

PHUKET WEEKLY UPDATE

No64/28032025



PHAB 007

COURTYARD BY MARRIOTT
PHUKET TOWN

PHAB 007

MAY 17 2023

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 53 full-time students in Hospitality and Tourism. These scholarships cover 3 to 4 years of study, empowering young talent 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.

Dining Blonde

Drink, 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

Includes 40% and exclusive 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 PHUKET TOWN | CREATIVE CONCEPT

PHUKET HOTELS ASSOCIATION IS PROUD TO ANNOUNCE THAT PHAB 007 IS NOW AVAILABLE- PURCHASE YOUR TICKETS NOW!

BREAKING NEWS:

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!

Secure your table **NOW**

PHIST 2025

PHIST 2025

PHIST EVENT
MONDAY
1ST SEPTEMBER

ANGSANA LAGUNA PHUKET
TIME 09:00 - 18:00

SOUTH EAST ASIA'S LARGEST AND BEST SUSTAINABLE TOURISM LEARNING EVENT IS BACK!

WORKSHOPS
GREEN PRODUCT EXPO
INSPIRING TALKS

IDEAS, INSPIRATION AND INNOVATION

ORGANISER: PHUKET HOTELS ASSOCIATION
CONTENT BY: GREEN
SUPPORTERS: [Logos of various organizations]

MEDIA - SUPPORTERS: [Logos of media partners]

SPONSORS: PAN PACIFIC HOTELS GROUP, ANGSANA, CA

We're thrilled to announce that **PHIST 2025** is set to take place on Monday, 1st September 2025, at the stunning Angsana Laguna Phuket!

This year, we're putting PHIST (Phuket Hotels for Islands Sustaining Tourism) firmly on the calendar as an unmissable event for sustainable tourism in Southeast Asia and beyond. It is the ultimate 'in-person' learning event and exhibition for sustainable tourism in Southeast Asia.

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.

17 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](#)



SPEAKERS

Jeong Pyon
Director of Hospitality Solutions, APAC, Duetto

Crystal Phuong
Senior Marketing Manager, APAC & Middle East, Shiji

Gautam Gulati
Sales Director (Thailand), D-EDGE

Will Howes
Managing Director of Sales, APAC, Revinate

More speakers coming soon!

AGENDA

- 13:30 - 14:00 — Event Registration + Networking
- 14:00 - 14:20 — Beyond Room Rates: Driving Sustainable Total Profitability in Phuket
- 14:20 - 14:40 — Beyond Loyalty: Sustainable Data Strategies for Enhanced Customer Engagement
- 14:40 - 15:00 — From Rooms to Relationships: Why Guest-Centric Tech is the Future of Hospitality
- 15:00 - 15:30 — Tea Break + Networking
- 15:30 - 15:50 — Insights into Revenue Growth Through Guest Data
- 15:50 - 16:30 — Commercial Leaders Fireside Chat: Driving Sustainable Total Profitability in Resort Revenue Management
- 16:30 - 17:30 — Networking Reception - Free flow of house wine, soft drinks, and canapes
- 17:30 — End of the Event

Who's invited: Calling all Hotel Owners, General Managers, and professionals in Revenue, Commercial Strategy, IT, Marketing, and Sales departments.

Thursday, 24 April 2025
1:30 PM - 5:30 PM
Phuket Orchid Resort and Spa, Phuket
Complimentary for Phuket Hotels Association members

RSVP for FREE

www.duettocloud.com/events/rss-phuket-2025

THIS WEEK'S EVENTS



Thai Hotels Association Southern Chapter Annual General Meeting 2025 Thursday, 20th March 2025 at Royal Phuket City Hotel.

Bjorn Courage (General Manager of InterContinental Phuket Resort and President of the Phuket Hotels Association), Daryn Hudson (General Manager of Four Points by Sheraton Phuket Patong Beach Resort), and Sears Jivavisitnont (Executive Director of Jee Teng Hospitality and Vice President of the Thai Hotels Association - Southern Chapter) took the stage to discuss "Phuket Resorts on the Rise – Will Growth Continue in 2025?"

This insightful session was part of the Annual General Meeting of the Thai Hotels Association Southern Chapter.



Gerd Kotlorz and other representatives of Phuket Hotels Association joined Khun Thaneth Tantpiriyakij the President of Phuket Tourist Association in a planning meeting for the upcoming Thailand Biennale Phuket. This event will showcase local and international contemporary artists and their work in iconic locations around Phuket.



Meeting with Narong Promjitta from THAILAND CONVENTION & EXHIBITION BUREAU (TCEB)



Phuket Hotels Association supported the Phuket Renovation Exhibition Official Opening 27th -30th March at Central Florista

THIS WEEKS' NEWS UPDATE



PHUKET HOTELS SEE SOLID HIGH SEASON

Despite a drop in Chinese arrivals, Phuket hotels posted a strong high season with January–February occupancy averaging 92% and room rates rising 15% to 5,557 baht. March occupancy is expected to ease to 75%, with rates dipping to 4,483 baht. Russian tourists made up the largest share of arrivals, while Chinese visitors declined sharply due to safety concerns. April occupancy may fall to 59%, though Songkran could lift average room rates to 5,001 baht. While four- and five-star hotels saw strong performance, Phuket faces constraints such as limited infrastructure, traffic congestion, and rising illegal accommodations—now estimated to be 1.5 times higher than legal hotel rooms. These issues threaten long-term growth and highlight the need for better regulation and sustainable tourism management.

For more information

TOURISM GOES GREEN



Thailand’s tourism sector is accelerating its shift toward sustainability, aiming for carbon neutrality by 2050. Key initiatives include Phuket’s plan to make Old Town carbon neutral by 2030 and certifying 600 hotels under the Green Hotel Plus program. Major companies like Minor International are aligning with global ESG standards, focusing on energy and emissions reduction. The Tourism Authority of Thailand is promoting eco-conscious travel through campaigns like Amazing Green Fest and is supporting sustainable destinations and operators. Communities such as Ban Tham Suea and Sapphaya have earned international sustainability certifications, reflecting Thailand’s growing

For more information

PHUKET URGES EMPLOYERS TO BOOST WORKER PROTECTION

Phuket officials are urging business owners to comply with social security regulations to ensure worker protection and adhere to legal requirements. The Phuket Social Security Office emphasizes that proper registration and contributions are vital financial safeguards for employees. The campaign aims to educate employers and HR personnel on managing Social Security Fund responsibilities, including registration, contribution submissions, and legal obligations. Currently, Phuket has 8,451 registered establishments with 155,240 insured individuals under various sections. Vice Governor Suwit emphasized that social security serves as a safety net, supporting workers through illness, unemployment, disability, and death, thereby reducing inequality and strengthening the economy.



For more information

INDIGO'S FIRST MUMBAI-KRABI DIRECT FLIGHT TOUCHES DOWN



India’s low-cost airline IndiGo has launched direct daily flights from Mumbai and Bangalore to Krabi, significantly enhancing air connectivity between India and southern Thailand. Krabi International Airport welcomed the inaugural Mumbai-Krabi flight with a ceremonial water arch and a traditional Thai cultural performance. IndiGo will operate two daily flights on this route until October 26, complementing its existing Bangalore-Krabi service. With capacity to handle 8 million passengers annually, Krabi Airport is poised to accommodate the expected rise in Indian travellers. The move supports tourism growth, as Krabi’s natural attractions—including Maya Bay, ranked the world’s fifth-best beach—continue to draw global visitors.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 23 MAR 2025



Number of tourists (1 JAN - 23 MAR 2025)
8,885,747 people
 +2.92% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,259,391
2	Malaysia	1,057,438
3	Russia	667,905
4	India	498,341
5	South Korea	475,124

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Announcement of Amazing Thailand Grand Tourism and Sports Year 2025 and the government's Ease of Traveling policy that facilitates more convenient travel.

(-) End of the winter tourism season, conclusion of the Holi festival, and the ongoing observance of Ramadan by Muslims.

ที่มา: ศูนย์สถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของกระทรวงการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 25 มีนาคม 2568

Source : Economics Tourism and Sports Division

Information as of Mar 25, 2025

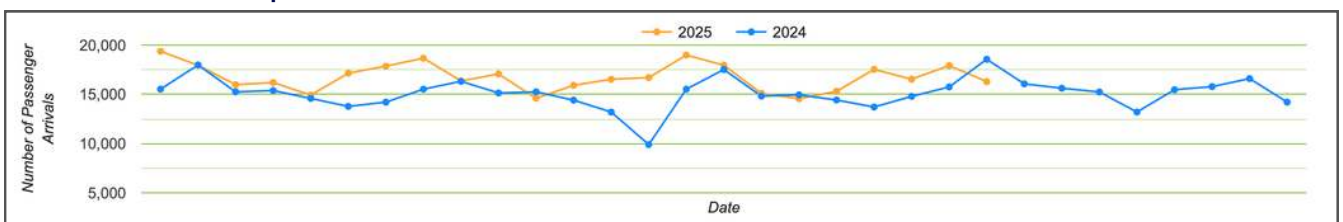
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-23 MAR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,125,580	1,154,877	↓ -2.54 %
Don Mueang Airport	248,080	297,723	↓ -16.67 %
Phuket International Airport	385,496	346,544	↑ 11.24 %
Chiangmai International Airport	60,187	61,281	↓ -1.79 %
Hat Yai International Airport	6,140	6,676	↓ -8.03 %

Phuket International Airport - in March



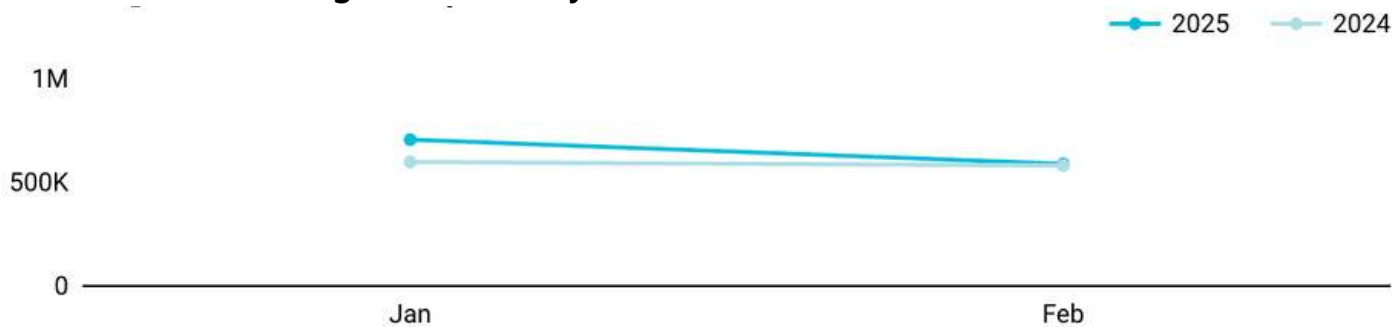
Source: Tourism Authority of Thailand

TOURISM MARKET UPDATE

PHUKET INBOUND PASSENGER: JAN-FEB 2024 VS 2025 AIR, LAND, AND SEA ENTRY POINTS



Total Inbound Passengers via All Entry Points

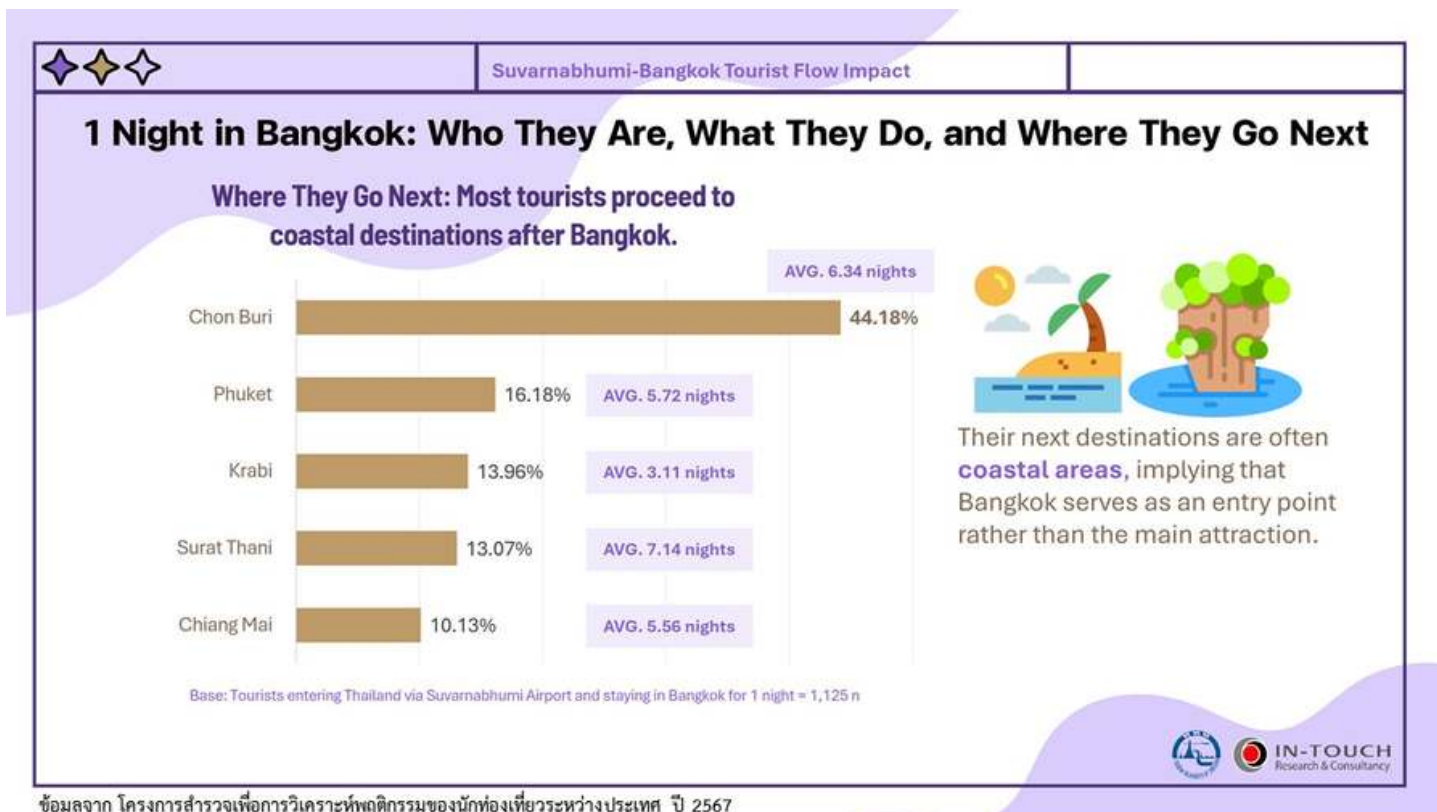


Change in Number of Inbound Passengers by Nationality (Jan-Feb)

	Countries	2025	2024	%Δ
1.	Europe Russia	293.36K	254.77K	15.14%
2.	Asia China	176.29K	208.69K	-15.50%
3.	Asia India	89.19K	57.31K	55.62%
4.	Europe UK	59.12K	58.02K	1.90%
5.	Europe Germany	54.81K	43.22K	26.81%

Source: Travel Link, Phuket Immigration

SUARNABHUMI-BANGKOK TOURIST FLOW IMPACT



Source: TAT Intelligence Center

[Full Data](#)

USEFUL ARTICLES

ENGLISH

[Hospitality Sustainability and Corporate Social Responsibility \(CSR\)](#)

[The ultimate guide to elevating the guest experience](#)

[This Small Menu Tweak Could Make a Big Environmental Impact](#)

THAI

[โรงแรมขุนทองเที่ยวยกระดับ Soft Power](#)

[นทท. จัดแฟมริป กระตุ้น 3 เมืองนำเที่ยวไทย](#)

[โจทย์เร่งด่วนของ โรงแรมไทย เพื่อยับเข้าใกล้ความยั่งยืนที่แท้จริง](#)

Information sources

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

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

Traveling

IAT

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

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, Cassia 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, 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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