

PHUKET WEEKLY UPDATE

No73/30052025

PHAB 7

PHUKET HOTELS ASSOCIATION'S
**ABSOLUTELY FABULOUS
TRAVEL SALE
IS BACK**

MAY 7 – JUNE 16

BID ON PRIZES &
SAVE UP TO 60%
ON YOUR NEXT HOLIDAY

The Absolutely Fabulous (Online) Travel Sale is back!

Phuket Hotels Association's annual online Travel Sale is now LIVE, offering luxury hotel stays and travel experiences in dream destinations like the Maldives, Bali, London, Japan, and more – all in support of hospitality scholarships for Phuket's youth.

See incredible prizes from world-class brands like Rosewood, Six Senses, and InterContinental – plus a chance to join Cornell's prestigious Online Certificate Program! This Sale has something for everyone!!

BID NOW

PHUKET GREEN DAY
World Environment Day

Thursday 5 June 2025

PHUKET HOTELS ASSOCIATION

Phuket Green day - World Environment Day

Thursday, 5th June 2025

Organise a beach cleaning or other cleaning activity around Phuket at a time to suit you or join one of the planned clean-ups.

Register [HERE](#) and we will send you collection sheets to record your activity for the day.
For more details email: info@phukethotelsassociation.com



UPCOMING EVENTS



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!

ORGANISER: PHUKET HOTELS ASSOCIATION
CONTENT BY: PHUKET HOTELS ASSOCIATION
SUPPORTERS: PHUKET HOTELS ASSOCIATION
MEDIA - SUPPORTERS: PHUKET HOTELS ASSOCIATION
SPONSORS: PHUKET HOTELS ASSOCIATION



PHIST Sustainability Best Practice Video Competition

Presented by **tuu**

Your hotel is invited to enter

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"

Showcase your hotel's green achievements with a video and get recognised as a leader in sustainability best practice on the island.

Deadline for entry: Friday 15th August 2025
Shortlist announcement: Monday 25th August 2025

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](#)

Organizer:  Enter here:  Organizer: 

SUPPORTING PARTNER ANNOUNCEMENT




18 - 19 NOVEMBER 2025 | QSNCC, BANGKOK, THAILAND

GET YOUR FREE PASSES NOW

★ Partnership Announcement: Terrapinn x Phuket Hotels Association ★

We're pleased to partner with Terrapinn for NoVacancy Asia 2025 – Asia's leading event for the hotel and accommodation industry.

NoVacancy Asia 2025, taking place on 18 & 19 November 2025 at QSNCC, Bangkok is where hospitality leaders, innovators, and suppliers come together to explore the latest trends, technology, and solutions shaping the future of accommodation. With Phuket's thriving hospitality sector, this partnership strengthens our commitment to driving growth, innovation, and excellence in the industry.

 Join us at NoVacancy Asia 2025 and be part of the conversation that's redefining hospitality.

Phuket Hotels Association members can claim their free visitor **passes [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

THAILAND'S TOURISM FACES TURBULENCE AS CHINESE VISITORS OPT FOR NEW DESTINATIONS

Chinese tourist arrivals to Thailand have dropped sharply post-Chinese New Year 2025, falling to under 300,000 per month—only 30% of pre-pandemic levels. KKP Research cites safety concerns, China's weak economy, and a shift to domestic travel. Independent travellers (FITs), who are more sensitive to safety, now dominate, while group tours lag. Thailand's image has been hit by crime reports and natural disasters. Meanwhile, tourists from Europe and India are growing, offering potential to offset the decline. These groups differ in spending and interests, prompting calls for tailored infrastructure investment and targeted promotions to attract and retain these alternative markets.

[For more information](#)

THAILAND HOTEL PRICES SOAR, LOW SEASON SPARKS PRICE WAR FEARS

THAILAND EXPLORES CRYPTO-LINKED CREDIT CARDS FOR TOURISTS

PHUKET BOOSTS TOURISM WITH 7 NEW DEVELOPMENTS

Finance Minister Pichai Chunhavajira has unveiled plans to integrate digital assets into Thailand's economy, starting with a pilot allowing tourists to use crypto via credit card-linked systems. Vendors would receive Thai Baht as usual, while discussions with the Bank of Thailand are underway. The government also plans to amend laws to connect the stock and digital asset markets, making fund transfers between them faster and more flexible. Pichai called for regulatory reforms to let institutional investors move beyond government bonds and boost equity investments. He urged companies to align with global green trends and pledged support for scaling up high-potential SMEs, positioning Thailand as a regional digital finance hub.



[For more information](#)



Phuket Approves 7 New Projects to Boost Tourism, Stresses Sustainability
Phuket's tourism sector is set for expansion with the approval of four new hotels and three condominium projects by the EIA Expert Committee. Approved developments include Madeit Hotel, DoubleTree by Hilton Phuket Bantjai Resort, Holiday Inn Express Nai Yang, SALA Phuket Mai Khao Beach, and three condo projects: Skypark Elara Lakeland, The Nayabella, and Adora Rawai. Officials emphasized that all projects met environmental standards after detailed field inspections. While boosting the economy, authorities stress a commitment to sustainable growth, urging strict enforcement of safeguards to protect Phuket's natural ecosystems amid growing development pressure.

[For more information](#)



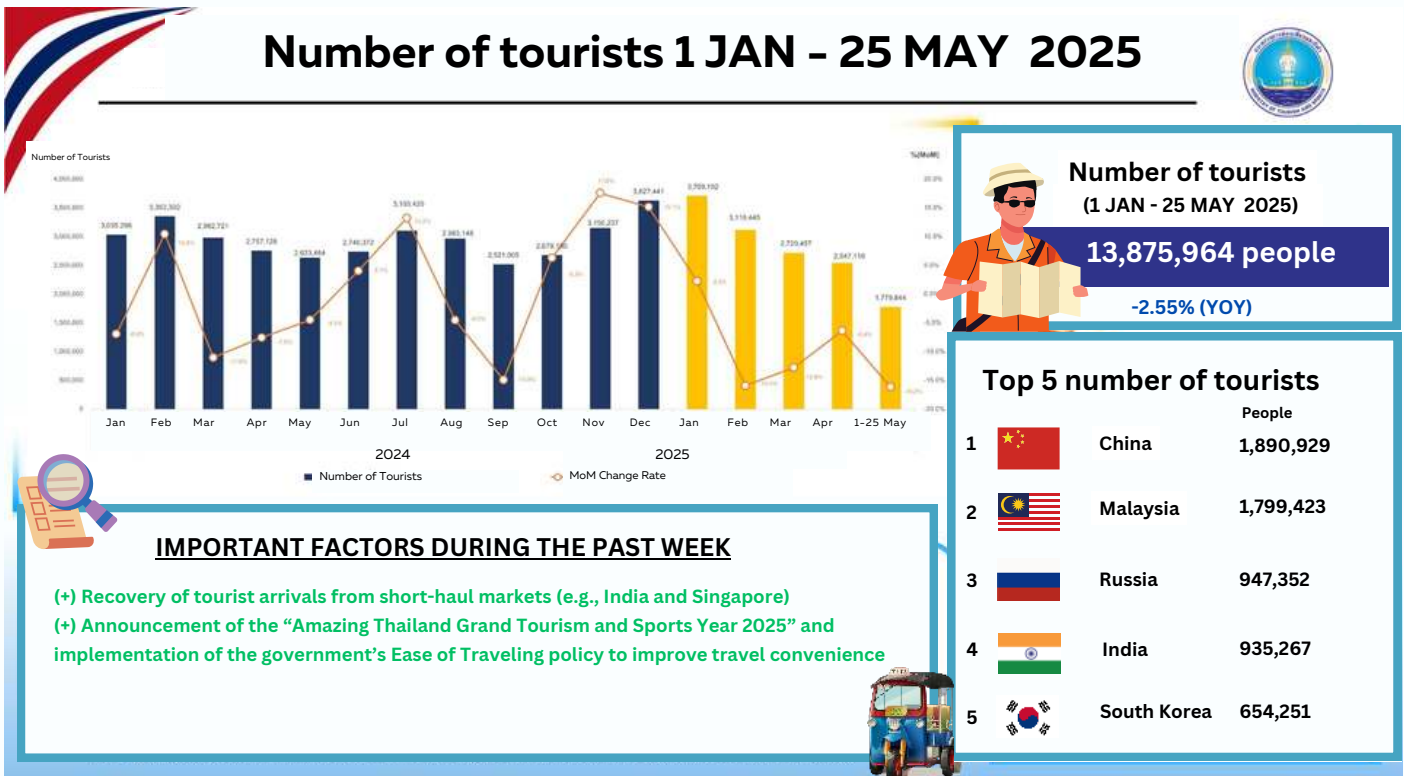
Thailand Hotel Rates Surge, Low Season Triggers Price War Concerns
Thailand's hotel rates rose 8% YoY in March to US\$157, outpacing Vietnam's US\$129, driven by strong High Season demand. Occupancy reached 72% in Thailand and 60% in Vietnam.

Phuket saw five-star rates hit 10,000 baht and luxury villas up to 30,000 baht. With the Low Season now in effect, rates have dropped—raising fears of price wars among hoteliers facing slower arrivals. Rising costs, especially labour and electricity, prompted the rate hikes. Phuket's daily minimum wage rose to 400 baht. As Chinese arrivals decline, hoteliers are shifting focus to diverse source markets and maintaining rate integrity to avoid long-term damage.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 25 MAY 2025



Source : Economics Tourism and Sports Division Information as of May 27, 2025

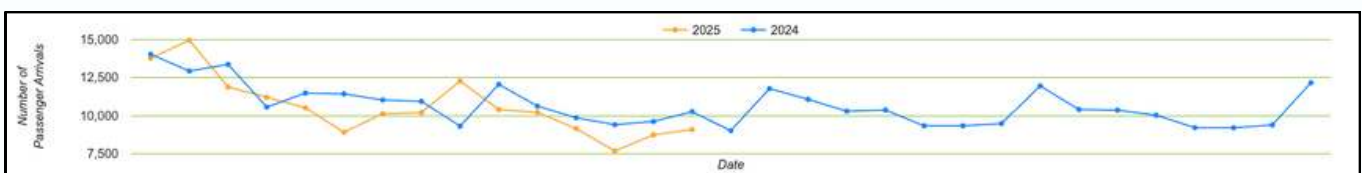
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND’S KEY AIRPORTS

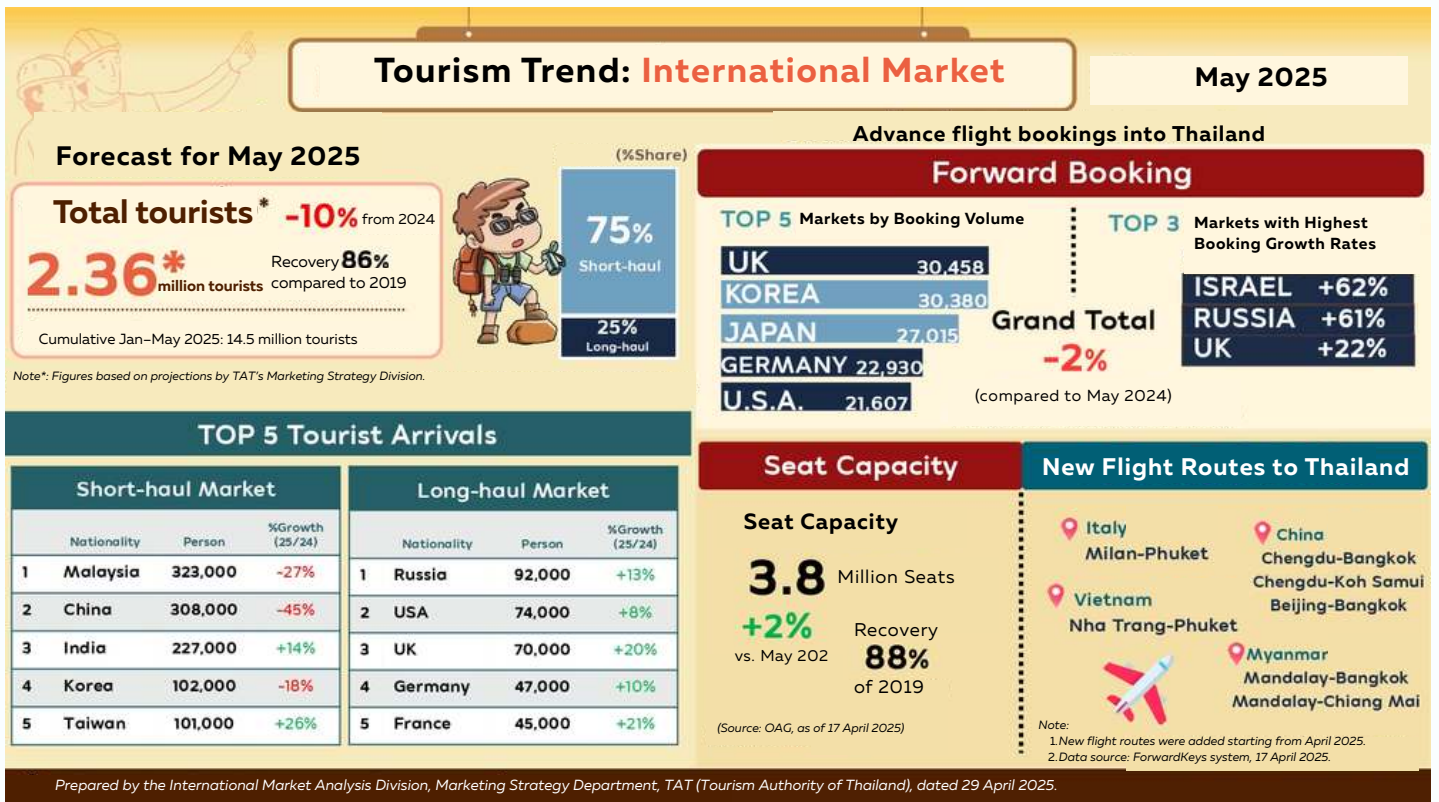
(The data as of 1-26 MAY 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	1,014,216	1,136,521	↓ -10.76 %
Don Mueang Airport	260,498	362,086	↓ -28.06 %
Phuket International Airport	258,985	280,351	↓ -7.62 %
Chiangmai International Airport	54,784	58,159	↓ -5.80 %
Hat Yai International Airport	8,208	8,292	↓ -1.01 %

Phuket International Airport - in MAY



Source: [Tourism Authority of Thailand](#)



Prepared by the International Market Analysis Division, Marketing Strategy Department, TAT (Tourism Authority of Thailand), dated 29 April 2025.

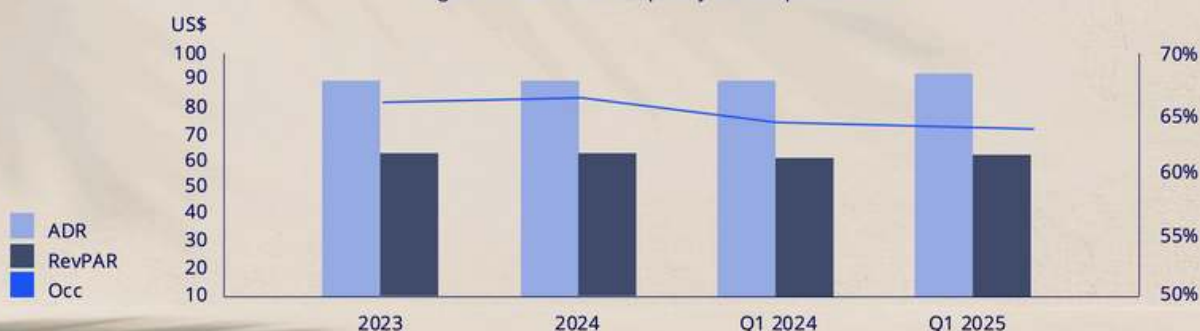


ASIA PACIFIC HOSPITALITY INSIGHTS 2025

RevPAR resilience: Rate-led growth reflecting market confidence

According to CoStar, **RevPAR across Asia Pacific reached US\$57.61 in Q1 2025 — up 2.1% year-on-year**, marking a notable shift from the modest 0.4% growth between 2023 and 2024, which was driven more by occupancy than rate increases (Figure 1). The RevPAR growth across the region in the first quarter of this year was largely ADR led, especially in Japan. This reflects a more confident market focusing on higher-value segments and leveraging brand strength to sustain elevated rates. It also signals strong fundamentals in key Asia Pacific markets such as Singapore, Hong Kong, Australia and South Korea, where pricing power, strong focus on product differentiation and operational efficiency are driving performance.

Figure 1: Asia Pacific hospitality market performance



Source: CoStar (a global provider of real estate data, analytics and news)

[Click HERE to read full report](#)

Source: Colliers

USEFUL ARTICLES

ENGLISH

[2025 CBRE Asia Pacific Hotel Investor Intentions Survey](#)

[Asia-Pacific Travel Industry Soars in 2025 as Hotel Bookings Surge and Luxury Spending Leads Global Trends](#)

[8 ways to travel more sustainably in 2025](#)

THAI

[ทีเอชเอ ยื่นคัดค้าน ร่าง พ.ร.บ.โรงแรมฉบับใหม่ ผ่อนคลายกฎ.กระทบเชื่อมั่นท่องเที่ยว](#)

[การใช้ AI ในการจัดการโรงแรม: แนวโน้มที่หลีกเลี่ยงไม่ได้แต่ต้องหลีกเลี่ยงการสิ้นเปลือง](#)

[แนวโน้มธุรกิจและอุตสาหกรรมไทยปี 2568-2570](#)

Information sources

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

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

(Chair) Anucharaporn Tongluan	Group Director Human Resources, Thavorn Hotels
(Co-Chair) Conor Brannum	Sustainability Consultant
Michael Massey	General Manager, Absolute Twin Sands Resort & Spa
Jonathan Grier	Owner, Villa Phukhao

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

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	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


(Chair) Christoph Weidemann	General Manager, Doubletree by Hilton Phuket Banthai Resort
(Co-Chair) Pannaphat Lapa	Resort Manager, V Villas Phuket
Logan Daley	General Manager, Angsana Laguna Phuket
Serge Cuypers	General Manager, Anantara Mai Khao Phuket Villas
Michel Scheffers	Area General Manager- Southern Thailand, Amari Phuket.

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



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