

# PHUKET WEEKLY UPDATE

No68/25042025



PHAB 007

COURTYARD  
BY MARRIOTT  
PHUKET TOWN

MAY  
**17**  
2025

PHAB 007

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

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

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  
SAI 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 WITH

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  
SAI LAGUNA PHUKET

ORGANISED BY WITH

THAILAND 2025  
**BEING**  
ELEVATING CONNECTIONS,  
INSPIRING WELLNESS

Jayne MacDougall  
Executive Director  
Phuket Hotels Association

SUPPORTER

SCAN TO REGISTER

MONDAY, 19 MAY 2025  
SAI LAGUNA PHUKET

ORGANISED BY WITH

### 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**  
**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!

ORGANIZER: CONTENT BY: SUPPORTERS: MEDIA - SUPPORTERS: SPONSORS:

**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.

**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 25<sup>th</sup> August 2025

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](#).

## THIS WEEK EVENTS



### PHAB 007 Inspection teamwork

Get ready for an unforgettable event, and meet some of the incredible team working behind the scenes to make the magic happen. Here are some of the team getting PHAB ready for 2025- Creative Concept AV, Phuket Hotels Association Education Committee - Julian Lowry and Bart Callens, Advisor Sumi Soorian and Team (Jayne, Sulaiya and Khun Kwang) withour event host Pamela Ong GM from Courtyard By Marriott Phuket Town.

Proceeds from PHAB 007 Gala Dinner support local students complete their education and their dream -but we need your help to do this! Book your seat/table now! [HERE](#)

# THIS WEEK EVENTS



## PHUKET GREEN DAY

Here are a few inspiring moments from Phuket Green Day , held in celebration of **#WorldEarthDay2025!** A huge thank you to everyone who took part in the beach and community cleanups, tree planting, and mangrove restoration activities. Every action—big or small—makes a difference. We're gathering all the impact numbers now and will be sharing more details soon. Thank you for being part of World Earth Day and Phuket Green Day! [See all photos HERE](#)

## THIS WEEKS' NEWS UPDATE



### THAILAND FACES LOWER TOURIST NUMBERS

Despite modest overall growth in arrivals, Thailand's tourism officials are shifting focus to long-haul and high-spending markets amid a sharp drop in visitors from Asia. Concerns over safety and fewer flights after the Songkran holiday have led to a 17% average decline in tourists from China, Hong Kong, Taiwan, South Korea, and Vietnam. In response, the Tourism and Sports Ministry is eyeing resilient markets such as the UK, Germany, Israel, and Australia—many of which are showing a 10% increase in ticket bookings for Q2 2025. The ministry also sees potential to attract European travellers who may skip US trips due to new tariffs, offering Thailand an opportunity to capture diverted demand.

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

### THAI TOURISM TARGET IN JEOPARDY AS PM CALLS FOR STRATEGY OVERHAUL



Thailand's goal of generating 3.5 trillion baht in 2025 tourism revenue faces setbacks due to slow Chinese arrivals, regional instability, and a post-earthquake dip in confidence. The government is now focusing on regaining 2 trillion baht from international markets, matching pre-pandemic levels. Efforts are shifting toward high-value segments such as luxury, wellness, and long-stay tourists. China's target was revised from 8 million to 6.7 million visitors. The Tourism Authority of Thailand is intensifying marketing in Europe, the Middle East, and secondary Chinese cities, while also exploring niche markets and emerging tourism trends to diversify and strengthen recovery.

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

### THAI PRIME MINISTER ORDERS COMPREHENSIVE REVIEW OF VISA-FREE ENTRY PROGRAM

Thailand's government is reviewing its visa-free entry policy due to rising concerns over overstays and illegal employment by foreign visitors. The 60-day visa exemption, currently extended to citizens of 93 countries, has supported tourism growth but is increasingly being misused, particularly in sectors like hospitality, construction, and entertainment. Authorities are considering tighter entry requirements, enhanced tracking systems, and tougher penalties to balance tourism promotion with national security and legal compliance. Tourism operators have urged caution to avoid deterring legitimate visitors, while some local communities support stricter rules. Revised measures are expected soon, with current rules remaining in place for now.



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

### CHINESE TOURIST ARRIVALS TO THAILAND KEEP SINKING

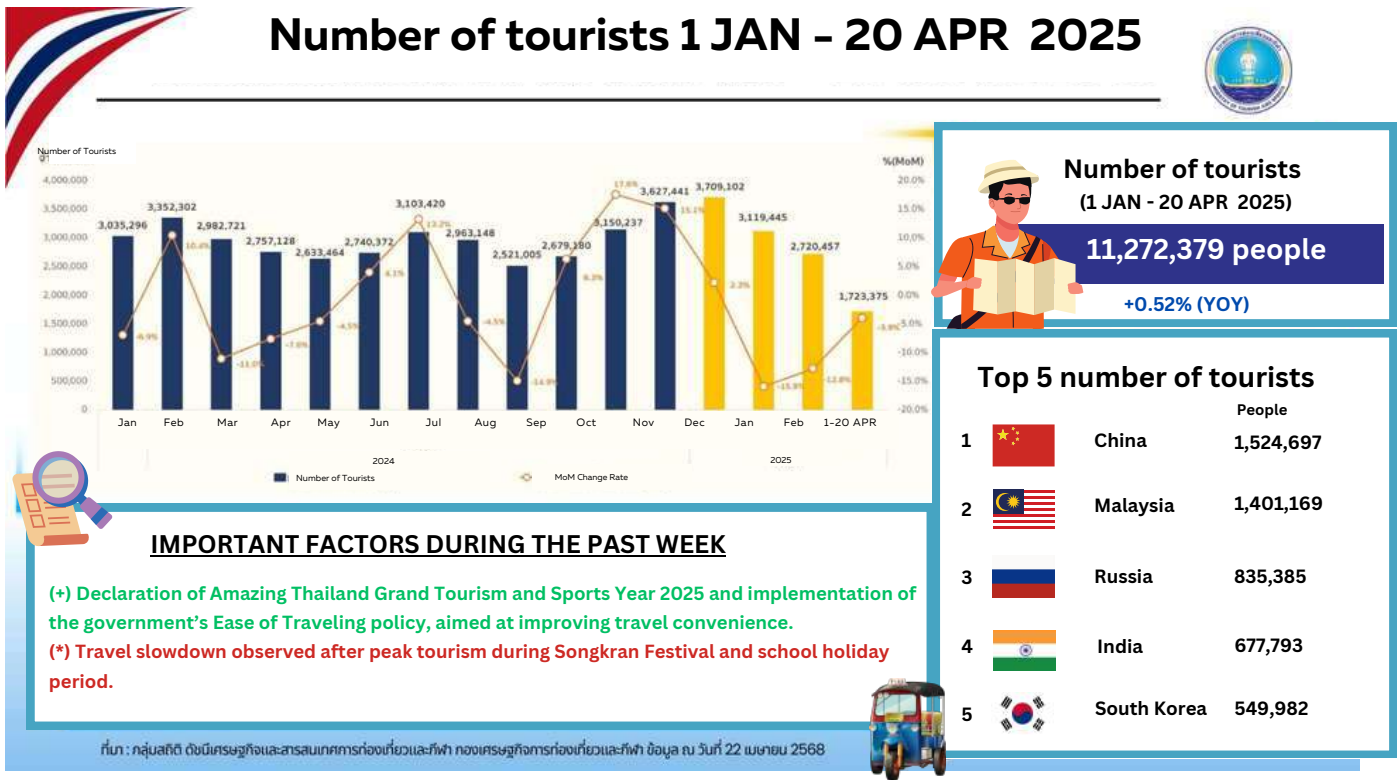


Chinese tourist arrivals to Thailand have sharply declined, hitting a 2025 low of 5,833 on April 16, down from a typical daily average of 15,000 to 20,000. Projections suggest that annual Chinese arrivals may reach only 4.2 to 5.5 million—well below the government's target of 7 million and the 6.7 million recorded in 2024. In response, the Tourism Authority of Thailand (TAT) is organizing familiarization trips for 600 Chinese travel agents and influencers from over 30 provinces to rebuild confidence and encourage group travel. Former TAT Governor Yuthasak Supasorn emphasized the need for better reputation management and targeted digital engagement to restore trust among Chinese tourists.

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

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 20 APR 2025



Source : Economics Tourism and Sports Division Information as of Apr 22, 2025

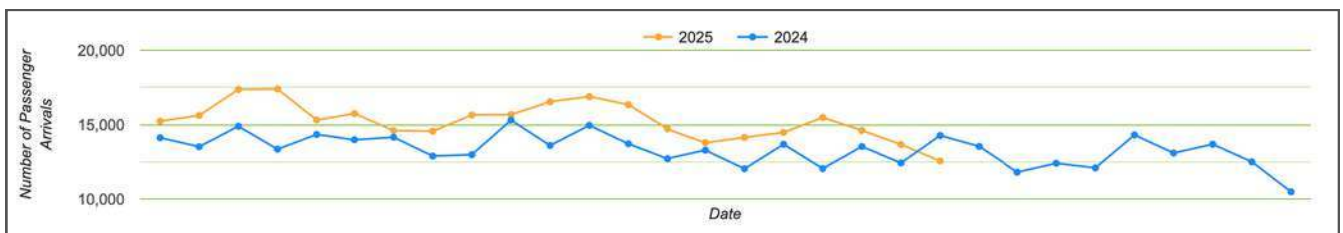
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-21 APR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	965,567	977,173	↓ -1.19 %
Don Mueang Airport	237,362	289,376	↓ -17.97 %
Phuket International Airport	320,356	285,765	↑ 12.10 %
Chiangmai International Airport	52,765	50,385	↑ 4.72 %
Hat Yai International Airport	6,087	5,999	↑ 1.47%

### Phuket International Airport - in April



Source: [Tourism Authority of Thailand](#)

# THAILAND TOURISM

SITUATION, 1ST QUARTER 2025



## RECEIPTS

# 7.32

trillion baht **+8.56% (Y-o-Y)**

### INBOUND

JAN - MAR 2025

NUMBER **9.55** million people  
+1.91 %CH (Y-o-Y)

RECEIPTS **4.63** trillion baht  
+10.47 %CH (Y-o-Y)

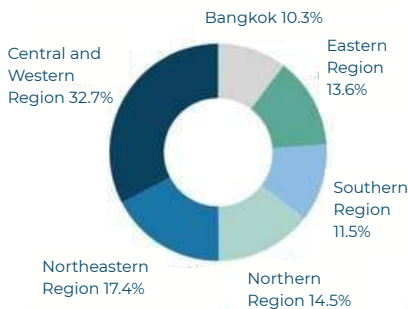
### DOMESTICS

JAN - MAR 2025

NUMBER **50.18** million pax-trips  
+3.49 %CH (Y-o-Y)

RECEIPTS **2.69** trillion baht  
+5.41 %CH (Y-o-Y)

Proportion of Thai Domestic Tourists by Region



OCCUPANCY RATE **74.93**  
JAN - MAR 2025

### TOP 5 INBOUND

CHINA	MALAYSIA	RUSSIAN FEDERATION	INDIA	KOREA (REPUBLIC OF)
<b>1.33</b>	<b>1.15</b>	<b>0.72</b>	<b>0.54</b>	<b>0.49</b>
million people	million people	million people	million people	million people

#### Supporting Factors

- Government promotion under the "Grand Tourism and Sports Year 2025" initiative
- Increased air travel during the summer season
- Building positive tourism image focusing on safety

#### Risk Factors

- Global conflicts and economic slowdown
- Large-scale natural disasters
- Increased competition from other countries

% OF INTERNATIONAL TOURISTS Q1 2025

EUROPE **30.75**

MIDDLE EAST

**1.06**

ASIA AND THE PACIFIC

**62.73**

AMERICA

**5.07**

AFRICA

**0.39**

### TOP 5 DOMESTICS

Bangkok	Chonburi	Kanchanaburi	Phetchaburi	Prachuap Khiri Khan
<b>7.17</b>	<b>3.74</b>	<b>3.44</b>	<b>2.75</b>	<b>2.71</b>
million people	million people	million people	million people	million people

#### Top 10 Provinces by Thai Visitors

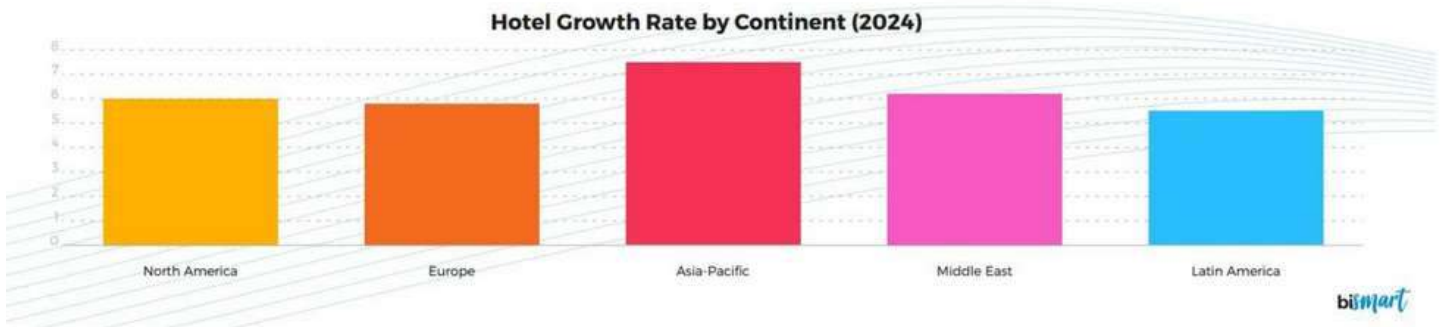
	%CH(YoY)
Bangkok	-0.60
Chonburi	+9.89
Kanchanaburi	+0.95
Phetchaburi	+1.14
Prachuap Khiri Khan	+2.08
Chiang Mai	+6.14
Phra Nakhon Si Ayutthaya	-3.79
Nakhon Ratchasima	+6.02
Suphanburi	+11.79
Chachoengsao	+3.61

#### Top 10 Provinces by International Visitors

	%CH(YoY)
Bangkok	-4.45
Phuket	-0.29
Chonburi	+5.77
Surat Thani	-2.41
Songkhla	-2.93
Chiang Mai	-1.62
Krabi	+9.75
Phang Nga	+10.63
Phra Nakhon Si Ayutthaya	+10.14
Samut Prakan	+1.45

Source : Economics Tourism and Sports Division Data as of Apr 18, 2025

## ASIA PACIFIC LEADS HOTEL MARKET GROWTH



While every continent is expected to experience significant growth in the next few years, Asia-Pacific is expected to be at the front of **hotel market growth**, with China as a market leader.

- **North America:** The region is expected to grow at a compound annual growth rate (CAGR) of 6% in 2024, driven by robust demand recovery and investment in hotel infrastructure.
- **Europe:** The European hotel market is projected to grow at a CAGR of 5.8%, supported by strong tourist inflows and major international events.
- **Asia-Pacific:** With a CAGR of 7.5%, the Asia-Pacific region is set to be one of the fastest-growing markets, driven by increasing tourism from China and other emerging economies in the region.
- **Middle East and Africa:** The growth rate for this region is projected at 6.2%, reflecting significant investments in tourism infrastructure and luxury markets.
- **Latin America:** The hotel market in Latin America is expected to grow at a CAGR of 5.5%, with growth opportunities in leisure and resort markets.

Source: bismart

Read full article [HERE](#)

## USEFUL ARTICLES

### ENGLISH

[The Future Of Wellness Hospitality: Predictions And Pathways For 2025](#)

[Must-Know Trends in Hospitality Marketing for 2025](#)

[Thailand Hospitality Industry Size & Share Analysis - Growth Trends & Forecasts \(2025 - 2030\)](#)

### THAI

[ผู้ว่าททท.ปรับแผนตลาด เร่งบูสเตอร์ซีอีเอ็ม รับมือสารพัดปัจจัยท้าทายท่องเที่ยว](#)

[‘ท่องเที่ยว’ สะดุด นายกฯ แพทองธาร สั่งเวิร์กช็อปฟื้นฟูรายได้ต่างชาติ](#)

[รัฐบาลเดินหน้าต่อเมืองสมุนไพรท่องเที่ยวไทยตลอดปี 68](#)

## 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 Jivavitnont	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
Jonathan Grier	Owner, Villa Phukhao

## 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> Christoph Weidemann	General Manager, Doubletree by Hilton Phuket Banthai Resort
<b>(Co-Chair)</b> 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, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay



**CONTACT US**

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