

# PHUKET WEEKLY UPDATE

No61/28022025

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

PHUKET HOTELS ASSOCIATION  
1/2025  
JW MARRIOTT PHUKET

**GUEST SPEAKERS**



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



**JESPER PALMQVIST**  
SENIOR DIRECTOR  
ASIA PACIFIC  
STR



**ERIC RICAUARTE**  
FOUNDER  
GREENVIEW

MARCH 19  
3:00 PM - 6:00 PM

FOR MEMBERS BY INVITATION ONLY

## 1st Quarter General Managers meeting 2025

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

[Register HERE](#)

### PHAB 007

## SAVE THE DATE

### 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 the movement!

Secure your table **NOW**

### PHIST 2025

**PHIST EVENT  
MONDAY  
1 SEPTEMBER**

ANOSAMA LAGUNA PHUKET  
TIME 09:00 - 18:00

WORKSHOPS  
GREEN PRODUCT EXPO  
INSPIRING TALKS

IDEAS, INSPIRATION AND INNOVATION

ORGANISED BY PHUKET HOTELS ASSOCIATION  
CONTRIBUTED BY GREEN  
SUPPORTERS  
HOTEL - SPONSORS  
SPONSORS  
DPA - PACIFIC HOTEL GROUP

## 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

Price only 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 PHUKET TOWN CREATIVE CONCEPT

## THIS WEEK'S EVENT

**THAILAND  
BIENNALE  
PHUKET 2025**


## Phuket Biennale

Thailand Biennale Phuket 2025 – Event Preparation Meeting Summary  
Date: February 25, 2025 at Government House

### **Key Takeaways:**

#### 1. Event Concept

The Phuket working committee, led by the Governor of Phuket and co-ordinated by the Phuket Art Association is organizing the Thailand Biennale Phuket, a six-month-long arts exhibition showcasing various forms of art across key locations on the island. The event will feature seven categories of artistic expression:

- Music
- Fashion
- Literature
- Visual Art
- Architecture
- Films and Animated Media
- Performing Art

The committee has also introduced an ancillary project, Phuket Art-is Fiesta 2025, which aspires to establish an underwater tourist attraction at Racha Island. This initiative will showcase underwater sculptures inspired by Thai culture Ramayana.

#### 2. Timeline of Key Events:

- June 19–22, 2025 – Major event at Thalang Victory Memorial Field: Peranakan Festival – Art
- August 16, 2025 – Artist Welcoming Event at Sapan Hin, Phuket Town
- November 2025 – April 2026 – Biennale Art Exhibition (Exact dates to be confirmed)

#### 3. Collaboration and Support from the Private Sector

Private sector entities are encouraged to contribute in the following ways:

- Funding Sponsorship – Financial contributions to support the event
- Creating Art Installations – Hosting and displaying artwork at hotels or establishments
- Event Promotion – Publicity and marketing efforts for the event
- Accommodation Promotion – Special lodging packages for attendees and artists

As this was the initial preparation kick-off meeting, the Phuket Arts Association, leading the working committee, will provide further details and updates in future.

## THIS WEEKS' NEWS UPDATE



### PHUKET EYES B500BN IN REVENUE FOR 2025

Phuket aims for 500 billion baht in tourism revenue this year, following last year's 497 billion baht from 13.14 million visitors. The focus is on quality tourism, encouraging longer stays and higher spending to boost the economy. Hosting the World Sustainable Tourism Council conference next year, Phuket is addressing environmental concerns, expanding wastewater treatment, and increasing waste management capacity. A new incinerator will boost daily processing to 1,700 tonnes. Authorities are enhancing infrastructure, improving public services, and enforcing laws, with nearly 400 foreign visas revoked in 2024. These efforts aim to make Phuket a sustainable, livable, and world-class destination.

***For more information***

### TOURISM CHIEFS CALL FOR FREE-VISA RETHINK



Tourism leaders in Thailand are urging the government to shorten the 60-day free-visa period to 30 days, citing concerns over tourist behavior, safety, and its impact on local communities. While acknowledging the economic benefits, industry representatives argue that extended stays do not directly benefit hotels, as long-term visitors prefer apartments or villas over hotel accommodations. They also stress the need for stricter law enforcement to prevent foreigners from exploiting legal loopholes and engaging in undesirable activities. TAT supports the free-visa policy but emphasizes the importance of improved safety measures, enhanced screening processes, and attracting high-spending tourists through better infrastructure, new travel routes, and high-profile events.

***For more information***

### THAILAND FACES BACKLASH OVER RISE OF ILLEGAL HOTEL OPERATIONS

Thailand's booming tourism industry faces challenges due to illegal hotel operations, particularly in hotspots like Phuket and Bangkok. Short-term rentals of residential properties violate the Hotel Act, which mandates a minimum 30-day rental period. The Thai Hotels Association (THA) warns that foreign and local investors, notably Russians in Phuket and Chinese in Bangkok, are transforming condos and villas into short-term rental hubs, disrupting communities. Tourism leaders urge stricter regulations to curb these practices and prevent monopolization. Weak law enforcement tarnishes Thailand's reputation and affects post-pandemic recovery, with Chinese arrivals still lagging. Calls for reducing visa-free stays from 60 to 30 days aim to address these concerns and protect the tourism sector.



***For more information***

### THAILAND'S TOURISM GOAL AT RISK AS JAPAN LURES CHINESE TOURISTS



Thailand's ambitious goal of attracting 9 million Chinese tourists in 2025 faces challenges after the high-profile kidnapping of Chinese actor Wang Xing raised safety concerns. Flight cancellations to Thailand surged 94% last month, with more Chinese travelers opting for Japan and Singapore, especially during Lunar New Year. Despite Thailand's crackdown on scammers and criminal rings, many travelers remain hesitant. Japan, benefiting from a weaker yen and low airfares, overtook Thailand as the top destination for Chinese tourists. Visa-free policies in Singapore and Malaysia further diverted visitors. Rebuilding Thailand's tourism reputation will require stronger safety measures and effective public reassurance.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 - 23 FEB 2025



**Number of tourists (1 - 23 FEB 2025)**  
**6,352,404 people**  
 +10.29% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	China	988,451
2	Malaysia	809,317
3	Russia	448,995
4	South Korea	348,537
5	India	325,580

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Announcement of Amazing Thailand Grand Tourism and Sports Year 2025 and related tourism and sports promotion activities.
- (+) Implementation of government safety measures to enhance tourist confidence.
- (+) Increased traveler confidence following the extension of visa exemption and TM6 card suspension.

ที่มา: ข้อมูลจาก ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของกระทรวงการท่องเที่ยวและกีฬา วันที่ 25 กุมภาพันธ์ 2568

Source : Economics Tourism and Sports Division Information as of Feb 25, 2025

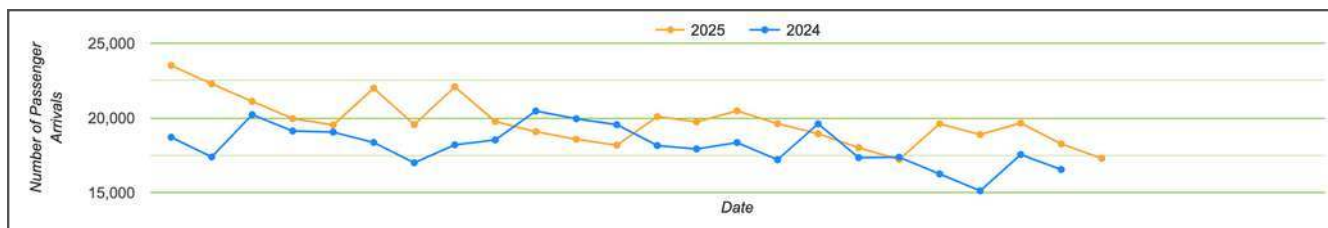
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-24 FEB 2025 compared to same period in 2024)

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	1,411,502	1,370,960	↑ 2.96 %
Don Mueang Airport	353,809	353,809	↑ 2.06 %
Phuket International Airport	473,268	417,816	↑ 13.27 %
Chiangmai International Airport	98,645	92,407	↑ 6.75 %
Hat Yai International Airport	8,308	7,471	↑ 11.20 %

### Phuket International Airport - in February



Source: Tourism Authority of Thailand

# TRAVEL TRENDS 2025

Amadeus Insights

## Travel Trends 2025

AMADEUS | GLOBETRENDER

TREND 2  
**Personalized Flying**



Artificial Intelligence, 5G, and Virtual Reality will converge to create highly personalized, connected, and immersive experiences for air passengers.

TREND 4  
**Asia Uplift**



Asia is gearing up for a travel resurgence with new visa-free programs attracting more travelers eager to explore its cultural treasures and business opportunities.

TREND 1  
**New Heydays**



As an antidote to change fatigue, a new wave of nostalgia is inspiring people to relive the vacations of their youth, gap years, and childhood dreams.

TREND 3  
**Trailblazer Hotels**



Unique, charismatic stays attract travelers seeking a sense of place and identity. Trailblazer hotels are becoming destinations in their own right.

TREND 5  
**Connections IRL (in real life)**



As digital dating burnout rises, travel will become a new avenue for real-world connections, from holiday romances to lasting friendships.

[Full Report HERE](#)

## Asia Uplift: Key statistics




**50%**  
global share of air passenger growth over the next 15 years

Source: [ATA Global Outlook for Air Transport - June 2024](#)



**35%**  
global share of leisure travel spending by 2025

Source: [Tourism Economics db; Global Travel](#)



**40 million**  
international visitors expected in Thailand in 2025

Source: [Tourism Authority of Thailand](#)

### Asia's re-emergence in global tourism

In 2025, Asia is set to reclaim its position as a premier travel destination. The Asia Uplift trend reflects increased inbound and outbound tourism, driven by relaxed travel restrictions, expanded flight routes, and luxury developments. Countries like [Thailand](#), [Japan](#), [China](#) and [India](#) are welcoming travelers eager to explore rich cultures and diverse landscapes, marking a significant shift in global tourism dynamics.

## Key drivers of Asia Uplift

01  
**Reopening of borders and visas**

Countries across Asia are extending visa-free travel and simplifying entry restrictions, to attract international tourists and digital nomads. The increased accessibility is a major driver to the *Asia Uplift* and the region's renewed appeal as a leading travel destination.

02  
**Cultural and entertainment attractions**

Major events like [Japan's Expo 2025](#), TV hits such as [The White Lotus](#) (set in Thailand), and [Squid Game](#) (South Korea) are drawing attention to the region. These cultural touchpoints inspire immersive experiences, elevating Asia's appeal for travelers seeking rich heritage and modern narratives.

03  
**Growth of luxury travel**










Asia is leading in luxury tourism with upscale resorts, five-star service, and exclusive experiences redefining the region's appeal. High-end accommodations and premium offerings continue to attract affluent travelers seeking unique and unforgettable stays.

Source: AMADEUS

## AIRLINE UPDATE

# Top 25 Full Service Airlines for 2025

According to AirlineRatings.com

1		Korean Air	14		All Nippon Airways
2		Qatar Airways	15		Aero Mexico
3		Air New Zealand	16		Air Caraibes
4		Cathay Pacific	17		Thai Airways
5		Singapore Airlines	18		Starlux
6		Emirates	19		Vietnam Airlines
7		Japan Airlines	20		Sri Lankan Airlines
8		Qantas	21		Air France
9		Etihad	22		KLM
10		Turkish Airlines	23		Air Calin
11		EVA Air	24		Air Mauritius
12		Fiji Airways	25		Garuda Indonesia
13		Virgin Atlantic			

Source: AirlineRatings.com

## USEFUL ARTICLES

## ENGLISH

[HVS 2025 Asia Pacific Hotel Valuation Index](#)

[Momentum 2025: Travel's Next Big Trends,](#)

[The first AI travel and hospitality influencer is here](#)

## THAI

[“Green Hotel” ทางเลือกธุรกิจรักษ์โลก สร้างจุดแข็งธุรกิจท่องเที่ยว](#)

[เปิดไฮไลท์อีเวนต์ Thailand Summer Festivals 7 เดือนนี้ จัดใหญ่ สงกรานต์ 2568](#)

[สมาคมโรงแรม ชูแพลตฟอร์ม KONCIERGE+ ตัวช่วยโรงแรมขนาดกลาง-เล็ก](#)

## 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  
Daniel Muery  
Brett Wilson

President  
Director, Secretary - General  
Director, Treasurer

## Phuket Hotels Association Core Team

Jayne MacDougall  
Sulaiya Ritto  
Wanwisa Chunuansri

Executive Director  
Administrative Manager  
Asst. Administrative Manager

## Advisory Board

Bill Barnett  
Sumi Soorian  
Boon Yongsakul  
Sears Jivavisitnont  
Eric Ricaurte  
Sukhchaensingh (Sam) Sethi  
David Johnson

Founding Member & Senior Advisor  
Senior Advisor  
Advisor  
Advisor  
Advisor  
Advisor  
Advisor

## Environment Committee

**(Chair)** Anucharaporn Tongluan  
**(Co-Chair)** Conor Brannum  
Michael Massey  
Jonathan Grier

Group Director Human Resources, Thavorn Hotels  
Sustainability Consultant  
General Manager, Absolute Twin Sands Resort & Spa  
Owner, Villa Phukhao

## Education Committee

**(Chair)** Bart Callens  
Orasa Singha  
Julian Lowry  
Pathama Kanteetaw

General Manager, SAii Laguna Phuket  
Director of Talent and Culture at Pullman Phuket  
General Manager Le Meridien Phuket Beach Resort  
Executive Assistant Manager, Paresa Resort

## Government Liaison Committee

**(Chair)** Gerd Kotlorz  
Chupong Kingkeaw

Sayamon Sittirit

Puangkaew Kulsuppakorn  
Lert Thavornwongwongse

General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach  
Regional Director of Talent and Culture, Accor Southern of Thailand & Pullman Phuket Panwa Beach Resort  
Cluster Resort Manager, Anantara Mai Khao Phuket Villas & Avani+ Mai Khao Phuket Suites & Villas  
Executive Secretary, Amanpuri  
Director, Thavorn Hotels and Resorts

## Destination Marketing Committee

**(Co-Chair)** Saurabh Upadhyay  
Nampetch Tipaxsorn  
Lars van der Most  
David Barrett  
Pimpisa Sukpasert

Director of Marketing, Angsana Phuket  
Public Relations and Communications Manager, InterContinental Phuket  
General Manager, Amora Beach Resort  
Event Consultant, The Slate  
Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort

## Membership Committee


**(Chair)** Christoph Weidemann  
**(Co-Chair)** Pannaphat Lapa  
Logan Daley  
Serge Cuypers  
Michel Scheffers

General Manager, Doubletree by Hilton Phuket Banthai Resort  
Resort Manager, V Villas Phuket  
General Manager, Cassia Phuket  
General Manager, Anantara Mai Khao Phuket Villas  
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, 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)