

PHUKET WEEKLY UPDATE

No79/11072025



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

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



SCAN TO REGISTER

Waves of Safety Campaign

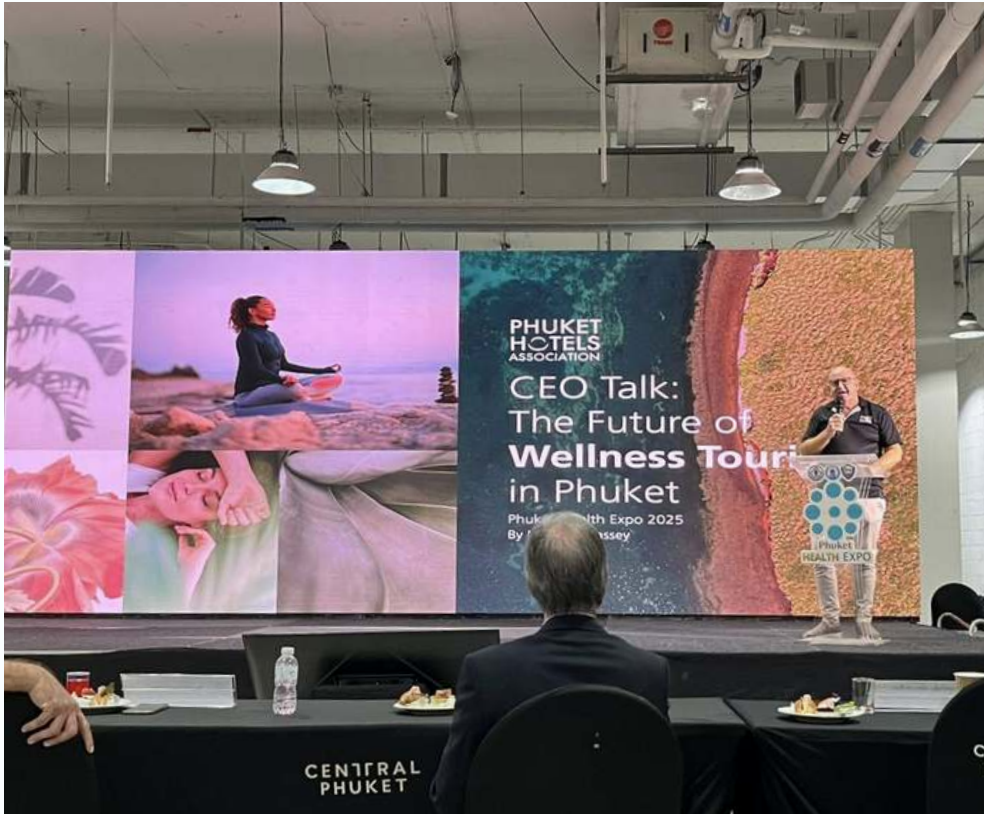
Phuket Hotels Association supports World Drowning Prevention Day (25 July) with a month-long campaign promoting safety in AND out of the water.

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](#)

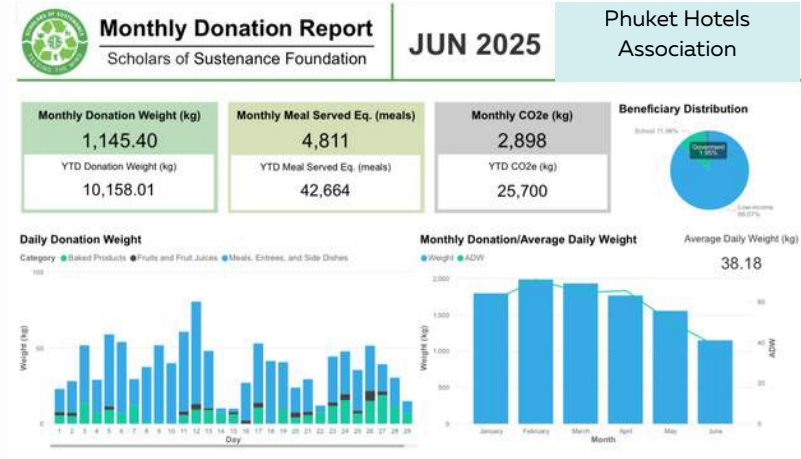
THIS WEEK EVENTS



Phuket Health Expo 2025
 3 July 2025 at Central Phuket

Phuket Hotels Association Director Mr Michael Massey gave a riveting presentation at the CEO Talk : Future of Wellness Tourism in Phuket. This was part of the Phuket Health Expo at Central Phuket from July 2-6. Michael brought up current challenges and opportunities to restore Phuket by working together.

JUNE FOOD DONATION REPORT



Food Donated by Phuket Hotels Association Member Hotels and redistributed. in the community-
 For info or to participate:- please contact exec.dir@phukethotelsassociation.com

UPCOMING EVENTS

JULY



Phuket Expat Health and Wellness Club
by Bangkok Hospital Network in Phuket

Invite Phuket Hotels Association Members to join
BASIC LIFE SUPPORT
CPR/AED TRAINING

Basic CPR for Adults and Babies
Choking: First Aid Guidance
Automated External Defibrillator (AED) Use

Bangkok Hospital Phuket
3rd floor, King Carl Gustaf's Conference Room

Enroll today and get certified
Scan QR Code

July 14, 2025
1.00 - 4.00 PM

Free of charge!

For more information, please contact 1719 or Phuket.Expatcard@bdms.co.th

CPR/AED Certificate Course Training for Phuket Hotels Association Members

Join a Basic Life Support training on July 14, 2025, from 1:00–4:00 PM at Bangkok Hospital Phuket (3rd Floor, King Carl Gustaf’s Conference Room).
Free of Charge - ENGLISH Language

Covers CPR for adults and babies, first aid for choking, and AED use.
This is for Phuket Hotels Association members & Affiliates only.

Register [HERE](#)



English language Basic Life Support CPR/AED course for Phuket Hotels Association Members

Date: July 14th, 2025 Time: 1-4 PM at Bangkok Hospital Phuket, 3rd floor, King Carl Gustaf's Conference Room
We recommend wearing comfortable clothing, such as pants, to ensure you can fully participate in the workshop activities.

AUGUST



FULL-DAY LEARNING EVENT
Reshaping Hospitality by Empowering Women

RISE 2025

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

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

Rise with Purpose. Lead with Confidence.

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)

SCAN TO REGISTER

Logos: CP HOTELWORKS, Mr B bar & table, DELIVERING ASIA, SAii LAGUNA, QUO, UN WOMEN, ivola, CREATIVE CONCEPT, PHUKET HOTELS ASSOCIATION, Inspiring Women in Hospitality, BH21, KLEAGE

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](#)

THIS WEEKS' NEWS UPDATE



THAILAND'S TOURISM STRUGGLES AS CHINESE VISITORS DECLINE, EXPERTS URGE FOCUS ON NEW OPPORTUNITIES

Thailand's tourism sector is facing a downturn, with a 5% drop in international arrivals from January to July 2025, largely due to a sharp decline in Chinese visitors—now only 13.58% of total arrivals. Safety concerns and competition from Japan and Vietnam are key factors. Despite growth in markets like India, the US, and Australia, long-haul tourists can't fully offset the loss. Shorter stays and lower spending from nearby markets like Malaysia have impacted revenue. Experts call for urgent action, including safety improvements, new promotions, and targeting alternative markets, to stabilize the sector and revive the once-dominant Chinese travel segment.

[For more information](#)

THAILAND URGED TO WOO MORE MUSLIM TOURISTS



Thailand is being urged to tap into the growing global Muslim travel market as Chinese arrivals decline. In the first half of 2025, foreign tourist arrivals dropped by 4.66% year-on-year, with Chinese visitors down 34%. To offset this, the Thai Muslim Trade Association highlights the potential of positioning Thailand as a Muslim-friendly destination. Key sectors include halal food, tourism, medicine, cosmetics, and fashion. While Thailand once ranked among top non-OIC destinations for Muslim tourists, it now lags behind due to limited accommodations for Muslim needs. A new certification system aims to guide hotels in becoming more inclusive and accessible.

[For more information](#)

PAETONGTARN BLAMES ANUTIN, NOT CASINO BILL, FOR DROP IN CHINESE TOURISTS

Suspended prime minister Paetongtarn Shinawatra has rejected claims that Chinese President Xi Jinping issued a warning over Thailand's proposed entertainment complex bill. She clarified that her discussion with Xi during her China visit was an exchange of views—not a warning—regarding Thailand's plan, which includes a small gambling element. Her comments counter former interior minister Anutin Charnvirakul's assertion that Xi urged Thailand to drop the bill or risk tourism and trade backlash. Paetongtarn stressed that the decline in Chinese tourist numbers is tied to safety concerns, not the casino proposal, and emphasized Thailand's alignment with international models like Singapore.



[For more information](#)

THAILAND'S TOURISM LANDSCAPE SHIFTS AS MALAYSIA SURPASSES CHINA



In the first half of 2025, Chinese tourist arrivals to Thailand dropped by over 34%, pushing China to second place behind Malaysia as the country's top inbound market. Malaysia contributed 2.3 million visitors, overtaking China's 2.26 million. Total international arrivals hit 16.7 million, marking a 4.66% year-on-year decline. Safety concerns, economic uncertainty, and competition from other Asian destinations have weakened Chinese demand despite visa-free policies. In response, Thailand launched campaigns like "Half-Half Thai Travel" to boost domestic tourism. Authorities are now focusing on diversification and long-term planning to reduce dependence on any single market.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 6 JUL 2025



Number of tourists
(1 JAN - 6 JUL 2025)

17,183,308 people

-5.09% (YOY)

Top 5 number of tourists

		People
1		Malaysia 2,374,584
2		China 2,342,988
3		India 1,219,746
4		Russia 1,049,951
5		South Korea 792,376

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Summer holidays in Europe and Winter holidays in Australia.
- (+) The start of school breaks in China.
- (+) The declaration of "Amazing Thailand Grand Tourism and Sports Year 2025" and the government's "Ease of Traveling" policy aimed at enhancing travel convenience.



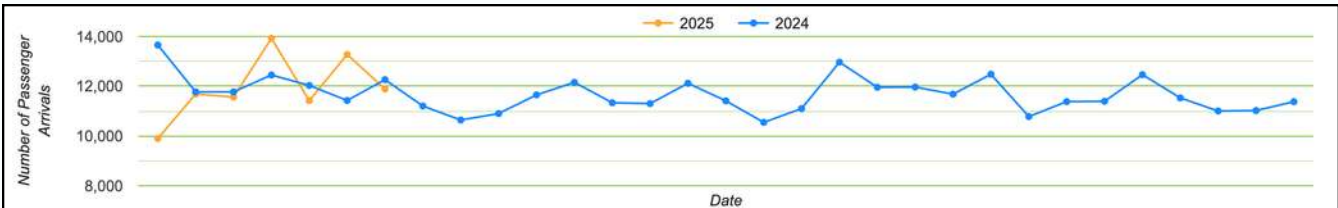
Source : Economics Tourism and Sports Division Information as of Jul 8, 2025 [For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

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

	2025	2024	Change (in %)
Suvarnabhumi Airport	330,028	352,368	↓ -6.34 %
Don Mueang Airport	71,870	101,268	↓ -29.03 %
Phuket International Airport	83,649	85,365	↓ -2.01 %
Chiangmai International Airport	21,442	20,247	↑ 5.09 %
Hat Yai International Airport	2,159	2,033	↑ 6.20 %

Phuket International Airport - in Jul



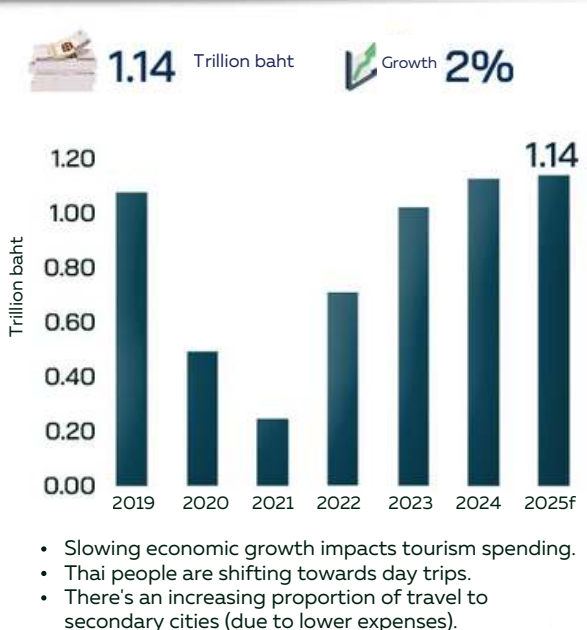
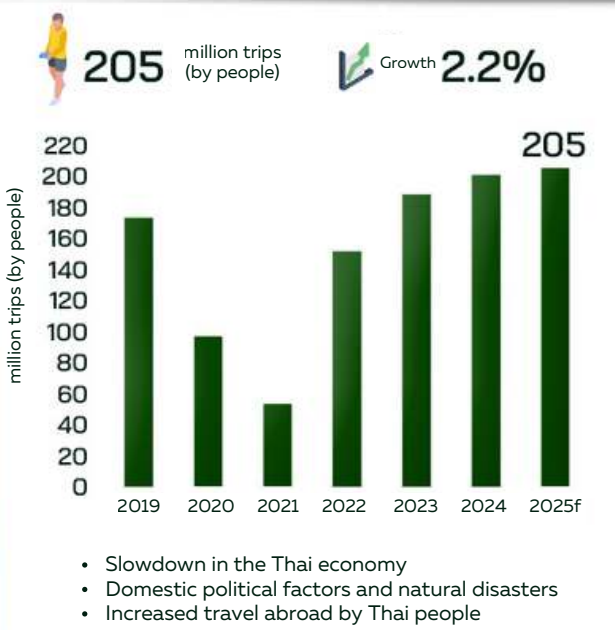
Source: [Tourism Authority of Thailand](#)



Thais Travel Thailand 2025

expected growth of 2.2%, driven by an increase in tourism to secondary cities

Thai tourism market in 2025 is expected to slow down in both numbers and revenue



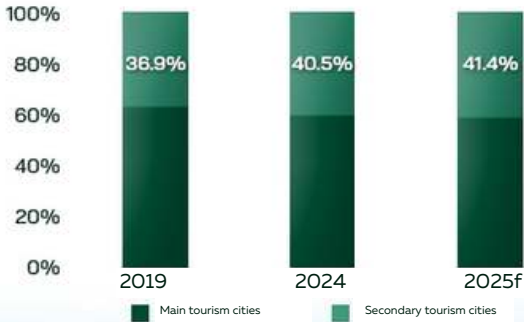
Average spending per trip 4,100 baht per person/trip

Spending in major cities 5,000 baht per person/trip

Spending in secondary cities 2,800 baht per person/trip

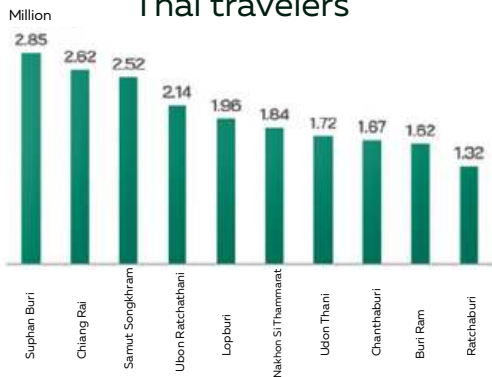
Trend of Thais Traveling to Secondary Cities Increasing

Proportion increased to **41.4%**



Grew at a faster rate of **32.3%** compared to the same period in 2019 (pre-COVID-19)

Top 10 secondary cities favored by Thai travelers



Suphan Buri, Chiang Rai, Samut Songkhram, and Ubon Ratchaburi had over 2 million Thai tourists

Source: KReserch



Top Micro-Travel Destinations In Asia

According to Agoda

1		Kuala Lumpur
2		Seoul
3		Taipei
4		Manila
5		Pattaya
6		Jeju
7		Nagoya
8		Kaohsiung
9		Penang
10		Surabaya

Top 20 Best Outdoor Destinations in the World Revealed!

According to the Global Outdoor Destinations Index by KÜHL, the following countries have been ranked as the top 20 outdoor destinations based on adventure opportunities, landscape diversity, nature preservation, and overall comfort and peace.

Source: Agoda and Seasia Stats

USEFUL ARTICLES

ENGLISH

[Village to the World: Thai Communities Take the Global ESG Stage](#)

[Impacts 2025: how the global tourism boom is changing hotels](#)

[Why Sustainability is the Future of Hospitality](#)

THAI

[‘สรวงศ์’ บินไทยสู่ยุคทองท่องเที่ยว 2025 ตั้งเป้า 40 ล้านคน รายได้ 3.5 ล้านล้าน](#)

[‘ททท.’ ถก 50 แอร์ไลน์-พันธมิตรท่องเที่ยว ปีม ยอดมึ้กถึง บูสต์ ‘ต่างชาติ’ ครั้งปีหลัง](#)

[“ททท.” รุกเจาะนักท่องเที่ยวเชิงคุณภาพ ปีมรายได้ 210 ล้าน](#)

Information sources

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

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

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) 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, 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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