

PHUKET WEEKLY UPDATE

No55/17012025



PHIST 2025

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**



PHIST EVENT
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

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 EVENT



Thailand Tourism Forum (TTF2025)

Monday, 13 January 2025
at InterContinental Bangkok

The 2025 Thailand Tourism Forum! Celebrating 14 years as Thailand's largest and most influential hospitality event. At TTF2025, Phuket Hotels Association, C9 Hotelworks and Greenview launched. Save the date for 1st September 2025. Phuket's Sustainability Learning event of the year! What an incredible way to kick off the year for hospitality!

THIS WEEKS' NEWS UPDATE



PHUKET LIFTS BUILDING RESTRICTION ABOVE 80 METRES FOR HILLSIDE DEVELOPMENT

The Thai Cabinet has lifted Phuket’s 80-metre construction limit, allowing developments up to 140 metres above sea level in designated areas, effective December 14, 2024. The move benefits landowners and luxury developments, with property values already surging. New regulations permit single buildings no taller than six metres, requiring 70% green space and environmental impact assessments. Critics warn against risks like landslides and flooding, urging strict safety measures. While stakeholders welcome economic opportunities, experts stress careful management to prevent environmental harm that could undermine Phuket’s appeal to tourists and investors. Enforcement remains critical to sustainable growth.

For more information

HOSPITALITY INDUSTRY COMMENTS ON ENTERTAINMENT COMPLEX ISSUE



The Cabinet has approved the Entertainment Complex Business Act to stimulate tourism and the economy. The project, worth over 100 billion baht, aims to increase foreign tourists by 5-10%, boost off-season spending by 13%, and raise average tourist spending from 44,000 to 66,043 baht. The complex will feature luxury hotels, shopping malls, theme parks, cultural areas, and casinos. Experts urge clear guidelines, infrastructure, and location choices to ensure economic benefits. Industry leaders recommend following Singapore’s Marina Bay Sands model, emphasizing comprehensive tourism destinations. Proper oversight could expand Thailand’s MICE market and drive sustainable growth.

For more information

THAILAND REVAMPS LONG-TERM VISA SCHEME TO DRAW GLOBAL TALENT

Thailand has overhauled its Long-Term Resident (LTR) Visa programme, offering 10-year residence permits to skilled professionals, remote workers, wealthy global citizens, and retirees. Key changes include eliminating work experience requirements, reducing income thresholds for remote workers’ employers, and a reduced 17% income tax rate for professionals. Dependents, including parents, are now eligible, and immigration reporting is required yearly instead of quarterly. Wealthy applicants must invest 17.5 million baht (\$500,000) in assets or Thai investments. Educators in higher education and vocational training are also eligible, enhancing skills transfer to locals. With over 6,000 visa holders already, Thailand aims to attract global talent, investment, and promote long-term economic growth.



For more information

PM WANTS PHUKET TO PROMOTE “PREMIUM TOURISM”

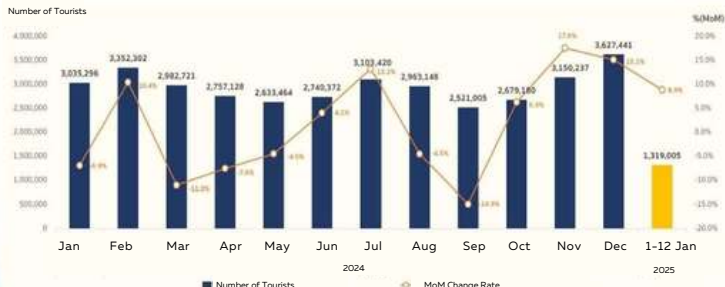


Prime Minister Paetongtarn Shinawatra chaired a meeting at Phuket International Airport to address key provincial issues. Joined by government officials and local leaders, the PM praised Phuket’s near pre-COVID tourist numbers and emphasized promoting “premium tourism” to increase spending per tourist. She also supported the launch of “boat taxis” as a tourism-boosting and convenient travel initiative. The PM urged faster completion of funded infrastructure projects, highlighted the need for EV buses and transit linking the airport to Phuket city, and backed large-scale tourism festivals to promote soft power. Waste recycling awareness and stricter law enforcement against influential figures were also stressed.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 - 12 JAN 2025



Number of tourists (1 - 12 JAN 2025)
1,319,005 people
 +19.89% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	205,521
2	Malaysia	138,387
3	Russia	109,767
4	South Korea	78,147
5	India	72,970

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Building safety confidence for tourists by the government.
- (+) Recovery in travel activity for tourists across all market groups.
- (+) Tourists gain confidence from visa exemption measures and the TM.6 card removal.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา ของเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 14 มกราคม 2568

Source : Economics Tourism and Sports Division Information as of Jan 14, 2025

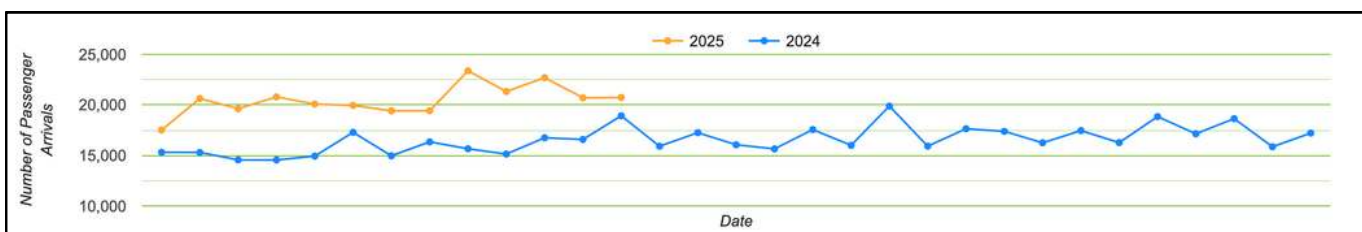
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-13 JAN 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	756,455	663,133	↑ 14.07%
Don Mueang Airport	203,066	146,920	↑ 38.22 %
Phuket International Airport	266,282	206,334	↑ 29.05%
Chiangmai International Airport	58,825	42,532	↑ 38.81%
Hat Yai International Airport	3,922	3,408	↑ 15.08%

Phuket International Airport



Source: Tourism Authority of Thailand

PHUKET TOURISM MARKET UPDATE

Statistics comparing visitors and revenue 2024 vs 2019 PHUKET

Source: Immigration Bureau

2024

Total visitors (people)
58.5M
-9.75% compared with 2019

Domestic visitors: 13.6M (-21.45%)
Foreign visitors: 44.9M (-5.47%)

Total revenue from visitors
฿2.19M
13.16% compared with 2019

Domestic visitors: ฿105.7K (-51.62%)
Foreign visitors: ฿2.1M (21.41%)

2019

Total visitors (people)
64.8M

Domestic visitors: 17.3M
Foreign visitors: 47.5M

Total revenue from visitors
฿1.93M

Domestic visitors: ฿218.4K
Foreign visitors: ฿1.7M

Comparison of percentage change in visitors and revenue 2024 vs 2019

Number of visitors and revenue 2024 compared to 2019

Percentage change in the number of visitors and revenue by province

Province	Visitors (people)	%Δ	Revenue (million baht)	%Δ
Phuket	58.47M	-9.75%	2.19M	13.16%

Data as of November 2024

Statistics comparing visitors and revenue 2024 vs 2023 PHUKET

Source: Immigration Bureau

2024

Total visitors (people)
58.5M
15.49% compared with 2023

Domestic visitors: 13.6M (3.30%)
Foreign visitors: 44.9M (19.78%)

Total revenue from visitors
฿2.19M
26.19% compared with 2023

Domestic visitors: ฿105.7K (6.04%)
Foreign visitors: ฿2.1M (27.42%)

2023

Total visitors (people)
50.6M

Domestic visitors: 13.2M
Foreign visitors: 37.5M

Total revenue from visitors
฿1.73M

Domestic visitors: ฿99.7K
Foreign visitors: ฿1.6M

Comparison of percentage change in visitors and revenue 2024 vs 2023

Number of visitors and revenue 2024 compared to 2023

Percentage change in the number of visitors and revenue by province

Province	Visitors (people)	%Δ	Revenue (million baht)	%Δ
Phuket	58.47M	15.49%	2.19M	26.19%

Data as of November 2024

2025 INDIAN TRAVELLER PROFILE

1 At 19%, the Indian traveller will be the most likely to start their hotel search on an online forum, with equal interest among Gen Zs, Millennials and Gen Xs.

2 They will be the most likely to abandon an online booking due to a negative user experience (65%).

3 Seventy-nine percent will be more inclined to purchase a bundled travel package compared to last year.

4 Thirty-three percent will be more likely to travel for a wedding, the highest globally.

5 Australia, the US, UAE, Canada, and the UK top the Indian traveller's wish list.



Source: Results from SiteMinder's 2025 Survey Report

USEFUL ARTICLES

ENGLISH

[The Trends in travel Unpack'25](#)

[How hotels can capture demand for sustainable stays](#)

[Top 3 Hospitality Technology Trends to Watch in 2025 \(And How You Can Stay Ahead\)](#)

THAI

[รายงานภาวะเศรษฐกิจการท่องเที่ยว ปีที่ 6 ฉบับที่ 1/2568](#)

[ท่องเที่ยวตรุษจีน 2568 เงินสะพัด 4 หมื่นล้าน ททท.เร่งฟื้นความเชื่อมั่นจีน](#)

[TTF 2024 พันธงไทยจุดหมายปลายทางท่องเที่ยว'ไลฟ์สไตล์' โลก AI ตัวช่วยสำคัญ](#)

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

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, 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

 076 619 518

 info@phukethotelsassociation.com