

PHUKET WEEKLY UPDATE

No60/21022025

PRESS RELEASE

PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S MEETING

PHUKET HOTELS ASSOCIATION
1/2025

JW MARRIOTT
RESORT & SPA

GUEST SPEAKERS

DR. WEERASAK LAWTONGKUM
DIRECTOR
VACHIRA PHUKET HOSPITAL

JESPER PALMQVIST
SENIOR DIRECTOR
ASIA PACIFIC
STR

ERIC RICAURTE
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](#)

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 C9 HOTELWORKS
GREENVIEW

PHUKET HOTELS FOR ISLAND
SEPTEMBER
SUSTAINING TOURISM 2024

02 SEPTEMBER 2024, Angsana Laguna Phuket

1300+ Delegates
66 Speakers
18M+ Social Media reach
58+ Exhibitors & Sponsors

SAVE THE DATE FOR PHIST 2025 1ST SEPTEMBER 2025

Registrations are now open, and we're gearing up for a world-class event! Don't miss the chance to be part of this incredible gathering.

If you know a company or organization seeking a fantastic opportunity to connect with the hospitality industry, we offer a range of sponsorship and exhibition options at our [PHIST 2025 Sustainability Learning Event](#)

Sponsors and exhibitors are encouraged to reach out for more information to:- exec.dir@phukethotelsassociation.com

THIS WEEK'S EVENTS



Phuket Hotels Association Awards Scholarships to Students

Monday, 17 February 2025 at Phuket Rajabhat University

The Phuket Hotels Association recently joined the students and faculty of Phuket Rajabhat University for a special award ceremony to celebrate the newest recipients of the association's scholarship program. Funded by the proceeds of past PHAB (Phuket Hotels Association Benefit) fundraising events, the program awarded scholarships to nine new students from the Faculty of Hospitality and Tourism.

The ceremony was graced by Dr. Manop Chachiyo, Vice President for Student Affairs; Dr. Sanya Chimpimon; and Asst. Prof. Dr. Jiraporn Prasarnkarn, Deputy Director of Financial Affairs, Faculty of Management Science, Phuket Rajabhat University. Representing the Phuket Hotels Association were Mr. Bart Callens, Chairperson of the Education Committee; Jayne MacDougall, Executive Director; and Suliya Ritto, Administrative Manager.

These scholarships will fully cover the academic tuition for the selected students, bringing the total number of scholarships awarded by the association to 93 so far. The PHAB fundraising activities for 2025 will commence shortly—watch this space!



Launch of the Partnership Between Paradorn Home Base Tennis Academy and Oceanic

Phuket Hotels Association joined the Launch of the Partnership between Paradorn Home Base Tennis Academy and Oceanic. The event included Mr. Samawit Supanpai – Deputy Governor of Phuket Province,

Mr. Thanawut Phetchara – Director of the Sports Authority of Thailand, Phuket Province (SAT), Mr. Narong Phromchikit – TCEB (Thailand Convention and Exhibition Bureau), Southern Office, Mr. Suksit Suwannaditthakul – President of the Thai Hotels Association, Southern Chapter (THA) Khun Sumitha Soorian – Senior Advisor, Phuket Hotels Association

THIS WEEKS' NEWS UPDATE



THAIS EFFECTIVELY BARRED FROM ENTERING NEW CASINOS

Thailand plans strict entry rules for locals in its proposed casino industry, requiring Thais to have 50 million baht in fixed deposits for six months and imposing a 5,000 baht entry fee. These measures aim to limit casino access to wealthier individuals.

While a Citi report suggests Thailand could become the world's third-largest gambling hub, concerns remain. Public hearings on the draft law are scheduled from Feb 15 to March 1. Despite some legal gambling like horse racing and the lottery, most Thais oppose the casino plan, fearing it could worsen social issues.

For more information

HOLIDAY FIRMS REPORTING SURGE IN DEMAND FOR LONG-HAUL BREAKS



Holiday companies are reporting a surge in demand for long-haul travel, with destinations like Thailand and Vietnam now considered more cost-effective than traditional European getaways. Kuoni announced a 14% rise in long-haul bookings for the year, while Thomas Cook saw a 10% increase. Experience-focused trips, including cultural activities and wellness retreats, are driving interest, with top destinations including the Maldives, Thailand, Antigua, Vietnam, and South Africa. Many travelers are choosing long-haul destinations for better value, particularly during school holidays, with Thailand and the Far East offering affordable local costs. Shows like The White Lotus, set in Thailand, and Love Island All Stars in South Africa, are also fueling interest.

For more information

PHUKET'S BOLD MOVE: MASSIVE CRACKDOWN ON FOREIGN CRIMES

Phuket police arrested over 100 foreign offenders and issued 1,625 traffic fines from February 10-16 as part of a nationwide crackdown on crime and illegal activities. The operation, led by local authorities, targeted visa violations, illegal businesses, drug offenses, and reckless driving to enhance public safety and protect both residents and tourists. A total of 103 criminal cases were recorded, including 30 immigration violations, 9 illegal tour operations, 8 unauthorized businesses, 10 drunk driving cases, and 18 arrests on outstanding warrants. Authorities also intensified traffic enforcement, addressing dangerous driving behaviors. Since early 2024, Phuket police have arrested 2,422 foreigners and issued over 32,000 traffic fines, reinforcing efforts to maintain law and order in the popular tourist destination.



For more information

THAI HOTEL ROOM RATE GROWTH LEADS WORLD



Hotel room rates in Thailand rose 15% in 2024, making it the only country with double-digit growth, according to SiteMinder. The average daily rate (ADR) increased to 5,377 baht from 4,648 baht in 2023, peaking at 6,460 baht in December, reflecting strong demand.

Thailand led Asia in international arrivals, with foreign guests making up 77% of check-ins, well above the global average of 48%. Travelers booked further in advance, with a 27-day lead time—the longest in Asia, nearing pre-pandemic levels.

The country ranked fifth globally for long stays, with 15% of bookings lasting at least three nights. The strong performance highlights Thailand's growing appeal, rising visitor spending, and confidence in its hospitality sector.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 - 16 FEB 2025



Number of tourists (1 - 16 FEB 2025)
5,589,051 people
 +11.90% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	916,340
2	Malaysia	714,661
3	Russia	390,794
4	South Korea	306,459
5	India	275,465

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increase in long-haul tourism from Russia, France, and the U.S.
- (+) Government security measures enhance tourist confidence.
- (+) Visa waiver and TM.6 form removal boost traveler assurance.

ที่มา : ข้อมูลสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา โดยข้อมูล ณ วันที่ 18 กุมภาพันธ์ 2566

Source : Economics Tourism and Sports Division Information as of Feb 18, 2025

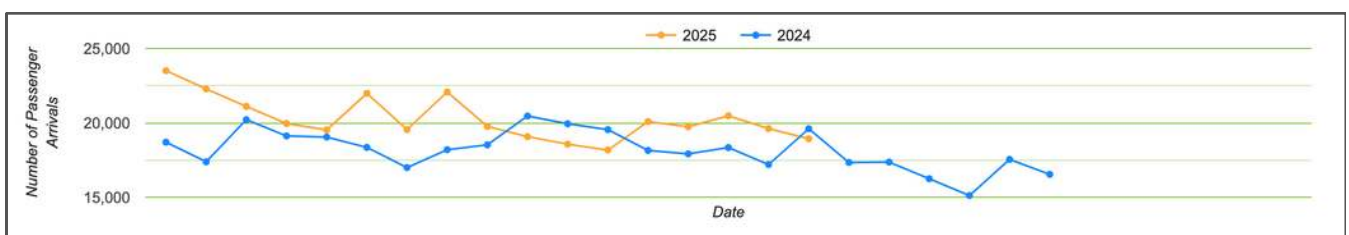
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

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

AIRPORT	2025	2024	Change (in %)
Suvarnabhumi Airport	1,012,204	1,037,338	↓ -2.42 %
Don Mueang Airport	255,810	266,944	↓ -4.17 %
Phuket International Airport	344,377	317,673	↑ 8.41 %
Chiangmai International Airport	72,272	71,738	↑ 0.74 %
Hat Yai International Airport	5,800	5,556	↑ 4.39 %

Phuket International Airport - in February



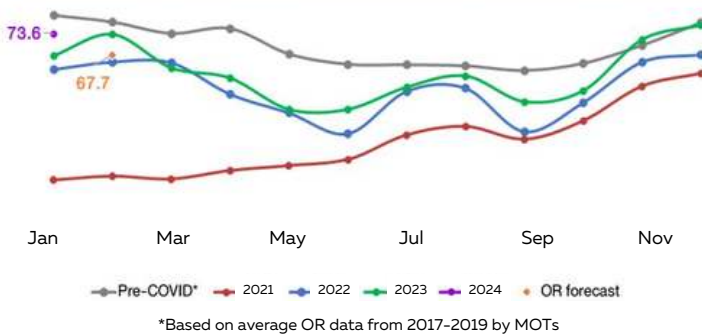
Source: Tourism Authority of Thailand

HOTEL BUSINESS OPERATOR SENTIMENT INDEX FOR JANUARY 2025

The hotel business continues to improve, reflecting a higher occupancy rate in January 2025 compared to the same period last year. Most hotels anticipate an increase in foreign guests in Q1 2025, with average daily room rates expected to rise by at least 3%, particularly in four-star and higher-tier hotels. However, global economic slowdown, rising operational costs, and competition remain key challenges for the industry moving forward.

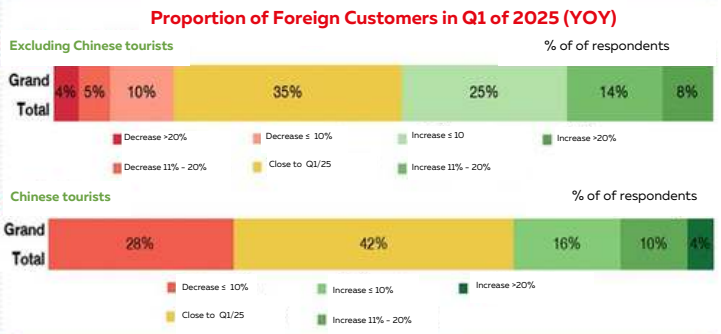
Occupancy Rate

In January 2025, hotel occupancy averaged 74%, rising from last year. February's rate is expected to be 68%.



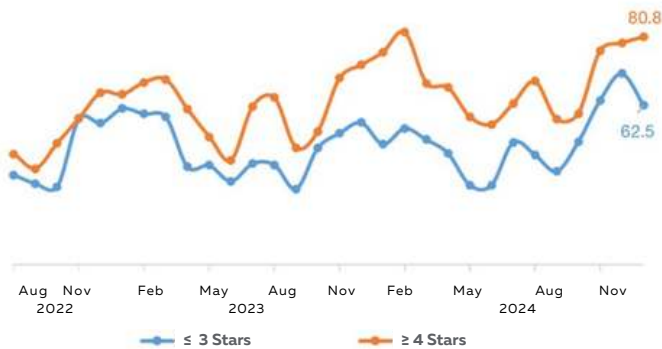
Foreign Customers in the Hotel Business

In January 2025, most hotel guests were from Southeast Asia, the Middle East, and Western Europe. Q1 projections indicate increased foreign visitors, excluding China, while Chinese arrivals remain steady.



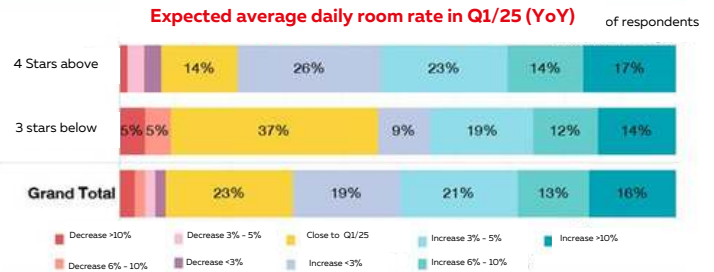
In January 2025, occupancy rates increased in hotels rated 4 stars and above, while hotels rated 3 stars or lower saw a decline, though still higher than the same period last year.

Average occupancy rate by hotel star rating



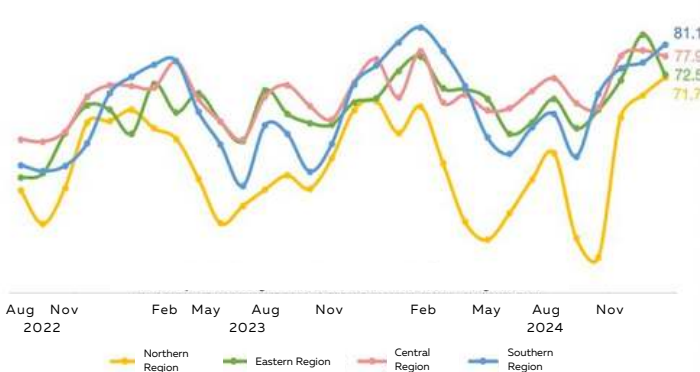
Average Room Rate per Day

In Q1/25, around 70% of the hotel industry anticipates an increase in average daily room rates, particularly for 4-star and higher-rated hotels, with most expecting a price rise of at least 3% compared to the same period last year.



In January 2025, occupancy rates rose in the north and south.

Average Hotel Occupancy Rate by Region



Challenges for 2025

In 2025, most hotel businesses anticipate that a slowing global economy, rising costs, and intensified price competition will be key challenges affecting business revenue growth.



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

HOTEL BOOKING TREND FROM SIDEMINDER'S

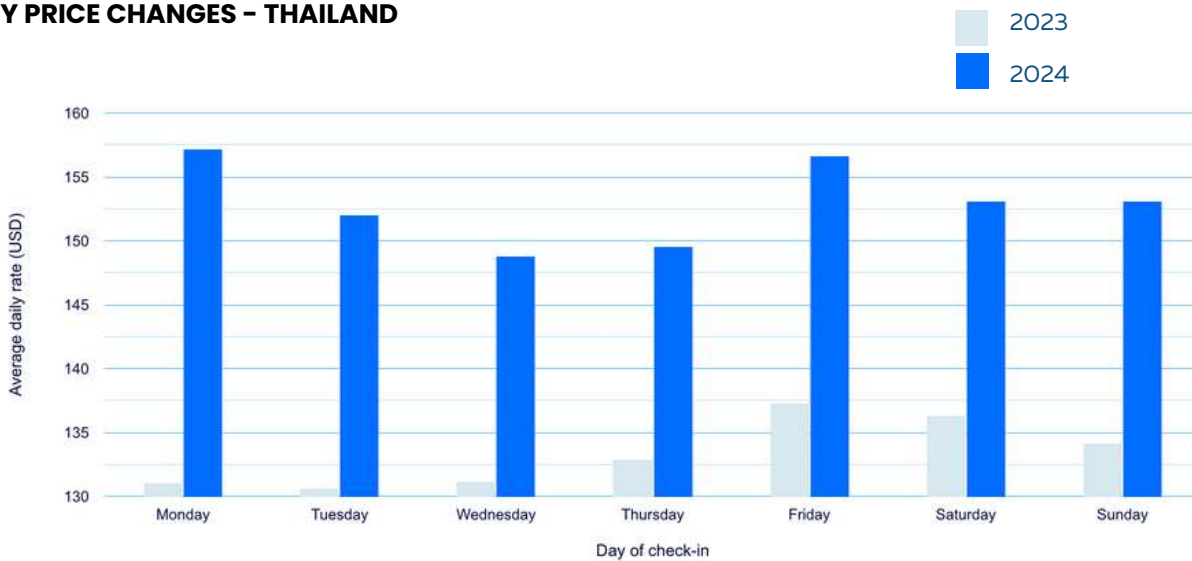
TOP BOOKING SOURCES



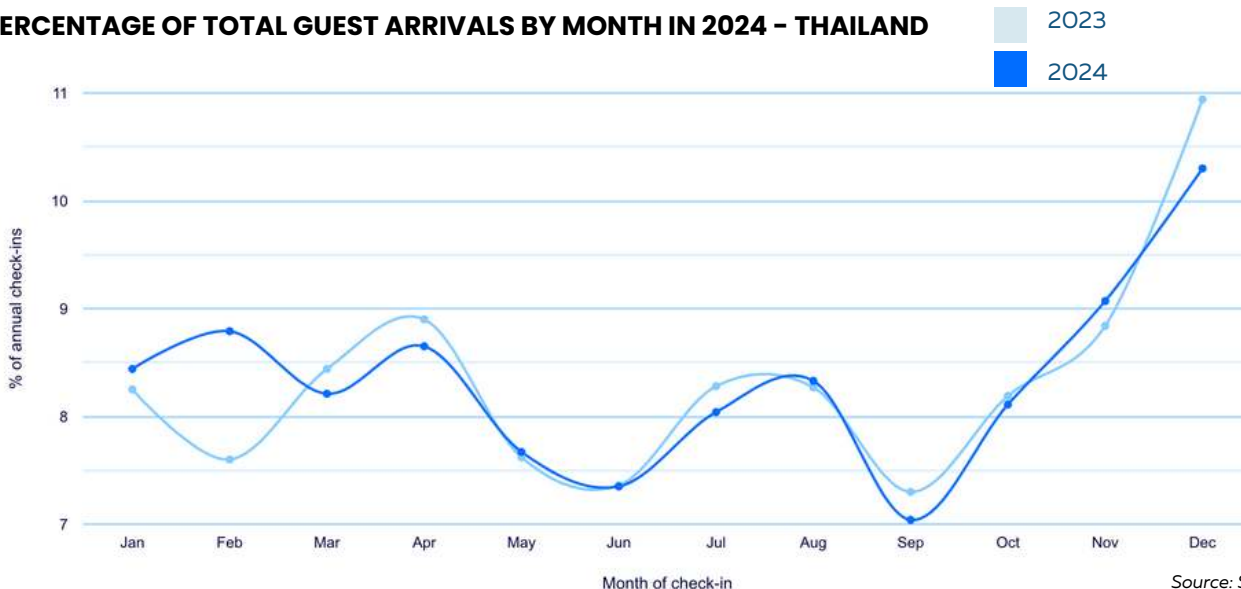
A spike in international check-ins, especially from Asia, helped Klook – popular in key markets like China, Singapore, Hong Kong and Taiwan – debut as a top revenue-generating channel. Hotel websites returned to the top 3 after being overtaken by Expedia Group in 2023, while Trip.com maintained its top 5 status, as China reclaimed poll position as Thailand’s largest source market for the first time since 2019.



DAILY PRICE CHANGES - THAILAND



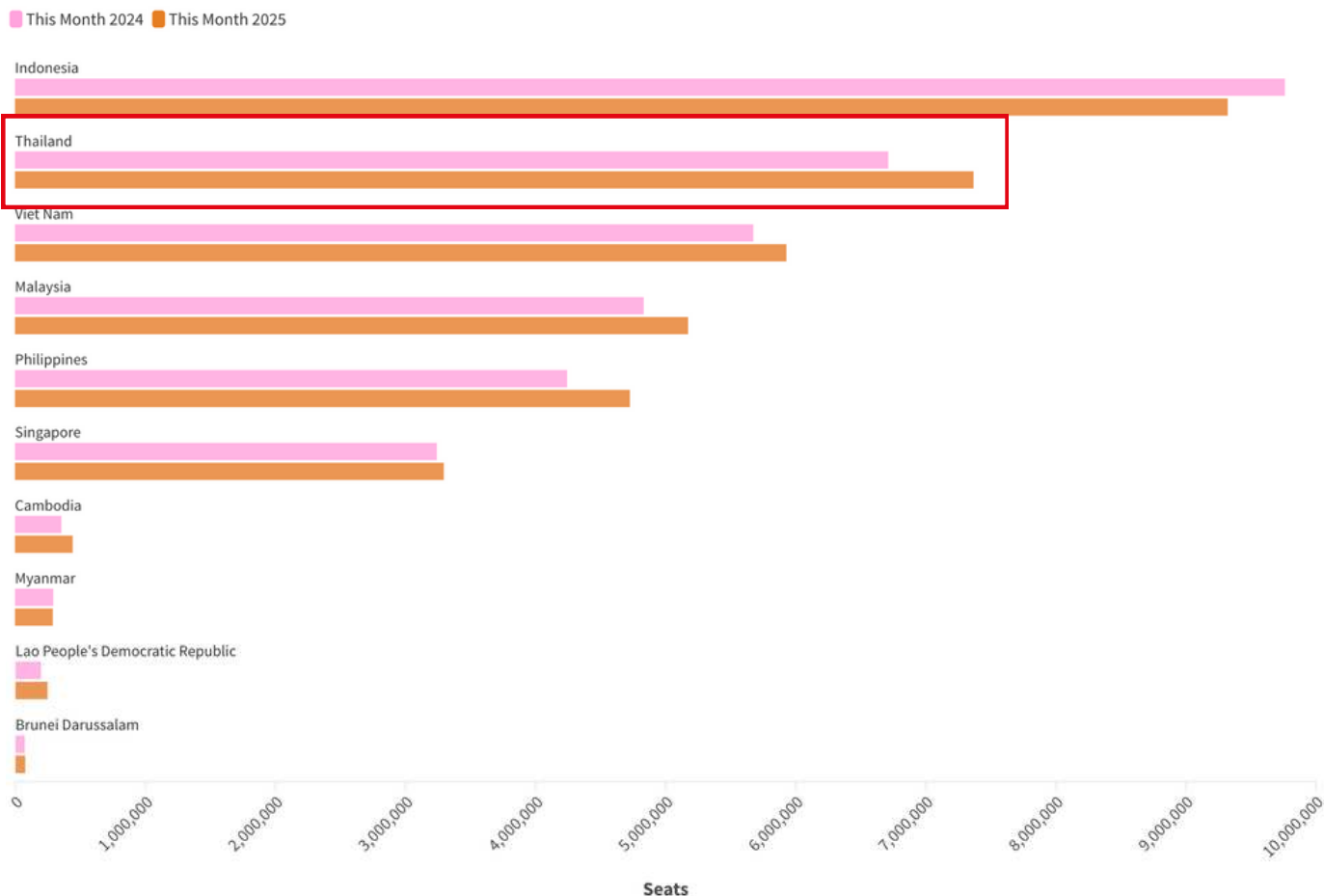
THE PERCENTAGE OF TOTAL GUEST ARRIVALS BY MONTH IN 2024 - THAILAND



Source: SiteMinder's

SOUTH EAST ASIAN COUNTRIES' AIRLINE CAPACITY | FEBRUARY 2025

WHICH SOUTH EAST ASIAN COUNTRY HAS THE MOST AIRLINE CAPACITY (DOMESTIC + INTERNATIONAL)?



Source: OAG

USEFUL ARTICLES

ENGLISH

[Global Hotel Investment Outlook 2025](#)

[Top 2025 Wellness Trends according to Accor](#)

[6 Marketing trends for hotel tech in 2025](#)

THAI

[ไทยยังน่าเที่ยว! ต่างชาติเข้าไทยเฉลี่ยวันละเกือบแสน](#)

[หวั่นเศรษฐกิจโลกป่วนท่องเที่ยว สัญญาณเติบโต ภูมิภาค เริ่มชะลอ](#)

[เอกชนเฮ! ปลดล็อกน้ำเมา มั่นใจเศรษฐกิจสะพัด ลุ้นบังคับใช้ 1 เม.ย.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
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 Coordinator, HOMA Phuket Town
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 Cuyper
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



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