

PHUKET WEEKLY UPDATE

No72/23052025

PHAB 07

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 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

PHUKET HOTELS ASSOCIATION

Thursday 5 June 2025

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



THIS WEEK EVENTS



PHAB007

Saturday, 17th May 2025 at Courtyard by Marriott Phuket Town

PHAB007 was a fantastic success – and it's all thanks to you!
 We're deeply grateful for your enthusiasm, generosity, and passion for supporting our scholarship program. That night was truly a celebration: Delicious food from 20 of our member hotels, incredible drinks, amazing live music (yes, the dance floor was packed!), and most importantly – a vibrant sense of community.

Thank you for making it unforgettable!

All photos [HERE](#)

THIS WEEK EVENTS



BEING THAILAND 2025

Monday, 19th May 2025
at SAii Laguna Phuket

What an incredible day we had at the Being event! The energy was vibrant, the atmosphere filled with presence and purpose, and the connections made were truly meaningful. It was more than just a gathering—it was a shared space for growth, inspiration, and authentic community.

Thank you to the event organisers, C9 Hotelworks, QUO, and Mrs B Group, for creating this unique B2B platform that brings together wellness businesses, services, products, and entrepreneurs to build lasting bonds and elevate the industry as a whole.

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

ORGANISER: PHUKET HOTELS ASSOCIATION
CONTENT BY: PHUKET HOTELS ASSOCIATION
SUPPORTERS: PHUKET HOTELS ASSOCIATION, PHUKET HOTELS ASSOCIATION, PHUKET HOTELS ASSOCIATION
MEDIA - SUPPORTERS: THE 101, Thaiher
SPONSORS: PAN-PACIFIC HOTELS GROUP, LUXURY ESCAPES.COM, tuu, ANSANA, QUO, EA

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:



UPCOMING EVENTS

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](#)

<p>Amman Madadam Middle East May 7, 2025 1:30 PM</p>	<p>Lertchai Wangtrakundee China May 16, 2025 10:00 AM</p>	<p>Nanthasiri Ronnasiri Italy / Israel May 18, 2025 3:00 PM</p>	<p>Thanawan Kasi Eastern Europe / Prague May 19, 2025 3:00 PM</p>
<p>Siriges-a-nong Tirirattanasongpol India May 23, 2025 3:30 PM</p>	<p>Pitchaya Saisangchan Australia May 26, 2025 10:30 AM</p>	<p>Kanjana Singudom Russia May 27, 2025 3:00 PM</p>	<p>Pornpan Intaratat United States June 10, 2025 8:30 AM</p>

Overseas Market Briefing to Phuket Tourism

จัดโดย
 การท่องเที่ยวแห่งประเทศไทย สำนักงานภูเก็ต
 โทรศัพท์ 076-212213
 LINE ID: @TATPHUKET
 FB: TAT PHUKET : TOURISM AUTHORITY OF THAILAND, PHUKET OFFICE

OVERSEAS MARKET BRIEFING FOR PHUKET TOURISM!

Stay updated on global tourism market trends with TAT Directors from international offices 🌍

- 📌 What to Expect:
 - Market Insights
 - Access Channels to Tourists
 - On-the-Ground Updates

🔗 Join via Zoom – Free of Charge!

🔗 Registration links for each session can be found on the TAT Phuket Facebook page [HERE](#)

Free Zoom Sessions Throughout May - June 2025!

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 RISES AS GLOBAL WELLNESS LEADER – “THAILAND 2025 BEING”

Thailand is positioning itself as a global leader in the wellness economy, highlighted by the Being Thailand 2025 event held in Phuket. With a wellness market now valued at THB1.4 trillion (\$38.9 billion), the country is expanding beyond spas into longevity resorts, integrative medicine, and wellness-oriented real estate. Wellness tourism alone grew from THB194 billion in 2022 to THB419 billion in 2023, with foreign travelers now making up 40% of the market. The event brought together industry leaders to discuss trends, innovations, and strategies, reinforcing Thailand's growing influence in wellness tourism, lifestyle, and healthcare – with Phuket at the forefront of this transformation.

[For more information](#)

THAILAND STRUGGLES TO MEET GLOBAL STANDARDS IN SUSTAINABLE TOURISM



Thailand is struggling to meet global sustainability standards, with less than 1% of hotels certified as eco-friendly. Government efforts aim to boost tourism revenue while addressing pollution, improving infrastructure, and promoting low-impact development, but progress is limited. Stricter international regulations and AI-driven booking tools are starting to sideline non-sustainable hotels, pressuring operators to adapt. Thai travelers show growing environmental awareness—over 60% are willing to pay more for eco-friendly options—yet cost and convenience still drive many choices. Bridging the gap between awareness and action remains a key challenge for the future of sustainable tourism in Thailand.

[For more information](#)

ONE CHAMPIONSHIP TOUTS \$470M TOURISM BOOST FOR THAILAND

ONE Championship is emerging as a major force in Thailand's tourism economy, generating an estimated US\$470 million annually through combat sports events, according to a new Nielsen report. Key shows like ONE Fight Night and Friday Fights contribute around \$7 million per event, while flagship events such as ONE 170 at Impact Arena bring in \$21 million each. The report reveals that 82% of international fans travel specifically for ONE events, with 65% exploring other Thai destinations. The biggest economic impacts are in retail, leisure, accommodation, and food sectors. As Thailand faces growing regional competition, ONE's frequent events, broadcast reach, and local Muay Thai stars are seen as a model for sustainable sports tourism growth.



[For more information](#)

THAILAND'S TOURISM AUTHORITY HAPPY WITH GROWING EUROPEAN VISITORS

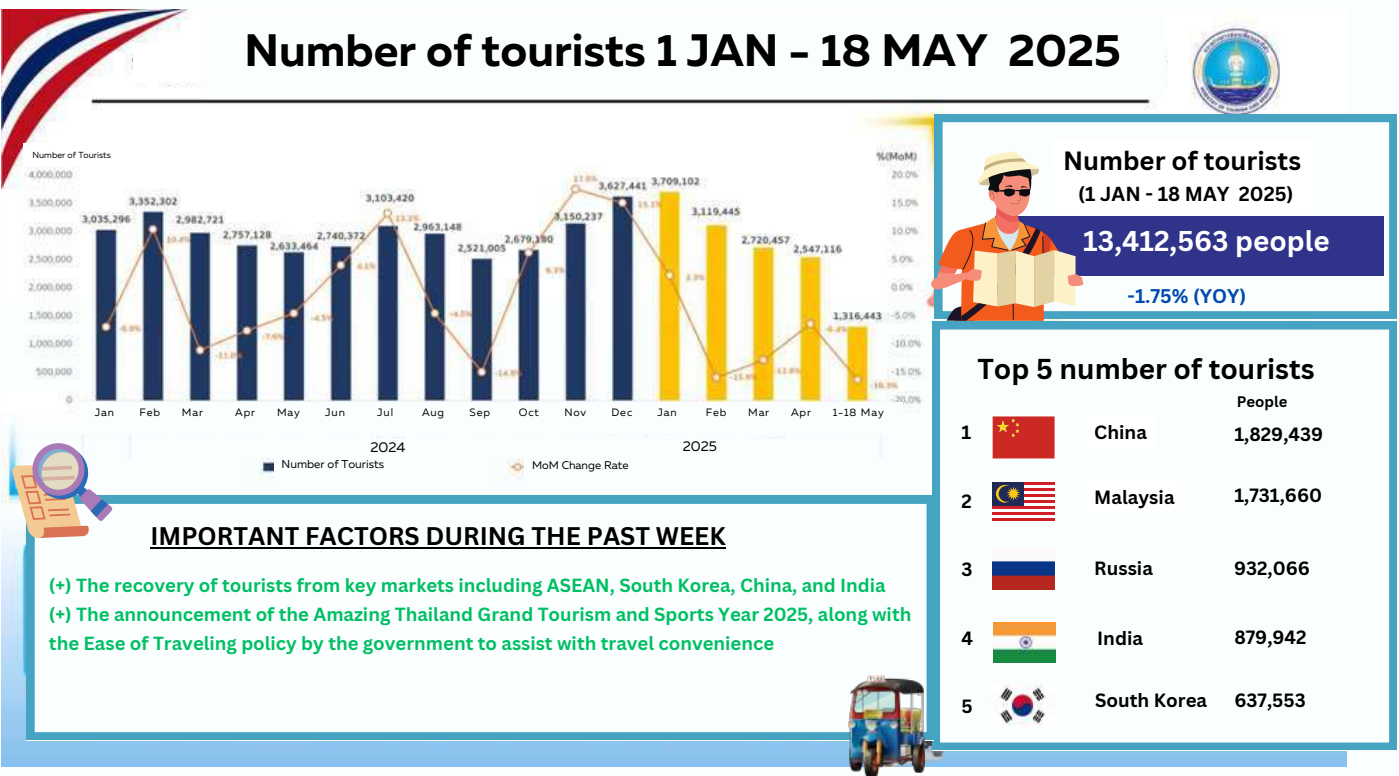


Thailand is seeing strong momentum in tourism, largely driven by a surge in European arrivals, according to the Tourism Authority of Thailand (TAT). From January to April 2024, the country welcomed 3.5 million European tourists, marking an 18.91% year-on-year increase, with standout growth from the UK, France, Germany, and Russia. Visitor numbers from Israel, Uzbekistan, Poland, and Romania also rose sharply. This upswing is supported by new and resumed direct flights from major European hubs such as London, Paris, Rome, and Stockholm. Forward bookings for July–September are up 21%, with a 17% rise projected for the high season. TAT expects continued growth to strengthen Thailand's tourism rebound in 2024.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 18 MAY 2025



Source : Economics Tourism and Sports Division Information as of May 20, 2025

[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-12 MAY 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	598,053	670,298	↓ -10.78 %
Don Mueang Airport	153,917	209,818	↓ -26.64 %
Phuket International Airport	159,148	166,952	↓ -4.67 %
Chiangmai International Airport	34,052	34,479	↓ -1.24 %
Hat Yai International Airport	4,634	4,524	↑ 2.43 %

Phuket International Airport - in MAY



Source: [Tourism Authority of Thailand](#)

THAILAND

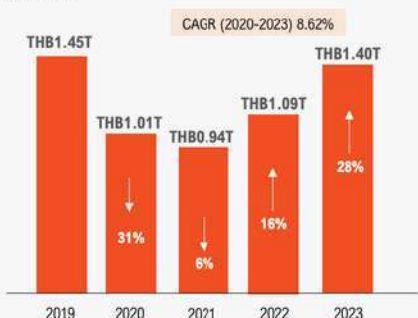
WELLNESS ECONOMY REPORT

MAY 2025



THAILAND WELLNESS ECONOMY

THAILAND WELLNESS ECONOMY MARKET SIZE, 2019-2023



Source: The Global Wellness Institute (GWI)

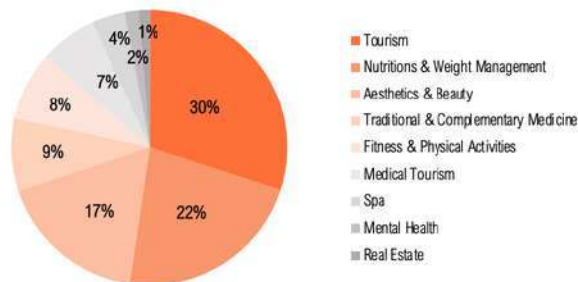
Thailand ranks among the top 10 wellness economies in the Asia-Pacific region, with a market value of THB 1.4 trillion as of 2023.*

*Based on the latest available data as of May 2025

C9 INSIDER OPINIONS

- 1 Thailand's wellness economy is gaining strong momentum, driven by a sharp rise in the wellness tourism sector. Total wellness trip expenditures more than doubled year-on-year—from THB194 billion in 2022 to THB419 billion in 2023—marking a significant jump in market value. This growth was largely fueled by international travelers, whose share of wellness trips increased from 23% to 40% within the same period.
- 2 Wellness is no longer confined to a single aspect of life—Wellness now extends into daily habits, eating choices, fashion, and personal identity. Within the physical health segment, fitness apparel and footwear lead with a 52% market share, reflecting a lifestyle-oriented approach to health among consumers. In parallel, demand for healthier consumption is evident, with healthy-labeled foods and beverages valued at THB 198 billion.
- 3 Wellness is increasingly becoming a standard feature in hospitality, particularly in beach and resort destinations. No longer limited to dedicated wellness retreats, many hotels are now integrating wellness elements—such as yoga, nutrition, and recovery activities—into their core offerings. As consumer expectations evolve, wellness is poised to become as fundamental as having a fitness center.

THAILAND WELLNESS ECONOMY BY SEGMENTS, 2023



Source: C9 Hotelworks Market Research, The Global Wellness Institute (GWI)

THAILAND WELLNESS ECONOMY

MAY 2025



TOP FIVE WELLNESS SEGMENTS

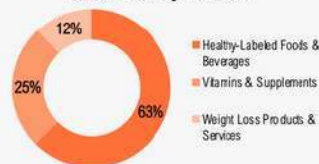
1. TOURISM



*Trip expenditure include spending on lodging, food and beverage, activities, excursions, shopping, and transportation associated with wellness-related travel.

2. NUTRITIONS & WEIGHT MANAGEMENT

Market Share by Subsector



High market value in healthy-labeled food indicates the integration of health considerations into everyday consumption habits.

3. AESTHETICS & BEAUTY



The market value of aesthetics & beauty has exceeded pre-COVID levels by 3.8%.

4. TRADITIONAL & CONTEMPORARY MEDICINE



Traditional & Contemporary Medicine holds a larger market share than Medical Tourism segment.

5. FITNESS & PHYSICAL ACTIVITIES



The dominance of apparel and footwear underscores how wellness is increasingly embedded in daily lifestyle and fashion.

Source: C9 Hotelworks Market Research, The Global Wellness Institute (GWI)

THAILAND WELLNESS ECONOMY

MAY 2025



[Click HERE to read full report](#)

Source: C9 Hotelworks

TOP WOMEN'S TRAVEL TRENDS IN ASIA



In 2025, 60% of Asian women seek to explore new destinations (vs. 53% of men), 40% prefer traveling with family (vs. 28% of men), Indian women lead with 80% interest in discovery, 48% of women favor 5–10 day trips (vs. 40% of men), and Hong Kong (25%) and Thai (22%) women top solo female travel.

[Click HERE to read full report](#)

Source: Agoda

USEFUL ARTICLES

ENGLISH

[Thailand Leads the Way: 10 Key Travel Trends Shaping the Future of Tourism in Southeast Asia](#)

[Key Hospitality Technology Trends to Watch in 2025](#)

[Spiritual Travel Thailand](#)

THAI

[‘จีน’ ชะลอท่องเที่ยวไทย จุด ‘กลุ่มท่องเที่ยว’ ชบเซา](#)

[4 เดือนครึ่งปีนี้ รายได้ท่องเที่ยวไฮเอนด์พุ่ง ต่างชาติกลุ่มเดินทางมาไกลเพิ่มกว่า 17% สร้างเม็ดเงิน 3.19 แสนล้าน เพิ่ม 20.43%](#)

[BOI เคาะมาตรการชุดใหญ่ เจียด 1 แสนล้าน ยกเครื่อง SMEs ดันท่องเที่ยวเมืองรอง](#)

Information sources

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

https://www.facebook.com/ETSMOTS?locale=th_TH

IHA

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 Cuyppers	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



CONTACT US

 076 619 518

 info@phukethotelsassociation.com