

PHUKET WEEKLY UPDATE

No81/25072025



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

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**

Organizer:

Organizer:



PHUKET HOTELS ASSOCIATION

WAVES OF SAFETY
Phuket Hotels Association Life Safety Campaign

Campaign Period: Now – 31 July 2025
In support of World Drowning Prevention Day – 25 July 2025

- Join our Waves of Safety campaign, raising awareness around water and life safety in alignment with World Drowning Prevention Day. As hospitality leaders on an island destination, we have a shared responsibility to protect lives through education, training, and proactive safety measures.
- We encourage hotels to host activities such as CPR training, water safety demos, and guest/staff awareness initiatives throughout July. Please share your plans and outcomes with us by 31 July 2025.

Together, let's make safety visible—and lifesaving. Scan QR Code here to participate in the campaign

SCAN TO REGISTER

Email : info@phukethotelsassociation.com Phone : +66 (0)76 619 518

Waves of Safety Campaign

Phuket Hotels Association supports World Drowning Prevention Day (**25 July**) with a month-long campaign promoting safety in AND out of the water.

Member hotels are encouraged to host activities raising awareness and preparedness. Let's protect lives, empower communities, and uphold Phuket's reputation as a safe, responsible island destination. Campaign ends **31 July 2025**.

Register **HERE**

THIS WEEK EVENTS



A Special Day for Phuket Hotels Association!

On 18 July, we marked a meaningful milestone as we embarked on an Affiliate Road Trip to Khao Lak and Phang Nga to connect with hoteliers from 12 outstanding properties in the region. We were thrilled to officially welcome three new Affiliate Hotels into the Phuket Hotels Association family.

A heartfelt thank you to Eden Beach Khao Lak Resort & Spa, A Lopesan Collection Hotel for the warm hospitality—Patrik Ilstam, you made us feel right at home. We also had the pleasure of visiting the exquisite Iniala Beach House, another exciting new addition to our growing network.

Our family is growing, and so is our commitment to collaboration, sustainability, and excellence in hospitality across the region!



New Eco Initiative Launched at Absolute Twin Sands

Phuket Hotels Association was very pleased to attend the official launch of a new sustainability initiative at Absolute Twin Sands Resort and Spa—another step forward toward creating a circular system within a hotel environment.

The unveiling of the Chubchoo Recycle Center showcased a range of efforts to collect, separate, and recycle waste, with clear commitment from the team. The event culminated in a creative “From Trash to Trend” recycled costume contest, where hotel staff wowed the crowd with their inventive designs—turning waste into wearable art.

At an event like this, it's clear there's more than one winner. The more we share knowledge, ideas, and innovation, the greater the positive impact we can make on our communities.

UPCOMING EVENTS

AUGUST

RISE 2025
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.
 Rise with Purpose. Lead with Confidence.
 SCAN TO REGISTER

RISE is a new event set to Reshape Hospitality by Empowering Women on 30th August 2025 at SAii Laguna Phuket. For details of the event and speakers, Click [HERE](#)

SEPTEMBER

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!

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. Register [HERE](#)

AUDIT YOUR PLASTIC WASTE

PLASTIC FREE STAYS

A sustainable initiative by Phuket Hotels Association in partnership with RMIT University Australia. **Register interest now:**



Who we are?

Five final year RMIT engineering students passionate about sustainability and circular economy initiatives.

Why get involved?

This project assists hotels to identify single use plastics within their operations, and provide solutions and recommendations in reducing single use plastics. This project supports Phuket's transition to a more sustainable tourism model.

- WASTE MANAGEMENT WORKSHOPS**
- CUSTOMISED RECOMMENDATIONS**
- PLASTIC WASTE AUDITS**
- MID - LATE 2025**



Is your hotel interested to work further on reducing single-use plastic? If so, register for this activity - co-ordinated by RMIT University students (Australia) who plan a series of activities to support hotels interested to make changes in their operation to avoid single-use plastics. This program will begin on **AUGUST 18** with onsite visits. **REGISTER NOW** to be a part of this initiative. Need more information- contact Jayne for details.

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



NOVEMBER



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

THAI HOTEL INDUSTRY FORECASTS SUSTAINED GROWTH FOR 2025

Thailand's hotel sector is poised for strong recovery in 2025, driven by rising tourist arrivals and government promotional efforts. Occupancy rates are expected to hit 75%, with average room rates climbing 5% year-on-year, supported by increased demand and upgrades among four-star and luxury hotels. International tourism is nearing pre-pandemic levels, with key markets including China, Malaysia, India, and Russia, the latter boosted by a 90-day visa exemption. Over 80,000 new hotel keys will enter the market, pushing average rates past THB 4,000. Hotel transactions may exceed THB 13 billion, with Bangkok remaining the top investment destination, especially in the high-end segment.

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

THAI TOURISM BATTLES REGIONAL RIVALS AMID US TARIFF THREATS



Thailand's tourism sector faces mounting pressure in H2 2025, with a 5% drop in international arrivals and rising regional competition. The Thai Retailers Association urges swift action, proposing a "Thailand Shopping Paradise" and instant 7% VAT refunds to spur spending. From January to mid-July, 17.75 million tourists visited, down 5.6% year-on-year. The Tourism Authority of Thailand still targets 35.5 million arrivals, though reaching it now seems challenging. Overall tourism revenue is forecast at 2.87 trillion Baht—below the 3 trillion Baht goal. With Q4 crucial for recovery, industry leaders stress public-private collaboration to revive momentum and meet 2026 growth targets.

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

IMMIGRATION EXPANDS FAST LANES AT THAI AIRPORTS AS STUDENT TOURISM PICKS UP

Thailand has expanded fast-track immigration lanes at major airports to accommodate the rising number of student holidaymakers and their families, particularly from China, the U.S., U.K., and Canada. The initiative, led by Immigration Division 2, aims to ease congestion during the low tourist season, cutting queue times from 40 to 15 minutes. Special lanes, originally set for Chinese families, now serve broader international groups with verified travel plans. Positive feedback highlights Thailand's family-friendly image, though technical issues with the Digital Arrival Card remain. Over 10,000 foreign nationals have been denied entry since January as border security remains a key priority.



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

PHUKET HOTELS GO GREEN IN HUNT FOR GOLD

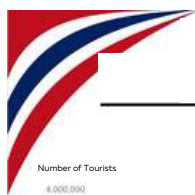


Thailand is embracing sustainable tourism as a core strategy, with Phuket emerging as a key model. SCB supports this shift through sustainable finance, offering green loans and tailored strategies to hoteliers. Collaborating with Kata Group and Jee Teng Hospitality, the bank promotes eco-certifications, local sourcing, energy efficiency, and waste reduction. The Four Points by Sheraton in Patong and the upcoming Sheraton Nai Harn project highlight these efforts. Despite success, challenges remain—Phuket needs infrastructure upgrades and budget reforms. SCB aims for net-zero emissions by 2050, with sustainable financing now a priority as the sector shifts toward long-term resilience and eco-conscious growth.

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

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 20 JUL 2025



Number of tourists
(1 JAN - 20 JUL 2025)

18,365,651 people

-5.91% (YOY)

Top 5 number of tourists

		People
1	Malaysia	2,537,929
2	China	2,533,179
3	India	1,308,750
4	Russia	1,087,174
5	South Korea	845,686

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Tourism during the summer holiday 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 policy that enhances travel convenience.



Source : Economics Tourism and Sports Division Information as of Jul 22, 2025

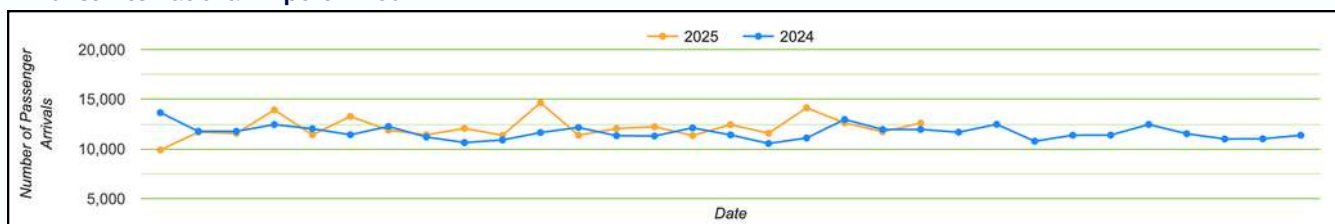
[For more information](#)

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	1,030,173	1,076,787	↓ -4.33%
Don Mueang Airport	221,744	221,744	↓ -27.36 %
Phuket International Airport	255,250	246,606	↑ 3.51 %
Chiangmai International Airport	65,175	63,231	↑ 3.07 %
Hat Yai International Airport	6,441	5,986	↑ 7.60 %

Phuket International Airport - in Jul



Source: [Tourism Authority of Thailand](#)

À La Carte Luxury:

Gen Z's Selective Indulgence Approach to Travel

Key Takeaways

1

Gen Z is redefining luxury travel in Asia Pacific by favouring personalised, purpose-driven experiences over traditional status symbols—embracing à la carte luxury that emphasises enrichment, customisation, and selective splurging.

2

Gen Z travellers, particularly those aged 25-30, are frequent and high-value travellers, averaging 2.9 leisure trips annually and often spending over US\$2,500 per trip.

3

Luxury Gen Z travellers are most likely to spend on entertainment (such as cultural festivals, live music events, and tours of filming locations), wellness and self-care (including personalised programmes and exclusive wellness treats), and culinary delights (like local street food markets or restaurants owned by renowned chefs).

4

Other priorities include scenic and aesthetic appeal (especially locations that are popular online) and sustainable and ethical choices (such as eco-friendly accommodations and dining options).

5

Brands looking to connect with this rising demographic of luxury travellers must shift from cookie-cutter strategies to bespoke and thoughtful offerings that speak to Gen Z's mindset and spending values.

6

Entertainment isn't just about fun for Gen Z—consider providing a deeper meaning through partnerships with cultural institutions and fan events or designing extended stays that maximise a destination's experiential offerings.

7

Wellness and self-care are an important factor in Gen Z's travel decision-making, so design experiences that enhance both mental and physical well-being—from nature-based retreats to mindful movement activities and nourishing food options.

8

When it comes to dining, brands would do well to focus on authenticity and adventure—whether that means inventive presentations that connect with local culture or partnerships with local artisans or celebrity chefs.

9

To attract Gen Z travellers seeking out aesthetic spots they can turn into stories to share with their online communities, brands should design spaces that encourage digital shareability.

10

More than half of Gen Z travellers consider sustainability when planning their trips, and brands should leverage this desire to do good by investing in sustainability communications and providing activities that align with their eco-conscious mindset.

Source: BurdaLuxury and Vero

A new study unveiled at the Luxury Summit Asia reveals a major shift in travel preferences among Gen Z. Moving away from traditional all-inclusive luxury packages, Gen Z travellers are now prioritizing meaningful, personalized experiences that offer emotional enrichment over material opulence.

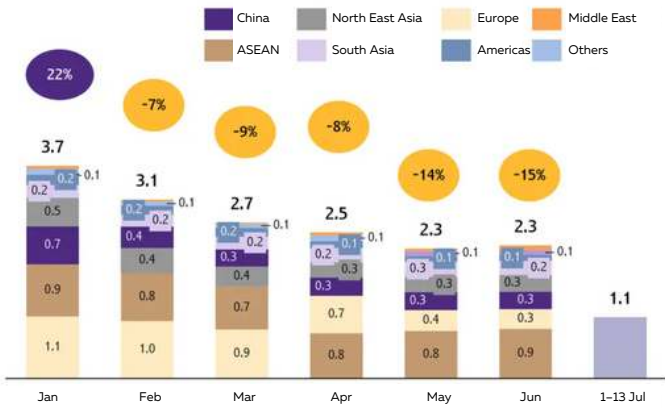
The report, *À La Carte Luxury: Gen Z's Selective Indulgence Approach to Travel* by BurdaLuxury and Vero, surveyed 2,500 Gen Z respondents across seven Asia-Pacific markets, including Thailand.

Read full article [HERE](#)

Thailand’s tourism industry still faces high levels of risk. While Chinese tourist arrivals are showing modest signs of recovery, global economic uncertainty—driven by U.S. import tariffs—could affect tourism spending in the near term.

As of July 13, 2025, international tourist arrivals to Thailand totaled 17.75 million, marking a -5.6% year-on-year decline.

Unit: Million people, %YOY



Growing source markets continue to show steady momentum. Australian tourists ranked among the top five in July, driven by their winter holidays. European arrivals are expected to accelerate during the summer holiday period (Jul–Aug), while Indian tourists are projected to increase around the Diwali festival in October. In preparation, Thai authorities are organizing domestic events and coordinating with Air India and IndiGo to promote Thailand and increase flight frequencies.

Meanwhile, Chinese tourism is gradually recovering, supported by school holiday travel and group tours funded by government subsidies. Over 1,000 chartered and commercial flights from secondary cities in China have been arranged under government-led initiatives.

Source: Analysis by SCB EIC from data of the Ministry of Tourism and Sports

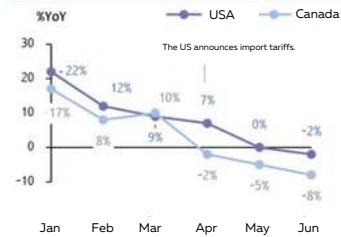
Chinese tourist arrivals are expected to have passed their lowest point, but the recovery remains gradual.



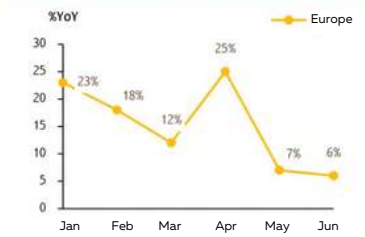
Indian and Middle Eastern arrivals dipped in June due to domestic issues but are expected to rebound from July.



U.S. and Canadian arrivals have declined since April, likely due to cautious spending following U.S. tax policy announcements.



European arrivals are showing signs of slowdown, likely due to weak growth and U.S. tax risks.



Read full article (Thai version) [HERE](#)

USEFUL ARTICLES

ENGLISH

[AI, collaboration the key drivers of change for hotel sales and marketing](#)

[I Analysed 25,000 Hotel Names and Found Four Surprising Truths](#)

[European tourism holds steady in Q2 2025, driven by resilient consumer demand and global interest](#)

THAI

[โรงแรมชิงเปิดโปร ‘ราคาคนไทย’ เลิกหวังยอด ‘เที่ยวไทยคนละครั้ง’](#)

[นักท่องเที่ยวหด! โรงแรมเจียบ ร้านอาหารปิดตัว 3 นายกสมาคม แะรัฐเร่งกระตุ้นธุรกิจพลิกเกม](#)

[ส.โรงแรม ลั่นตอนนี้แย่มากสุด นทท.ถึงจุด เดือนเดียว จีนติดลบ 41.94% จัรบ.เร่งฟื้นฟูภาพลักษณ์](#)

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

Bill Barnett	Founding Member & Senior Advisor
Sumi Soorian	Senior Advisor
Boon Yongsakul	Advisor
Sears Jivavitnont	Advisor
Eric Ricaurte	Advisor
Sukhchaensingh (Sam) Sethi	Advisor
David Johnson	Advisor

Environment Committee

(Chair) Anucharaporn 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 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 Tipaxson	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, Barcelo 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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