

PHUKET WEEKLY UPDATE

No58/07022025



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



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

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 SUSTAINING TOURISM 2024
 02 SEPTEMBER 2024, Angsana Laguna Phuket

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

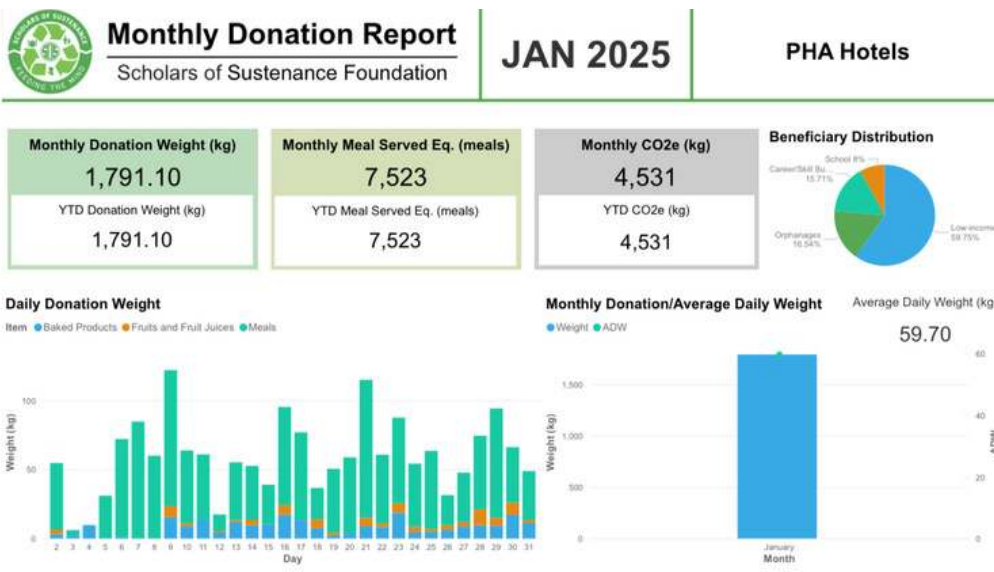
PHUKET HOTELS ASSOCIATION ECO VIDEO CHALLENGE

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

JANUARY FOOD DONATION REPORT



THIS WEEKS' NEWS UPDATE



MINISTER TOUTS REGISTRATION SYSTEM

Attracting unregistered hotel operators into the registration system could uncover significant hidden tourism revenue, potentially pushing the total to 3.5 trillion baht, according to the Tourism and Sports Ministry.

The current annual tourism revenue underreports earnings due to the large informal economy, including illegal accommodations and listings on platforms like Airbnb. The upcoming Hotel Act, focused on small and medium operators, aims to close this gap. With more than 85% of 100,000 accommodations nationwide unregistered, their inclusion would generate a revenue windfall and allow them access to stimulus programs, trade shows, and loans. Addressing illegal businesses and foreign operators is also crucial to maximizing Phuket's target of 500 billion baht in tourism revenue.

For more information

SOUTHERN HOTELS BOOM AMID TOURIST INFLUX



Hotels in the South benefit from strong tourism, with rising room rates and service charges. Many Phuket hotels use dynamic pricing, leading to higher employee service charges, typically 10% of room revenue. Three- and four-star hotels increased daily rates by 10-20%, while five-star resorts saw smaller increases. During the Electric Daisy Carnival Thailand 2025, some four-star hotels charged 12,000 baht per night, highlighting dynamic pricing's success. Low-season service charges are projected at 50% of high-season rates, driven by arrivals from Russia, China, and India. In Phangnga, lower service charges persist due to fewer tourists. Expanding attractions and the Andaman Airport are expected to boost year-round tourism.

For more information

FOREIGN ARRIVALS TO THAILAND UP 21% SO FAR

Foreign tourist arrivals to Thailand have risen 21% since the start of the year, with 3.97 million tourists visiting as of Feb 2, including 710,687 Chinese visitors, according to the Ministry of Tourism and Sports. January arrivals surged 22% to 3.7 million, largely driven by Chinese New Year travel on Jan 29. Last week's Lunar New Year holidays saw 946,958 arrivals, a 7.5% weekly increase, reflecting strong regional travel demand and growing international interest.

Thailand has enhanced tourist safety measures after reports of trip cancellations by Chinese groups following a recent abduction incident. With 195 billion baht generated so far this year, Thailand aims to reach 3.5 trillion baht in total tourism revenue by year-end, matching 2019 levels while ensuring sustained long-term growth.

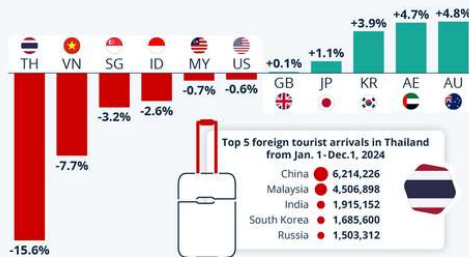


For more information

THAILAND EXPERIENCES DECLINE IN CHINESE TOURISTS DUE TO SAFETY CONCERNS

Thailand Sees Drop in Chinese Tourists Amid Safety Fears

Change in net booking volume of trips by Chinese travelers between Jan. 13-20 and previous week, by destination



Sources: China Trading Desk, Tourism and Sports Ministry of Thailand

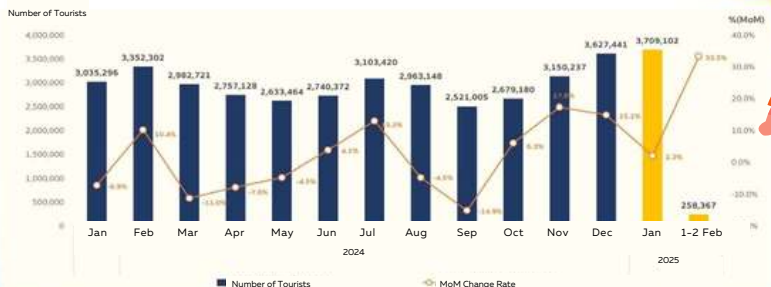


Chinese tourist bookings to Thailand fell 15.6% during the 2025 Lunar New Year due to safety concerns following a Chinese actor's kidnapping. Despite this, Chinese tourists remain Thailand's largest visitor group, with 6.2 million arrivals in 2024. Key destinations like Bangkok and Phuket are enhancing services, expanding cultural experiences, promoting local attractions, and collaborating with Chinese travel agencies to restore confidence and support the nation's economic recovery efforts.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 2 FEB 2025



Number of tourists (1 JAN - 2 FEB 2025)
3,967,469 people
 +21.01% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	710,681
2	Malaysia	482,719
3	Russia	274,680
4	South Korea	221,993
5	India	195,422

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increased tourist arrivals during the Chinese New Year festival.
- (+) Implementation of government safety measures to enhance tourist security and well-being.
- (+) Tourists gained confidence through the visa-free policy and the use of TM.6 immigration cards.

ที่มา : ข้อมูลสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 4 กุมภาพันธ์ 2568

Source : Economics Tourism and Sports Division Information as of Feb 2, 2025

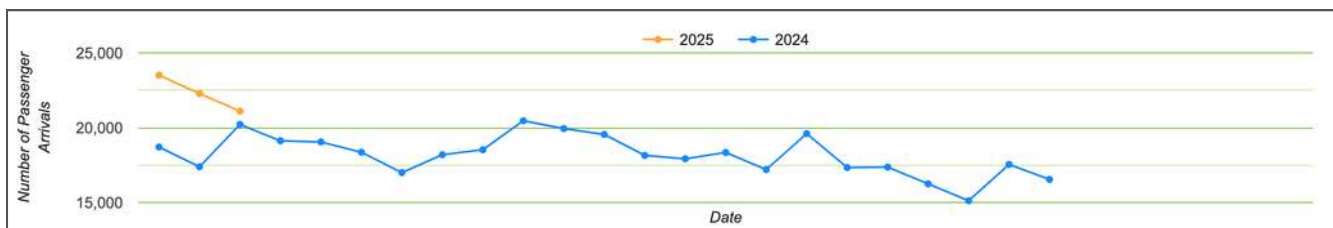
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

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

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	190,582	187,257	↑ 1.78 %
Don Mueang Airport	49,125	48,538	↑ 1.21 %
Phuket International Airport	66,891	56,298	↑ 18.82 %
Chiangmai International Airport	15,419	12,985	↑ 18.74 %
Hat Yai International Airport	1,174	871	↑ 34.79 %

Phuket International Airport - in February



Source: [Tourism Authority of Thailand](#)

Hotel & Tourism Market Review

PHUKET

February 2025



C9 HOTELWORKS

Phuket Tourism Rebounds with 8.65 Million Arrivals in 2024

Visa-free policies for Chinese and Indian tourists drive Phuket's market resurgence and bolster recovery momentum.

Phuket's tourism market in 2024 continues its trajectory toward full recovery, underpinned by significant growth in Russian and Indian arrivals, alongside government-led visa-free travel initiatives. Passenger arrivals for the year reached 8.65 million, reflecting a 23% increase compared to 2023 and just 5% below the 2019 benchmark of 9.07 million arrivals.

China, historically Phuket's largest international source market, recorded 998,228 visitors in 2024, up from 566,961 by 76% in 2023, but still trailing the pre-pandemic peak of 3.12 million. The Thai government's introduction of visa-free entry in late 2023 has been instrumental in driving this recovery.

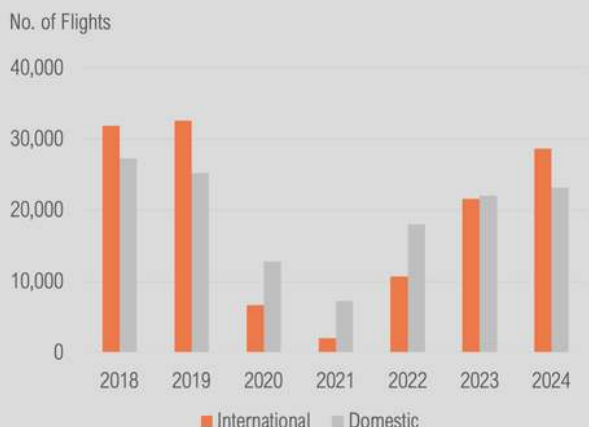
The policy also extended to travelers from Kazakhstan and Saudi Arabia, further diversifying source markets. Russia led international arrivals with 1,069,597 visitors in 2024, representing a 26% year-on-year increase, while India recorded a notable 58% rise, contributing 481,478 visitors.

Collectively, Russia, India, and China accounted for 45% of Phuket's total international arrivals.

Phuket's positioning as a luxury destination is evolving, with the island increasingly expanding its offerings from luxury real estate to premium lifestyle facilities and amenities. Emerging hotspots such as Bangtao/Cherngtalay and Kamala are driving this transformation, supported by a proliferation of high-end developments and lifestyle-oriented establishments. Notable examples include the newly opened Anantara Life Center Phuket and the upcoming Mucho Amor Beach Club.

Additionally, the removal of Phuket's long-standing 80-meter building height restriction is expected to catalyze a wave of new upscale developments, reshaping the island's skyline and further solidifying its appeal as a premier luxury destination.

Phuket International Airport – Flight Arrivals



Source: C9 Hotelworks Market Research & AOT

1 C9 Phuket Hotel & Tourism Market Review, February 2025

Market Trends

- Gen Z and Millennials (aged 18-44) now represent 58% of Phuket's international passenger arrivals, equivalent to 3.29 million visitors. This highlights the island's strong appeal as a vibrant and dynamic destination for younger travelers.
- Bangtao/Cherngtalay has experienced a 14% increase in average length of stay, rising from 6.72 nights in 2023 to 7.67 nights in 2024.
- Phuket's market-wide Average Daily Rate (ADR) reached THB 5,241 in 2024, up 11% from THB 4,717 in 2023.

Source: C9 Hotelworks

[Full report](#)

PHUKET HOTEL & TOURISM SNAPSHOT

Phuket International Airport – Passenger Arrivals



Source: C9 Hotelworks Market Research & AOT



8.65 Million
Passenger Arrivals in 2024



7% CAGR
From 2006 to 2024



23% Growth
From 2023 to 2024

Top 5 International Source Markets



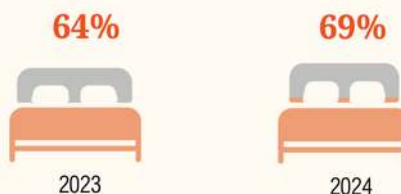
Note: No. of Passenger Arrivals (% Growth from 2023)
Source: C9 Hotelworks Market Research & Phuket Immigration Office

Market-Wide Average Daily Rate (ADR)



Source: C9 Hotelworks Market Research & STR

Market-Wide Occupancy



Source: C9 Hotelworks Market Research & STR

Phuket International Airport Passenger Arrivals by Age Group

Gen Z & Millennials Lead Phuket's International Arrivals with 3.29 Million Passengers



Note: Figures include only International Passenger Arrivals
Source: C9 Hotelworks Market Research & Phuket Immigration Office

Average Expenditure of International Visitors



Source: C9 Hotelworks Market Research & MOTS

Average Length of Stay

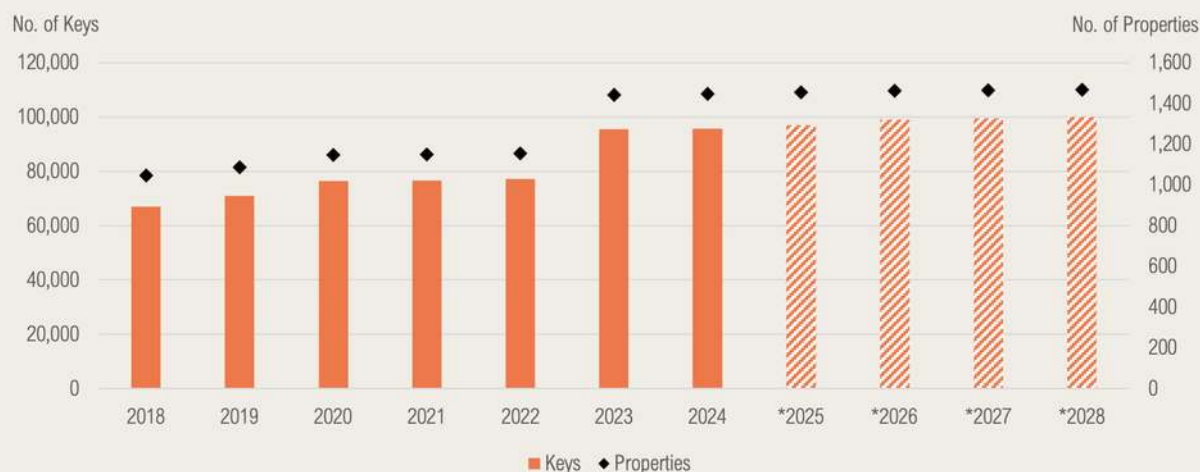
Patong, Karon, & Bangtao/Cherngtalay are attracting longer stays



Source: C9 Hotelworks Market Research & MOTS

Phuket Hotel & Tourism Market Review

Hotel Supply



Phuket's hotel supply is projected to reach 99,954 keys across 1,468 properties by 2028.

Source: C9 Hotelworks Market Research & TAT
* Indicates forecasted data

Hotel Pipeline (2025-2028)

Phuket's hotel pipeline from 2025 to 2028 includes 20 new properties, adding 4,216 keys. Key developments are concentrated in Bangtao/Cherngtalay, Patong, and Chalong Bay.

Hotels	Location	Keys	Opening Year
Radisson Resort Phuket Mai Khao Beach	Mai Khao	224	2025
One Origin Phuket Chaofah (Former Beehive Boutique Hotel Phuket)	Phuket Town	249	2025
Tiva Ao Makham Resort Phuket, Centara Boutique Collection	Ao Makham Bay	68	2025
Ibis Styles Phuket Bangtao	Bangtao/Cherngtalay	140	2025
Makham Bay Marina Hotel	Ao Makham Bay	70	2025
Courtyard by Marriott at Chalong Bay Phuket	Chalong Bay	277	2025
TRIBE Phuket Patong	Patong	230	2025
The Ritz-Carlton Phuket (Former Westin Siray Bay)	Siray Bay	182	2026
Wyndham Grand Phuket Surin Beach	Bangtao/Cherngtalay	425	2026
W Phuket - Nai Harn Beach	Nai Harn	60	2026
JW Marriott Phuket Resort & Spa Chalong Bay	Chalong Bay	189	2026
The Forest by YOO2 Hotel	Patong	432	2026
Riu Palace Phuket	Mai Khao	500	2026
Chatrium Resort Rawai Phuket	Rawai	303	2026
The Ozone Signature, A Registry Collection	Bangtao/Cherngtalay	118	2027
Ramada Encore by Wyndham Nebu Bangtao	Bangtao/Cherngtalay	89	2027
The StandardX	Bangtao/Cherngtalay	215	2027
Phuket Nai Yang Beach, Vignette Collection	Nai Yang	115	2028
Mercure Phuket Bangtao	Bangtao/Cherngtalay	150	2028
EQ Phuket	Kata	180	2028
Total		4,216	

Source: C9 Hotelworks Market Research

③ C9 Phuket Hotel & Tourism Market Review, February 2025

Source: C9 Hotelworks

[Full report](#)

FEBRUARY FLIGHT SCHEDULE AT PHUKET INTERNATIONAL AIRPORT



PHUKET

FEBRUARY FLIGHTS IN 2025

ตารางบินเดือนกุมภาพันธ์ 2568

Click **HERE** to download the complete flight schedule

JAN 2025

Total number of flights: 6,694 flights
Total number of routes: 65 flight routes

FEB 2025

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

Note: International Flight

Source: AOT Phuket

USEFUL ARTICLES

ENGLISH

[Key Drivers of Change in the Hotel Industry for 2025](#)

[The Future of Luxury Hospitality: Trends You Should Know in 2025](#)

[These Will Be the Biggest Wellness Travel Trends of 2025](#)

THAI

[สถานการณ์อุตสาหกรรมโมซ์ ประจำปี 2567](#)

[นวัตกรรมการท่องเที่ยว เพิ่มมูลค่าด้วย Big Data](#)

[ปี 67 ค่าห้องพักโรงแรมไทย โตเพิ่ม 15% จากแรงส่งนทท.ต่างชาติไหลเข้าประเทศ](#)

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

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Sulaiya Ritto Administrative Manager
Wanwisa Chunuansri Asst. Administrative Manager

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Sears Jivavisitnont Advisor
Eric Ricaurte Advisor
Sukhchaensingh (Sam) Sethi Advisor
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(Chair) Bart Callens General Manager, SAii Laguna Phuket
Julian Lowry General Manager Le Meridien Phuket Beach Resort
Pathama Kanteetaw Executive Assistant Manager, Paresa Resort

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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

Marketing Committee

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Nampetch Tipaxsorn Public Relation and Communications Manager, InterContinental Phuket
Lars van der Most General Manager, Amora Beach Resort
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


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(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



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