experiences across the region. The platform notes rising demand for iconic city escapes, from culinary hotspots to buzzing nightlife, reflecting the enduring appeal of Asia's major metropolises.

Source: Agoda and SEA Infographics
Read more [HERE](#)

USEFUL ARTICLES

ENGLISH

[Travel and Tourism at a Turning Point: Principles for Transformative Growth](#)

[Thailand Launches 'Green Tourism Collections' to Align with EU Standards and Drive National Sustainability Agenda](#)

[Catch the signal of "Thai hotels, restaurants, and spas" to change the game to cope with changing tourism trends, bank finance](#)

THAI

[คลัง จองคลอดมาตรการภาษี บุสต์ท่องเที่ยวก่อน High Season](#)

["สรรพากร" เล็งกระตุ้นท่องเที่ยว ลดหย่อนภาษีได้ สูงสุด 1.5 หมื่น](#)

[นักท่องเที่ยวต่างชาติยกเลิกเดินทาง 8,000 คน จากปมขัดแย้งไทย-กัมพูชา](#)

Information sources

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

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

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Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavisitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor

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(Co-Chair) Conor Brannum	Sustainability Consultant
Vincent Delsol	General Manager, Pullman Phuket Panwa Beach Resort
Mongkudh Makaramanee	Anona Beachfront Phuket Resort

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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

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



CONTACT US

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✉ info@phukethotelsassociation.com