

## THIS WEEK EVENTS



## Q2 Phuket Hotels Association General Managers meeting

The Q2 General Managers Meeting of the Phuket Hotels Association took place on Wednesday, 17 June 2025, graciously hosted by Pullman Phuket Panwa Beach Resort. The event saw a strong turnout and featured an engaging line-up of speakers.

A big thank you to our hosts, speakers, sponsors, and members for making the meeting a success. Highlights included Neha Dawar from Yango Ads, who shared insights into consumer behavior in the CIS market; Velancia Teo from STR, who delivered a concise overview of regional data and analytics; and Bousserind Comson from Hotstats, who gave a compelling presentation on hospitality trends and budget considerations.

[\*A message from our host\*](#)

## THIS WEEK EVENTS



### PHAB Scholarships

Phuket Hotels Association was delighted to join students and faculty at Phuket Vocational College for new PHAB Scholarships awarded this year.

Sponsorship funds are from PHAB live events and the "Absolutely Fabulous Travel Sale" in 2024. Thank you to all who supported those events.

The students were joined by family members at the ceremony.

The College was represented by Mr. Wittaya Ketchu – Director, Phuket Vocational College, Mr. Theppabandit Singkibubpha – Deputy Director of Student Affairs Development, Ms. Thidarat Phetchu – Head of Career Guidance and Job Placement, Mr. Woraphon Panpheng – Assistant Head of Career Guidance and Job Placement, Mr. Sahasawat Praphan – Assistant Head of Career Guidance and Job Placement, Ms. Sasithorn Nakrob – Officer, Career Guidance and Job Placement, Ms. Nattarinee Promrak – Lecturer, Department of Tourism Business Management, Ms. Yajai Tojing – Lecturer, Department of Tourism Business Management, Ms. Netnapa Noinim – Lecturer, Department of Tourism Business Management, Ms. Pangwalai Jaiduem Kumphiro – Lecturer, Department of Hotel and Mr. Traipop Thammakun – Lecturer, Department of Hotel.

Phuket Hotels Association Education Committee Chair, Mr Bart Callens, and Mr Julian Lowry were in attendance to present the certificates as well as Phuket Hotels Association President, Mr Bjorn Courage, Vice-President, Mr Christoph Weidemann, Executive Director, Ms Jayne MacDougall and Administrative Manager, Ms Sulaiya Ritto.

*\*To date Phuket Hotels Association has awarded 101 scholarships and 6 Cornell Scholarships.*

[Link to Photos of Certificate presentation](#)

# 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**  
3<sup>rd</sup> 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](mailto: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](#).

Contact: [Phuket.Expatcard@bdms.co.th](mailto:Phuket.Expatcard@bdms.co.th) or call 1719.

**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.

## 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: [Logos]  
MEDIA - SUPPORTERS: [Logos]  
SPONSORS: PAN PACIFIC HOTELS GROUP, LUXURY ESCAPES.COM, ANGSANA, tuu, HJO, EA, 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 25th August 2025

**Enter now**

Organizer: **PHIST 2025**

Organizer: **PHUKET HOTELS ASSOCIATION**

### SAVE THE DATE!

**PHIST 2025** is happening 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](#)**

## ANNOUNCEMENT

**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.

Register [HERE](#)

## THIS WEEKS' NEWS UPDATE

### ISRAEL-IRAN WAR STARTING TO HIT TOURISM TO THAILAND

The Israel-Iran conflict is affecting Thailand's tourism, with a potential 30–50% drop in arrivals from Iran, Iraq, Jordan, Lebanon, and Syria, key markets that made up 7% of Middle Eastern visitors in June 2024. Airspace closures have forced airlines like Emirates, Etihad, and Qatar Airways to reroute, while Mahan Air suspended flights to Bangkok and Phuket. The Tourism Authority of Thailand warns hotels in Bangkok, Pattaya, Phuket, and Chiang Mai could face short-term impacts. If tensions ease by July, recovery may follow, with Royal Jordanian launching new flights. The TAT still targets 1.06 million Middle Eastern visitors in 2025, aiming for 86 billion baht in tourism revenue despite ongoing uncertainty and potential long-term effects on regional travel confidence.

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

### MALAYSIA TOPS CHINA AS TOURIST MARKET AMID THAILAND TRAVEL SLUMP

### THAILAND EYES HIGH-SPENDING MARKETS AMID CHINA TOURISM SLUMP

### STIMULUS PROJECTS TO GO BEFORE PANEL

Thailand is shifting from high-volume to high-value tourism as Chinese arrivals remain below pre-pandemic levels. From January 1 to June 8, the country recorded over 15 million international visitors, down 3% year-on-year. Malaysia has overtaken China as the top source market, while Europe and the Middle East show strong growth—Saudi Arabia, Oman, and the UAE posted over 50% increases in June. Safety concerns, including incidents near the Myanmar border and local scams, continue to affect Chinese confidence, prompting a revised 2025 target of 6.7 million Chinese visitors. The Tourism Authority of Thailand is reallocating subsidies toward inbound marketing and charter flight support. Officials now aim for 35.5 million international arrivals and THB 2 trillion in tourism revenue, focusing on long-haul, high-spending travelers from Europe, the Middle East, and the U.S. to sustain growth and support recovery.



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



Stimulus projects seeking approval from a 157-billion-baht budget are set to be reviewed by Thailand's Economic Stimulus Committee. If not approved by September 30, remaining funds will be forfeited. Proposals must align with cabinet guidelines—covering infrastructure, tourism, exports, and community support. The Interior Ministry submitted 21,000 projects worth 79.9 billion baht, while the Tourism Ministry proposed 13 billion baht for campaigns like "Tiew Thai Khon La Khrueng." Some proposals face concerns over feasibility or duplication. The government also addressed economic uncertainties, including US tariff impacts and geopolitical tensions, urging policy coordination and liquidity support.

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

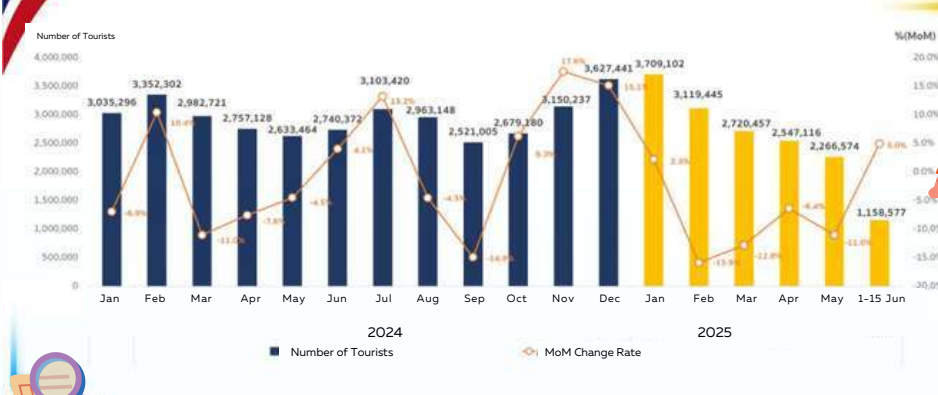


Thailand's tourism industry faces a downturn as Chinese arrivals drop sharply, with many travel companies suspending operations and awaiting recovery by 2026. Tour groups make up only 20% of Chinese arrivals, with most visitors coming for business. On 6 June, Malaysian tourists overtook Chinese visitors for the first time in 13 years, reaching over 2 million arrivals. Safety concerns, especially after a high-profile incident in January, continue to impact Chinese sentiment. Meanwhile, major developers are adjusting investment timelines amid global uncertainties, focusing on key destination projects while delaying others like Asiatique's 100-story tower.

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

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 15 JUN 2025



**Number of tourists (1 JAN - 15 JUN 2025)**  
**15,521,271 people**  
 -2.77% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	Malaysia	2,115,628
2	China	2,097,509
3	India	1,084,973
4	Russia	999,310
5	South Korea	722,866

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) School holidays in China and Singapore.
- (+) Launch of the Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy, aimed at enhancing travel convenience.
- (-) End of the extended holiday travel period for Middle Eastern tourists.

Source : Economics Tourism and Sports Division Information as of Jun 17, 2025

[For more information](#)

## Tourism Trend: International Market June 2025

**Tourist Arrival Forecast June 2025**

**2.4\*** million people  
 -11% from 2024

Cumulative Jan-June 2025: 17.5 million people

Note\*: Figures based on projections by TAT's Marketing Strategy Division.

Month	Number of Tourists	% Growth
JAN	3.7M	22%
FEB	3.1M	-7%
MAR	2.7M	-9%
APR	2.5M	-8%
MAY	2.2M	-16%
JUN	2.4M	-11%

**Advance flight bookings into Thailand June 2025**

**-11%** (compared to 2024)

Highest booking growth rate:  
 Israel +85%  
 Russia +35%  
 Germany +11%

Data source: ForwardKeys system, 17 May 2025.

**Booking Proportion**

Korea has the highest advance bookings

**7.7% %Share**

Country	%Share
Germany/DE	4.9%
Japan/JP	4.9%
Taiwan/TW	4.2%
Israel/IL	4.0%
Russia/RU	3.7%
India/IN	3.3%
China/CN	3.1%
Saudi Arabia/SA	2.9%
Spain/ES	2.7%
France/FR	2.4%
Hong Kong/HK	2.3%
Others	37.2%

**TOP 5 Tourist Arrivals**

Country	Person	%Growth (25/24)
Malaysia	375,000	-11%
China	281,000	-47%
India	225,000	14%
Singapore	103,000	-2%
Laos	98,000	-12%

Country	Person	%Growth (25/24)
Russia	82,000	13%
U.S.A	82,000	-2%
U.K.	70,000	20%
Saudi Arabia	35,000	-2%
France	34,000	21%

**Seat Capacity**

**3.6** Million Seats  
 +1% vs. 2024  
 Recovery of 85% of 2019

(Source: OAG, as of 17 May 2025)

**New Flight Routes to Thailand**

**China 3 routes**  
 Sichuan Airlines : Chengdu-Phuket  
 Xiamen Air : Jinjiang-Bangkok  
 China Eastern Airlines : Nanjing-Phuket

**Korea 1 route**  
 Jin Air : Seoul - Chiang Mai

**Saudi Arabia 1 route**  
 flyadeal : Jeddah - Hat Yai

Prepared by the International Market Analysis Division, Marketing Strategy Department, TAT (Tourism Authority of Thailand), dated 28 May 2025.



The **global Muslim travel market** is rapidly expanding, with the 2025 Global Muslim Travel Index (GMTI) by Mastercard and CrescentRating projecting it to reach **USD 230 billion by 2030**.

**Malaysia** and **Singapore** continue to lead the market, while **Thailand** ranked in the top 5 among non-OIC (Organisation of Islamic Cooperation) destinations in the 2025 Global Muslim Travel Index.

In 2024, there were **176 million Muslim international travelers**, representing a 25% increase from the previous year. This number is forecast to grow to **245 million by 2030**.



### Thailand



Thailand continues to grow as a leading Muslim-friendly destination in Southeast Asia, offering cultural richness, warm hospitality, and expanding Halal services. It welcomes millions of Muslim travelers annually with comfort and ease.

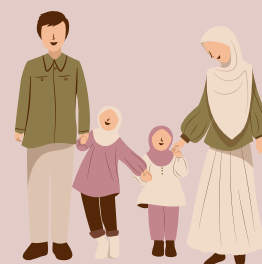
To support this growth, the Tourism Authority of Thailand (TAT) has introduced Muslim visitor guides for cities like Bangkok, Phuket, and Chiang Mai, highlighting Halal dining, prayer spaces, and inclusive stays.

Educational programs and Halal certification initiatives further equip local businesses to cater to Muslim needs. Paired with Thailand's diverse attractions and food culture, these efforts make it a respectful and appealing destination for Muslim travelers.

### Key Consumer Trends Impacting Halal Travel

- Halal Travel Tech:** Modern travelers seek digital platforms that provide seamless access to halal services and faith-aligned experiences.
- Muslim Women Travelers:** Women are playing a central role in shaping this market, with demand for safe, inclusive, and considerate spaces.
- Muslim-Friendly Amenities:** Essentials now include alcohol-free accommodations, halal-certified dining, prayer rooms, and gender-segregated pools and spas.
- Solo Travel:** Growing among Millennial and Gen Z travelers who seek freedom and personalized experiences.
- Digital Detox:** Inspired by Islamic values, many are looking for travel experiences that disconnect from technology and reconnect with nature and spirituality.

The Muslim travel market is rapidly shifting from a **niche** to a **mainstream** opportunity



[Read full report HERE](#)

Source: CrescentRating, Mastercard, and The Standard




## Thailand's Airport Business 2025: Passenger and Flight Numbers May Underperform Amid Risks



**Passengers**  
**140.55M**

**Airports in Thailand**  
**39**

**Flights**  
**886,431**

Data as of 2024

Thailand Airport Business Revenue 2025: Estimated at THB 80.7 billion, up 0.2% YoY

**(Aeronautical Revenue)**

- Passenger Service Charge
- Airport Service Fees
- Others

**Slightly Positive Outlook**

Passenger volume expected to grow by 3.4%.  
Number of flights to Thailand continues to rise

**(Non- Aeronautical Revenue)**

- Rental Income
- Concession Revenue
- Other Services

**Revenue Share May Decline**

Share of international tourists visiting Thailand is likely to decrease

### 4 Key Risks to Thailand's Airport Business

- Passenger numbers and airline flight plans** may fall short of projections due to multiple risk factors.
- Operating costs** are rising, while revenue remains uncertain; regional airport competition is intensifying.
- Continuity of the government's domestic airport development plans.**
- Readiness of Thai airports** to comply with international aviation safety standards is under scrutiny.



[Download full paper here](#)



Source: K Research

## In 2025, global international tourism is projected to reach 1.508 billion travelers

Q1 2025: International tourism continued to grow globally. Asia-Pacific led in growth; Europe had the most travelers.

People traveled internationally around the world during the first three months of 2025.



### People traveled internationally to various regions (January – March)



Source: K Research

## USEFUL ARTICLES

### ENGLISH

[Giving some TLC to the world while traveling in Thailand](#)

[Travel Insights 2025: Focus on Europe](#)

[The Luxury Lodge Market 2025](#)

### THAI

[โรงแรมไทยขาดรายได้ Q2 หดตัวเกิน 10% 'เที่ยวไทยคนละครึ่ง' ช่วยกระตุ้นยอด 5%](#)

[นายกสมาคมโรงแรม มองปรับค่าแรง 400 บาทกระทบหนัก ธุรกิจ-ท่องเที่ยวเมืองรอง](#)

[คานักท่องเที่ยวปี 68 หดตัว 2.8% ค่าใช้จ่ายต่อทริปไม่ถึง 5 หมื่น](#)

## 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 Jivavisitnont	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
Michael Massey	General Manager, Absolute Twin Sands Resort & Spa

## 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

## 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 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

## 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

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



## CONTACT US

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