

# PHUKET WEEKLY UPDATE

No62/07032025

**PHUKET HOTELS ASSOCIATION  
GENERAL MANAGER'S MEETING**

**GUEST SPEAKERS**



**ANCHALEE  
TEPHABUTTRA**  
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



**PHUKET  
HOTELS  
ASSOCIATION  
1/2025**

**1st Quarter General  
Managers meeting 2025**

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

**Register [HERE](#)**



**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 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.

**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** **CREATIVE CONCEPT**

**UPCOMING EVENT**

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

### 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](#)





**PHIST EVENT**  
**MONDAY**  
**1<sup>ST</sup> 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 VISION**

SUPPORTERS  
**THAI**

MEDIA - SUPPORTERS  
**THAIGUR**

SPONSORS  
**PAN PACIFIC HOTELS GROUP**

**ANGSANA LAGUNA PHUKET**

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.

## THIS WEEK'S EVENT



### Green Planet School project

Wednesday, 5 March 2025  
at Cherngtalaywittayakom School

Hilton Garden Inn joined Cherngtalaywittayakom School on Wednesday, as part of the Green Planet School project, working with students to grow organic food. Learning how to cultivate fresh produce isn't just educational—it's fun!



# PRESS RELEASE

## Thailand Tourism Awards open for submissions

**ประกาศรางวัล 5 ประเภท 17 สาขา**

**ประเภทแหล่งท่องเที่ยว**

1. สาขาแหล่งท่องเที่ยวเพื่อการผจญภัย (Outdoor & Adventure Activities)
2. สาขาแหล่งท่องเที่ยวธรรมชาติ (Nature & Park)
3. สาขาแหล่งท่องเที่ยวนันทนาการ (Recreation)
4. สาขาแหล่งท่องเที่ยวประวัติศาสตร์ และศิลปวัฒนธรรม (Historical Arts & Culture)
5. สาขาแหล่งท่องเที่ยวโดยชุมชน (Local & Community Based Tourism)

**ประเภทที่พักท่องเที่ยว**

1. สาขาลักซ์ชัวร์ โฮเทล (Luxury Hotel)
2. สาขาซิตี โฮเทล (City Hotel)
3. สาขารีสอร์ท (Resort)
4. สาขาดีไซน์ โฮเทล (Design Hotel)

**ประเภทรายการนำเที่ยว**

1. สาขารายการนำเที่ยวสำหรับนักท่องเที่ยวในประเทศ (Domestic Tourism Programmes)
2. สาขารายการนำเที่ยวสำหรับนักท่องเที่ยวต่างประเทศ (Inbound Tourism Programmes)

**ประเภทการท่องเที่ยวเชิงสุขภาพ**

1. สาขาเดย์สปา (Day Spa)
2. สาขาโฮเทล แอนด์ รีสอร์ท สปา (Hotel & Resort Spa)
3. สาขาเดสทินชัน สปา แอนด์ เวลเนส (Destination Spa & Wellness)

**ประเภทองค์กรสนับสนุนและส่งเสริมการท่องเที่ยวยั่งยืน**

1. สาขาองค์กรภาครัฐ (Public Organisation)
2. สาขาองค์กรภาคเอกชน (Private Organisation)
3. สาขาองค์กรภาคประชาสังคมและสาธารณประโยชน์ (Civil Society and Public Benefit Organisation)

tourismawards.tourismthailand.org Thailand Tourism Awards @tourismawards

### TAT Launches 15th Thailand Tourism Awards to Honor World-Class Tourism Operators

The 15th Thailand Tourism Awards 2025, hosted by the Tourism Authority of Thailand (TAT), aims to recognize outstanding tourism operators that meet international quality standards.

The awards are divided into five categories:

1. Tourist Attractions
2. Tourist Accommodations
3. Health & Wellness Tourism
4. Tour Programs
5. Sustainable Tourism Support Organizations

The award levels include:

- Thailand Tourism Excellence Awards (Outstanding achievement)
- Thailand Tourism Outstanding Awards (Distinguished performance)
- Hall of Fame (Awarded to winners of three consecutive Excellence Awards)
- Thailand Tourism Sustainability Awards (Recognizing sustainable tourism initiatives)

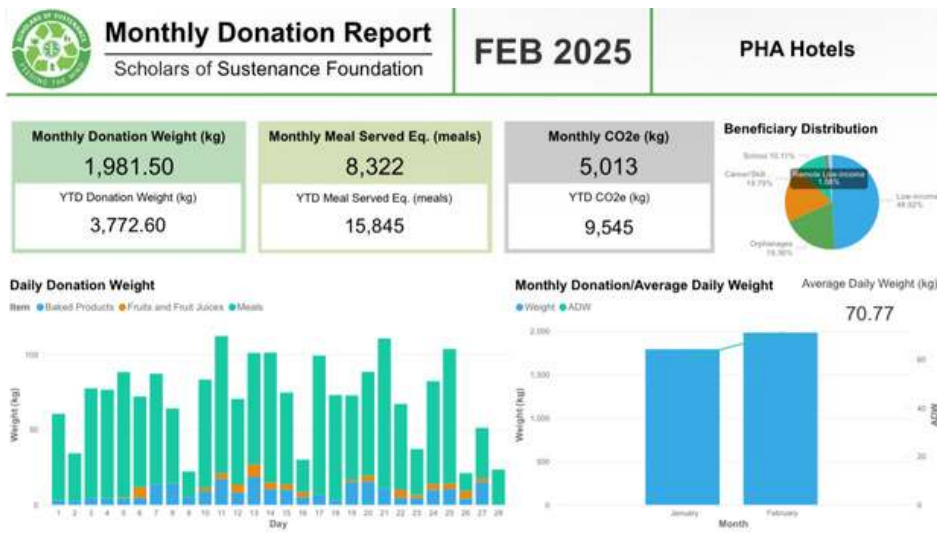
TAT invites tourism operators and organizations supporting sustainable tourism to apply between February 28 – April 30, 2025.

The winners will be announced on September 5, 2025, with an award ceremony on September 27, 2025, coinciding with World Tourism Day.

**For more information**

## FEBRUARY FOOD DONATION REPORT

Food Donated by Phuket Hotels Association Member Hotels and redistributed. in the community- For info or to participate :- please contact [exec.dir@phukethotelsassociation.com](mailto:exec.dir@phukethotelsassociation.com)



# THIS WEEKS' NEWS UPDATE



## 50% SUBSIDY SCHEME TO SPUR THAI TOURISM PLANNED FOR MAY

Thailand's Tourism and Sports Ministry plans to launch a co-payment travel package in May to boost domestic tourism during the low season (May–September). The program, for Thai nationals only, covers 50% of travel costs, with the government funding the rest under specific conditions. The ministry seeks cabinet approval for 3.5 billion baht, estimating 1 million travelers will participate. The initiative follows successful past subsidies like "We Travel Together." It aims to stimulate local spending, support hotels, airlines, and restaurants, and promote eco-tourism and cultural destinations, helping sustain Thailand's tourism industry and local economies amid seasonal downturns.

***For more information***

## THAI HOTELS FEAR SONGKRAN IMPACT FROM UYGHUR CONTROVERSY



The Thai Hotels Association warns that Thailand's repatriation of Uyghurs to China could impact Songkran tourism, as global criticism and travel advisories may deter visitors. Insurers may refuse coverage, affecting hotel bookings during the peak holiday season. THA proposed reducing visa-free stays from 90 to 15 days, citing security risks and misuse of extended stays. Illegal accommodations further challenge government efforts to regulate tourism safety. The government defends its decision, stating it follows human rights principles, while reassuring international communities of Thailand's safety. Authorities are working to mitigate tourism impacts and maintain the country's welcoming reputation.

***For more information***

## PHUKET 'NEEDS NEW GROWTH STRATEGY'

The Phuket Chamber of Commerce urges the private sector to adopt a new strategy for economic growth amid increasing regional competition. Despite last year's tourism recovery, global economic volatility and rising costs pose challenges for businesses. Phuket aims to attract investment and establish itself as a leading trade and tourism hub. However, competition from Vietnam, South Korea, Taiwan, and Indonesia requires improved pricing, service quality, and innovative strategies. The province faces infrastructure issues, including flooding, waste management, and congestion, alongside labour and education challenges. The Chamber is reviewing past performance to develop sustainable solutions for Phuket's long-term economic growth.



***For more information***

## PHUKET TO HOST THAILAND BIENNALE 2025, SHOWCASING GLOBAL ART



Phuket is set to become a global art hub as it prepares to host the Thailand Biennale 2025, a prestigious international art festival running from November 2025 to April 2026. The event, themed "Eternity," aims to explore the relationship between humanity and nature through contemporary artistic expressions while enhancing Phuket's status as a creative and cultural destination. With 60 artists participating, including 15 Thai and 34 international artists, the exhibition will span key locations such as Suang Luang (King's Park), Bang Wad Reservoir, and Sirinat National Park, featuring immersive installations and performances. Supported by the Ministry of Culture, the Biennale is expected to boost tourism, local businesses, global recognition, and creative collaborations.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 2 MAR 2025



**Number of tourists (1 JAN - 2 MAR 2025)**  
**7,021,344 people**  
**+5.91% (YOY)**

**Top 5 number of tourists**

Rank	Country	People
1	China	1,053,138
2	Malaysia	879,864
3	Russia	504,449
4	South Korea	389,482
5	India	367,542

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Government measures to enhance safety confidence.
- (+) Tourists gaining confidence from visa waiver policies and TM.6 card exemptions.
- (-) Entry into the Songkran festival period and the slowdown following the winter tourism season.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของกระทรวงการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 4 มีนาคม 2568

Source : Economics Tourism and Sports Division Information as of Mar 04, 2025 [For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-3 MAR 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	153,985	167,024	↓ -7.81 %
Don Mueang Airport	32,373	42,123	↓ -23.15 %
Phuket International Airport	53,307	48,768	↑ 9.31 %
Chiangmai International Airport	9,353	9,056	↑ 3.28 %
Hat Yai International Airport	901	949	↓ -5.06 %

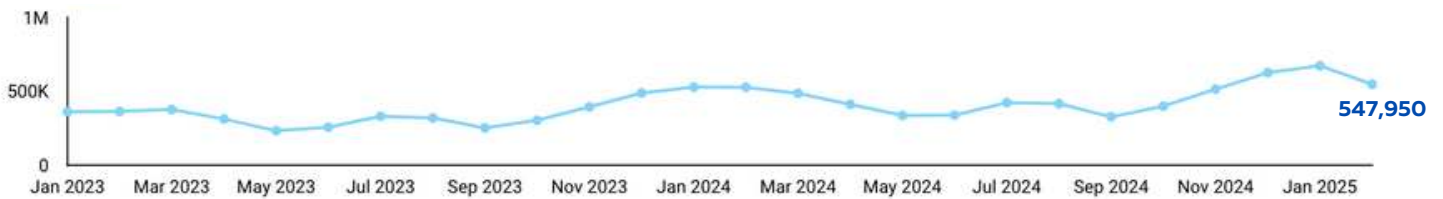
### Phuket International Airport - in March



Source: Tourism Authority of Thailand

# TOURISM MARKET UPDATE

## PHUKET INTERNATIONAL AIRPORT FOREIGN PASSENGER ARRIVALS (JAN 2023 – FEB 2025)



## PHUKET INTERNATIONAL AIRPORT

### FEB 2025

#### Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	141.2K
2. Asia	China	54.1K
3. Asia	India	41.5K
4. Europe	France	29.1K
5. Europe	Germany	24.9K
6. Europe	United Kingdom	24.4K
7. Asia	Kazakhstan	22.2K
8. Oceania	Australia	17K
9. Europe	Sweden	12.6K
10. Asia	Malaysia	12.3K

#### Passenger Numbers by Country of Origin of flight

Country	Number
1. Russia	99K
2. China	71K
3. United Arab Emirates	52.3K
4. Singapore	46.3K
5. India	45.2K
6. Malaysia	35.3K
7. Unknown	35.1K
8. Qatar	31.1K
9. Kazakhstan	20.9K
10. Hong Kong	17.5K

### JAN - FEB 2025

#### Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	292.9K
2. Asia	China	171.4K
3. Asia	India	85.3K
4. Europe	France	52.9K
5. Europe	United Kingdom	51.9K
6. Europe	Germany	49.9K
7. Asia	Kazakhstan	48.4K
8. Oceania	Australia	42K
9. Europe	Sweden	26.1K
10. Asia	Korea	25.7K

#### Passenger Numbers by Country of Origin of flight

Country	Number
1. Russia	217.1K
2. China	195.9K
3. United Arab Emirates	113.1K
4. Singapore	97.6K
5. India	95.9K
6. Malaysia	77.6K
7. Qatar	67.8K
8. Kazakhstan	47.2K
9. Unknown	45.6K
10. Hong Kong	43K

Source: Travel Link, Phuket Immigration

## MARCH FLIGHT SCHEDULE AT PHUKET INTERNATIONAL AIRPORT

**AOT / PHUKET**  
INTERNATIONAL AIRPORT

**PHUKET**

**MARCH  
FLIGHTS IN 2025**

ตารางบินเดือนมีนาคม 2568

Click [HERE](#) to download the complete flight schedule

**FEB 2025**

Total number of flights: 6,033 flights  
Total number of routes: 65 flight routes

**MAR 2025**

Total number of flights: 5,527 flights  
Total number of routes: 60 flight routes

Note: International Flights only

Source: AOT Phuket

## USEFUL ARTICLES

**ENGLISH**

[State of the Hotel Industry: Research on Challenges and Opportunities for 2025](#)

[Top 10 Hospitality Trends to Look Out for in 2025](#)

[One Visa for Six Countries: Will Southeast Asia's Tourism Vision Become Reality?](#)

**THAI**

[เทรนด์ท่องเที่ยวใหม่ 2025 สโลว์ไลฟ์ทราเวล เลือกพักผ่อนนานขึ้น](#)

[“ท่องเที่ยว” โหมตลาดอินเดีย ตั้งเป้า 2.4 ล้านคน-รายได้ทะลุแสนล้าน](#)

[เศรษฐกิจเที่ยวไทยยังแกร่ง! รายได้ ก.พ. 68 โตสวนทางจำนวนนักท่องเที่ยว](#)

## Information sources

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

[https://www.facebook.com/ETSMOTS?locale=th\\_TH](https://www.facebook.com/ETSMOTS?locale=th_TH)

Traveling

IAI

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**

 076 619 518

 [info@phukethotelsassociation.com](mailto:info@phukethotelsassociation.com)