

# PHUKET WEEKLY UPDATE

No77/27062025



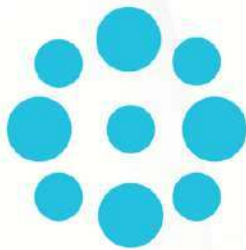
## Congratulations to Mr Wasan Keatkaew from MSocial Phuket!

Wasan was selected from among the Phuket Hotels Association member candidates to attend the prestigious Cornell University General Managers Program, generously sponsored by Laguna Phuket. He joined 22 other participants from 16 countries in Ithaca, New York, for a transformative learning experience.

Reflecting on the program, Wasan shared:

"There was a mix of classroom moments and informal time outside of class. The program wasn't only about learning—it was also about connecting, recharging, and sharing who we are. I'm proud to have represented Phuket in this international group and had the chance to learn and talk about our hospitality industry, community, and what makes this destination special."

We are proud to see Phuket so well represented on the global stage. Congratulations again, Khun Wasan!



อบจ.ภูเก็ต ร่วมกับ หอการค้าจังหวัดภูเก็ต  
และจังหวัดภูเก็ต ขอเชิญชมงาน



## Phuket HEALTH EXPO 2025

"เทศกาลแห่งความสุขและสุขภาพ"

CENTRAL PHUKET

Grand Hall / Andaman Treasure / Lanlom  
ชั้น 1 ห้างสรรพสินค้าเซ็นทรัล ภูเก็ต

2 - 6 JULY 2025



@phexpo | Phuket Health EXPO | 095 274 5557, 099 628 4602, 088 765 7241

## Phuket Health Expo 2025 from July 2–6 at Central Festival Phuket

Phuket is set to host the Health Expo 2025 under the theme "Living in Paradise," highlighting its vision to become Asia's World Class Wellness Hub through a showcase of natural beauty, holistic health, and wellness experiences.



## ANNOUNCEMENT

## REGISTRATION NOW OPEN FOR "TRAVEL THAILAND HALF EACH" FOR TOURISM OPERATORS



**เที่ยวไทย คนละครึ่ง**

ลงทะเบียนเข้าร่วมโครงการ  
เที่ยวไทยคนละครึ่ง

ผู้ประกอบการ

คู่มือสำหรับผู้ประกอบการ

คู่มือการลงทะเบียนภาคผู้ประกอบการที่พัก

คู่มือการลงทะเบียนภาคผู้ประกอบการอื่น ๆ

The "Travel Thailand Half Each" campaign is now accepting registrations from eligible tourism-related businesses. This initiative aims to boost domestic travel by offering co-payment support for Thai travelers.

**Eligible Business Types Include:**

- Hotels/accommodations with a hotel license, or those without a license but registered for VAT (Phor.Por.20)
- Restaurants
- Tourist attractions listed by the Tourism Authority of Thailand (TAT)
- OTOP shops with licenses under the Ministry of Interior
- Spas and health massage businesses (with certified operating standards)
- Car and boat rental services (with business licenses)

For more information Click [HERE](#)

## PLASTIC WASTE REDUCTION PROGRAM

**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](#)



## THIS WEEKS' NEWS UPDATE

### B1.75BN APPROVED FOR 'HALF-HALF' THAI TOURISM SUBSIDIES

The Thai cabinet has approved a 1.75-billion-baht budget for the “Half-Half Thailand Travel” campaign to boost domestic tourism during the low season. Running from July to October, the campaign offers 500,000 subsidised room nights, with the government covering up to 50% of accommodation costs. Each traveller can book up to five nights, with at least two in secondary cities, and receive a 500-baht coupon for local spending. Expected to generate 35 billion baht and create 40,000 jobs, the campaign encourages travel to lesser-known destinations, supporting local economies and businesses. Public registration opened on June 25 via TourismThailand.

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



### WHY MALAYSIA BEATS THAILAND TO BECOME SOUTHEAST ASIA'S TOURISM CHAMPION



Malaysia has emerged as Southeast Asia's top tourism destination in early 2024, attracting 10.1 million visitors in Q1 – surpassing Thailand's 9.5 million. The surge is credited to relaxed visa rules, improved infrastructure, and targeted promotions. Visa-free entry for Chinese and Indian tourists has been extended, with digital visas and better airport coordination enhancing travel ease. Singapore led source markets with 4.9 million visitors, followed by China and Indonesia. Malaysia's appeal, from beaches to vibrant cities, earned it the title of Asia's most loved destination by Insider Monkey. The shift marks a major comeback in the regional tourism race.

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

### NEW MINIMUM WAGE TO LEAD TO HOTEL LAYOFFS

Thailand's hotel sector faces potential large-scale layoffs if the planned 400-baht minimum wage takes effect next week, warns the Thai Hotels Association (THA). Five-star hotels in Chiang Mai and Phuket, already piloting the wage, have seen costs rise by 14%. From July 1, the policy will extend to two-star hotels or those with over 50 rooms, impacting provinces with lower wage baselines like Chiang Rai and Phangnga. THA says operational costs could rise 10–15%, forcing hotels to cut staff during the low season amid declining visitor numbers and high energy prices. The THA has petitioned the prime minister to reconsider, citing risks to business survival, especially for small-scale properties and those in economically vulnerable regions. Without intervention, job losses, reduced service quality, and long-term industry setbacks are feared, particularly in destinations reliant on seasonal tourism revenues.



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

### MIDDLE EAST CONFLICT THREATENS KEY TOURISM MARKETS FOR THAILAND



Thailand's tourism outlook is under pressure as the escalating Middle East conflict threatens key source markets – the Middle East, U.S., and Europe – which are vital for recovery this year. Thai Hotels Association president Thienprasit Chaiyapatranun warns of a potential 10–20% drop in arrivals, particularly during the June–August high season for Middle Eastern tourists. U.S. tariffs and rising costs may also dampen American travel, while European arrivals are naturally lower in the off-season. Hoteliers report early booking slowdowns and rising operational costs due to energy price hikes. The THA urges urgent action to reinforce Thailand's image as a safe destination, encouraging long-stay visitors and mitigating further economic strain on hospitality businesses nationwide.

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

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 22 JUN 2025



**Number of tourists**  
(1 JAN - 22 JUN 2025)

**16,043,943 people**

-4.24% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	Malaysia	2,190,363
2	China	2,172,944
3	India	1,133,696
4	Russia	1,015,077
5	South Korea	745,887

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Entry into the summer holiday travel season for the European region
- (+) School holiday period in China
- (+) Announcement 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 Jun 24, 2025

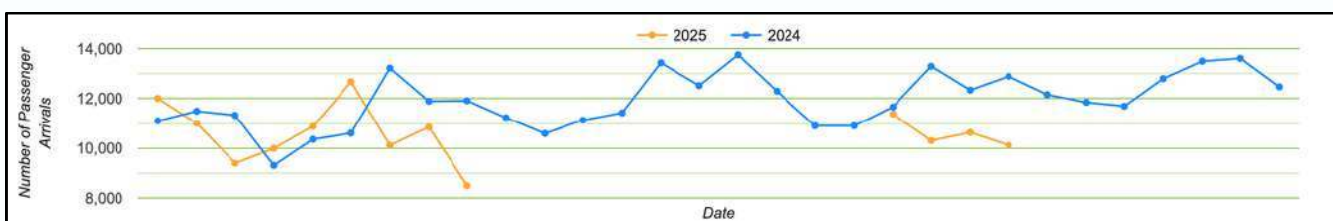
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-23 Jun 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	535,793	1,078,509	↓ -50.32 %
Don Mueang Airport	124,676	308,023	↓ -59.52 %
Phuket International Airport	137,803	269,567	↓ -48.88 %
Chiangmai International Airport	31,615	55,289	↓ -42.82%
Hat Yai International Airport	4,447	7,642	↓ -41.81 %

### Phuket International Airport - in Jun



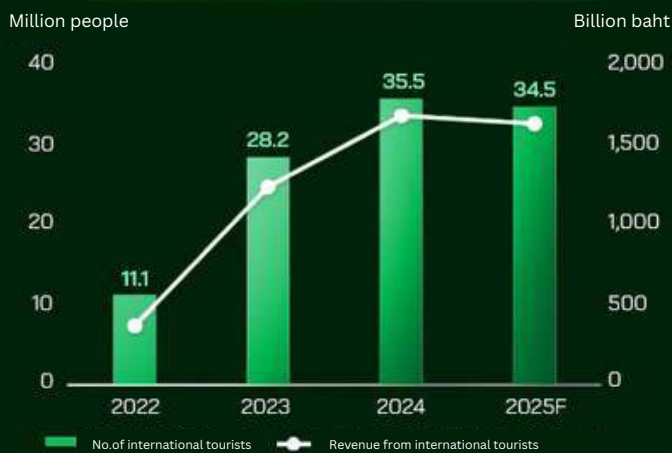
Source: Tourism Authority of Thailand



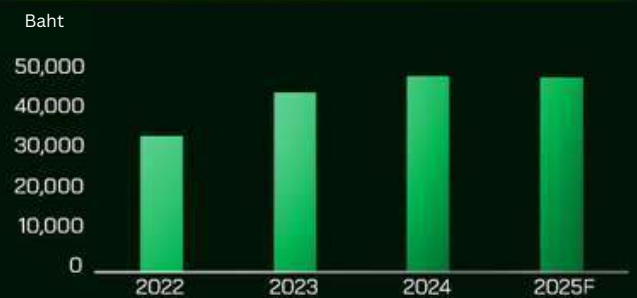
## International tourist arrivals to Thailand in 2025

Projected to decline by 2.8% to 34.5 million

### International tourist market traveling in Thailand



### In 2025, average spending per trip by international tourists is estimated at 47,000 baht



Source: Ministry of Tourism and Sports, Forecast by Kasikorn Research

### Net tourism revenue\* projected to decline to 2.38 trillion baht.



#### Intense competition in the international market

value for money compared to other destinations is a key concern.



#### Outbound travel by Thais continues

with spending rising year-on-year



#### Domestic travel remains steady

but Thai travelers are becoming more cautious with spending.

\*Net Tourism Revenue = Revenue from International Tourists + Revenue from Domestic Tourism - Thai Outbound Tourism Spending

## 3

### Key Tourist Segments & Market Strategy

Beyond rebuilding confidence



#### Long stay, low daily spend

Highlight nature and local culture



#### Short stay, high daily spend

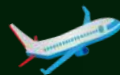
Promote trends like art toys, and spiritual tourism



#### Long stay, high daily spend

Focus on natural attractions, shopping, and medical tourism

### Opportunities Ahead



#### Supporting Purpose-Driven Travelers

Expand focus beyond leisure to include business travelers and digital nomads.



#### Building a High-Value Tourism Ecosystem

Enhance offerings in gastronomy, medical, wellness, and sustainable tourism to drive value-added growth.



Skytrax Reveals the World's Best Low-Cost Airlines for 2025!

The Skytrax World Airport Awards 2025 have crowned the top 20 low-cost airlines around the globe. Here's the full list of winners:

1. AirAsia
2. Scoot
3. IndiGo
4. Eurowings
5. Vueling Airlines
6. Volotea
7. Transavia France
8. Iberia Express
9. Flynas
10. EasyJet
11. Ryanair
12. Jet2 .com
13. HK Express
14. flyDubai
15. Allegiant Air
16. airBaltic
17. JetSMART Airlines
18. SKY Airline
19. FlyArystan
20. Jetstar Airways

## USEFUL ARTICLES

### ENGLISH

[Fourth of July hotel booking expectations](#)

[Thailand moves to recriminalize cannabis, disrupting \\$1 billion marijuana industry.](#)

[Successfully Managing The White Lotus Effect](#)

### THAI

[ท่องเที่ยวไทยหวั่น สงครามตะวันออกกลางปั่นตลาดระยะไกล-ต้นทุนน้ำมันพุ่ง](#)

[เมืองหลัก เมืองรองมีอะไรบ้าง? เช็คก่อนใช้สิทธิเที่ยวไทยคนละครั้ง 2568](#)

[ผ่ามุมมอง "นายกสมาคมโรงแรมไทย" คิดยังไขกับ Entertainment Complex ไทย](#)

## Information sources

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

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

THA

TAT

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	Director of Marketing, Angsana Laguna Phuket & Homm Suites Laguna
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 Choiriratnarakool	Social Media & Partnership Manager, The Pavilions

## 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 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, Twinpalm MontAzure, Twinpalm Phuket, V Villas Phuket, Villa PhuKhao, Villoft Zen Living Resort, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay

## Affiliates

Eden Beach Resort and Spa, Ocean Breeze Resort and Spa



## CONTACT US

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