

# PHUKET WEEKLY UPDATE

No56/24012025

METROPOLE GRAND BALLROOM  
COURTYARD BY MARRIOTT PHUKET TOWN

## GLITTER CANCER BALL

SAT 8 FEB @ 6.30PM  
HONORABLE GUEST: GOVERNOR OF PHUKET

AN ELEGANT EVENING  
OF EXCITING ENTERTAINMENT FROM BANGKOK  
FINE CUISINE FROM PHUKET'S TOP HOTELS  
FREE FLOW SELECTED BEVERAGES

ALL PROCEEDS DONATED TO  
A NEW CANCER UNIT @ VACHIRA HOSPITAL

TABLES OF 10  
TICKET DONATION: THB 3,500 PER PERSON  
VIP TABLE: THB 85,000 PER PERSON

PHUKETCHARITY@GMAIL.COM / 089 874 2942



### BRINGING THE THAI & EXPATRIATE COMMUNITY TOGETHER TO BEAT CANCER

HELP US BUILD A NEW  
CANCER RADIATION CENTER IN PHUKET

Cancer has touched the lives of so many of our family, friends & colleagues. Each year, Vachira Public Hospital cares for over 600 new cancer patients, who require radiation therapy. Tragically, there is no radiation facility in Government hospitals in Phuket, Phang Nga or Krabi. Patients from these areas, are therefore forced to travel long distances to Surat Thani and further, for this life saving treatment. While therapy costs are covered, the travel and accommodation expenses place a heavy burden on families, often forcing them to sleep in cars or heartbreakingly, abandon therapy altogether.

To change this, we are building Phuket's first dedicated Cancer Radiation Center. Our incredible Thai community have already raised THB 180 million of the THB 290 million needed. Now, we need your help to raise the final THB 110 million.

Join us at the Glitter Cancer Ball on Saturday, 8 February, at the Courtyard by Marriott Phuket Town, with the Phuket Governor as our Guest of Honor. Proceeds from tickets and a special auction will go directly toward this vital project.

Tables seat 10. Tickets are priced at THB 3,500 pp or THB 85,000 pp for a VIP front table with special wine & amenity.

Let's bring the Phuket community together and ease the suffering of families battling cancer. Your support will make a life-changing difference.

phuketcharity@gmail.com / 089 874 2942



**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



**PHIST EVENT**  
**SEPTEMBER**  
**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](mailto:exec.dir@phukethotelsassociation.com)

# THIS WEEKS' NEWS UPDATE



## VISA-FREE RULE FOR CHINESE IN QUESTION

The Thai Senate has called for a review of the visa-free policy for Chinese nationals, citing its misuse by criminal groups. Senator Pol Lt Gen Wanchai Ekpornpichit noted that the policy, meant to boost tourism, has allowed syndicates to exploit Thailand as a base for illegal activities. He proposed replacing it with visa-on-arrival requirements, mandating proof of hotel bookings and travel plans.

Deputy Defence Minister Gen Nattaphon Narkphanit defended the policy as an economic measure but acknowledged risks. He assured tighter border controls, collaboration with neighbouring countries, and measures to address corruption among officials enabling criminal activity.

***For more information***

## THAI TOURISM STARTS 2025 ON A HIGH AS FOREIGN ARRIVALS SURGE 18.6%



Thailand's tourism sector started 2025 strong, with over 2 million foreign visitors between January 1 and 19, a surge of 18.63% compared to the same period last year. The influx generated 107.37 billion baht in revenue, according to the Tourism and Sports Ministry. China topped the list of source markets with 354,091 visitors, followed by Malaysia, Russia, South Korea, and India. Short-haul arrivals increased 2.27% last week, driven by Chinese arrivals rising 9.26%, supported by a visa-free agreement and improved accessibility, including increased airline capacity. Thailand aims for 40 million visitors, 3 trillion baht in revenue, and continued global appeal, nearing pre-COVID tourism levels and strengthening its economic recovery further.

***For more information***

## CIVIL AVIATION AUTHORITY OF THAILAND TO PUSH AIRFARE PRICE CONTROLS BEFORE SONGKRAN

airfares during holiday periods, focusing on the upcoming Songkran festival in April. The CAAT has been instructed to implement price control measures to maintain affordable airfares while prioritizing passenger benefits.

The CAAT plans to manage increased air traffic during Songkran and advises passengers to book tickets early to avoid surcharges. Measures implemented for the New Year holidays lowered average fares, with additional seats reducing prices. For example, Bangkok to Chiang Mai flights averaged 2,415 baht, down from 2,729 baht.

Domestic air travel grew 6.5% over the New Year holidays, boosting passenger numbers. Domestic travel continues to rise, driven by tourism recovery and promotional efforts, supporting the country's tourism growth.



***For more information***

## PM WANTS PHUKET TO PROMOTE "PREMIUM TOURISM"



Phuket faces mounting waste management challenges as daily trash generation exceeds 1,000 tonnes, up from 742 tonnes in 2022 and 961 tonnes in 2023. With rapid development driven by tourism, the island's only landfill in Saphan Hin is overwhelmed, projected to handle 1,400 tonnes daily by year's end.

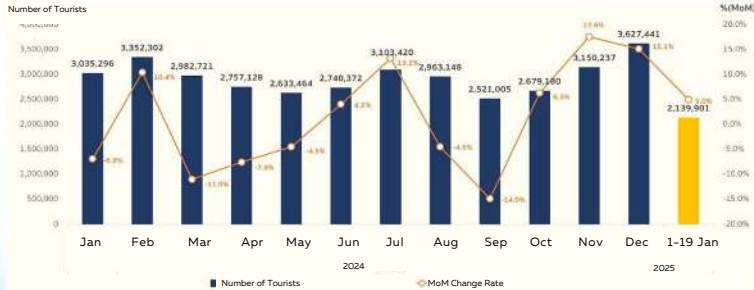
Residents near the landfill face worsening conditions, with strong odors and increased electricity bills from constant air purifier use. Phuket's incinerator can process 900 tonnes daily, leaving the rest at dump sites. Only 10% of trash is recycled, and 60% is organic waste.

Authorities aim to reduce waste by 15% in six months, expand the landfill, and build another incinerator. A "garbage bank" recycling initiative is also being tested for broader implementation.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 - 19 JAN 2025



Number of tourists  
(1 - 19 JAN 2025)

**2,139,901 people**

+18.63% (YOY)

### Top 5 number of tourists

Rank	Country	People
1	China	354,091
2	Malaysia	216,860
3	Russia	165,501
4	South Korea	124,823
5	India	117,896

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Building confidence in safety for tourists through government measures.
- (+) Tourists gain trust from visa exemption measures and the TM.6 card removal.

ที่มา : ทบอ.สถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของเศรษฐกิจการท่องเที่ยวและกีฬา โดยภา. ณ วันที่ 21 มกราคม 2568

Source : Economics Tourism and Sports Division Information as of Jan 21, 2025

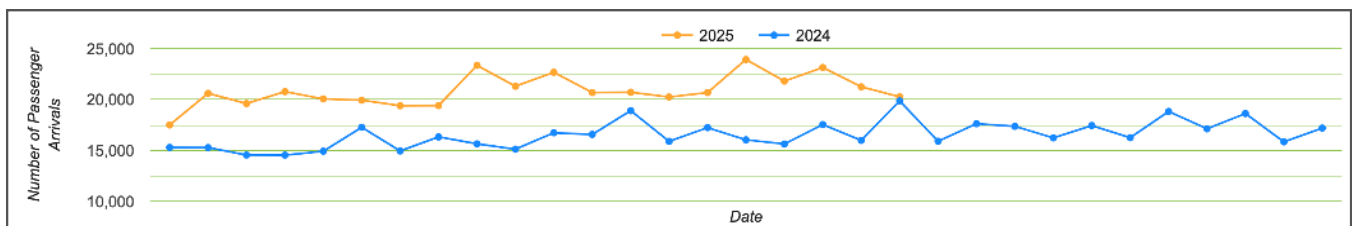
[For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-20 JAN 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	1,181,991	1,048,928	↑ 12.69 %
Don Mueang Airport	311,712	231,249	↑ 34.79 %
Phuket International Airport	417,758	324,654	↑ 28.68 %
Chiangmai International Airport	91,883	67,025	↑ 37.09%
Hat Yai International Airport	5,857	5,274	↑ 11.05%

### Phuket International Airport



Source: Tourism Authority of Thailand

# NEXTGEN THAI TRAVELERS 2025

The survey targeted Thai travelers from Generation Z and Millennials (born between 1981–2021).

## INSIGHT 2: Decoding Travel Motivations and Behaviors

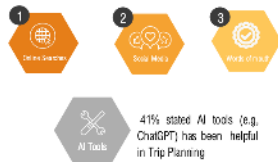
### MAIN REASON FOR LEISURE TRAVEL



### KEY TRAVEL ACTIVITIES



### TRIP PLANNING TOOLS



### SOCIAL MEDIA INFLUENCES



### TRAVEL COMPANIONS



Relaxation and bonding are key drivers for travel, with NextGen travelers seeking to escape routine and spend quality time with family and friends. These motivations highlight a shift away from fast-paced lifestyles toward prioritizing meaningful, restorative experiences. Additionally, cultural exploration and personal growth are increasingly important, underscoring the rising appeal of transformational and experiential travel.

Digital tools and video-based platforms are revolutionizing trip planning for this generation. AI is increasingly seen as an efficient, all-in-one tool for generating ideas and simplifying trip planning. Platforms like YouTube and TikTok provide inspiration for dining, accommodations, and activities, reflecting a growing preference for independent and personalized travel over traditional group tours.

Relaxation is further emphasized through highly valued wellbeing-focused activities such as mindfulness, self-care, and fitness. This aligns with the NextGen's broader approach to balancing leisure with health and overall wellbeing in their travel preferences.

Source: NextGen Thai Travelers Survey, C9 Hotelworks Market Research  
NEXTGEN THAI TRAVELERS 2025  
JANUARY 2025



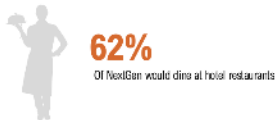
## INSIGHT 4: Savoring Food-centric Experience

Food and culinary experiences ranked as the **3rd** most popular activities among travelers.

### BUDGET ALLOCATION: FOOD AND DRINKS



### HOTEL RESTAURANTS



### FACTORS INFLUENCING DINING CHOICES



### TYPES OF F&B OUTLETS



NextGen Thai travelers highly value food as a core aspect of their travel experience, emphasizing both convenience and the exploration of local flavors. Social media and technology-driven tools are pivotal in influencing dining decisions, while a preference for casual, local, and experiential dining options strongly resonates with this group.

Source: NextGen Thai Travelers Survey, C9 Hotelworks Market Research  
NEXTGEN THAI TRAVELERS 2025  
JANUARY 2025



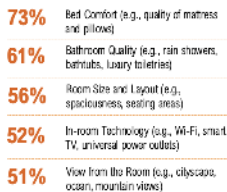
## INSIGHT 5: Stay & Play - A Guide to NextGen Traveler's Preferences

42% Stated they prefer staying at economy or midscale hotels  
19% Stated they are willing to spend on upscale and luxury hotels

### TOP 3 HOTEL FEATURES



### TOP 5 HOTEL ROOM FEATURES

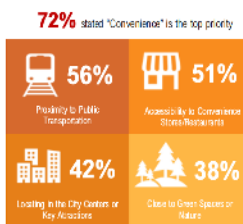


Eco-friendly practices and Co-working spaces are emerging as increasingly popular hotel features.

### HOTEL BOOKING PREFERENCES



### LOCATION PREFERENCES



NextGen Thai travelers prioritize convenience when choosing accommodations. Proximity to essential services such as public transportation, restaurants, and convenience stores is highly valued, alongside access to leisure amenities like swimming pools and fitness centers.

Wellness facilities and sustainability are gaining importance, showcasing this generation's growing focus on health, mindfulness, and eco-conscious travel.

Source: NextGen Thai Travelers Survey, C9 Hotelworks Market Research  
NEXTGEN THAI TRAVELERS 2025  
JANUARY 2025



Read full report [HERE](#)

Source: Results from C9 Hotelworks

# THAILAND TOURISM OUTLOOK 2025



## Foreign Tourist Arrivals in Thailand for 2025 Expected to Reach 37.5M

Growth Rate: 5.6% Revenue Generated: 1.78 trillion baht

### 3 Supporting Factors



**Competition in the Aviation Sector**  
Airline ticket prices showing stable trends.



**Marketing Efforts**  
Government and private sector campaigns boosting tourism demand.



**Tourism Stimulus Measures:**  
Policies and initiatives supporting travel and tourism growth.



**Global Economic Uncertainty and Geopolitical Issues**  
Affect purchasing power and decision-making among tourists.



**Safety Perception and Service Quality Concerns**  
Affect tourist confidence and travel behavior.



**Competition Among Tourist Destinations**  
Affect tourist confidence and travel Emerging new destinations and changing preferences impact the Thai tourism market.



**Balancing Growth and Risks**  
Tourism expansion presents both opportunities and challenges

### Tourism Spending Insights



**More than 1/3**  
Spent on accommodation/hotels

**Bangkok, Phuket, Chonburi**  
80% of revenue is concentrated in these three main tourism destinations



### Top 5 Foreign Tourist Markets


- China
- Malaysia
- India
- South Korea
- Russia



Source: KResearch

# 2025 SINGAPOREAN TRAVELLER PROFILE

- 1 In 2025, the Singaporean traveller will be the most likely to travel internationally, with 93% planning to do so and capitalise on that all-powerful passport.
- 2 Only 6% think that hotels shouldn't be able to adjust their prices during busy periods, less than half the global average of 13%.
- 3 Sixty-three percent will spend most of their time (18%) or considerable time (45%) at their accommodation during their next trip. Perhaps linked, 44% say that a bath is one of their three most important room features, more than any other traveller.
- 4 One-in-three would be happy to pay more for an early check-in or late check-out, 9% above the global average.
- 5 Japan, Malaysia, China, Australia and Thailand top the Singaporean traveller's wish list.



Source: Results from SiteMinder's 2025 Survey Report

## USEFUL ARTICLES

### ENGLISH

[Market Snapshot: Asia Pacific 2024](#)

[Quality in the Luxury Hospitality Industry Today](#)

[Redefining the Travel Distribution Landscape: Opportunities and Challenges for Business Travel](#)

### THAI

[ททท. เบ่งยอดทัวร์สต์ 40 ล้านคนปี 2568 ขึ้นเป้ารายได้รวมโต 17% แต่ 3 ล้านล้านบาท](#)

[ท่องเที่ยวไทย คึกคัก! 3 สัปดาห์แรกปี 68 ต่างชาติเข้าไทยทะลุ 2 ล้านคน สร้างรายได้ 1.07 แสนลบ.](#)

[เทียนประสิทธิ์ รับททท. แหยงเล็กจ่องห้องพักกว่า 1.2 หมื่นห้อง กทม.อ่วมสุด นักรัฐเร่งแก้ไข](#)

## Information sources

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

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

General Manager, Absolute Twin Sands Resort & Spa  
Sustainability Coordinator, HOMA Phuket Town  
Owner, Villa Phukhao  
Group Director Human Resources,  
Thavorn Beach Village Resort & Spa

## Education Committee

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

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

## Government Liaison Committee

**(Chair)** Gerd Kotlorz  
Chupong Kingkeaw

Sayamon Sittirit

Puangkaew Kulsupphakorn  
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

## Marketing Committee

Noppadon Prommuang  
Nampetch Tipaxsorn  
Lars van der Most  
Saurabh Upadhyay  
David Barrett

VP Sales & Marketing, Thavorn Hotels & Resorts  
Public Relation and Communications Manager, InterContinental Phuket  
General Manager, Amora Beach Resort  
Director of Marketing, Angsana Phuket  
Event Consultant, The Slate

## Membership Committee

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

General Manager, Cassia Phuket  
General Manager, Doubletree by Hilton Phuket Banthai Resort  
Resort Manager, V Villas 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, 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, 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**

 076 619 518

 [info@phukethotelsassociation.com](mailto:info@phukethotelsassociation.com)