

PHUKET WEEKLY UPDATE

No69/02052025



PHAB 007

COURTYARD
BY MARRIOTT
PHUKET TOWN

PHAB 07

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 Blondes



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



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phab.phukethotelsassociation.com

PHUKET
HOTELS
ASSOCIATION

COURTYARD
BY MARRIOTT
Phuket Town

CREATIVE CONCEPT

OUR PHAB 007 EVENT IS SELLING FAST- DON'T MISS THIS GREAT EVENING - BUY YOUR TICKETS 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

THAILAND 2025
BEING
ELEVATING CONNECTIONS,
INSPIRING WELLNESS

MONDAY, 19 MAY 2025
SAII LAGUNA PHUKET

Industry Exhibitors
Interactive Workshops
Panel Discussions
Networking Receptions

SCAN TO REGISTER

DISCOVER THE FUTURE OF WELLNESS IN THAILAND WITH TOP THOUGHT LEADERS

ORGANISED BY SAII LAGUNA PHUKET

THAILAND 2025
BEING
ELEVATING CONNECTIONS,
INSPIRING WELLNESS

Bjorn Courage
President, Phuket Hotels Association
General Manager, InterContinental Phuket Resort

SUPPORTER

SCAN TO REGISTER

MONDAY, 19 MAY 2025
SAII LAGUNA PHUKET

ORGANISED BY SAII LAGUNA PHUKET

THAILAND 2025
BEING
ELEVATING CONNECTIONS,
INSPIRING WELLNESS

Jayne MacDougall
Executive Director
Phuket Hotels Association

SUPPORTER

SCAN TO REGISTER

MONDAY, 19 MAY 2025
SAII LAGUNA PHUKET

ORGANISED BY SAII LAGUNA PHUKET

BEING 2025: Transforming Wellness Business in Thailand

BEING 2025 Thailand is a groundbreaking B2B wellness event designed to foster connections and innovation in the industry. Taking place in Phuket on May 19, 2025, this one-day event features idea-led workshops, expert-led mainstage sessions, exhibitors, and networking opportunities. It focuses on specialized wellness solutions for hotels, hospitality, fitness, and restaurant businesses.

[Register HERE](#)

PHIST 2025

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
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.

Organizer: PHIST 2025

Enter here:

Organizer: PHUKET HOTELS ASSOCIATION

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](#)

My Wellness, My Immunity
at BDMS Wellness Clinic Laguna Phuket
Talking to my health partner at Laguna Phuket

Dr. Atiya Rungjang, M.D.
Director of BDMS Wellness Clinic Phuket

Once a year and exclusive for Laguna Residents

- Mini Health Seminar for your longevity
- Try complimentary body composition and Visia facial analysis consultation
- Every guest receives THB 1,000.- voucher
- Listen to real experiences from Khun Kanyakorn Sukprasert, Senior Manager – Estate & CJP Management, and Khun Adithat Liowiranon, Hospitality Manager, from Laguna Lifestyle Services
- Win 10 prizes of lucky draws for Body Composition DEXA Scan and Oxygen Booster Program at BDMS Wellness Clinic
- Take an exclusive tour at BDMS Wellness Clinic Laguna Phuket premises
- Enjoy nutritious food and drinks from Angsana Laguna Phuket
- Visit the Wincell Research Interactive Booth (Medical Technology)

Thursday 8 May 2025 | 13.00 - 16.00 hrs.
Health Seminar starts at 14.00 hrs.
BDMS Wellness Clinic Laguna Phuket

Free of Charge, RSVP by 30 April 2025
only at Chatharat.jo@bgh.co.th

Limited seat available – Register NOW

Khun Kanyakorn Sukprasert
Senior Manager – Estate & CJP Management
Laguna Lifestyle Services

Khun Adithat Liowiranon
Hospitality Manager
Laguna Lifestyle Services

For more information
Tel. : +66 7625 4425 (ext. 7771-2)

Scan for Add LINE

Scan for Location

THIS WEEKS' EVENTS



Women in Sustainable Tourism Leadership Roundtable

The **Phuket Hotels Association** was honoured to take part in the "Women in Sustainable Tourism Leadership Roundtable" hosted by the British Embassy Thailand, with Mr Mark Gooding, the British Ambassador to Thailand. It was a meaningful opportunity to join in open dialogue about Phuket's current challenges and progress and to connect with local leaders who are working on the ground in a variety of sectors to drive lasting change in sustainable tourism and sustainable communities in Phuket.

THIS WEEKS' NEWS UPDATE



PHUKET AIRPORT MAINTAINS ROBUST TRAFFIC

Phuket airport is on track to reach 18 million passengers in 2025, despite a sharp drop in Chinese arrivals. Daily Chinese inbound traffic fell to around 1,370 in April, down from over 3,000 in the high season, partly due to safety concerns and flight cancellations. However, steady flows from Russia, Turkey, India, and other regional markets have helped sustain overall traffic and fill capacity during the low season. International passenger numbers in Q1 surpassed 2019 levels. To meet rising demand, a new terminal is planned, while the proposed Andaman airport is under feasibility review. AOT also plans real estate development around its airports, targeting 28.8 billion baht in investment and diversifying revenue streams.

[For more information](#)

THAILAND REVAMPS CHINESE TOURISM STRATEGY AMID TOUGH COMPETITION



Chinese tourist arrivals to Thailand dropped 17% in early 2025, with daily visitors falling to as low as 7,000—far below past highs of 100,000. Security concerns and growing competition from Japan, Vietnam, and China’s booming domestic tourism are key factors. While overall international arrivals rose 2% in Q1, revenue still lags behind targets. Tourism authorities are now pivoting from volume to value, targeting higher-spending visitors, improving service quality, and strengthening long-haul market promotion. Industry leaders are also urging tax rebate reforms to stay competitive, especially as China and Japan ramp up incentives to attract global tourists.

[For more information](#)

THAILAND TARGETS MIDDLE EAST GROWTH AT ARABIAN TRAVEL MARKET 2025

Thailand celebrates 25 years at the Arabian Travel Market (ATM) with a strong push into the Middle East, spotlighting luxury, wellness, and cultural tourism under the “Amazing Thailand Grand Tourism and Sports Year 2025.” At booth AS7510, the Thai Pavilion features 55 tourism operators and showcases signature experiences, from spa retreats to cultural festivals. TAT strengthened ties through new agreements with Emirates, Etihad, and dnata Travel, aiming to boost arrivals from high-spending Middle Eastern travelers. With new digital arrival cards launching in May, Thailand targets 1.1 million visitors from the region by year-end, generating 98 billion baht in tourism revenue and reaffirming its strategic focus on high-value markets.



[For more information](#)

MINISTRY PLEDGES TO ADDRESS FOREIGN TOURISTS' COMPLAINTS

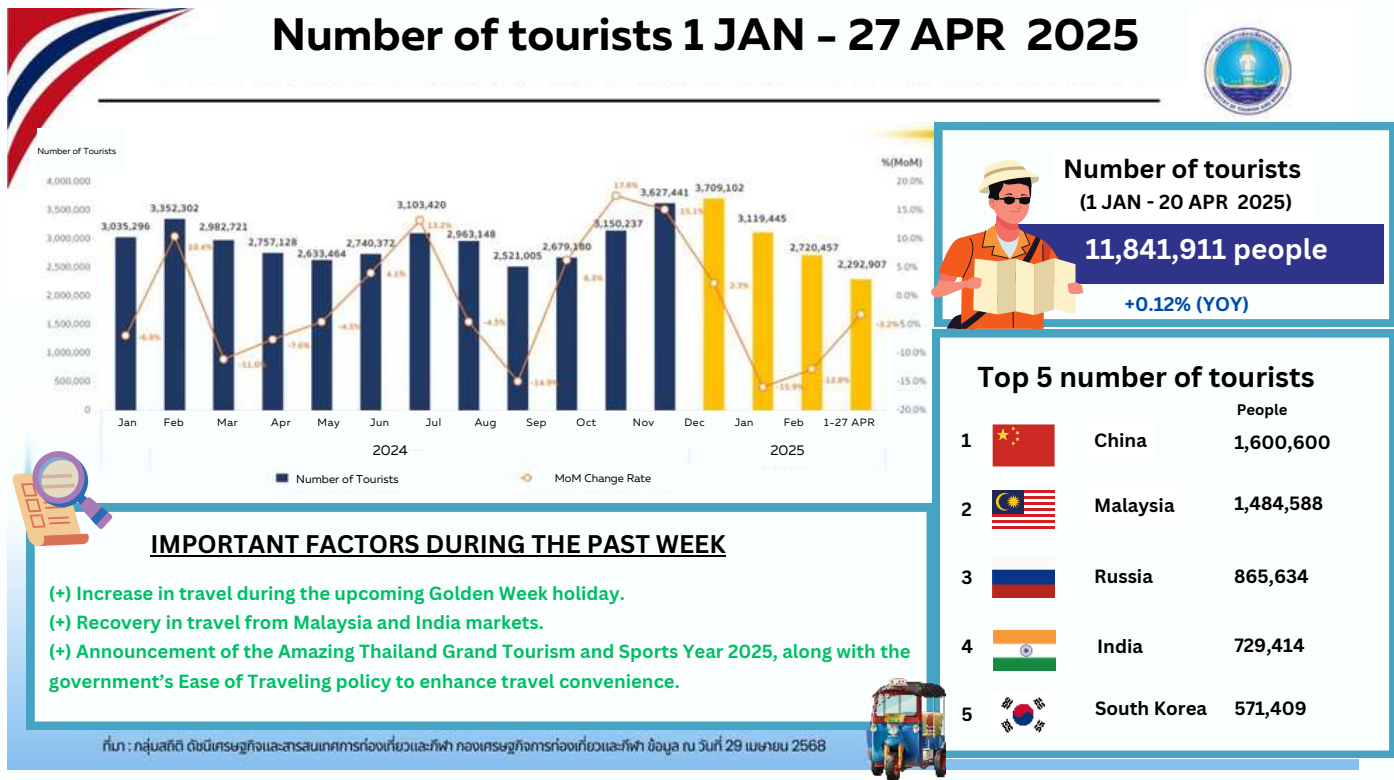


Thailand’s Ministry of Tourism and Sports has pledged to address rising concerns from foreign tourists, including dual pricing, safety, scams, and overcharging, following widespread criticism on social media. The ministry will eliminate dual pricing practices and improve coordination with police, ensuring direct reporting of tourist-related incidents to the minister. Tourist support centers have been set up nationwide, and assistance is available via the Tourist Police app. The government will also push for more flight slots to ease airfare issues and expects the new Thailand Digital Arrival Card, launching May 1, to enhance visitor tracking, security, and prevent misconduct across tourist areas.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 27 APR 2025



Source : Economics Tourism and Sports Division Information as of Apr 29, 2025

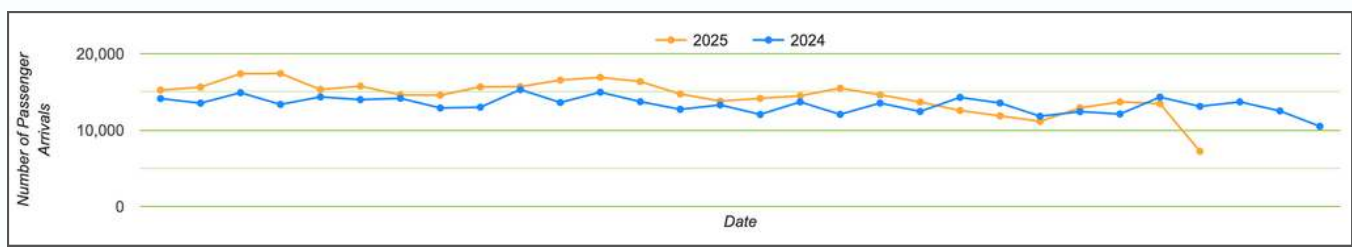
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-27 APR 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	1,208,490	1,277,610	↓ -5.41 %
Don Mueang Airport	1,277,610	379,877	↓ -21.15 %
Phuket International Airport	390,589	363,004	↑ 7.60 %
Chiangmai International Airport	66,053	65,651	↑ 0.61 %
Hat Yai International Airport	7,592	7,981	↓ -4.87%

Phuket International Airport - in April



Source: Tourism Authority of Thailand



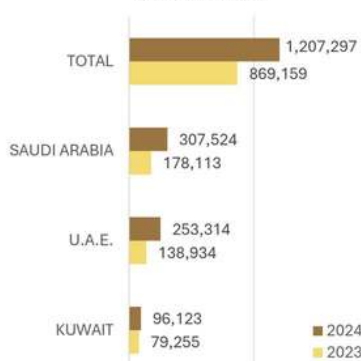
Middle East Tourism Recovery Outlook



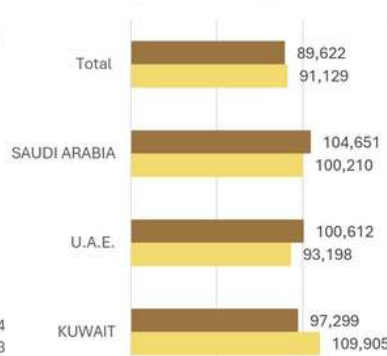
Middle East Tourism Recovery Outlook

Market Dynamics: Tracking Volume & Value Shifts 2023-2024

Tourist Arrivals 2023 vs 2024
(Person-times)



Tourist Spending 2023 vs 2024
(Baht/Person/Trip)



- The Middle East tourism market has shown strong recovery, with the number of tourists increasing by 38.90%.
- Major markets like Saudi Arabia and the UAE are leading both in volume and spending quality, showing higher average expenditures.
- However, some markets experienced a decline in spending, slightly reducing the overall average expenditure across the region.

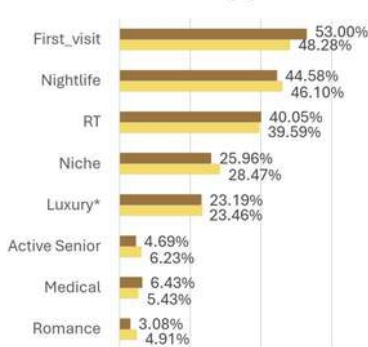
◀ 078/94 ▶



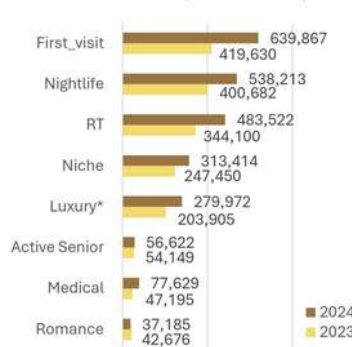
Middle East Tourism Segment Analysis

Segment Dynamics: Tracking Behavior & Volume Shifts 2023-2024

Tourist penetration Rates
2023 vs 2024 (%)



Segment Volume
2023 vs 2024 (Person-times)



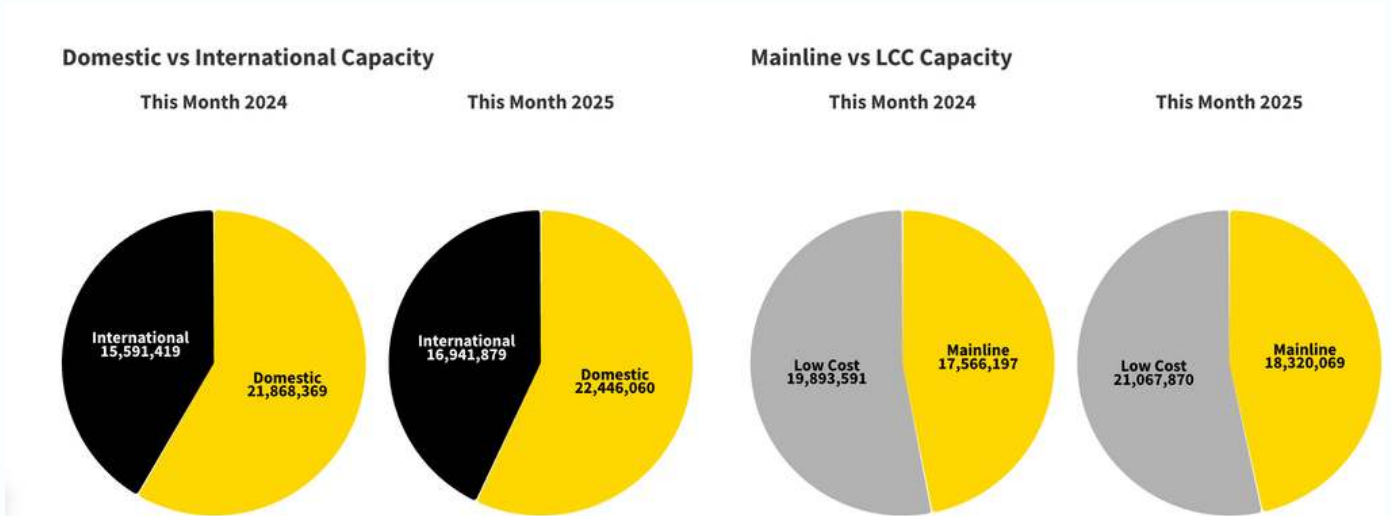
- First-visit and Nightlife are the largest segments in this study.
- The First-visit segment saw the strongest growth, rising from 48.28% to 53.00%.
- The number of tourists across all segments of interest to TAT has increased.
- The Luxury segment, though its share is slightly lower than previous years, remains significant in value due to high individual spending.
- Niche segments such as Medical & Wellness are gaining interest, showing both percentage and volume growth.

◀ 080/94 ▶



Source: TAT intelligence center

AIRLINE CAPACITY IN SOUTH EAST ASIA | APRIL 2025



- Overall capacity in SE Asia market grew by 5.1% compared to April 2024 to 39.4 million seats.
- International capacity continues to grow at a faster rate than domestic capacity, with increases of 8.7% and 2.6% respectively.
- Domestic capacity represents 57% share of the market, and international capacity represent the remaining 43% market share.

Source: OAG

USEFUL ARTICLES

ENGLISH

[Middle East Aviation Market Thrives as World’s Second-Fastest Growing Region](#)

[Hospitality in Saudi Arabia: Built by People, Shaped by Vision](#)

[Wellness Tourism: A Growing Trend in Hospitality](#)

THAI

[Travel Trend 2025 จะเกิดอะไรขึ้นบ้างในโลกการท่องเที่ยวปี 2025](#)

[Trip จัดอันดับท่องเที่ยวปี 2025 ด้วย AI วิเคราะห์ รีวิว-การจองจริง](#)

[แนวโน้มของอุตสาหกรรมโรงแรมในปี 2025 \(Hotel Trends\)](#)

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 Jivavisitnont	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, Mangosteem 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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