

ANNOUNCEMENT



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PHUKET HOTELS ASSOCIATION BOARD OF DIRECTORS

2025-2026



Bjorn Courage
PRESIDENT



Daniel Meury
Secretary



Brett Wilson
Treasurer



Christoph Weidemann
Vice President



Michael Massey
Business Development

Phuket Hotels Association Board of Directors

The Phuket Hotels Association is pleased to announce our Board of Directors for 2025-2026. We're excited to have three returning directors continuing their valuable contributions and to welcome two new directors to the team. Please join us in congratulating them and supporting them as they take on these important roles.

In addition to Bjorn, Daniel and Brett, whom you all know, we welcome Christoph as Vice President who has supported the Membership Committee in its first year of operation, and Michael, the former Chair of the Environment Committee.

Congratulations to all!

UPCOMING EVENTS



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](#)

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](#)

FRONTLINE PERFORMANCE GROUP

Upsell Programs: Pitfalls to Avoid

Join Mark Norfolk and Tom Diaz as they delve into the intricacies of implementing successful upsell programs in the hospitality industry. This insightful discussion highlights the common pitfalls senior leaders face, emphasizing the crucial balance between service and sales. Discover how involving front-line staff in the planning process can lead to better-informed decisions and stronger team buy-in. Learn practical strategies to avoid service disruptions while boosting revenue through genuine guest interactions.

Key Takeaways:

- **Crucial Balance** Emphasizing the importance of balancing service and sales for upsell success.
- **Team Involvement** The benefits of involving front-line staff in planning to ensure informed decisions and strong buy-in.
- **Practical Strategies** Learn how to boost revenue through genuine interactions without disrupting service.

Don't miss out on these key insights for enhancing your upsell strategies effectively!

Free webinar register [HERE](#)

THIS WEEK'S EVENTS



PHAB Scholarship Interview

Monday, 31st March 2025 at Phuket Vocational College

The Phuket Hotels Association recently had the privilege of interviewing students at Phuket Vocational College as part of our scholarship program. We were truly impressed by the high calibre of these aspiring hospitality professionals, who are passionately pursuing studies in Hospitality and Tourism Management. Their dedication, knowledge, and enthusiasm reflect the bright future of the industry, and we look forward to supporting the next generation of talent through our scholarship awards.

Our upcoming PHAB fundraising event PHAB 007 will support the next group of scholars and we need your support! Join our Gala Dinner on 17th May or watch for details of our Online Auction coming soon!



Thailand's Sustainable Tourism Conference

28-29th March 2025 at Phuket Rajabhat University Convention Centre

Phuket Hotels Association attended Thailand's Sustainable Tourism Conference Official Opening Ceremony in Phuket on 28th & 29th March, organised by the Sustainable Tourism Development Foundation and officially opened by the Thai Prime Minister.

We are very pleased to support endeavors to boost sustainability on Phuket.

THIS WEEKS' NEWS UPDATE



TOURISM REVENUE SET TO FALL AFTER EARTHQUAKE, SAYS THA

Thailand's tourism revenue is expected to drop by 10–15% in the next two weeks due to the recent earthquake, according to the Thai Hotels Association (THA). Many tourists, especially in Bangkok, Chiang Mai, and Ayutthaya, requested early hotel checkouts, shifting their plans to places like Pattaya and Phuket. The THA warns that this could dampen the Songkran holiday atmosphere and delay recovery by a month.

Concerns over safety, including the collapse of the State Audit Office and other recent incidents, have heightened worries. The THA urges the government to boost safety efforts, including hotel inspections and supporting small hotels. If foreign arrivals fall below the 40 million target, boosting domestic tourism will be vital.

For more information

THAILAND LAUNCHES DIGITAL ARRIVAL CARD SYSTEM TO STREAMLINE TOURISM



Thailand's Ministry of Tourism and Sports will launch the Thailand Digital Arrival Card (TDAC) on May 1, 2025, replacing the TM.6 paper form to streamline immigration and support the country's Smart Tourism initiative. The new online system allows travelers to pre-register personal information, reducing airport congestion and wait times. TDAC will integrate with other government platforms such as the E-Visa system, health screening, and tourist fee collection. Multilingual materials in English, Chinese, Korean, Russian, and Japanese will guide travelers. The platform is expected to enhance data accuracy, improve efficiency, and strengthen Thailand's image as a secure, tech-savvy destination.

For more information

SONGKHLA VIES FOR BIG SPENDERS WITH CRUISE PLAN

The Songkhla Chamber of Commerce has proposed the development of a dedicated cruise port to attract high-spending Western tourists while continuing to welcome traditional regional visitors from Malaysia and Singapore. The plan, presented to Prime Minister, calls for government funding through the Marine Department. Without a proper port, Songkhla has missed out on significant cruise tourism revenue. A delegation from the Singapore Tourism Board has already surveyed the proposed site and explored the province's cultural tourism routes. The proposal highlights Songkhla's Old Town, known for its historical charm, as a key attraction for cruise passengers. If realized, the port could accommodate large vessels carrying up to 5,000 passengers, offering package tours and boosting local tourism.



For more information

PHUKET REAL ESTATE MARKET BOOMING

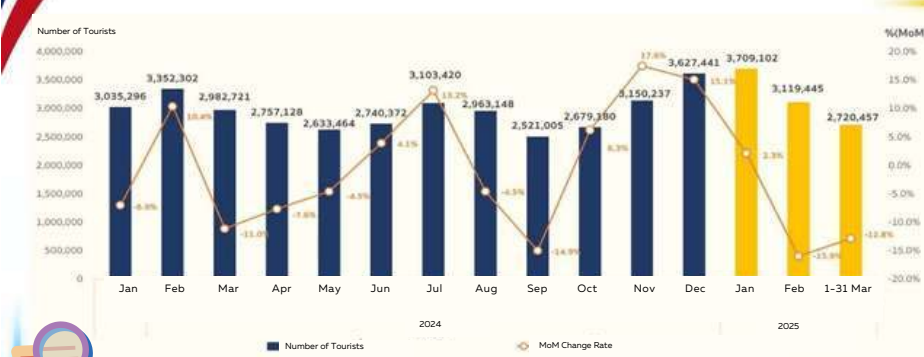


Phuket's property market is booming alongside a tourism rebound that generated 400 billion baht in revenue from 13 million visitors last year. However, environmental concerns are growing, particularly regarding wastewater management and pollution control. A recent seminar hosted by Prince of Songkla University highlighted coastal water quality degradation caused by small businesses and communities lacking proper treatment systems. While most hotels comply with environmental standards, surface water near communities is showing signs of deterioration and foul odours. To tackle this, Phuket signed an MoU with China Water Co Ltd to install new underground and above-ground wastewater systems in five sub-districts.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 31 MAR 2025



Number of tourists (1 JAN - 31 MAR 2025)
9,549,004 people
 +1.91% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,331,434
2	Malaysia	1,153,496
3	Russia	722,202
4	India	543,770
5	South Korea	497,930

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel occurring before the Eid al-Fitr public holiday, which extended into a long weekend for Muslim tourists.
- (+) The announcement of "Amazing Thailand Grand Tourism and Sports Year 2025" and the government's Ease of Traveling policy aimed at improving travel convenience.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 1 เมษายน 2568

Source : Economics Tourism and Sports Division Information as of Apr 1, 2025

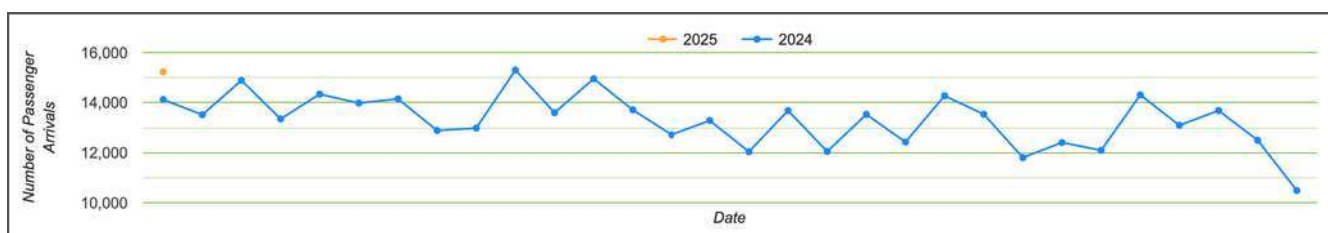
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-4 APR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	39,936	41,223	↓ -3.12 %
Don Mueang Airport	9,537	12,098	↓ -21.17 %
Phuket International Airport	15,232	14,121	↑ 7.87 %
Chiangmai International Airport	1,662	1,911	↓ -13.03 %
Hat Yai International Airport	281	237	↑ 18.57 %

Phuket International Airport - in April



Source: Tourism Authority of Thailand

WHO ARE THE NEW GUESTS AND WHAT DO THEY WANT?

64%
of travelers worldwide are women

SOURCE : CONDOR FERRIES



The 2025 traveler is *ever-changing*

While the tourism industry is returning to pre-COVID levels, the way we travel has undergone a profound transformation.

Gen Z, Millennials, Boomers... those labels no longer define today's travelers.

The traditional segmentation of rigid personas is outdated. Instead, travelers fluidly switch between different travel styles throughout the year: a digital nomad in January, a slow traveler in July, and a last-minute deal hunter in November. Their choices are driven by their interests, budget, and technology.

A key figure: 64% of travelers worldwide are women (Source: Condor Ferries).

This challenges long-standing assumptions and forces hoteliers to rethink their priorities and branding. Safety, comfort, and personalization are now essential to meet the expectations of a predominantly female clientele.

To keep pace with these changes, hoteliers need to think in terms of "travel patterns" rather than "fixed profiles", and adapt to changing expectations: flexibility, ethical values and hyper-personalization.

- ### 7 traveler profiles in 2025
- Wellness & disconnection traveler
 - Digital nomad & long stay traveler
 - Neo-luxury traveler
 - Immersive, localist traveler
 - Last-minute, opportunistic traveler
 - Multigenerational traveler
 - Disabled traveler

- ### The New Rules of the Hospitality Game
- Experience 3.0: traveling differently in 2025
 - 2025's trending destinations
 - Hotel branding: the imperative narrative!
 - Segmenting to personalize the hotel experience
 - Using data to enhance the guest experience
-

CONCLUSION

What travelers expect this year:
"2-click bookings, zero-formality check-in and an immersive, human experience."

To meet these expectations, YOU, hoteliers, must :

- Reinvent segmentation with a behavioral approach.
- Leverage new technologies to adjust offers in real time.
- Turn your hotel into a living, breathing hospitality hub where every experience creates a lasting impression.

The hoteliers who know how to adjust will be tomorrow's leaders.

It's your move!



Please click [HERE](#) to read full report

Source: Bowo

ASIA PACIFIC VISITOR FORECASTS 2025-2027



Source: PATA

USEFUL ARTICLES

ENGLISH

[Phuket’s MICE appeal strengthens as industry leaders gather for strategic roundtable](#)

[How Gen Z/Y Will Travel in 2025](#)

[10 Hospitality Tips Every Hotelier Should Know](#)

THAI

[Research for tourism - Thai](#)

[‘ท่องเที่ยว’ อ่วม แรงฟื้นเชื่อมั่น ‘แผ่นดินไหว’ กระทบทัวร์หาย 30% ยอดจองตัวบินรายวันวูม 40-60%](#)

[สมาคมโรงแรมของรัฐเร่งคลอด “เราเที่ยวด้วยกัน 2568” ปลุกเที่ยวสงกรานต์](#)

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 Phuket
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 Cuyper	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, 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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