

PHUKET WEEKLY UPDATE

No63/14032025

COMING SOON

Annual General Meeting 2025

Wednesday, 19 March 2025
from 3pm at JW Marriott
Phuket Resort & Spa

Register [HERE](#)

PHUKET HOTELS ASSOCIATION ANNUAL GENERAL MEETING

PHUKET
HOTELS
ASSOCIATION
1/2025

JW MARRIOTT
PHUKET

GUEST SPEAKERS



**ANCHALEE
TEPHABUTRA**
PRESIDENT
PHUKET ART ASSOCIATION



**DR. WEERASAK
LAWTONGKUM**
DIRECTOR
VACHIRA PHUKET HOSPITAL



BILL BARNETT
MANAGING DIRECTOR
C9 HOTELWORKS



JESPER PALMQVIST
SENIOR DIRECTOR
ASIA PACIFIC
STR



ERIC RICAURTE
FOUNDER
GREENVIEW



MARCH 19
3:00 PM – 6:00 PM

FOR MEMBERS BY
INVITATION ONLY



COURTYARD
BY MARRIOTT
PHUKET TOWN

PHAB 07

MAY
17
2025

Theme: James Bond 007

From Phuket with Love

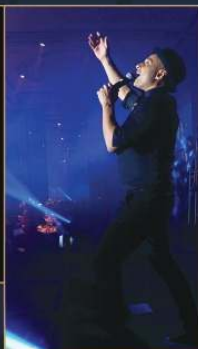
Your Mission:
Indulge in a Night of Luxury
for a Great Cause

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



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

PHUKET
HOTELS
ASSOCIATION

COURTYARD
BY MARRIOTT
Phuket Town

CREATIVE CONCEPT

PHAB 007

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

UPCOMING EVENTS

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: PAN PACIFIC HOTELS GROUP, ANGSANA LAGUNA PHUKET, DA

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.

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.

REGISTER NOW

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

JONNO WHITE
 Presenter
 Clarity Group Global

FOR MORE INFORMATION
 +66 896452576
 exec.dir@phukethotelsassociation.com

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
 SAIL 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: QUO, WITH: PHUKET HOTELS ASSOCIATION, SAIL 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](#)

UPCOMING EVENTS

YOU ARE CORDIALLY INVITED
 OPENING CEREMONY
PHUKET RENOVATION EXHIBITION
 IDEAS TO BUILD AND RENOVATE
 HOTEL - VILLA - RESORT - SPA - RESTAURANT

27 MARCH 2025
 11:00 - 12:00

Mini Convention Hall, 3rd Floor, Central Phuket Florida

Opening Ceremony Schedule:

- 11:00 Registration for attendees and media representatives
- 11:20 Arrival of the Guest of Honor
- 11:30 Mr. Thana Thongkham, Chairman of the Board, Public & Private Partnership, will officially open the event.
- 11:50 Start of the exhibition by the guests of honor and attendees.

CALL / WHATSAPP : 1688-751 3589

3P PHUKET - PRIDE-PUBLIC-PRIVATE INCLUSION WORKSHOP
 (3P PHUKET: ความร่วมมือ 3 ฝ่าย สร้างสรรค์อนาคต)

Workshop details in Thai and English.

THIS WEEK'S EVENT



International Women's Day Lunch 2025

Friday, 7th March 2025 at Courtyard by Marriott Phuket Town

The Phuket Hotels Association was delighted to participate in the International Women's Day Luncheon. The event featured inspiring speakers and fundraising activities in support of Phuket Has Been Good To Us Foundation and its worthy projects in the community. With the support of the Australian Consulate-General to Phuket and the Marriott Worldwide Business Councils Thailand, it was a meaningful celebration of empowerment and community. Congratulations to the organizers and speakers on a fantastic event!

PRESS RELEASE

มาตรฐานที่พักเพื่อการท่องเที่ยว
ACCOMMODATION STANDARD FOR TOURISM HOTEL/RESORT 2025
 กรมการท่องเที่ยว
 เปิดรับสมัครสถานประกอบการขอรับการตรวจประเมินและรับรองมาตรฐานที่พักเพื่อการท่องเที่ยว (ประเภทโรงแรม/รีสอร์ท) ประจำปี พ.ศ. 2568
 รับสมัครตั้งแต่วันที่ 7 มีนาคม 2568 เป็นต้นไป

ท่านสามารถดาวน์โหลดข้อมูลมาตรฐานและสมัครได้ที่ QR Code

โรงแรมมาตรฐาน: **ฟรีไม่ทำใจงาน**
 รีสอร์ท:

สำนักงานมาตรฐานการท่องเที่ยวแห่งประเทศไทย
 กรมการท่องเที่ยว
 โทร. 02 282 5277 ต่อ 161, 162
 อีเมล: s.standard@thaihotels.org
 คุณเอส. คุณนง โทร. 086 342 8338
 email: do.tts.certify@gmail.com

Thai Hotel Standards Foundation Opens Applications for 2025 Hotel & Resort Certification

The Thai Hotel Standards Foundation invites hotels and resorts to apply for the 2025 Accommodation Standard for Tourism Certification at no cost.

Eligibility Requirements:

1. Must have a valid hotel business license.
2. Must have been operational for at least one year.
3. Must accept scheduled on-site assessments between April 21 – July 31, 2025 (hotels will be notified at least two weeks in advance).
4. First-time applicants will receive special consideration.
5. Limited to 60 hotels on a first-come, first-served basis (confirmation via standard@thaihotels.org).

Certified hotels will receive a three-year accreditation from the Department of Tourism, Ministry of Tourism and Sports, based on star ratings.

Applications open from March 7, 2025, until all slots are filled.

[For more information](#)

THIS WEEKS' NEWS UPDATE



PHUKET TOPS TOURISM REVENUE CHARTS AS THAILAND TARGETS 'GOLDEN YEAR'

Thailand is ramping up tourism with economic stimulus, focusing on top revenue provinces and standardized homestays.

In 2024, Phuket led with 497.5 billion baht, followed by Chonburi, Surat Thani, Chiang Mai, and Krabi. Other key provinces include Prachuap Khiri Khan, Phang Nga, Songkhla, Chiang Rai, and Kanchanaburi. The "Golden Year of Thai Tourism" promotes year-round travel, leveraging natural and cultural attractions. The Homestay Standard Project ensures quality stays across 226 locations, supporting local economies.

This initiative aims to increase spending, enhance experiences, and distribute tourism income nationwide.

[For more information](#)

THAILAND EXPECTS MORE CHINESE TOURISTS IN MAY



Chinese tourist arrivals in Thailand dropped 12% year-on-year in the first two months of 2024, reaching 1 million visitors, largely due to economic struggles and safety concerns. February saw a sharp 45% decline, partly because Chinese New Year fell in January. The Tourism Authority of Thailand (TAT) expects a recovery in May, coinciding with China's Labour Day holiday. Efforts include roadshows in Chinese cities, collaborations with Trip.com, Alipay, and AirAsia, and hosting 500 Chinese travel agents. Despite China's sluggish economy, affluent tourists are still traveling, though many prefer Japan. Thai hotels reported a 77% occupancy rate in February, expected to drop to 65% in March. Safety measures remain a priority to regain visitor confidence.

[For more information](#)

SUVARNABHUMI EYES 150M PASSENGERS

Airports of Thailand (AoT) plans to expand Suvarnabhumi Airport to handle 150 million passengers annually by 2033, positioning it among the world's top 10 airports. The 142-billion-baht project includes a 12-billion-baht East Expansion, increasing capacity by 15 million passengers per year by 2028. The 130-billion-baht South Terminal will add another 70 million capacity by 2033. Other planned expansions were scrapped to streamline operations. To ease congestion, AoT is upgrading facilities with self-check-in kiosks, e-gates, and biometric ID. Immigration processing capacity has improved to 7,200 passengers per hour. Suvarnabhumi expects nearly 65 million passengers this year, up from 60 million in 2023. The expansion aims to boost Thailand's aviation industry and tourism sector, enhancing efficiency, comfort, and competitiveness in global air travel.



[For more information](#)

BUMRUNGRAD PHUKET BREAKS GROUND, BOOSTING HEALTH TOURISM

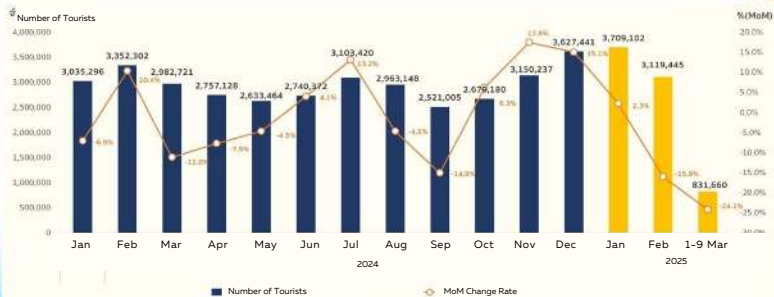


Bumrungrad International Hospital Phuket has officially commenced construction with a groundbreaking ceremony, marking a major milestone in Thailand's growing health tourism industry. The state-of-the-art facility aims to provide world-class medical services to local residents, expatriates, and international patients, enhancing Phuket's reputation as a premier destination for wellness and medical care. Upholding Bumrungrad's renowned standards, the hospital will offer top-tier healthcare, cutting-edge technology, and specialized treatments, ensuring seamless access to high-quality medical expertise. Beyond improving healthcare accessibility, the hospital is expected to drive economic growth and attract medical tourists, reinforcing Thailand's status as a global leader in health and wellness tourism.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 9 MAR 2025



Number of tourists (1 JAN - 9 MAR 2025)
7,660,207 people
+4.41% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,121,207
2	Malaysia	938,173
3	Russia	558,866
4	South Korea	419,759
5	India	408,543

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Strengthening confidence in the global tourism market at ITB Berlin.
- (+) Enhancing safety confidence and implementing Ease of Traveling measures by the government.
- (-) Entering the Ramadan festival period and experiencing a slowdown after the winter tourism season.

ที่มา : ททท.สถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 11 มีนาคม 2568

Source : Economics Tourism and Sports Division Information as of Mar 11, 2025

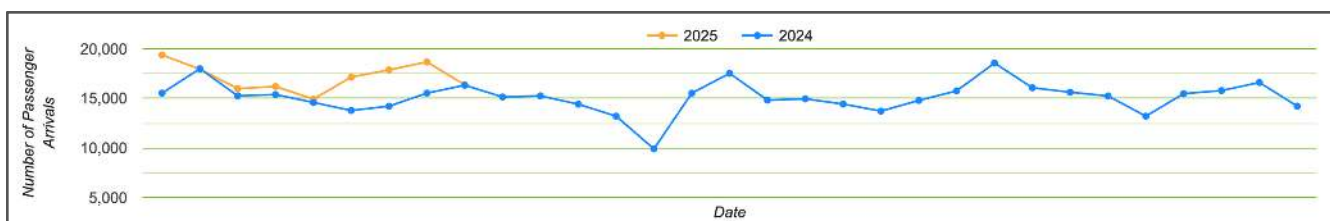
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-9 MAR 2025 compared to same period in 2024)

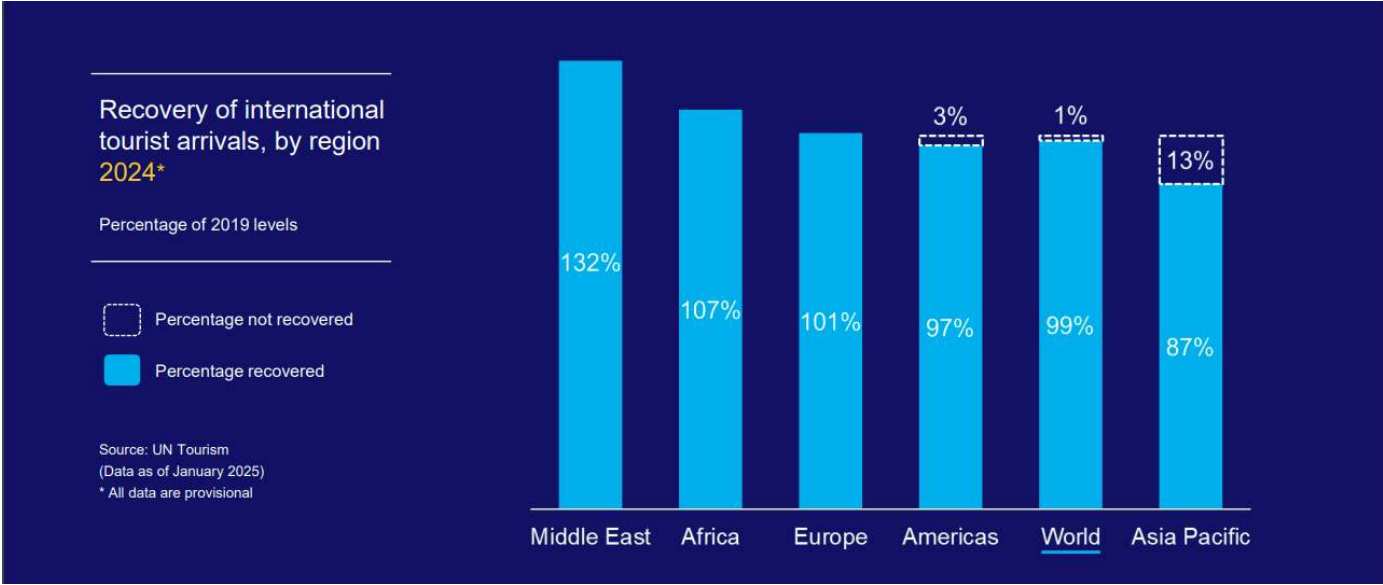
Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	457,165	475,040	↓ -3.76 %
Don Mueang Airport	96,971	121,248	↓ -20.02 %
Phuket International Airport	154,476	138,574	↑ 11.48 %
Chiangmai International Airport	25,721	25,537	↑ 0.72 %
Hat Yai International Airport	2,539	2,843	↓ -10.69 %

Phuket International Airport - in March



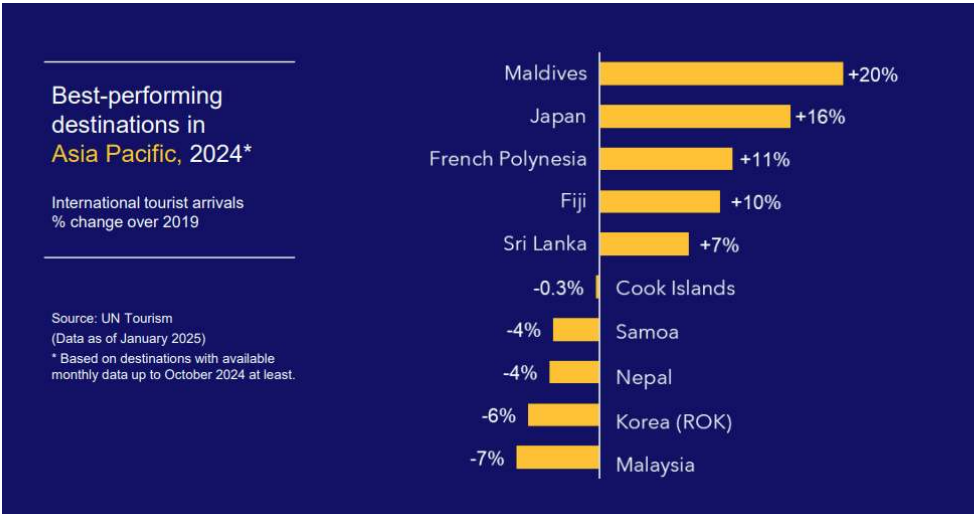
Source: Tourism Authority of Thailand

WORLD TOURISM BAROMETER



International tourism recovered to 99% of pre-pandemic levels in 2024, with 1.4 billion travelers, an 11% increase from 2023 (UN Tourism, January 2025).

Europe, the Middle East, and Africa surpassed 2019 levels, while the Americas remained 3% below. Asia-Pacific lagged by 13%, mainly due to slower easing of travel restrictions. Despite regional variations, the global tourism outlook remains strong, with a full rebound expected in 2025.




Among individual destinations, Maldives led growth in the region, surpassing 2019 levels by 20%, followed by Japan (+16%), benefiting from yen depreciation and improved connectivity. Fiji saw a 10% rise in international arrivals, while Sri Lanka recorded a 7% increase compared to pre-pandemic figures.



Source: UN Tourism
 Full Presentation

BEST ISLANDS IN ASIA PACIFIC 2025

1  Koh Samui, Thailand2  Bali, Indonesia3  Palawan, Philippines4  Boracay, Philippines5  Phuket, Thailand6  Sri Lanka7  Sumba, Indonesia8  Penang, Malaysia9  Kho Phi Phi, Thailand10  Phu Quoc, Vietnam

Source: Travel+Leisure

Source: Seasia and travel+Leisure

USEFUL ARTICLES

ENGLISH

[Is social media a viable distribution channel in hospitality?](#)[Sustainability Trends in Hospitality: Strategies and Examples](#)[Is your hotel really eco-friendly? Here's how to tell](#)

THAI

[‘สงกรานต์’ เจนสะพัด 2.5 หมื่นล้าน พักยา-หาดใหญ่ บุกถึงที่พักฟุ้ง](#)[เปิดโรงแรมอีกครั้งให้ปังกว่าเดิม](#)[รัฐหนุนท่องเที่ยวในประเทศ 'เราเที่ยวด้วยกัน 2568' คาดเริ่ม พ.ค. นี้](#)

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
Lars van der Most	General Manager, Amora Beach Resort
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



CONTACT US

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