

PHUKET WEEKLY UPDATE

No59/14022025

PRESS RELEASE

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

PHUKET HOTELS ASSOCIATION
1/2025
JW MARRIOTT
PHUKET

GUEST SPEAKERS

DR WEERASAK LORTHONGKAM
DIRECTOR
VACHIRA PHUKET HOSPITAL

JESPER PALMQVIST
SENIOR DIRECTOR
ASIA PACIFIC
STR

ERIC RICAURTE
FOUNDER
GREENVIEW

1st Quarter General Managers meeting 2025

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

Register [HERE](#)

MARCH 19
3:00 PM - 6:00 PM

FOR MEMBERS BY INVITATION ONLY

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

PHUKET HOTELS FOR ISLAND SUSTAINING TOURISM 2024
02 SEPTEMBER 2024, Angsana Laguna Phuket

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

ORGANISER PHUKET HOTELS ASSOCIATION
CONTENT BY C9 HOTELWORKS GREENVIEW

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



Glitter Cancer Ball

Saturday, 8 February 2025 at Courtyard by Marriott Phuket Town

Phuket Hotels Association was proud to support the Glitter Cancer Ball, an inspiring community initiative raising funds for a new radiology treatment center at Wachira Hospital Phuket. This facility will provide local patients with access to essential care, eliminating the need for long journeys to Hat Yai and elsewhere. Tonight's Ball was just one of many efforts to support this cause. If you're able to contribute in any way, please consider getting involved! Every effort helps bring life-changing treatment closer to those who need it most. This event was supported by Courtyard by Marriott Phuket Town and Phuket Tourist Association. Special congratulations to Chantal Fernandes for bringing the event together and all those who helped make a very special evening for a wonderful cause for our community.



The Green Planet School Farm Project

The Green Planet School Farm Project took another step forward with Hilton Garden Inn joining their neighborhood school in Chergntalay to work together with organic farming. Phuket Hotels Association is very excited to see what will "grow" in this new project! Are you interested in sponsoring or supporting a Green Planet School Farm project in YOUR neighborhood? Contact Jayne for more details.

THIS WEEKS' NEWS UPDATE



THAILAND EXPECTS A TOURISM BOOM FROM SEASON 3 OF 'THE WHITE LOTUS'

Thailand anticipates a tourism boost from The White Lotus Season 3, set to premiere on February 16 with filming locations in Bangkok, Phuket, and Koh Samui. Previous seasons drove significant travel spikes in Hawaii and Sicily, and Thailand expects similar results. The country welcomed 32 million foreign tourists in 2024, aiming for 36 million in 2025, with a focus on North American travelers. Luxury resorts, including Four Seasons Koh Samui and Anantara Mai Khao Phuket, are preparing for increased demand. Tour operators report rising interest in White Lotus-themed experiences, and Thailand's visa policies are set to accommodate the surge in visitors.

[For more information](#)

THAILAND HOTEL RATES ARE SURGING HIGHER THAN EVER



Thailand's hotel industry saw strong growth in 2024, with a 15% year-on-year increase in average daily rates (ADR), making it the only country globally to achieve double-digit growth, according to SiteMinder. The ADR rose to 5,377 baht (US\$159), peaking at 6,460 baht in December.

International guests accounted for 77% of total check-ins, ranking Thailand second worldwide in foreign arrivals. Travelers booked stays further in advance (27-day lead time) and stayed longer, with 15% of bookings lasting three nights or more.

Top booking sources included Booking.com, Agoda, hotel websites, and Trip.com. Direct hotel bookings surged, surpassing Expedia Group and contributing to higher-value stays.

[For more information](#)

HONG KONG'S CATHAY CALLS FOR TAPPING TRANSIT PASSENGERS TO CREATE TOURISM DOLLARS

Cathay Pacific has proposed leveraging transit passengers to boost Hong Kong's tourism revenue, aligning with the city's airport expansion and economic recovery efforts. The airline suggests offering tailored tour packages for passengers with layovers of four hours or more, similar to Dubai's model, to attract more visitors. This initiative aims to enhance Hong Kong's position as an aviation hub and attract travelers from emerging markets like the Middle East, India, and Southeast Asia. Government data shows Hong Kong welcomed 45 million visitors in 2024, a 31% increase from 2023 but still below pre-pandemic levels. Tourism officials support Cathay's plan, emphasizing its potential to stimulate economic growth, increase transit passenger spending, and reinforce the city's global connectivity.



[For more information](#)

PM ORDERS REVIEW OF 2-5PM ALCOHOL SALE BAN



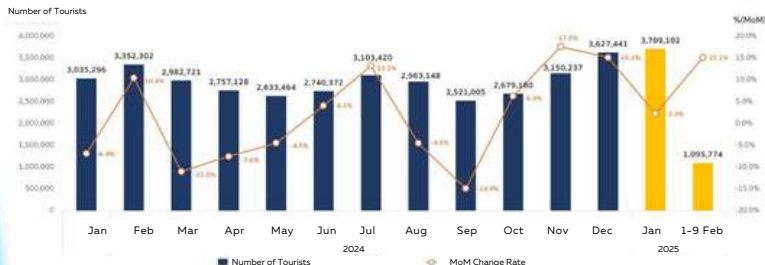
Prime Minister Paetongtarn Shinawatra has ordered a review of Thailand's long-standing 2pm-5pm alcohol sales ban, following concerns from business groups about its impact on tourism and economic growth. The restriction, implemented in 1972 to prevent officials from drinking during work hours, is now under reassessment as part of efforts to stimulate the economy and attract more international visitors.

The government is also reviewing alcohol bans on Buddhist holy days and election days to determine their effects on tourism. While considering changes, the prime minister emphasized the need for safety measures to prevent youth access and irresponsible consumption. The move aligns with Thailand's Amazing Thailand Grand Tourism and Sports Year 2025 campaign.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 - 9 FEB 2025



Number of tourists (1 - 9 FEB 2025)
4,804,876 people
 +17.13% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	825,617
2	Malaysia	617,631
3	Russia	330,628
4	South Korea	263,572
5	India	232,828

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery of long-haul tourism driven by marketing promotion activities, an increase in flight numbers, and the start of the school holiday period.
- (+) Implementation of government measures to enhance safety and security.
- (+) Tourists gain confidence from the visa waiver and TM.6 card exemption policies.

ที่มา : ข้อมูลสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของเศรษฐกิจการท่องเที่ยวและกีฬา โดยภา ส. วันที่ 11 กุมภาพันธ์ 2568

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

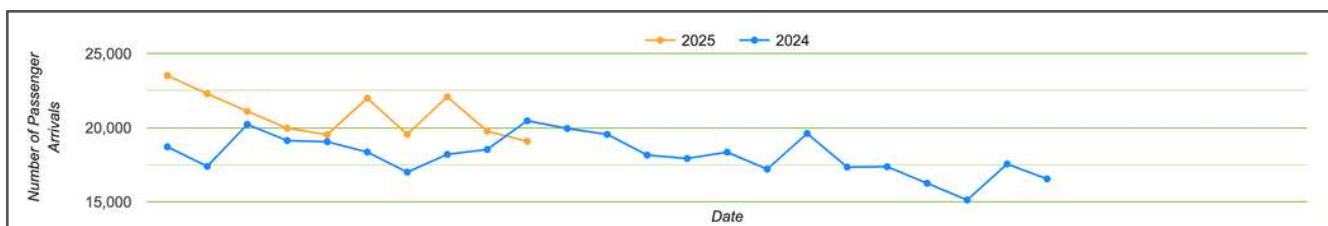
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-10 FEB 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	600,790	617,416	↓ -2.69 %
Don Mueang Airport	153,710	159,036	↓ -3.35 %
Phuket International Airport	208,805	186,988	↑ 11.67 %
Chiangmai International Airport	44,678	42,835	↑ 4.30 %
Hat Yai International Airport	3,491	3,142	↑ 11.11 %

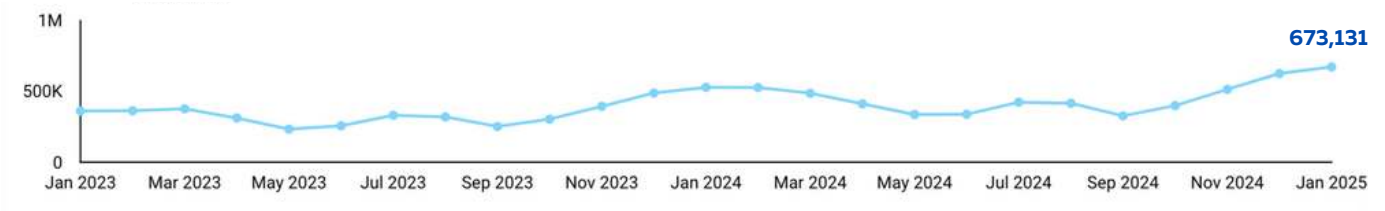
Phuket International Airport - in February



Source: Tourism Authority of Thailand

TOURISM MARKET UPDATE

PHUKET INTERNATIONAL AIRPORT PASSENGER ARRIVALS 2023 - JAN 2025



PHUKET INTERNATIONAL AIRPORT

JAN 2025

Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	151.7K
2. Asia	China	117.3K
3. Asia	India	43.8K
4. Europe	United Kingdom	27.6K
5. Asia	Kazakhstan	26.2K
6. Oceania	Australia	25K
7. Europe	Germany	25K
8. Europe	France	23.9K
9. Asia	Korea	13.8K
10. Europe	Sweden	13.5K

Passenger Numbers by Country of Origin

Country	Number
1. China	124.9K
2. Russia	118K
3. United Arab Emirates	60.8K
4. Singapore	51.3K
5. India	50.6K
6. Malaysia	42.3K
7. Qatar	36.7K
8. Kazakhstan	26.3K
9. Hong Kong	25.5K
10. Australia	15.8K

JAN - DEC 2024

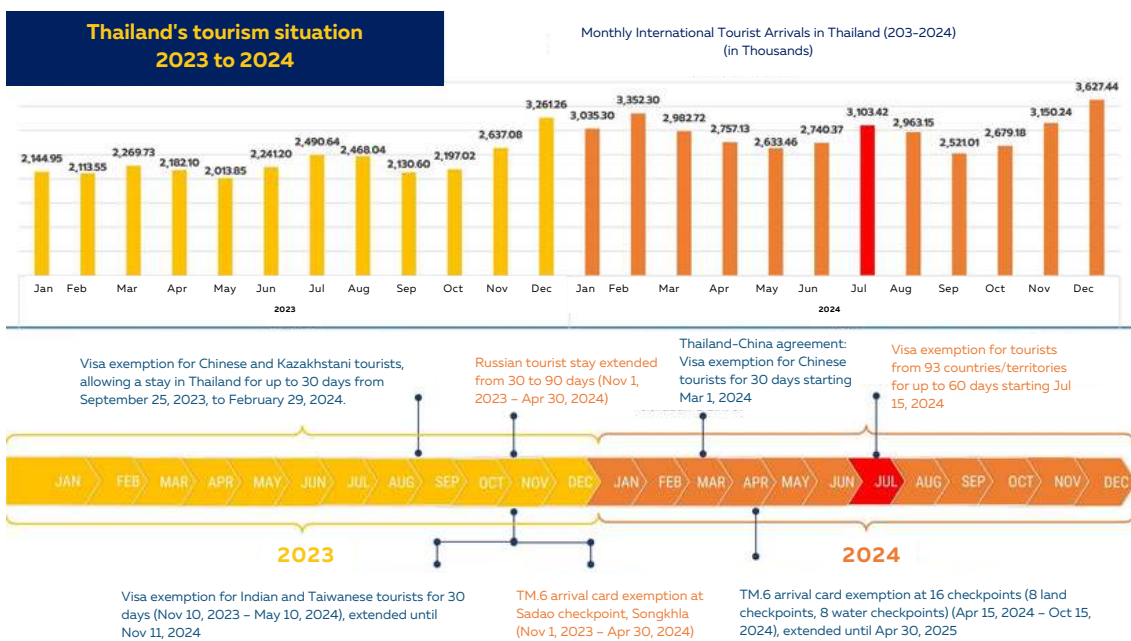
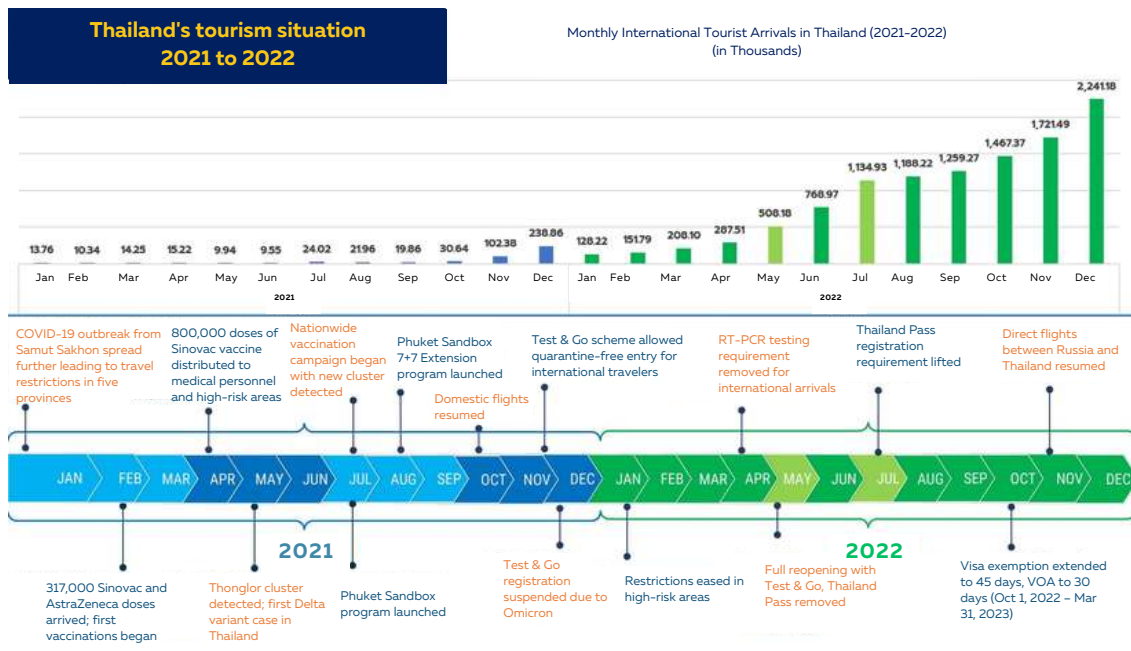
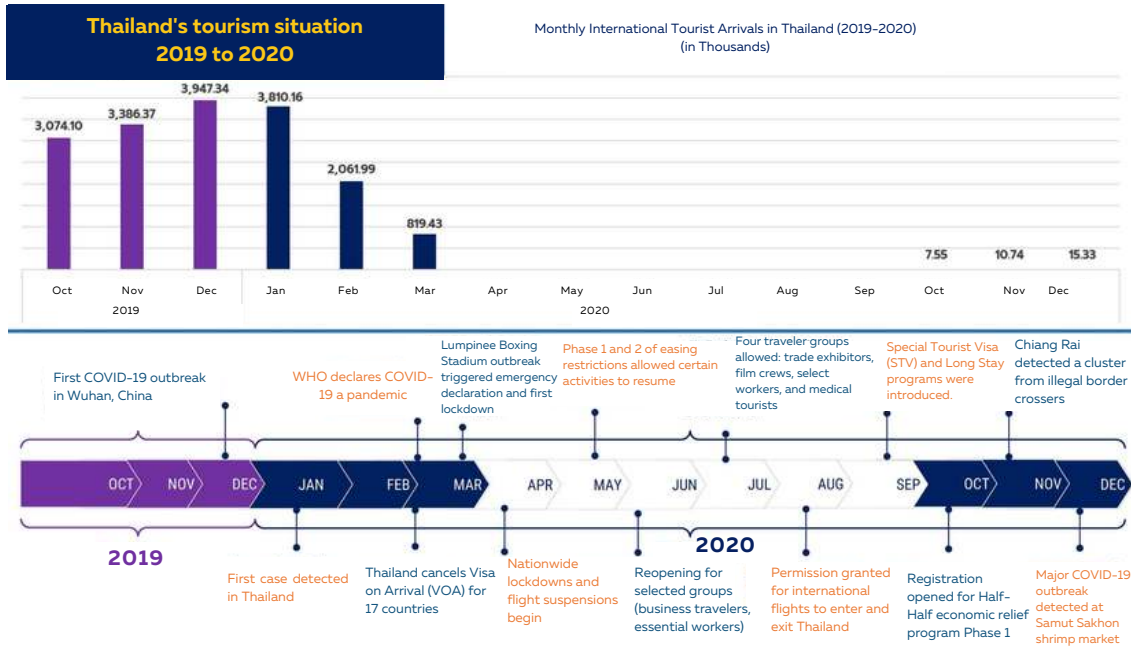
Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	1.1M
2. Asia	China	998.6K
3. Asia	India	481.9K
4. Oceania	Australia	279.1K
5. Europe	United Kingdom	250.4K
6. Asia	Malaysia	208K
7. Asia	Singapore	195.2K
8. Europe	Germany	193.6K
9. Asia	Kazakhstan	158.2K
10. Asia	Korea	143.1K

Passenger Numbers by Country of Origin

Country	Number
1. China	1M
2. Russia	845.8K
3. Singapore	576.6K
4. United Arab Emirates	536.1K
5. Malaysia	453.2K
6. Unknown	426.3K
7. India	372.5K
8. Qatar	308.6K
9. Hong Kong	243.3K
10. Kazakhstan	155.4K

Source: Travel Link, Phuket Immigration



Source: Economics Tourism and Sports Division

COMPARISON OF INDIAN TOURISTS BY GENERATION



- Relies on Instagram for travel inspiration.
- Prefers cafe hopping, nightlife, and "Instagrammable" activities over traditional sightseeing.
- Budget-conscious but prioritizes unique experiences and aesthetics.
- Confident in booking trips online and values social media recommendations.
- Interests: food, nightlife, cultural events.



- Workation travelers balancing jobs and travel.
- Trusts influencers, Instagram, YouTube, and Facebook for travel advice.
- Prioritizes quality over price, prefers mid to high-end stays.
- Uses OTA platforms but still values traditional travel agents.
- Engages in wellness travel and business trips.



- Prefers recommendations from Facebook, WhatsApp, and personal networks.
- Favors travel agents over OTAs for convenience.
- Values premium accommodations, dining, and high-end services.
- Interested in Thai cultural activities, coastal destinations, and wellness experiences.
- Less active on social media but relies on word-of-mouth reviews.

Source: TAT Intelligence center

USEFUL ARTICLES

ENGLISH

[How Hotel Tech Can Capture the Hearts of Millennial and Gen Z Travelers](#)

[Hotels + OTAs: A love-hate relationship that needs to change](#)

[Meeting the Moment: How Sustainability Data Is Reshaping Corporate Travel](#)

THAI

[ส.โรงแรม แนะรัฐเร่งออกเที่ยวคนละครึ่ง พ.ค.นี้ จี้ประกาศแผนชัดเจนเพิ่มเวลาเตรียมเดินทาง](#)

[ไทย ดันอีเวนต์ 'Tourism & Sports 2025' มุ่งดึงนักท่องเที่ยวทั่วโลกเข้าประเทศ](#)

['แพทองธาร' จุดพลุปีแห่งการท่องเที่ยวและกีฬา 2568 ชูเป้ารายได้ 3.5 ล้านล้าน](#)

Information sources

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

https://www.facebook.com/ETSMOTS?locale=th_TH

Traveling

TAT

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

Michael Massey General Manager, Absolute Twin Sands Resort & Spa
(Co-Chair) Conor Brannum Sustainability Coordinator, HOMA Phuket Town
Jonathan Grier Owner, Villa Phukhao
(Chair) Anucharaporn Tongluan Group Director Human Resources, Thavorn Beach Village Resort & Spa

Education Committee

Orasa Singha Director of Talent and Culture at Pullman Phuket
(Chair) Bart Callens General Manager, SAii Laguna 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

Noppadon Prommuang VP Sales & Marketing, Thavorn Hotels & Resorts
Nampetch Tipaxsorn Public Relation and Communications Manager, InterContinental Phuket
Lars van der Most General Manager, Amora Beach Resort
(Co-Chair) Saurabh Upadhyay Director of Marketing, Angsana Phuket
David Barrett Event Consultant, The Slate
Pimpisa Sukpasert Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort

Membership Committee

Logan Daley General Manager, Cassia Phuket
(Chair) Christoph Weidemann General Manager, Doubletree by Hilton Phuket Banthai Resort
(Co-Chair) Pannaphat Lapa Resort Manager, V Villas 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, 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, Mangosteem 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, Radisson Resort Phuket Mai Khao Beach, 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 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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