

# PHUKET WEEKLY UPDATE

No57/31012025



**PHIST 2025**  
2025

**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

**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

PHUKET HOTELS ASSOCIATION  
ECO VIDEO CHALLENGE

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](mailto:exec.dir@phukethotelsassociation.com)

## THIS WEEKS' NEWS UPDATE



### NEW THAI LAW TARGETS UNREGISTERED SMALL HOTELS

The Tourism and Sports Ministry plans a new Hotel Act to register over 500 unlicensed small and medium-sized accommodations. More than 90,000 such properties do not meet hotel business criteria.

Stakeholders, including the Tourism Council of Thailand, Thai Hotels Association (THA), and guesthouse operators, have been consulted. While the act will ease restrictions, safety regulations remain a priority.

Challenges include environmental and town planning laws, preventing many guesthouses from registering. Some industry leaders argue amending regulations may be faster than revising the Hotel Act.

A co-payment scheme for domestic tourism launches in June, offering 1 million incentives. More details will be announced at Thailand Grand Tourism and Sports Year 2025 on February 3.

***For more information***

### DAILY RATE FOR THAI HOTELS HITS RECORD HIGH IN DECEMBER



Thailand's average daily rate (ADR) for hotels hit a record high of 6,460 baht (US\$192) in December, driven by strong demand from international tourists, according to SiteMinder. Throughout 2024, the ADR averaged 5,377 baht, up from 4,648 baht in 2023. Foreign visitors made up 77% of hotel check-ins, the highest in Asia and well above the 48% global average.

Travelers are also booking further in advance, with a 27-day lead time, approaching the pre-COVID level of 29 days, indicating growing confidence in Thailand's tourism sector. This surge in demand presents opportunities for hotels to increase revenue through special deals, premium experiences, and event-based travel, which has reached record highs.

***For more information***

### THAILAND'S ECONOMY TO EXPAND BY MORE THAN 3% IN 2025, BOOSTED BY CHINESE TOURISM

Thailand's tourism-driven economy is projected to grow over 3% in 2025, fueled by foreign investor confidence and major new investments. The country expects THB 1 trillion (\$29.7 billion) in investment applications and aims to attract 40 million visitors, generating THB 3 trillion (\$89 billion) in tourism revenue.

China remains Thailand's top visitor market, with 22,000 daily arrivals. During Chinese New Year (January 24 – February 2), 770,000 Chinese tourists are expected, a 22.6% increase from last year.

The Entertainment Complex Business Act is anticipated to further boost tourism, potentially creating 20,000 jobs per integrated resort (IR). With interest from Macau operators, Thailand's IR development could reshape the regional gaming market by 2029, focusing on international clientele rather than local gamblers.



***For more information***

### TALKS HELD ON PHUKET'S NEW CONSTRUCTION RULES



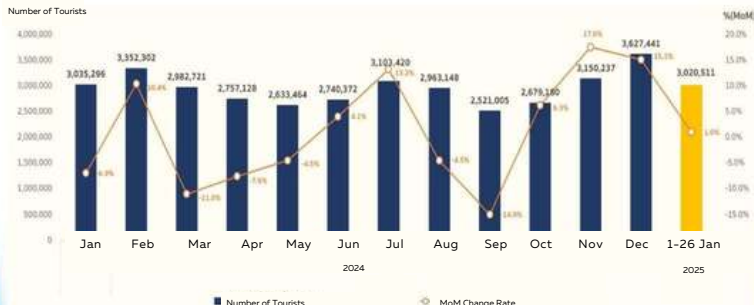
A seminar presided over by the Chamber of Commerce President gathered entrepreneurs, business leaders, and investors to discuss the implications of new environmental regulations in Phuket. The event focused on the Cabinet's decision to permit construction above the 80-metre limit, expected to drive developments on hills across the island. Experts provided insights into the legal framework, covering town planning, building control, and environmental laws. The regulations, effective December 13, 2024, aim to balance economic growth with conservation while promoting sustainable tourism.

With Phuket welcoming 13 million tourists in 2024, generating B480 billion, officials stressed the necessity of responsible land use to maintain the island's appeal.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 - 26 JAN 2025



Number of tourists  
(1 - 26 JAN 2025)

**3,020,511 people**

+19.30% (YOY)

### Top 5 number of tourists

Rank	Country	People
1	China	532,853
2	Malaysia	311,922
3	Russia	219,321
4	South Korea	176,091
5	India	161,950

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Expansion of Travel from Short-Haul Markets.
- (+) Government Security Confidence Measures.
- (+) Impact of Visa and TM.6 Waiver.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 28 มกราคม 2568

Source : Economics Tourism and Sports Division Information as of Jan 28, 2025

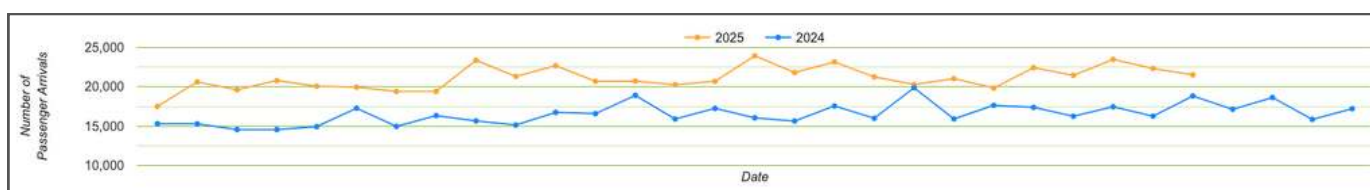
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-27 JAN 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,629,831	1,432,162	↑ 13.80 %
Don Mueang Airport	434,201	317,684	↑ 36.68 %
Phuket International Airport	569,915	444,429	↑ 28.24 %
Chiangmai International Airport	127,119	92,499	↑ 37.43 %
Hat Yai International Airport	8,540	7,239	↑ 17.97 %

### Phuket International Airport



Source: [Tourism Authority of Thailand](#)



# TOURISM

SITUATION IN 2024P



**TOURISTS** in Thailand 2024

**35.54** Million Person  
+26.27% (YoY)

**1.64** Trillion Baht  
+31.13% (YoY)

## Top 5 Tourists

January - December  
(Person)

China	6,733,162
Malaysia	4,952,078
India	2,129,149
S.Korea	1,868,945
Russia	1,745,327



From January 1 to December 31, 2024, Thailand welcomed 35.54 million international tourists, marking a 26.27% increase from the previous year, while tourism revenue reached 1.64 trillion baht, growing by 31.13% year-on-year.

The top ten source countries for international arrivals were China, Malaysia, India, South Korea, Russia, Laos, Taiwan, Japan, the United States, and Singapore.

## Number of international tourists arriving in Thailand



Data of January 6, 2025, from the Tourism and Sports Economic



# Domestic Tourism Situation in 2024

January 1 - December 31, 2024



## Number of Domestic Trips



**200** million people - trips  
%CH (Y-o-Y) +6.55

## Revenue from Domestic Visitors



**1.11** trillion baht  
%CH (Y-o-Y) +8.56

Notes:

- "Trips" refer to instances where travelers visit another province for tourism.
- "Visitors" include those traveling for leisure, visiting friends or relatives, with or without overnight stays.

### Top 5 Most Visited Provinces in Thailand (Domestic Tourists)

- 1** Bangkok - 30,391,749 visitors
- 2** Chonburi - 16,479,832 visitors
- 3** Kanchanaburi - 14,553,613 visitors
- 4** Prachuap Khiri Khan - 10,630,651 visitors
- 5** Phetchaburi - 10,520,218 visitors

### Top 5 Provinces with Highest Tourism Revenue

- 1** Bangkok - 263,107 million baht
- 2** Chonburi - 106,609 million baht
- 3** Chiang Mai - 62,541 million baht
- 4** Prachuap Khiri Khan - 43,433 million baht
- 5** Chiang Rai - 40,304 million baht



#### Northern

**35,819,452** visitors  
**165,631.22** million baht



#### Bangkok

**30,391,749** visitors  
**263,107.10** million baht



#### Central (excluding Bangkok)

**89,317,724** visitors  
**205,270.23** million baht



#### Southern

**29,721,828** visitors  
**194,341.81** million baht



#### Eastern

**39,074,755** visitors  
**181,778.23** million baht



#### Northeastern

**45,028,321** visitors  
**102,658.72** million baht

Data of January 24, 2025, from the Tourism and Sports Economic

# NEW CURVE VACATION 4.0: TRAVEL TRENDS REDEFINED



As travel trends evolve, new "-cation" styles are emerging. Here's how businesses can adapt:

1. **Unemploymentcation – Travel During Career Gaps**
  - Job seekers use downtime for budget-friendly trips, seeking relaxation before rejoining the workforce.
2. **Midlife-cation – Escaping Midlife Stress**
  - Gen X and Y travelers seek new experiences, engaging activities, and family-friendly destinations to recharge.
3. **Alphacation – Gen Alpha Shaping Travel**
  - Tech-driven experiences, personalization, and digital integration influence travel choices for the next generation.
4. **Pioneeracation – Exploring the Unexplored**
  - Adventurous travelers seek offbeat destinations, offering businesses opportunities to promote hidden gems.
5. **Regeneracation – Sustainable Travel**
  - Eco-conscious tourists prefer trips that restore nature and support local communities.

Source: TAT Academy

## USEFUL ARTICLES

### ENGLISH

[HiltonTrends Report 2025](#)

[Chatbots take more prevalent role in hotel booking process](#)

[What is the future of wellness?](#)

### THAI

[ผู้ว่าททท.เปิดกลยุทธ์ท่องเที่ยวปี 2568 ปีมรายได้ท่องเที่ยว 3 ล้านล้าน](#)

[“ตลาดจีน” กระบี่ขึ้น ตรุษจีนเที่ยวไทยพุ่งวันละ 2.7 หมื่นคน](#)

[โจทย์ด่วนโรงแรมไทยกับคำว่า “ยั่งยืน” พร้อมแค่ไหน! ชู 3T รับโจทย์ EU](#)

## Information sources

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

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

## 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  
Saurabh Upadhyay Director of Marketing, Angsana Phuket  
David Barrett Event Consultant, The Slate

## 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, Metadee Concept Hotel, 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, Santhiya Koh Yao Yai Resorts & Spa, 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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