

PHUKET WEEKLY UPDATE

No54/10012025



THAILAND INTERNATIONAL
BOAT SHOW
A LUXURY LIFESTYLE EVENT
an AMB event

9-12

JANUARY 2025

PHUKET YACHT HAVEN MARINA

**FOR MORE INFORMATION ABOUT BEING
A SPONSOR AND/OR AN EXHIBITION AT OUR SHOWS**

Call: +66(0)76600225

Email: info@thailandinternationalboatshow.com

WWW.THAILANDINTERNATIONALBOATSHOW.COM



The Thailand International Boat Show 2025 (TIBS) will take place from January 9-12, 2025, at Phuket Yacht Haven Marina. This luxury lifestyle event showcases over 100 exhibitors, featuring yachts, marine innovations, and high-end brands. Highlights include onshore exhibitions, superyacht lounges, and exclusive activities.

SAVE THE DATE FOR PHIST 2025
1ST SEPTEMBER 2025.



The poster features a large sea turtle swimming in clear blue water. In the top left corner is the PHIST 2025 logo, which consists of three stylized white waves above the year '2025'. The main text on the left reads 'PHIST EVENT MONDAY 1ST SEPTEMBER' in large, bold, white letters, followed by 'ANGSANA LAGUNA PHUKET' and 'TIME 09:00 - 18:00'. Below this, in smaller white text, it says 'SOUTH EAST ASIA'S LARGEST AND BEST SUSTAINABLE TOURISM LEARNING EVENT IS BACK!'. On the right side, there is a QR code and the text 'WORKSHOPS GREEN PRODUCT EXPO INSPIRING TALKS IDEAS, INSPIRATION AND INNOVATION'. At the bottom, the 'ORGANISER' is the PHUKET HOTELS ASSOCIATION and the 'CONTENT BY' is C9 HOTELWORKS, with the GREENVIEW logo also present.



A group photo of attendees from the PHIST 2024 event, held on 02 SEPTEMBER 2024 at Angsana Laguna Phuket. The photo is overlaid with a blue banner at the top that reads 'PHIST EVENT PHUKET HOTELS FOR ISLAND SEPTEMBER SUSTAINING TOURISM 2024'. Below the banner, four circular callouts provide statistics: '1300+ Delegates', '66 Speakers', '18M+ Social Media reach', and '58+ Exhibitors & Sponsors'. The background of the photo shows people engaged in various activities, including networking and presentations.



A group photo of attendees from the PHIST 2025 event, held on MONDAY 2ND SEPTEMBER at ANGSANA LAGUNA PHUKET. The photo is overlaid with a blue banner at the top that reads 'PHIST EVENT MONDAY 2ND SEPTEMBER ANGSANA LAGUNA PHUKET TIME 9:00 - 18:00'. The background of the photo shows a large group of people posing for a group photo in front of a backdrop that features the PHIST 2025 logo and a sea turtle.

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



Phuket Hotels Association Core Meeting 01/2025


Wednesday, 8 January 2024
at InterContinental Phuket Resort

The Phuket Hotels Association team is back and ready to take on 2025 with renewed energy and focus! With big plans and exciting initiatives in store, this year is set to be one to remember. Stay tuned for what's ahead!



The Phuket Hotels Association was delighted to bring some joy to the teachers and children at Phuket Sunshine Village Foundation this New Year with #phist bags and t-shirts!

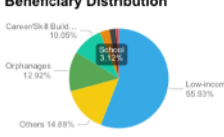
DECEMBER FOOD DONATION REPORT



Monthly Donation Report
Scholars of Sustenance Foundation

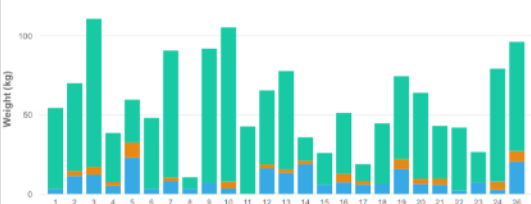
DEC 2024

PHA Hotels

<p>Monthly Donation Weight (kg) 1,462.40</p> <p>YTD Donation Weight (kg) 30,207.25</p>	<p>Monthly Meal Served Eq. (meals) 6,142</p> <p>YTD Meal Served Eq. (meals) 126,870</p>	<p>Monthly CO2e (kg) 3,700</p> <p>YTD CO2e (kg) 76,424</p>	<p>Beneficiary Distribution</p> 
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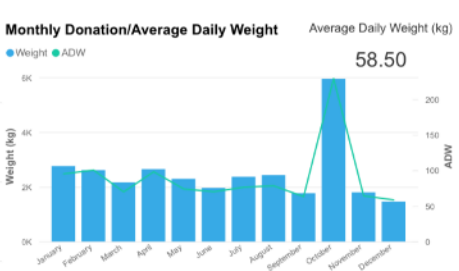
Daily Donation Weight

Item: Baked Products (blue), Fruits and Fruit Juices (orange), Meals (green)



Monthly Donation/Average Daily Weight

Average Daily Weight (kg): **58.50**





THIS WEEKS' NEWS UPDATE



PHUKET TO PILOT CRYPTOCURRENCY PAYMENTS FOR TOURISTS

Thailand will trial cryptocurrency payments in Phuket, allowing foreign tourists to use Bitcoin for goods and services. Deputy Prime Minister Pichai Chunhavajira announced the initiative, set to begin this year, aiming to enhance convenience and boost business opportunities. The pilot will operate within existing legal frameworks, with tourists registering their Bitcoin through Thai exchanges. A clearing house will convert Bitcoin into Thai baht for transactions. Deputy Prime Minister and Finance Minister emphasized the growing demand for cryptocurrencies and their potential to simplify large purchases. The project underscores Thailand’s push for innovation, with communities like Kalasin’s “Bitcoin town” already embracing digital currency for everyday use.

For more information

THAI PEOPLE SPEND 10% MORE ON TOURISM, SPAIN IS HEAVY IN CHINA-CHONBURI



Krungthai Card Public Company Limited (KTC) revealed a 10% rise in credit card spending on tourism from January to November 2024 compared to last year. The surge reflects Thai consumers’ growing enthusiasm for shopping, dining, and traveling, particularly in China, spurred by the visa-free policy. China saw the largest increase in spending for international travel, while the top destinations by total spending were Japan, South Korea, Hong Kong, the United States, and France. Domestically, Chonburi ranked highest for tourism card spending, followed by Chiang Mai, Phuket, Prachuap Khiri Khan, and Nakhon Ratchasima. Provinces with the highest growth in spending included Kanchanaburi, Trang, and Prachin Buri.

For more information

NEW VISA RULES PROPEL ARRIVALS TO THAILAND TO NEAR PRE-COVID LEVELS

Thailand welcomed 35.5 million foreign tourists in 2024, a 26% increase from 2023, driven by relaxed entry rules and visa waivers for Chinese visitors. Revenue reached 1.67 trillion baht (\$48 billion), up 34% year-on-year, though slightly below the Ministry of Tourism’s target of 36.7 million. In 2025, the government anticipates a record 40 million arrivals, 200 million domestic trips, and 2.8 trillion baht in revenue. Highlights include relaxed visa policies, “The White Lotus” series, same-sex marriage legalization, and increased stays per visit. Chinese visitors accounted for 6.7 million arrivals, while Europe, India, and Russia surpassed pre-Covid numbers. Tourism remains a critical driver, contributing 12-20% of GDP and nearly a fifth of jobs, underscoring its vital role in Thailand’s economic recovery and international appeal.



For more information

MINIMUM WAGE HIKE STARTS TO HAVE IMPACT IN HOTELS

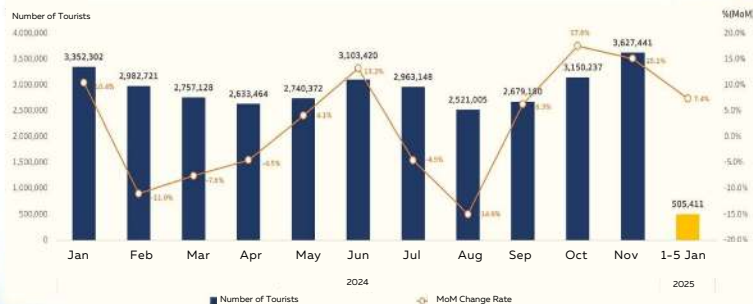


Thailand’s minimum wage hike, effective January 1, 2024, ranging from 337 to 400 baht, is pushing hotels to adapt. In Chiang Mai, where wages are set at 380 baht, many hotels already pay above the minimum with service charges included. According to Thai Hotels Association’s Paisarn Sukjarean, hotels are increasing staff responsibilities and hiring casual workers to manage rising costs during the high season. In Chon Buri, where wages are 400 baht, small hotels with low room rates face significant pressure, as labour costs account for 35% of expenses. Industry leaders urge flexible wage policies and emphasize staff reskilling to effectively handle escalating operational expenses and growing market demands.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 - 5 JAN 2025



Number of tourists
(1 - 5 JAN 2025)

505,411 people

+19% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	69,548
2	Malaysia	57,127
3	Russia	46,752
4	South Korea	28,635
5	India	26,635

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Tourists gain confidence from visa exemption measures and the TM.6 card removal.

(*) A slowdown in foreign tourist travel across all market groups, which is a typical trend following the New Year holiday season.

ที่มา : กลุ่มสถิติ ดัชนีเศรษฐกิจและสารสนเทศการท่องเที่ยวและกีฬา กองเศรษฐกิจการท่องเที่ยวและกีฬา ข้อมูล ณ วันที่ 7 มกราคม 2568

Source : Economics Tourism and Sports Division Information as of Dec 29, 2024

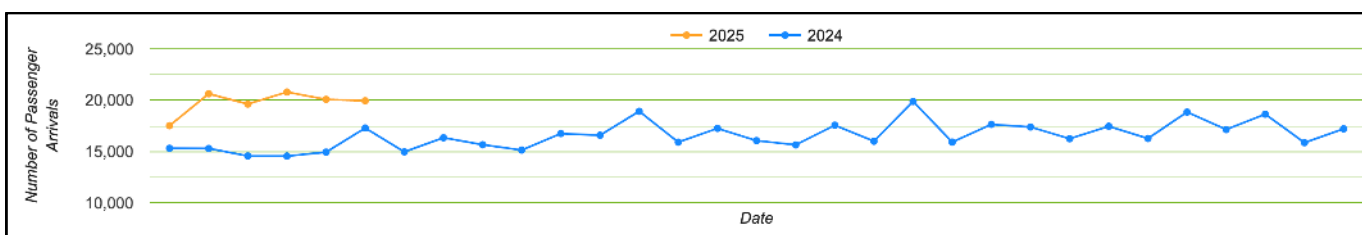
[For more information](#)

INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-6 JAN 2025 compared to same period in 2024)

Airport	2025	2024	Change (in %)
Suvarnabhumi Airport	328,120	290,270	↑ 13.04%
Don Mueang Airport	89,609	64,748	↑ 38.40 %
Phuket International Airport	118,605	91,959	↑ 28.98%
Chiangmai International Airport	26,278	19,278	↑ 36.31%
Hat Yai International Airport	1,700	1,448	↑ 17.40 %

Phuket International Airport



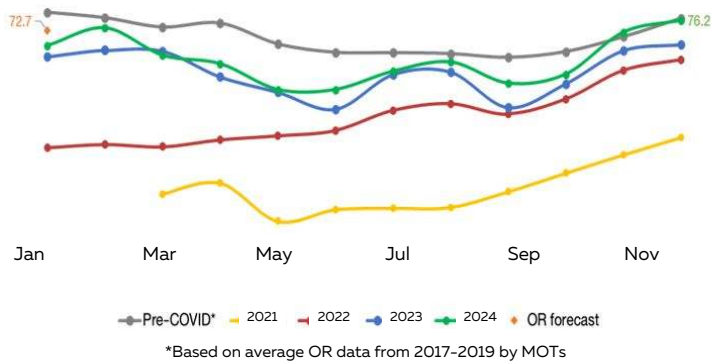
Source: Tourism Authority of Thailand

HOTEL BUSINESS OPERATOR SENTIMENT INDEX FOR DECEMBER 2024

In 2024, the hotel business improved, reflected in higher average occupancy rates compared to previous years, nearing pre-COVID levels. The occupancy rate continues to rise, following the steady increase in international tourist arrivals. Most hotels expect the number of international tourists in 2025 to reach 40 million, aligning with Thailand's tourism projections. Meanwhile, room rates are anticipated to rise slightly in the near future.

Occupancy Rate

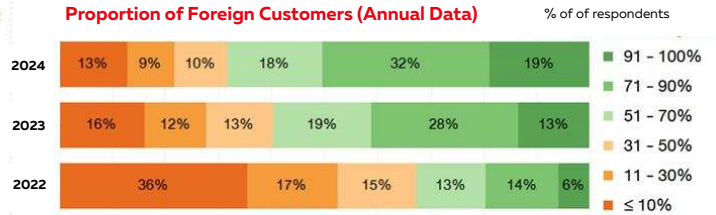
December 2024, the average occupancy rate was 76%, close to pre-COVID levels. While January 2025, the average rate is expected to rise to 73%, showing consistent improvement compared to the previous month.



Foreign Customers in the Hotel Business

The proportion of foreign customers in hotels accounts for over 50%, with steady growth since 2022. This aligns with the increasing number of international tourists, particularly in major tourist areas such as Central and Southern Thailand.

Proportion of Foreign Customers (Annual Data)



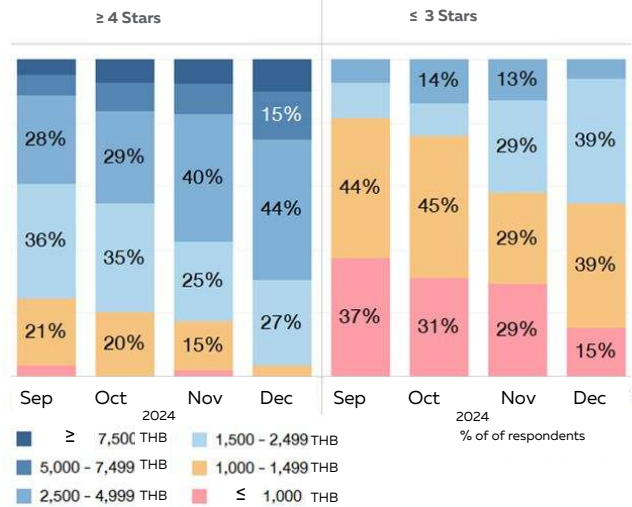
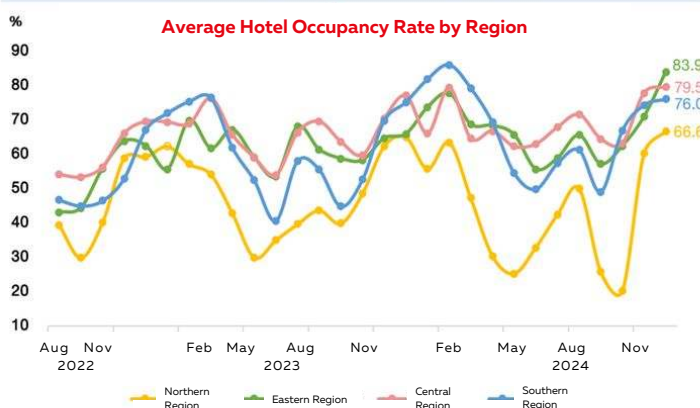
Average Room Rate per Day

The average daily room rate continues to show an upward trend, reflecting adjustments by hotel operators. However, the increase is steady rather than sharp.

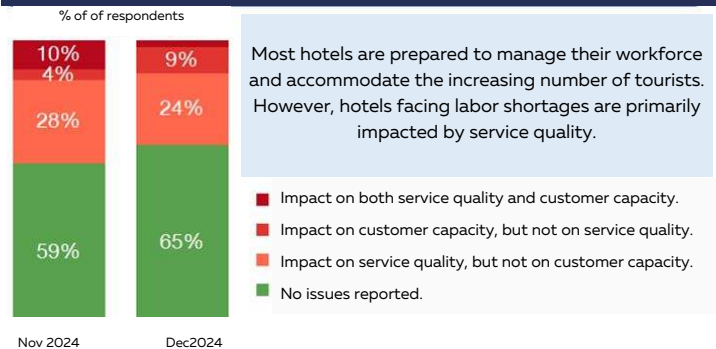
Occupancy rates have risen in 4-star hotels and above and 3-star hotels or below.



OR Increased Across All Regions



Employment in the Hotel Business



Source: Hotel Sentiment Survey by the Thai Hotels Association and the Bank of Thailand.

JANUARY FLIGHT SCHEDULE AT PHUKET INTERNATIONAL AIRPORT



JANUARY FLIGHTS IN 2025

ตารางบินเดือนมกราคม 2568

Click [HERE](#) to download the complete flight schedule

PHUKET

DEC 2024

Total number of flights: 6,212 flights
Total number of routes: 61 flight routes

JAN 2025

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

New Routes and Airlines in January at Phuket International Airport

Airlines	Origin/ Destination
GULLIVAIR AIRLINES	<ul style="list-style-type: none"> Krabi International Airport, Thailand Sofia International Airport, Bulgaria (KBV-HKT-SOF)
AIR INDIA EXPRESS NOK AIR	<ul style="list-style-type: none"> Rajiv Gandhi International Airport, India
NOK AIR	<ul style="list-style-type: none"> Zhengzhou Xinzheng International Airport, China
THAI LION AIR	<ul style="list-style-type: none"> Taiwan Taoyuan International Airport, Taiwan Taichung International Airport, Taiwan Ningbo Lishe International Airport, China Changzhou Benniu Airport, China Taiyuan Wusu International Airport, China Xi'an Xianyang International Airport, China Shanghai Pudong International Airport, China Zhengzhou Xinzheng International Airport, China Hangzhou International Airport, China

Source: AOT Phuket

2025 CHINESE TRAVELLER PROFILE

1 In 2025, the Chinese traveller will not be experiencing the world as part of a tour group, opting instead to experience it with loved ones. One-in-ten will travel solo.

2 They will again be the most likely to stay at a big chain (38%) or luxury hotel (35%). Thirty-seven percent will stay in a Deluxe Room or better, 16% above the global average.

3 Fifty-three percent will be likely to seek out gourmet dining and wine tasting, second only to the Thai traveller. Meanwhile, 31% will look for sleep improvement programs, 10% more than those interested in yoga.

4 Online travel agencies will remain their preferred booking method (56%), with only 16% planning to book directly.

5 Australia, France, Japan, South Korea and Canada top the Chinese traveller's wish list.



Source: Results from SiteMinder's 2025 Survey Report

USEFUL ARTICLES

ENGLISH

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

[Top 10 Trends in the Hospitality Industry in 2025](#)

[Hotel brands: Who owns what?](#)

THAI

[ตลาดการท่องเที่ยวเชิงนิเวศ: การวิเคราะห์และพยากรณ์ปัจจุบัน \(2021-2027\)](#)

[ฉบับปี 2567 นักท่องเที่ยวทะเลภูเก็ต 35.54 ล้านคน เบ็ดเงินทะเลสูงถึง 1.67 ล้านล้านบาท เผยเที่ยวไทยยังปัง](#)

[สรุปยอดต่างชาติเที่ยวไทยปี 2567 มีจำนวน 35.5 ล้านคน นักท่องเที่ยวจีนสูงสุด 6.7 ล้านคน](#)

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

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Orasa Singha
(Chair) Bart Callens
Julian Lowry
Pathama Kantetaw

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

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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


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(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



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