

# PHUKET WEEKLY UPDATE

No80/18072025



**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.

SCAN TO REGISTER

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

Email : [info@phukethotelsassociation.com](mailto: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**



**CPR/AED Certificate Course Training for Phuket Hotels Association Members**

14 July 2025 at Bangkok Hospital Phuket

More than 57 of our members learned basic life support and CPR through training session.

Than you to Dr Suksan and the team for this training.

Phuket Hotels Association is dedicated to making Phuket safer and we urge you to consider training in first aid / CPR for all in business and the community.

**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.

**SCAN TO REGISTER**

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

## UPCOMING EVENTS

### SEPTEMBER



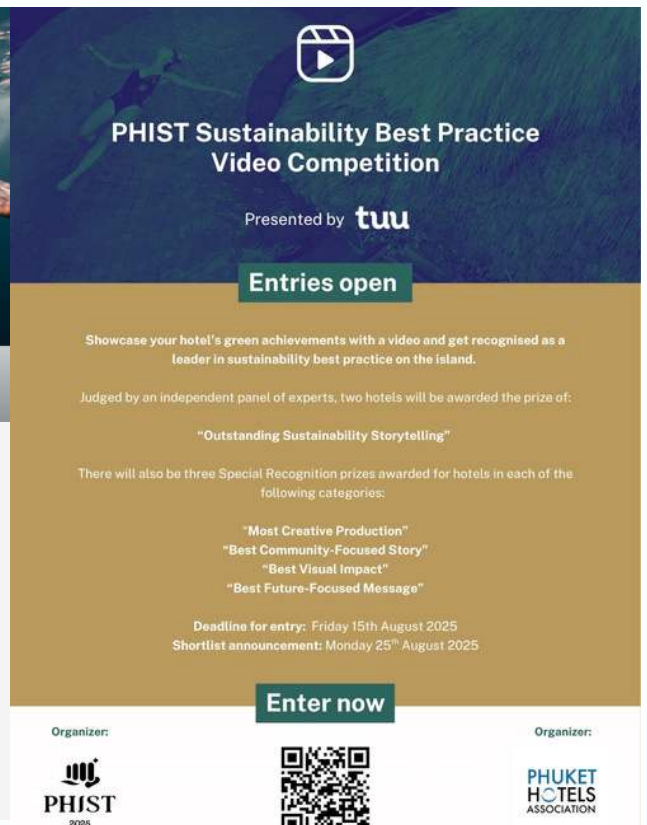
**PHIST**  
2025

**PHIST EVENT**  
**MONDAY**  
**1<sup>ST</sup> SEPTEMBER**  
ANGSANA LAGUNA PHUKET  
TIME 09:00 - 18:00

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: GREEN  
SUPPORTERS: PHUKET HOTELS ASSOCIATION, PHUKET HOTELS ASSOCIATION  
MEDIA - SUPPORTERS: PHUKET HOTELS ASSOCIATION  
SPONSORS: PAN PACIFIC HOTELS GROUP, LUXURY ESCAPES.COM, ANGANA, tuu, HUD, Booking.com



**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 25<sup>th</sup> August 2025

**Enter now**

Organizer: **PHIST 2025**

Organizer: **PHUKET HOTELS ASSOCIATION**

### 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



**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](mailto: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

### TOURISM MINISTRY DELAYS 'TRAVEL FEE' COLLECTION, EYES MID-2026 ROLLOUT

Thailand has postponed the implementation of its planned 300-baht tourist entry fee, originally scheduled for 2025, citing ongoing uncertainties and a slow recovery in international demand. The fee, known locally as "Kha Yeap Pan Din," is now expected to roll out in Q2 or Q3 of 2026. Authorities will use the upcoming high season to reassess travel trends and finalize the fee structure based on the mode of entry—air, land, sea, or rail. The entry fee, approved in principle in 2023, aims to fund improvements to tourist sites and provide insurance coverage for foreign visitors.

***For more information***



### THAILAND EYES MIDDLE EAST MARKET TO MAKE UP FOR CHINESE TOURISTS



Thailand is targeting increased tourist arrivals and spending from the Middle East and Southeast Asia to offset a sharp decline in Chinese visitors, driven by safety concerns and recent geopolitical incidents. The 2025 foreign arrival forecast has been cut from 40 million to 35 million, with projected revenue at 2.8 trillion baht, including 1.6 trillion from international tourists. The Middle East market is growing by 17–18% and is seen as key to boosting tourism revenue and flight connectivity. In 2026, Thailand will adopt a "value over volume" strategy, focusing on higher-spending, quality tourists with lower environmental impact.

***For more information***

### RACE TO ENROLL ILLEGAL HOTELS IN SYSTEM

Phuket's "field hospital" initiative aims to help 20–50 unlicensed hotels register before the Interior Ministry's temporary regulation expires on August 18. This regulation allows certain non-hotel buildings opened before August 19, 2016, to apply for hotel licences, provided they meet safety and structural requirements. Despite efforts, many applications were delayed due to unclear law interpretations and slow inspections. A new pilot scheme led by the deputy governor will guide selected operators through the process. The Phuket Boutique Accommodation Consortium urges extending the deadline or introducing a dedicated law to support small hotels crucial to local tourism.



***For more information***

### LONG HOLIDAY BENEFITS PHUKET, BUT VISITOR NUMBERS DOWN



Phuket generated at least 2.8 billion baht during the recent four-day Khao Phansa holiday weekend, with Thai tourists spending 690 million baht and foreign visitors 2.2 billion. Despite the revenue boost, total visitor numbers declined compared to 2024. Chinese arrivals dropped by over 50%, while Middle Eastern tourists also decreased, likely due to regional conflict. Phuket Old Town was the most popular destination, whereas beaches saw limited activity due to rainy weather. Phuket International Airport recorded about 15,000 daily passengers—above nearby provinces but lower than last year. Local tourism leaders emphasize the need for improved connectivity and targeted marketing to stabilize off-season demand.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 13 JUL 2025



**Number of tourists**  
(1 JAN - 13 JUL 2025)

17,754,055 people

-5.62% (YOY)

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**Top 5 number of tourists**

Rank	Country	People
1	Malaysia	2,456,345
2	China	2,435,098
3	India	1,262,372
4	Russia	1,068,240
5	South Korea	816,339

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increased travel during the European Summer holiday, particularly from France and Germany.
- (+) The declaration of "Amazing Thailand Grand Tourism and Sports Year 2025."
- (+) Government policies promote "Ease of traveling" to facilitate convenience for travelers.



Source : Economics Tourism and Sports Division Information as of Jul 15, 2025

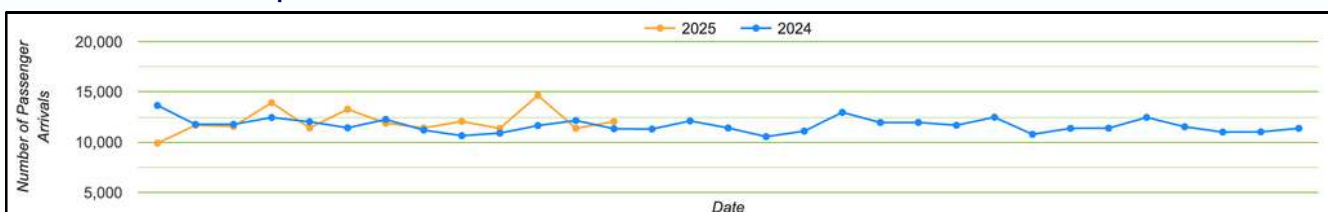
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-13 Jul 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	616,189	661,600	↓ -6.86 %
Don Mueang Airport	132,554	188,237	↓ -29.58 %
Phuket International Airport	156,572	153,247	↑ 2.17 %
Chiangmai International Airport	21,442	20,247	↑ 5.09 %
Hat Yai International Airport	2,159	2,033	↑ 6.20 %

### Phuket International Airport - in Jul



Source: Tourism Authority of Thailand

# THAILAND TOURISM

SITUATION, 2ST QUARTER 2025



## RECEIPTS

# 1.34

TRILLION BAHT  
+0.10% (YoY)

### INBOUND

JAN - JUN 2025

NUMBER **16.68** MILLION PERSON  
-4.66 %CH (YoY)

**0.77** TRILLION BAHT  
-2.31 %CH (YoY)

RECEIPTS

### DOMESTICS (THAI)

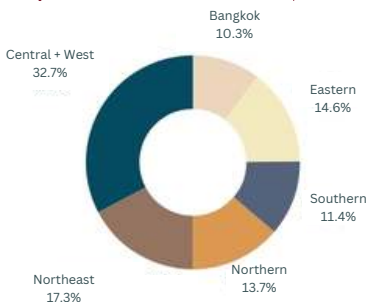
JAN - JUN 2025

NUMBER **100** MILLION TRIP  
+2.49 %CH (YoY)

**0.57** TRILLION BAHT  
+3.54 %CH (YoY)

RECEIPTS

#### Proportion of Thai visitors by region



OCCUPANCY RATE  
JAN - JUN 2025

# 72.36

### TOP 5 INBOUND (MILLIONS)

MALAYSIA	CHINA	INDIA	RUSSIAN FEDERATION	KOREA (REPUBLIC OF)
2.30	2.27	1.18	1.03	0.77

#### Thailand Tourism Situation – Q2 2025 Summary

**International Tourism** (January 1 – June 30, 2025): Thailand welcomed over 16.68 million international tourists during the first half of the year. The long-haul markets showed growth due to the European summer holiday season, while short-haul markets rebounded with the start of school breaks in China.

**Domestic Tourism (Q2 2025)** Domestic travel continued to see steady growth, supported by Songkran festivities in April, extended public holidays in May (including Labor Day and Royal Ploughing Ceremony), along with promotional campaigns and events organized by both the public and private sectors.

### TOP 10 PROVINCE

1	BANGKOK
2	CHONBURI
3	PHUKET
4	SURAT THANI
5	SONGKHLA
6	CHIANG MAI
7	KRABI
8	PHANG-NGA
9	PHRANAKHON SI AYUTTHAYA
10	NONG KHAI

### TOP 5 DOMESTICS (THAI)

BANGKOK	CHONBURI	KANCHAN ABURI	PRACHUAP KHIRI KHAN	PHETCHABURI
14.32	8.33	7.12	5.51	5.49
Million people	Million people	Million people	Million people	Million people

#### 10 Popular Provinces for Thai Visitors

	People
Bangkok	14,320,789
Chonburi	8,334,577
Kanchanaburi	7,118,135
Prachuap Khiri Khan	5,506,499
Phetchaburi	5,492,671
Phra Nakhon Si Ayutthaya	4,447,145
Nakhon Ratchasima	4,417,255
Chiang Mai	4,343,765
Suphanburi	3,316,179
Chachoengsao	3,210,624

#### 10 provinces with income from Thai visitors

	Million baht
Bangkok	122,492
Chonburi	54,496
Chiang Mai	33,524
Prachuap Khiri Khan	23,255
Chiang Rai	22,413
Surat Thani	20,299
Krabi	19,622
Phuket	19,103
Kanchanaburi	17,798
Phetchaburi	17,179

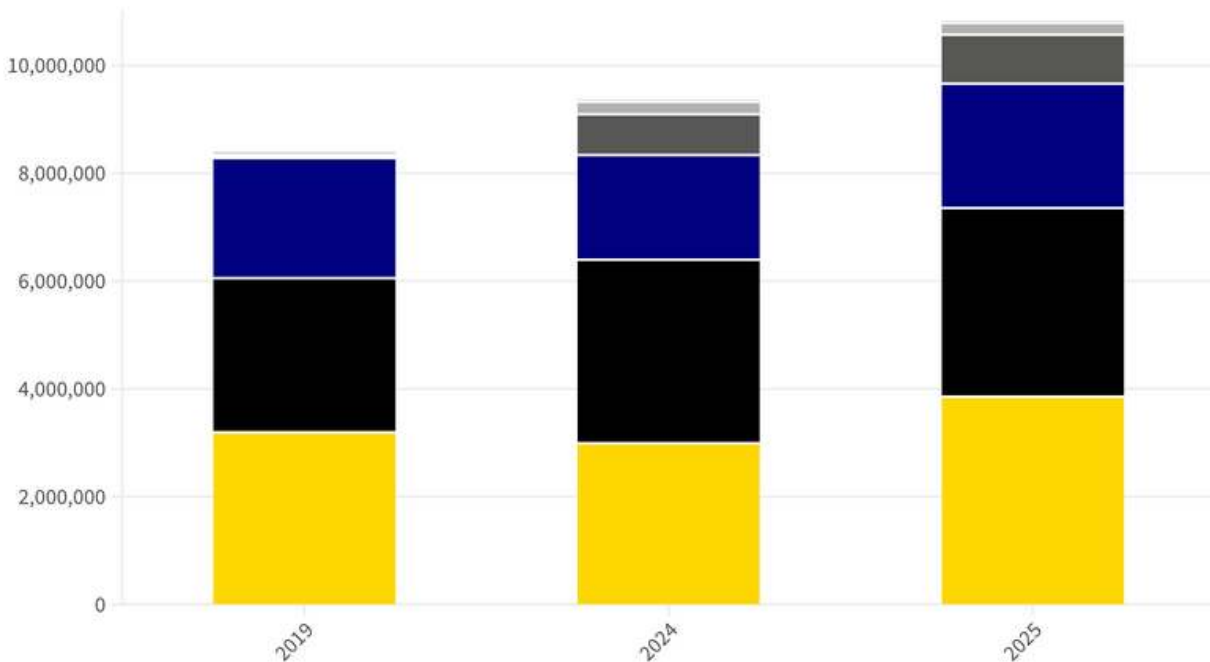
Data as of July 14, 2025. Source: Tourism and Sports Economy Division

## Seat Capacity from India to Southeast Asia

18 July 2025

Thailand Singapore Malaysia Vietnam Indonesia Myanmar

Millions



The key markets of Thailand, Singapore, and Malaysia which already had relatively high levels of seat capacity from India before the pandemic, have now exceeded those numbers:

**Thailand** has the highest number of scheduled seats from India in the region, at 3.8 million in 2025, +21% vs 2019. It is also the most connected to India, with 39 routes operating between 19 Indian cities and three major airports in Thailand – Bangkok Suvarnabhumi, Bangkok Don Mueang, and Phuket – an extra 10 routes compared to pre-pandemic.

Source: OAG. Full article [HERE](#)

## USEFUL ARTICLES

### ENGLISH

[What Asia can learn from Europe's overtourism crisis – before it's too late](#)

[Revolutionizing Hospitality: The Synergy Between AI and Humans for Unmatched Hotel Experiences](#)

[Hotel Industry Update – Booking Trends, Tips & Top Performing Offers](#)

### THAI

[ททท. เตรียมพิจารณาขยายโครงการ 'เที่ยวไทยคนละครั้ง' เฟส 2](#)

[รพท.ผนีก ก.ล.ต. เปิดช่องทางบ็อกซ์ นักท่องเที่ยวใช้คริปโทฯแลก 'บาท'](#)

[สัญญาการท่องเที่ยวฟื้น! ยอดจดทะเบียนธุรกิจทัวร์พุ่งกว่า 14%](#)

## Information sources

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

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

## 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

<b>(Chair)</b> Anucharaporn 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	Executive Secretary, Amanpuri
Lert Thavornwongwongse	Director, Thavorn Hotels and Resorts

## Destination Marketing Committee

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

<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



## CONTACT US

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