

# PHUKET WEEKLY UPDATE

No53/03012025

UPCOMING  
EVENTS



THAILAND  
TOURISM  
FORUM 2025  
SEIZING POTENTIAL

TTF 2025 - THE 14<sup>TH</sup> ANNUAL EDITION

Monday 13<sup>TH</sup> January 2025

3 PM @InterContinental Bangkok, Thailand

ATTENDANCE IS COMPLIMENTARY.  
ADVANCE REGISTRATION IS REQUIRED  
AND QR CODE FROM EVENTBRITE IS REQUIRED FOR ENTRY.

ORGANIZER



HOST EVENT



LEAD EVENT PARTNERS



SCAN TO REGISTER



THAILAND  
TOURISM  
FORUM 2025  
SEIZING POTENTIAL

Monday, 13<sup>th</sup> January 2025  
Time: 3 p.m. onwards  
InterContinental Bangkok



**BJORN COURAGE**  
President  
Phuket Hotels Association

SPEAKER

## Thailand Tourism Forum 2025

Monday 13th January, 2025 at the InterContinental Bangkok

\*Places are filling fast - register now if you plan to attend!!  
Join us for the 2025 Thailand Tourism Forum! Celebrating 14 years as Thailand's largest and most influential hospitality event, this year's theme, "Seizing Potential," offers a fast-paced, candid look at the future of Thailand's hospitality sector. Explore emerging trends, disruptive innovations, and key strategies shaping the industry.

Organized by C9 Hotelworks, this forum provides fresh insights and actionable strategies for industry professionals. The program will dive into critical topics, including social media's role in driving travel demand, decoding Thailand's hotel investment landscape, managing lifestyle versus traditional brands, alternative accommodations and exploring the travel preferences of the young generation. This is your opportunity to gain a timely start-of-the-year report card on Thai tourism and shape the future of the industry.

Host Event Partner: IHG Hotels & Resorts  
Event Partners: Horwath HTL, STR, JLL Hotels and Hospitality Group, QUO, Delivering Asia, AMCHAM Thailand, Phuket Hotels Association, VitalLife, Lighthouse  
Media Partner: The Thaiger

Register [HERE](#)



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**SUMI SOORIAN**  
Senior Advisor  
Phuket Hotels Association

BRAC  
RESTAURANTS  
AND CONCEPTS

MODERATOR

# 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 a stylized white bird-like shape above the year '2025'. The main text on the left reads 'PHIST EVENT MONDAY 1<sup>ST</sup> SEPTEMBER' in large, bold, white letters. Below this, it says 'ANGSANA LAGUNA PHUKET' and 'TIME 09:00 - 18:00'. At the bottom left, a smaller line of text states '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, there are logos for the 'ORGANISER PHUKET HOTELS ASSOCIATION', 'CONTENT BY C9 HOTELWORKS', and 'GREENVIEW'.



This block shows a group photo of many people at an event. Overlaid on the photo is the text 'PHIST EVENT PHUKET HOTELS FOR ISLAND SEPTEMBER SUSTAINING TOURISM 2024' and '02 SEPTEMBER 2024, Angsana Laguna Phuket'. Below the photo are four blue circular callouts with white text: '1300+ Delegates', '66 Speakers', '18M+ Social Media reach', and '58+ Exhibitors & Sponsors'.



This block shows a group photo of many people at an event, similar to the one in the previous block. The background features a large sea turtle graphic and text that reads 'PHIST EVENT MONDAY 2<sup>ND</sup> SEPTEMBER' and 'ANGSANA LAGUNA PHUKET'. There is also a QR code visible in the background.

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**



**THAILAND WELCOMES OVER 35 MILLION VISITORS IN 2024: A MILESTONE PAVING THE WAY FOR 2025**

Thailand welcomed over 35 million tourists in 2024, surpassing its target and generating 1.8 trillion Baht in revenue. This achievement paves the way for the 'Amazing Thailand Grand Tourism and Sports Year 2025', aiming for 36–39 million visitors and up to 2.23 trillion Baht.

Key factors driving success included visa exemptions, streamlined entry processes, expanded flight routes, and iconic festivals like the Amazing Thailand Countdown. New and resumed international flights boosted accessibility.

For 2025, Thailand plans to host world-class events, highlight cultural experiences, and enhance travel convenience, reinforcing its status as a global tourism hub.

***For more information***

**THAILAND'S ECONOMY, TOURISM REMAIN FOCUS FOR 2025 UNDER YOUNGER SHINAWATRA**



Thailand's economy and tourism take center stage in 2025 under Prime Minister Paetongtarn Shinawatra, amid questions about her father Thaksin's influence and political role. Economic growth lags at 2.7%, prompting initiatives like digital wallets, debt relief, and tourism-focused reforms to boost competitiveness and revitalize key industries like manufacturing and agriculture.

Tourism, a key economic pillar, expects 40 million arrivals, aided by relaxed visa rules, new visa initiatives, and social reforms like marriage equality. Analysts anticipate Thaksin's unofficial role, geopolitical dynamics, and regional partnerships to shape Thailand's policies, economic trajectory, and international standing.

***For more information***

**HOTEL OCCUPANCY AND ROOM RATES SOAR AS PHUKET HEADS TOWARDS RECOVERY**

Phuket's tourism rebound has led to record-high hotel rates and occupancy levels in 2024. The island's average hotel occupancy for the first 11 months reached 77%, a 7% increase from 2023, with December rates expected to hit 86-90%, according to the Thai Hotels Association's Southern Chapter.

High-season room rates have surged, with four-star hotels charging over 5,000 baht per night and five-star hotels exceeding 20,000 baht, particularly for New Year's Eve. The average rate for December 24 to January 5 is 8,000-14,000 baht.

Operators optimized staffing, retaining 75% of pre-pandemic levels, and focused on efficiency. This approach improved financial management and employee earnings. Phuket anticipates 13.5 million tourists in 2024, matching pre-pandemic numbers, with foreign arrivals making up 77% of visitors.



***For more information***

**PHUKET NEW YEAR TO BRING B8BN TOURISM BOOST**



Phuket is poised to welcome over 230,000 tourists during the New Year period from December 28 to January 1, generating approximately 8 billion baht in revenue.

The island's hotel occupancy rates are expected to average around 80%, with visitors staying approximately four days. Phuket International Airport is set to handle nearly 1,800 flights during this time, accommodating both international and domestic travelers. A variety of events, including the Patong Countdown 2025 and the Kamala Bay New Year Firework Extravaganza, are planned to enhance the festive atmosphere. These developments underscore Phuket's robust tourism recovery and its status as a premier destination for holiday celebrations.

***For more information***

# THAILAND TOURISM MARKET UPDATE

NUMBER OF TOURISTS 1 JAN - 29 DEC 2024



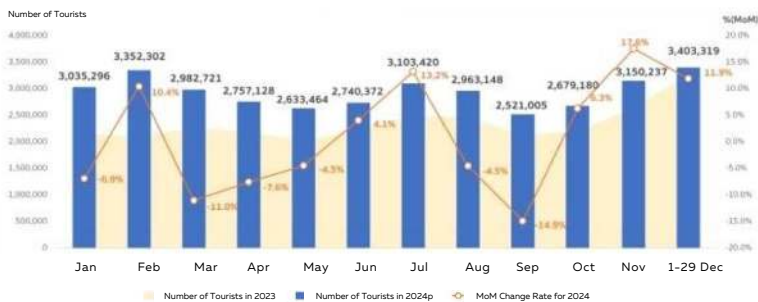
**Number of tourists**  
(1 JAN - 29 DEC 2024)

**32,378,323 people**

+26% (YOY)

### Top 5 number of tourists

1		China	6,702,554	People
2		Malaysia	4,929,455	People
3		India	2,116,250	People
4		South Korea	1,859,738	People
5		Russia	1,725,901	People



### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Thailand remains a globally popular destination among travelers worldwide.
- (+) Recovery in travel for both short-haul and long-haul market groups.
- (+) Tourists gain confidence from measures like visa exemptions and the TM.6 card removal.

Information as of Dec 29, 2024

Source : Economics Tourism and Sports Division [For more information](#)

## INTERNATIONAL PASSENGER ARRIVALS AT THAILAND'S KEY AIRPORTS

(The data as of 1-26 DEC 2024 compared to same period in 2023)

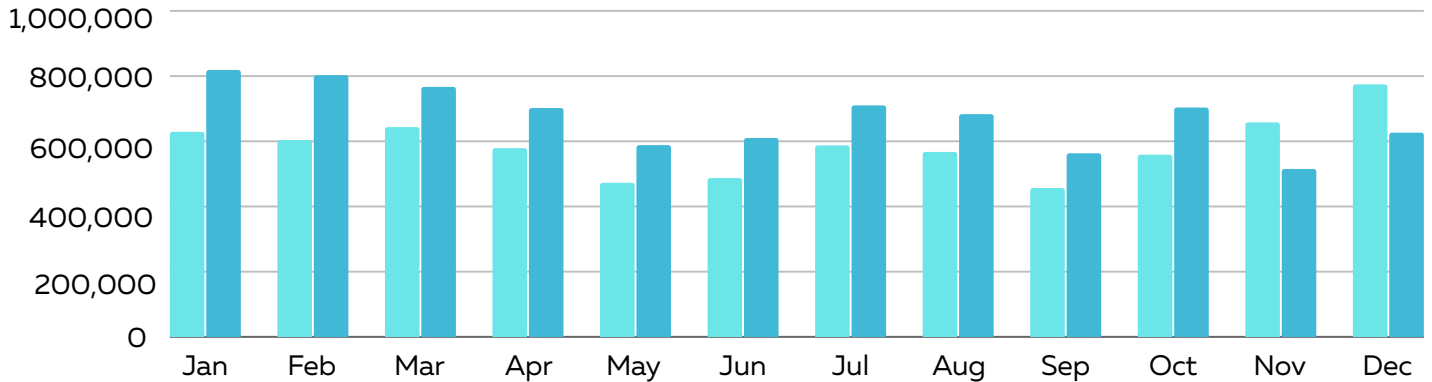
AIRPORT	2024	2023	Change (in %)
Suvarnabhumi Airport	1,532,215	1,346,052	↑ 13.83 %
Don Mueang Airport	415,546	313,533	↑ 32.54 %
Phuket Airport	501,190	385,243	↑ 30.10 %
Chiangmai Airport	112,796	82,603	↑ 36.55 %
Hat Yai Airport	10,463	7,436	↑ 40.71 %

Source: [Tourism Authority of Thailand](#)

# TOURISM MARKET UPDATE

## PHUKET INTERNATIONAL AIRPORT PASSENGER ARRIVALS 2023 VS. 2024

2023 2024



## PHUKET INTERNATIONAL AIRPORT

### DEC 2024

#### Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	146.9K
2. Asia	China	63.7K
3. Asia	India	56.3K
4. Europe	United Kingdom	30.3K
5. Oceania	Australia	26.7K
6. Europe	Germany	23.7K
7. Asia	Kazakhstan	23K
8. Asia	Malaysia	16.4K
9. Asia	Singapore	15.8K
10. Europe	Sweden	15.8K

#### Passenger Numbers by Country of Origin

Country	Number
1. Russia	101.1K
2. China	93.6K
3. Singapore	59.4K
4. United Arab Emirates	56.9K
5. India	51.7K
6. Malaysia	45.9K
7. Qatar	37.9K
8. Unknown	27.3K
9. Kazakhstan	23.9K
10. Hong Kong	20K

### JAN - DEC 2024

#### Passenger Numbers by Nationality

Continent	Nationality	Number
1. Europe	Russia	1.1M
2. Asia	China	978.4K
3. Asia	India	453.7K
4. Oceania	Australia	268K
5. Europe	United Kingdom	217.6K
6. Europe	Germany	188.6K
7. Asia	Malaysia	160.6K
8. Asia	Kazakhstan	157.8K
9. Asia	Korea	135.9K
10. Europe	France	126.2K

#### Passenger Numbers by Country of Origin

Country	Number
1. China	1M
2. Russia	816.2K
3. Singapore	573.9K
4. United Arab Emirates	532.5K
5. Malaysia	449.5K
6. India	369.8K
7. Qatar	306.9K
8. Hong Kong	242.3K
9. Kazakhstan	152.6K
10. South Korea	135.3K

Source: Travel Link, Phuket Immigration

## WORLD'S BUSIEST INTERNATIONAL AIRLINE ROUTES

Asian legs dominate list as of December 2024

Route	Seats
Hong Kong - Taipei	624,604
Kuala Lumpur - Singapore	467,474
Seoul Incheon - Tokyo Narita	463,112
Cairo - Jeddah	436,811
Seoul Incheon - Osaka Kansai	435,349
Jakarta - Singapore	405,409
Dubai - Riyadh	368,566
Bangkok - Hong Kong	366,010
Bangkok - Singapore	350,417
Tokyo Narita - Taipei	335,954

Source: OAG

## USEFUL ARTICLES

### ENGLISH

[Hospitality Industry Trends for 2025](#)

[Key Hospitality Technology Trends to Watch in 2025](#)

[10 Emerging Travel Trends for the New Generation in 2025](#)

### THAI

[Hospitality in Transition – งานบริการ ก็อาจถูก ล้างผลาญเช่นกัน](#)

[Going Green.. ‘Growing’ Green ตลาดสีเขียวมี มูลค่าสูงสุดในรอบ 10 ปี](#)

[สรุป Travel Trends 2025 เทรนด์อะไรกำลังมาแรง ธุรกิจจะปรับตัวอย่างไร](#)

## Information sources

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

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

<https://www.facebook.com/Phuketinternationalairport>

IAI

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

Wolfgang Meusburger SVP, AF Global  
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

**(Co-Chair)** Ranjeet Viswanathan DOSM, Hyatt Regency Phuket  
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



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