

PHUKET WEEKLY UPDATE

No64/21032025



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 83 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.

Daring 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 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, ANSANA, 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

Online- Webinar

MASTERING HOTEL MANAGEMENT: THE KEY TO BALANCING PROFIT AND PEOPLE

What You'll Walk Away With:

- ✔ **Strong Leadership & Culture** – Build a foundation for success and high performance.
- ✔ **Clear Alignment & Communication** – Ensure clarity across teams and with stakeholders.
- ✔ **Sustainable Growth** – Drive revenue while supporting your team and retaining top talent.
- ✔ **Efficiency & Results** – Eliminate confusion and enhance performance.

MARCH 26, 2025
1:00PM-2:30PM

FOR MORE INFORMATION

+66 896452576
exec.dir@phukethotelsassociation.com

REGISTER NOW

JONNO WHITE

Presenter
Clarity Group Global

Master Hotel Management: The Key to Balancing Profit and People

Wednesday, 26th March 2025

The Phuket Hotels Association presents an exclusive free online Webinar for General Managers, Executive team and HR leaders, tackling the challenge of balancing profitability with workplace culture. Led by Jonno White, co-founder of Clarity Group Global, this session offers actionable insights on streamlining decision-making, improving communication, and building trust. Learn strategies to reduce burnout, lower turnover, and drive financial success while meeting rising owner and shareholder expectations in today's hospitality landscape.

[Register HERE](#)

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

YOU ARE CORDIALLY INVITED

OPENING CEREMONY
EVENT

PHUKET RENOVATION EXHIBITION

IDEAS TO BUILD AND RENOVATE

HOTEL - VILLA - CONDO - SPA - RESTAURANT

27 MARCH | 2025

11.00 - 12.00

**Mini Convention Hall, 3rd Floor,
Central Phuket Floresta**

Opening Ceremony Schedule

- 11:00 Registration for attendees and media representatives
- 11:20 Arrival of the Guest of Honor
- 11:30 Mr.Thanet Triwut, Director of the Event, delivers the report. The President delivers a response and officially opens the event.
- 11:45 Tour of the exhibition by the Guest of Honor and attendees

CALL / WHATSAPP : +6688-751 3569

@picasia
 Phuket Renovation

SCAN ME

POOL VILLA

CONSTRUCTION

DESIGN

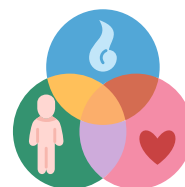
F&B SUPPLIES

CATERING & EQUIPMENT

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](#)



THIS WEEK'S EVENT



Phuket Hotels Association Annual General Meeting

Wednesday, 19th March 2025 at JW Marriott Phuket Resort & Spa

Phuket Hotels Association Annual General Meeting had a full house of 58 members at JW Marriott Phuket Resort & Spa! Thankyou to all who joined the event and to our esteemed speakers from Vachira Phuket Hospital, Greenview, C9 Hotelworks, and STR. We proudly shared the details of our new Board of Directors and will make an official announcement of roles and responsibilities shortly. [Full photos HERE](#)

THIS WEEKS' NEWS UPDATE



VISA-FREE STAY IN THAILAND TO BE CUT TO 30 DAYS

Thailand plans to reduce its visa-free stay from 60 days to 30 days to curb illegal business activities. The decision follows concerns from tourism operators and authorities about foreigners exploiting the exemption for unauthorized work and rentals. Currently, passport holders from 93 countries benefit from the 60-day policy. However, most tourists stay only 7-21 days, making the extended period unnecessary. Authorities are cracking down on illegal businesses, with 40 company licenses revoked in 2024, including 15 in Phuket. The Tourism Department and Tourist Police are intensifying enforcement in key destinations like Chiang Mai, Pattaya, and Bangkok.

For more information

PHUKET TOUTS WEIGHT-LOSS EXPERTISE



Vachira Phuket Hospital is expanding its role in medical tourism, focusing on weight-loss surgery. With over a decade of experience and more than 3,400 patients treated, the hospital's bariatric surgery program is now accredited by the US-based Surgical Review Corporation (SRC). Bariatric procedures help patients lose 25-40% of their body weight, especially those struggling with obesity-related health issues. Performing up to 700 surgeries annually, the hospital aims to attract international patients, starting with expats in Phuket. This initiative supports Phuket's growth as a leading medical tourism hub, boosting the local economy and reinforcing Thailand's healthcare reputation.

For more information

TAT CELEBRATING 65 YEARS OF LEADING THAILAND'S SUSTAINABLE TOURISM FUTURE

The Tourism Authority of Thailand (TAT) marks its 65th anniversary by reinforcing its commitment to sustainable, high-value tourism, aligning with Thailand's Bio-Circular-Green (BCG) Economy Model. TAT promotes eco-friendly initiatives, community-based tourism, and premium travel experiences to balance economic growth with sustainability. It encourages responsible tourism, supports local communities, and preserves cultural heritage while attracting high-spending visitors through wellness and eco-conscious travel. Leveraging technology, TAT enhances digital infrastructure and smart tourism solutions for seamless visitor experiences. These efforts position Thailand as a leading global destination, ensuring long-term economic benefits while minimizing environmental impact for a more sustainable tourism future.



For more information

THAILAND SEEKS PRIVATE INVESTMENT FOR PHUKET EXPRESSWAY PROJECT

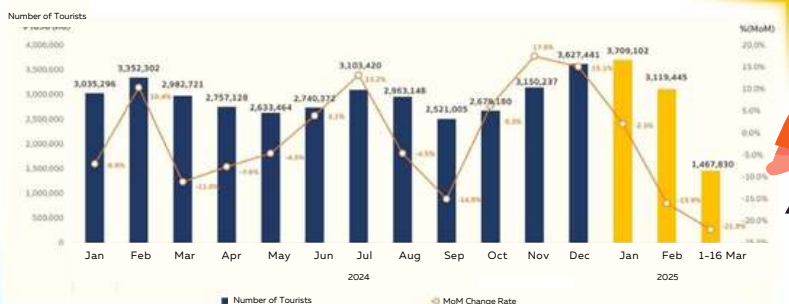


The Expressway Authority of Thailand (EXAT) seeks private investment for the 34.6 km Phuket Expressway Project to improve infrastructure, ease congestion, and enhance connectivity. Estimated at 62.7 billion baht under a Public-Private Partnership, Phase 1 covers 3.98 km, while Phase 2 spans 30.62 km. Tolls will start in 2030, with Phase 1 using a flat fee and Phase 2 a distance-based system. Forecasts predict 69,386 daily vehicles by 2030, with an economic return of 18.85%. The Thai government will handle land acquisition, while EXAT manages construction and toll collection. A public hearing on March 7 assessed feasibility and attracted investment. Construction is expected this year to support Phuket's growth as a tourism and business hub, improving travel efficiency.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 16 MAR 2025



Number of tourists (1 JAN - 16 MAR 2025)
7,660,207 people
+3.90% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	1,191,811
2	Malaysia	999,915
3	Russia	613,216
4	India	454,218
5	South Korea	448,589

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Public holiday during the Holi festival in India
- (+) Increase in incentive travel (travel for rewards)
- (-) Entering the Ramadan period and the slowdown after the winter travel season

ที่มา: ศูนย์สถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 18 มีนาคม 2568

Source : Economics Tourism and Sports Division

Information as of Mar 18, 2025

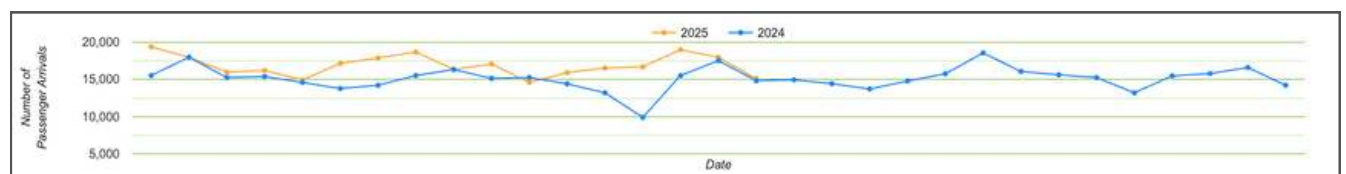
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-17 MAR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	851,041	854,912	↓ -0.45 %
Don Mueang Airport	184,036	220,154	↓ -16.41 %
Phuket International Airport	287,343	254,348	↑ 12.97 %
Chiangmai International Airport	45,198	45,029	↑ 0.38 %
Hat Yai International Airport	4,713	4,966	↓ -5.09 %

Phuket International Airport - in March



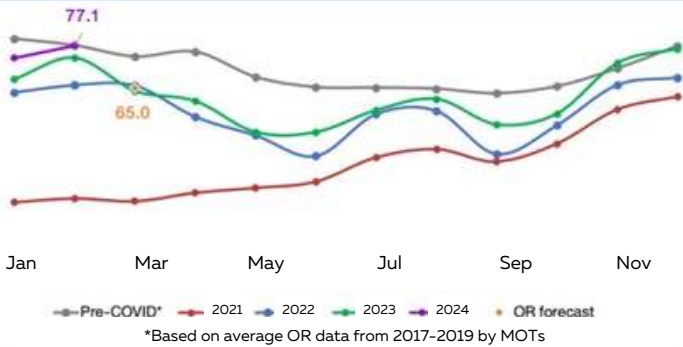
Source: Tourism Authority of Thailand

HOTEL BUSINESS OPERATOR SENTIMENT INDEX FOR FEBRUARY 2025

Thailand's hotel industry saw continued growth, reflected in February 2025's 77% average occupancy rate, up from the previous month and last year. March is projected to see a slight decline to 65%. Key foreign markets include Europe, China, and South Asia, with most travelers opting for 4-star and higher accommodations, particularly in central and eastern regions. Location and service quality remain crucial competitive factors driving occupancy and room rates.

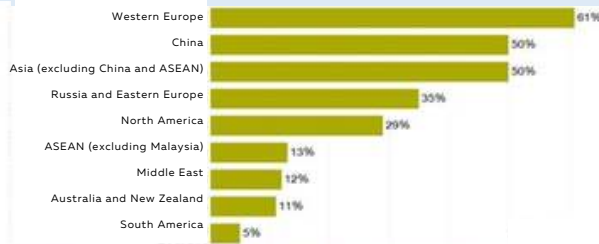
Occupancy Rate

In February 2025, the average hotel occupancy rate in Thailand reached 77%, increasing from the previous month and the same period last year. March occupancy is projected to decline to 65%.



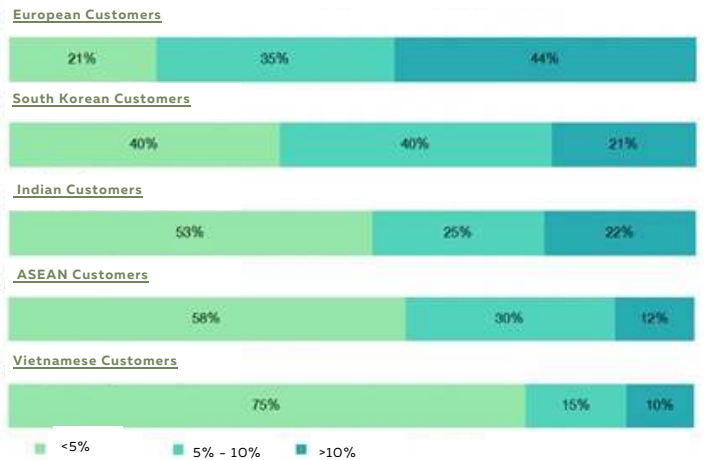
Foreign Customers in the Hotel Business

In February 2025, the majority of international hotel guests in Thailand came from Western Europe, China, and other parts of Asia (excluding China and ASEAN). Most of these visitors stayed in four-star or higher-rated hotels, particularly in the central and eastern regions of Thailand.



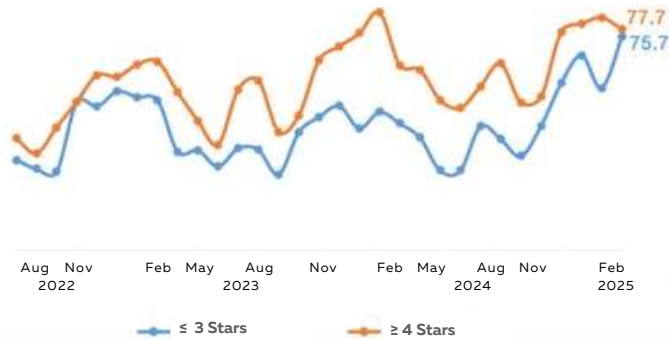
In Q1 2025, most hotels across all regions and star ratings in Thailand are expected to see a foreign customer increase of no more than 10% compared to Q1 2024. European and South Korean tourists are projected to rise, with Europeans favoring the eastern region, while South Koreans will increase in both the southern and northern regions. Meanwhile, Indian tourists are expected to continue preferring destinations in southern Thailand.

The trend of foreign customer expansion in Q1/25 (year-over-year)



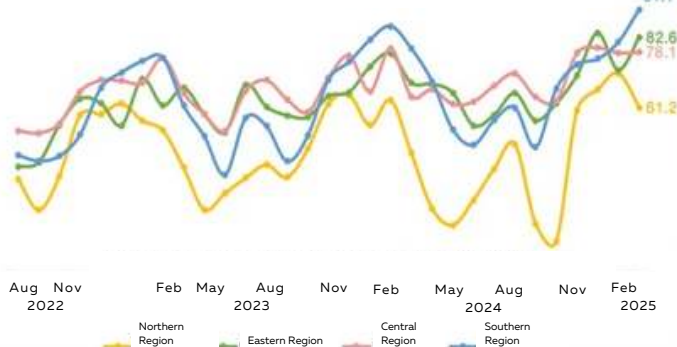
In February 2025, occupancy rates increased in hotels rated three stars or lower, while those in four-star and higher hotels declined.

Average occupancy rate by hotel star rating



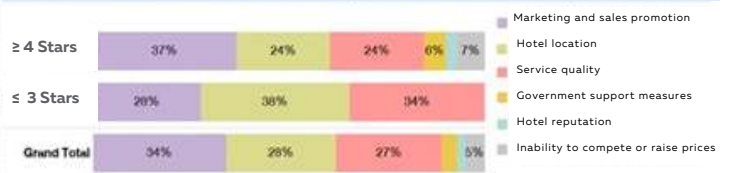
In February 2025, hotel occupancy rates increased across most regions, except in the North, where severe smog issues impacted tourism.

Average Hotel Occupancy Rate by Region



Factors Driving Hotel Competitiveness or Increasing Room Rates

Hotels, especially in the southern region and those rated four stars or higher, focus on marketing and promotional activities to enhance competitiveness. Meanwhile, hotels in the central and northern regions, as well as those rated three stars or lower, prioritize location and maintaining high-quality service standards.




Source: Hotel Sentiment Survey by the Thai Hotels Association and the Bank of Thailand.

PHUKET TOURISM MARKET UPDATE

PHUKET REPORT IMMIGRATION DAILY REPORT
AT PHUKET AIRPORT IMMIGRATION 2025



Phuket Airport Immigration Passenger Statistics *January 1 – March 7, 2025*



Inbound Travelers 2025 (persons)








1,314,478

Outbound Travelers 2025 (persons)

1,449,717

Source: Phuket Immigration

Top 10 Inbound Passenger Statistics Report Categorized by Nationality
at Phuket Airport Immigration *January 1 – March 7, 2025*

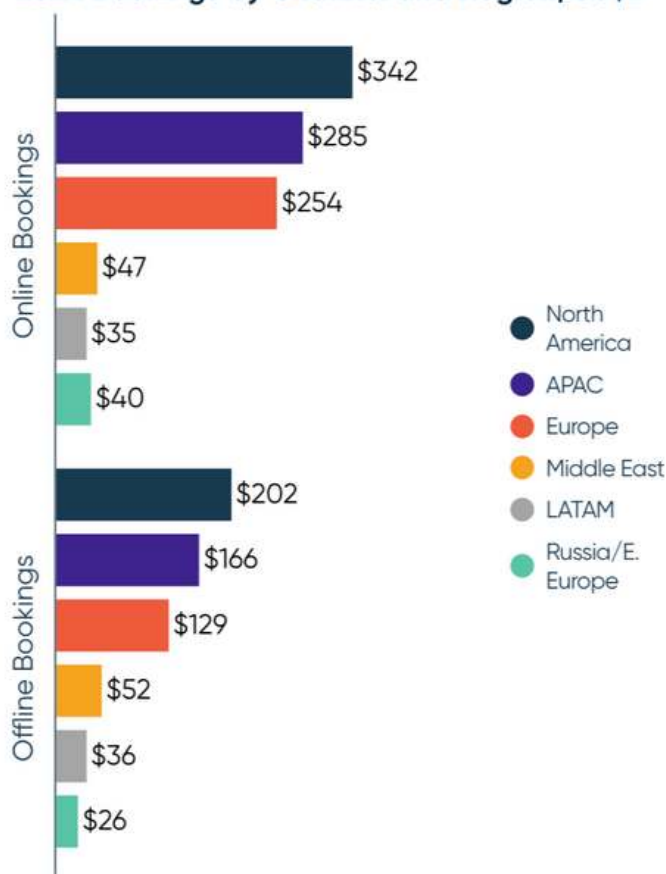
		No. of person
	1. Russian	317,047
	2. Chinese	172,739
	3. Indian	93,005
	4. British	57,336
	5. French	56,239
	6. German	50,023
	7. Kazakhstan	50,646
	8. Australian	46,352
	9. Swedish	27,939
	10. Malaysian	26,838

Source: Phuket Immigration

REGIONAL SIZING AND TRENDS

- **Digital travel adoption across regions:** The consistent rise in bookings in all areas highlights a growing consumer preference for online travel services. This trend reflects a continuing shift toward digital platforms, encouraging travel providers to improve their online booking experiences to remain competitive.
- 2024 marked a year of solid global growth in the travel sector, with strong performance in APAC and steady gains in North America and Europe. The Middle East and LATAM continue to emerge as significant markets, albeit much smaller than the three regional powerhouses.

2024 Bookings by Channel and Region, US\$B



Source: Phocuswright

USEFUL ARTICLES

ENGLISH

[Travel Forward: Data, Insights and Trends for 2025](#)

[2025's Top 10 Actionable Trends Shaping Boutique Hospitality](#)

[How Hotels Can Win the AI Search Game](#)

THAI

[Gastrainable Tourism เทรนด์การท่องเที่ยวเชิงอาหาร](#)

[Future of tourism รับมือการเปลี่ยนผ่านอย่างมีคุณค่าและยั่งยืน](#)

[โจทย์เร่งด่วนของ โรงแรมไทย เพื่อยับยั้งแก้ไขความยั่งยืนที่แท้จริง](#)

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
Orasa Singha	Director of Talent and Culture at Pullman 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 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, 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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