

PHUKET WEEKLY UPDATE

No70/09052025



PHAB 007

**COURTYARD
BY MARRIOTT
PHUKET TOWN**

PHAB 007

MAY
17
2025

Theme: James Bond 007

From Phuket with Love

Your Mission:
Indulge in a Night of Luxury
for a Great Cause

Since 2017, the Phuket Hotels Association has proudly sponsored 93 full-time students in Hospitality and Tourism. These scholarships cover 3 to 4 years of study, empowering young talents to shape the future of Phuket's hospitality industry.

With your support, we can extend this life-changing opportunity to even more students in 2025 and beyond.

Dating Blonde

Dine, Drink & Make a Difference

A Five-Star Culinary Affair

- Exclusive menu by Phuket's top hotel chefs
- Signature cocktails by expert mixologists
- All-inclusive with your ticket

Ticket Options:

| | |
|---------|-------------|
| Premium | 4,900.- THB |
| VIP | 5,900.- THB |

Prices are NET and inclusive of all food and drinks supplied by member hotels.

REGISTER HERE

+66 (0)76 619518 / info@phukethotelsassociation.com
phab.phukethotelsassociation.com

**PHUKET
HOTELS
ASSOCIATION**

**COURTYARD
BY MARRIOTT**
PHUKET TOWN

CREATIVE CONCEPT

PHAB 007

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**

Online Auction is open!!

BID NOW

TICKETS ON SALE NOW !!

PHAB 007 is coming to Phuket! 🍷🌟 Get ready for a night of intrigue, elegance, and action as we bring a James Bond-inspired fundraising gala to **Courtyard by Marriott, Phuket Town**, on **May 17th** from **6.30 pm to midnight**.

This is your chance to dress to impress, mingle, and make a real impact—all while supporting local Phuket students on their journey to a career in hospitality. Join us for an unforgettable evening filled with entertainment, great company, and a mission to make a difference.

Don't miss out—be part of this PHAB event! Seats and tables are filling **FAST!!** Have you got yours?

Secure your table

NOW

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](#)

Why a woman's wellness exam is important

Periodic pelvic exams are important because they can detect reproductive diseases or complications early on. In the event a problem is detected, these early detections can lead to earlier treatments and a more successful outcome

Dr. Wandee Areerak
OB/GYN - Gynecologic Oncology

| | |
|--|-----------------------|
| Agenda | Date |
| 13:00 - 13:30 Registration | Friday 23 May 2025 |
| 13:30 - 14:15 Doctor's presentation | Time |
| 14:15 - 14:45 Q&A session | 13:30 - 15:30 |
| 14:45 - 15:30 Free consultations | Location |
| (**Limited slots—need to provide medical record and booking in advance.) | Courtyard Phuket Town |

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WORLD'S BEST HOSPITALS 2025 | **FREE REGISTRATION**
Please SCAN QR code to REGISTER

THIS WEEKS' EVENT



Thailand Biennale Phuket 2025 Announcement

Phuket Hotels Association joined the announcement from the Thailand Biennale Phuket 2025 committee regarding the themes and artists who will be involved in projects around the island later this year. This is such an exciting creative chapter in Phuket and we eagerly await the announcement of artists and locations around the island.

ANNOUNCEMENT

PLASTIC FREE STAYS

A sustainable initiative by Phuket Hotels Association in partnership with RMIT University Australia. **Register interest now:**



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](#)

Who we are?

Five final year RMIT engineering students passionate about sustainability and circular economy initiatives.

Why get involved?

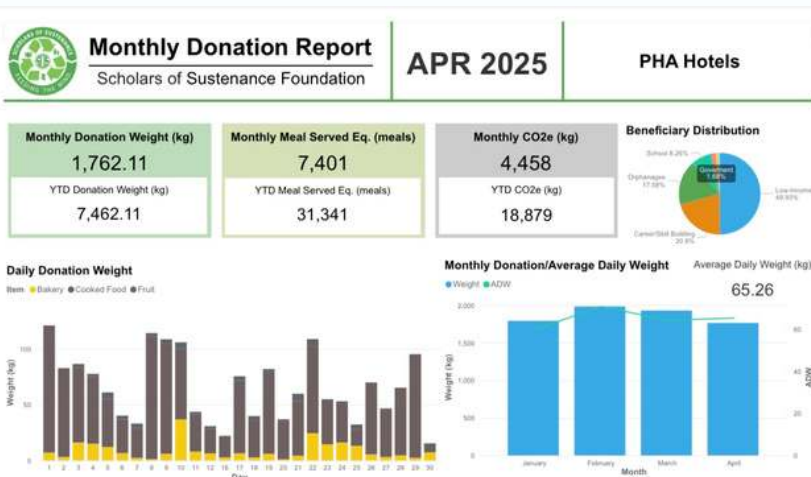
This project assists hotels to identify single use plastics within their operations, and provide solutions and recommendations in reducing single use plastics. This project supports Phuket's transition to a more sustainable tourism model.



-  **WASTE MANAGEMENT WORKSHOPS**
-  **CUSTOMISED RECOMMENDATIONS**
-  **PLASTIC WASTE AUDITS**
-  **MID - LATE 2025**



APRIL 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

THIS WEEKS' NEWS UPDATE

TOURISM MINISTER TO MEET CHINESE ENVOY
TO BOOST TOURIST CONFIDENCE

Thailand's tourism ministry plans to meet with the Chinese ambassador next week to strengthen confidence among Chinese travelers.

From January 1 to April 28, tourism revenue reached 952 billion baht, up 4.73% year-on-year, supported by long-haul markets offsetting slower Chinese arrivals.

A proposal is under consideration to invite China's Minister of Culture and Tourism to enhance Thailand's image. The topic was discussed earlier this month at Government House.

In May, the "Sawasdee Nihao" campaign will welcome over 300 Chinese influencers and media to help promote Thai tourism.

For more information

TOURISM OFFICIALS WARY OF
VIETNAM

Thailand risks losing its tourism lead to Vietnam, which saw March arrivals surge 50% over 2019, while Thailand stayed 20% below.

Vietnam targets 23 million visitors in 2025, offering lower costs, newer resorts, and strong tour operator support—pulling demand from Phuket to Nha Trang.

Thailand struggles with outdated infrastructure, long transfers, and fewer new attractions. Chinese arrivals continue to drop, and Vietnam's vibrant nightlife draws more attention.

Thai agents propose a 320-million-baht subsidy to boost Chinese tourism, aiming to generate 8.3 billion baht through a public-private scheme.

For more information

'THE WHITE LOTUS' EFFECT FUELS
KOH SAMUI RETAIL BOOM, DEFYING
NATIONAL DOWNTURN

As Thailand's retail sector grapples with economic challenges, Koh Samui stands out with a surge in tourist numbers and spending, largely credited to The White Lotus Season 3, filmed on the island in 2024.

The global hit series—boosted by the casting of Thai star Lisa—has drawn heightened international interest, driving tourist traffic and benefiting local retailers like Central Festival Samui and Sahathai Surat Thani, which reported a 20–30% rise in footfall.

With over 2.5 million annual visitors and recognition as Asia Pacific's top island, Koh Samui's high-end retail and lifestyle offerings are well-positioned to capitalise on this momentum. The contrast with muted retail performance elsewhere in Thailand underscores the island's unique economic lift.



For more information

STUDENT VISA MISUSE 'AFFECTING
THAI TOURISM INDUSTRY'

Thailand's tourism sector is facing backlash as foreigners exploit student visas to work illegally, particularly at universities in second-tier provinces. A report by CSI LA revealed applicants from China, Myanmar, India, and Malaysia enrolled in short courses but never attended class.

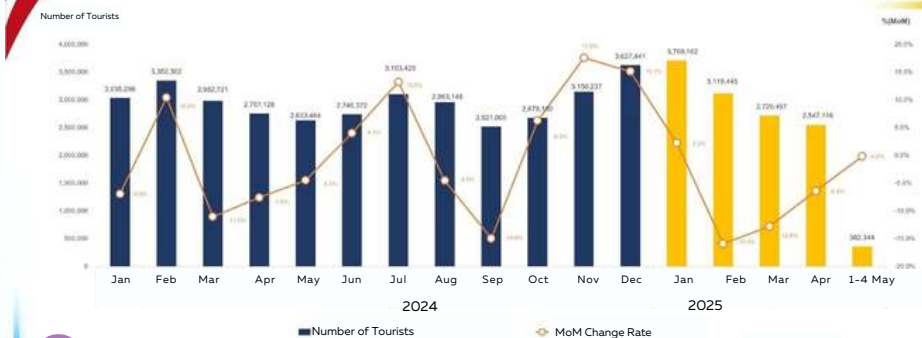
Authorities warn this misuse—often linked to illegal guiding and business activities—reflects weak enforcement and damages Thailand's image. Some universities have begun expelling offenders, but critics argue stronger immigration and education oversight is needed.

Tourism operators fear the issue may erode travel sentiment, especially among Chinese tourists, and suggest limiting visa-free stays to 15 days as a control measure.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 4 MAY 2025



Number of tourists
(1 JAN - 4 MAY 2025)

12,458,464 people

+0.44% (YOY)

Top 5 number of tourists

| | Country | People |
|---|-------------|-----------|
| 1 | China | 1,705,635 |
| 2 | Malaysia | 1,576,905 |
| 3 | Russia | 894,060 |
| 4 | India | 779,467 |
| 5 | South Korea | 602,853 |

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) A series of public holidays in several countries, including China, South Korea, and Japan, creating extended breaks (Golden Week), which boosted tourism.
- (+) The announcement of Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy aimed at improving travel convenience.



Source : Economics Tourism and Sports Division Information as of May 6, 2025

[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-5 MAY 2025 compared to same period in 2024)

| | 2025 | 2024 | Change (in %) |
|---------------------------------|---------|---------|---------------|
| Suvarnabhumi Airport | 225,597 | 241,033 | ↓ -6.40 % |
| Don Mueang Airport | 57,074 | 72,883 | ↓ -21.69 % |
| Phuket International Airport | 62,357 | 62,403 | ↓ -0.07 % |
| Chiangmai International Airport | 14,826 | 13,134 | ↑ 12.88 % |
| Hat Yai International Airport | 1,591 | 1,546 | ↑ 2.91 % |

TOURISM SNAPSHOT



Tourism Situation International Market

January - March 2025

Number of International Tourists

9,549,004

Increased by 2% people



Tourism Revenue

471,875 million THB

Increased by 7%



Tourism Situation by Region

| | | |
|-----------------------------|-------------------------------|------------------------------|
| ● ASEAN | 2.49 million people (-0.3) | 76,175 million THB (+11) |
| ● Northeast Asia | 2.62 million people (-15) | 132,015 million THB (-13) |
| ● Europe (including Israel) | 2.93 million people (+18) | 185,445 million THB (+20) |
| ● America | 0.48 million people (+15) | 27,435 million THB (+18) |
| ● South Asia | 0.63 million people (+15) | 26,270 million THB (+17) |
| ● Oceania | 0.77 million people (+15) | 13,600 million THB (+19) |
| ● Middle East | 0.11 million people (+11) | 9,035 million THB (+15) |
| ● Africa | 0.36 million people (+28) | 1,900 million THB (+6) |

#ASEAN

#Market Growth

Markets with Notable Growth: Philippines 27%, Myanmar 19%, Singapore 4%, Indonesia 4%

#Northeast Asia

#Europe (including Israel)

Travel Support Factors

Travel Support Factors

Visa exemption boosts Taiwan market with consistent arrivals



Israel market grows by 112%, outpacing regional average

#America

Travel Support Factors

#South Asia

Silent travel trend gains traction



India: Top 10 for arrivals and revenue.

#Oceania

#Middle East

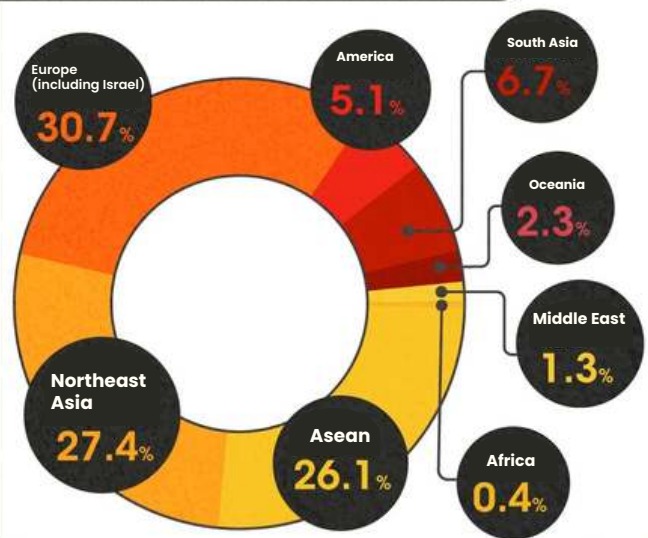
#Africa

Seat capacity up 60% in 2024

Saudi Arabia: +13% during holidays

South Africa: School holiday travel boost

Share of International Tourists

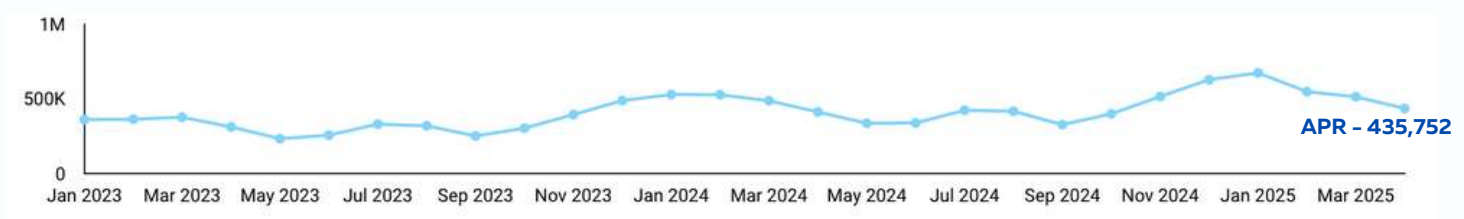


จัดทำโดย งานวิเคราะห์ตลาดต่างประเทศ กองกลยุทธ์การตลาด ททท. วันที่ 8 เมษายน 2568

Source: TAT review magazine

TOURISM MARKET UPDATE

PHUKET INTERNATIONAL AIRPORT FOREIGN PASSENGER ARRIVALS (JAN 2023 – APR 2025)



PHUKET INTERNATIONAL AIRPORT

APR 2025

Passenger Numbers by Nationality

| Continent | Nationality | Number |
|-------------|----------------|--------|
| 1. Europe | Russia | 102.3K |
| 2. Asia | India | 46.4K |
| 3. Asia | China | 38.2K |
| 4. Europe | United Kingdom | 30K |
| 5. Oceania | Australia | 29.3K |
| 6. Europe | Germany | 20.5K |
| 7. Europe | France | 14.9K |
| 8. Asia | Malaysia | 12.4K |
| 9. Asia | Israel | 11.2K |
| 10. America | United States | 10.7K |

Passenger Numbers by Country of Origin of flight

| Country | Number |
|-------------------------|--------|
| 1. Russia | 82.8K |
| 2. United Arab Emirates | 53.8K |
| 3. India | 45.7K |
| 4. China | 44.2K |
| 5. Singapore | 41.7K |
| 6. Malaysia | 36.2K |
| 7. Qatar | 27.3K |
| 8. Hong Kong | 22.9K |
| 9. Australia | 16.5K |
| 10. South Korea | 9.7K |

JAN - APR 2025

Passenger Numbers by Nationality

| Continent | Nationality | Number |
|-------------|----------------|--------|
| 1. Europe | Russia | 545K |
| 2. Asia | China | 241.6K |
| 3. Asia | India | 183K |
| 4. Europe | United Kingdom | 108.7K |
| 5. Europe | Germany | 97.8K |
| 6. Oceania | Australia | 91.3K |
| 7. Europe | France | 80.7K |
| 8. Asia | Kazakhstan | 77.9K |
| 9. Asia | Malaysia | 48.8K |
| 10. America | United States | 46.8K |

Passenger Numbers by Country of Origin of flight

| Country | Number |
|-------------------------|--------|
| 1. Russia | 416.7K |
| 2. China | 287.6K |
| 3. United Arab Emirates | 219.5K |
| 4. India | 190.3K |
| 5. Singapore | 184.3K |
| 6. Malaysia | 147.2K |
| 7. Qatar | 123.5K |
| 8. Hong Kong | 83.3K |
| 9. Kazakhstan | 78K |
| 10. Unknown | 69.3K |

Source: Travel Link, Phuket Immigration

TOP 10 LARGEST SOUTHEAST ASIAN AIRPORT BT DEPARTING SEATS - APRIL 2025



Singapore Changi Airport leads Southeast Asia with 3.5 million departing seats in April 2025, according to Seasia Stats and OAG data. Following are Kuala Lumpur (3.2M), Bangkok Suvarnabhumi (3.2M), and Jakarta (3.1M). Other key airports include Manila (2.7M), Ho Chi Minh City (2.2M), Bangkok Don Mueang (1.8M), Hanoi (1.6M), Denpasar-Bali (1.3M), and Makassar (981K). The data highlights Changi's continued dominance as a regional hub.

Source: OAG and Seasia Stats

USEFUL ARTICLES

ENGLISH

[Travel & Hospitality Technology Sector Update](#)

[4 Steps to Elevate Luxury Retail with Hospitality](#)

[Global Wellness Institute Releases New Data on Thailand's Fast-Growing \\$40.5 Billion Wellness Market](#)

THAI

[กรม.เห็นชอบแคมเปญระดับโลก Amazing Thailand Grand Tourism & Sports Year 2025 หวังดึงนักท่องเที่ยว 39 ล้านคน ทำเงิน 3.4 ล้านล้าน](#)

[เตรียมเชิญ อินฟลูฯ ผู้สื่อข่าวจีน 300 ชีวิต มาพรีเซ็นท์ท่องเที่ยวไทย](#)

[ผู้ว่าททท.ปลุกเที่ยวQ2-3 ปี'68ดันเสน่ห์ไทยไทยต่างชาติ-สุขกันที่ปริมทิวในประเทศ](#)

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, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



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