



Phuket Tourism Rebounds with 8.65 Million Arrivals in 2024

Visa-free policies for Chinese and Indian tourists drive Phuket's market resurgence and bolster recovery momentum.

Phuket's tourism market in 2024 continues its trajectory toward full recovery, underpinned by significant growth in Russian and Indian arrivals, alongside government-led visa-free travel initiatives. Passenger arrivals for the year reached 8.65 million, reflecting a 23% increase compared to 2023 and just 5% below the 2019 benchmark of 9.07 million arrivals.

China, historically Phuket's largest international source market, recorded 998,228 visitors in 2024, up from 566,961 by 76% in 2023, but still trailing the pre-pandemic peak of 3.12 million. The Thai government's introduction of visa-free entry in late 2023 has been instrumental in driving this recovery.

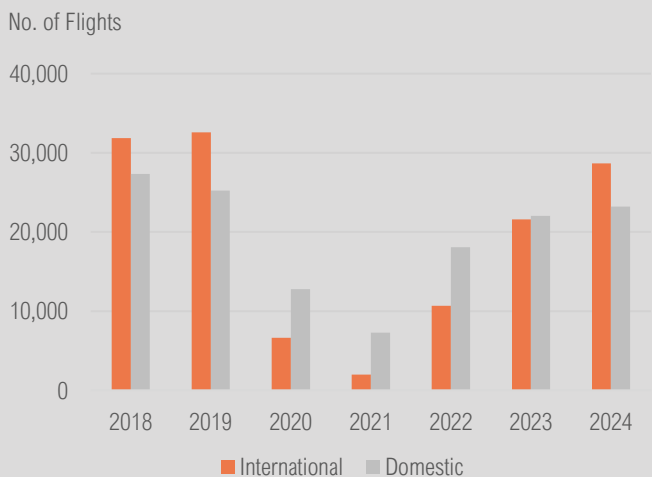
The policy also extended to travelers from Kazakhstan and Saudi Arabia, further diversifying source markets. Russia led international arrivals with 1,069,597 visitors in 2024, representing a 26% year-on-year increase, while India recorded a notable 58% rise, contributing 481,478 visitors.

Collectively, Russia, India, and China accounted for 45% of Phuket's total international arrivals.

Phuket's positioning as a luxury destination is evolving, with the island increasingly expanding its offerings from luxury real estate to premium lifestyle facilities and amenities. Emerging hotspots such as Bangtao/Cherngtalay and Kamala are driving this transformation, supported by a proliferation of high-end developments and lifestyle-oriented establishments. Notable examples include the newly opened Anantara Life Center Phuket and the upcoming Mucho Amor Beach Club.

Additionally, the removal of Phuket's long-standing 80-meter building height restriction is expected to catalyze a wave of new upscale developments, reshaping the island's skyline and further solidifying its appeal as a premier luxury destination.

Phuket International Airport – Flight Arrivals



Source: C9 Hotelworks Market Research & AOT

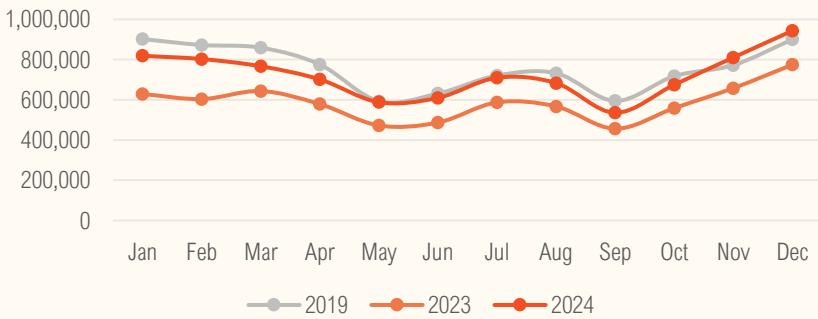
Market Trends

- Gen Z and Millennials (aged 18-44) now represent 58% of Phuket's international passenger arrivals, equivalent to 3.29 million visitors. This highlights the island's strong appeal as a vibrant and dynamic destination for younger travelers.
- Bangtao/Cherngtalay has experienced a 14% increase in average length of stay, rising from 6.72 nights in 2023 to 7.67 nights in 2024.
- Phuket's market-wide Average Daily Rate (ADR) reached THB 5,241 in 2024, up 11% from THB 4,717 in 2023.

PHUKET HOTEL & TOURISM SNAPSHOT

Phuket International Airport – Passenger Arrivals

No. of Passengers



Source: C9 Hotelworks Market Research & AOT



8.65 Million
Passenger Arrivals in 2024

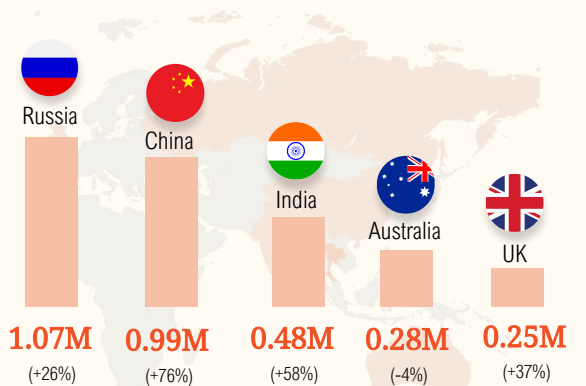


7% CAGR
From 2006 to 2024



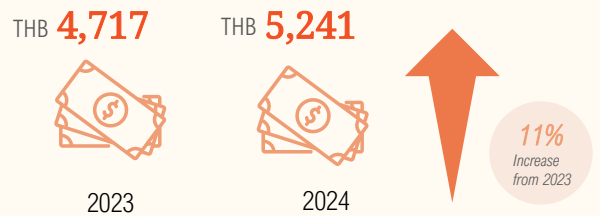
23% Growth
From 2023 to 2024

Top 5 International Source Markets



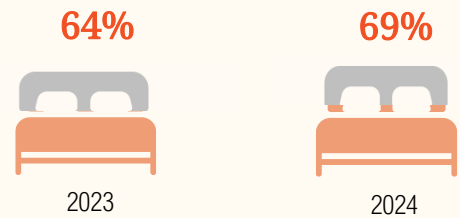
Note: No. of Passenger Arrivals (% Growth from 2023)
Source: C9 Hotelworks Market Research & Phuket Immigration Office

Market-Wide Average Daily Rate (ADR)



Source: C9 Hotelworks Market Research & STR

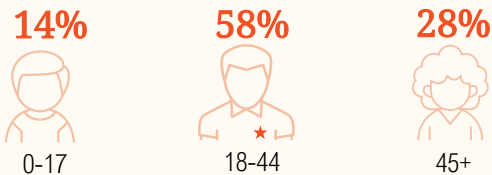
Market-Wide Occupancy



Source: C9 Hotelworks Market Research & STR

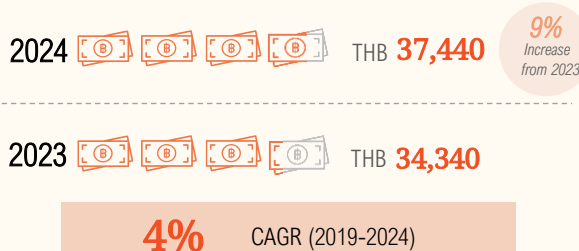
Phuket International Airport Passenger Arrivals by Age Group

Gen Z & Millennials Lead Phuket's International Arrivals with 3.29 Million Passengers



Note: Figures include only International Passenger Arrivals
Source: C9 Hotelworks Market Research & Phuket Immigration Office

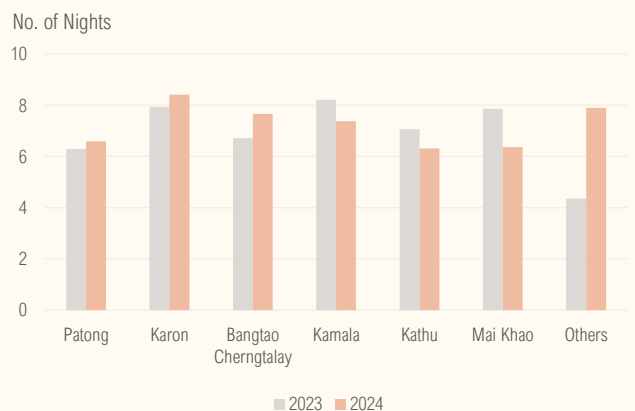
Average Expenditure of International Visitors



Source: C9 Hotelworks Market Research & MOTS

Average Length of Stay

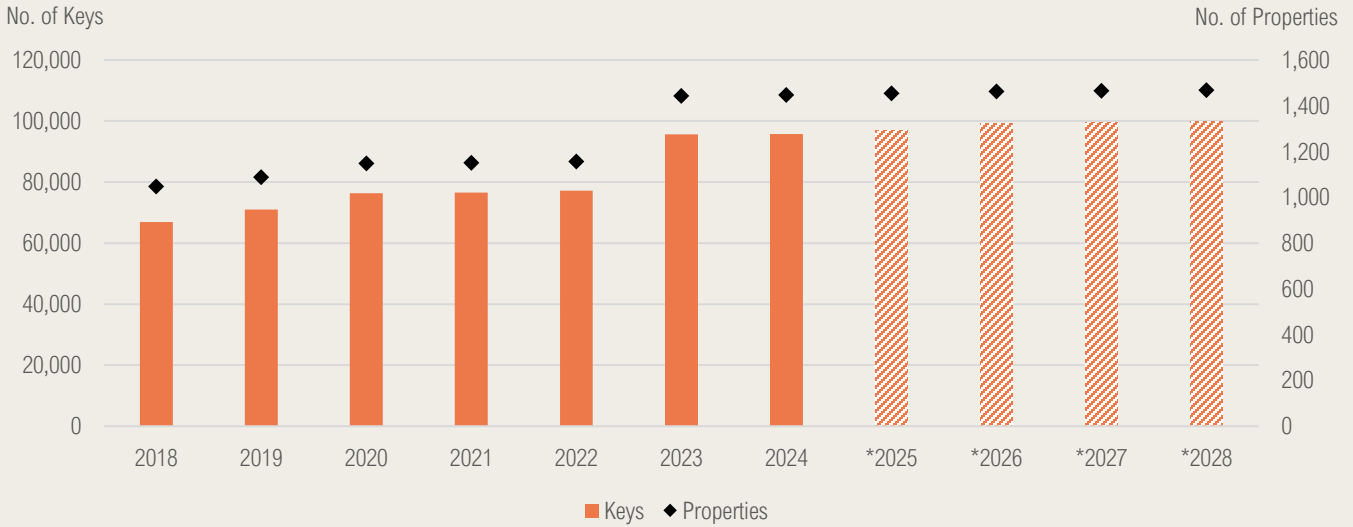
Patong, Karon, & Bangtao/Cherngtalay are attracting longer stays



Source: C9 Hotelworks Market Research & MOTS

Phuket Hotel & Tourism Market Review

Hotel Supply



Phuket's hotel supply is projected to reach 99,954 keys across 1,468 properties by 2028.

Source: C9 Hotelworks Market Research & TAT
* Indicates forecasted data

Hotel Pipeline (2025-2028)

Phuket's hotel pipeline from 2025 to 2028 includes 20 new properties, adding 4,216 keys. Key developments are concentrated in Bangtao/Cherngtalay, Patong, and Chalong Bay.

Hotels	Location	Keys	Opening Year
Radisson Resort Phuket Mai Khao Beach	Mai Khao	224	2025
One Origin Phuket Chaofah (Former Beehive Boutique Hotel Phuket)	Phuket Town	249	2025
Tiva Ao Makham Resort Phuket, Centara Boutique Collection	Ao Makham Bay	68	2025
Ibis Styles Phuket Bangtao	Bangtao/Cherngtalay	140	2025
Makham Bay Marina Hotel	Ao Makham Bay	70	2025
Courtyard by Marriott at Chalong Bay Phuket	Chalong Bay	277	2025
TRIBE Phuket Patong	Patong	230	2025
The Ritz-Carlton Phuket (Former Westin Siray Bay)	Siray Bay	182	2026
Wyndham Grand Phuket Surin Beach	Bangtao/Cherngtalay	425	2026
W Phuket - Nai Harn Beach	Nai Harn	60	2026
JW Marriott Phuket Resort & Spa Chalong Bay	Chalong Bay	189	2026
The Forest by YOO2 Hotel	Patong	432	2026
Riu Palace Phuket	Mai Khao	500	2026
Chatrium Resort Rawai Phuket	Rawai	303	2026
The Ozone Signature, A Registry Collection	Bangtao/Cherngtalay	118	2027
Ramada Encore by Wyndham Nebu Bangtao	Bangtao/Cherngtalay	89	2027
The StandardX	Bangtao/Cherngtalay	215	2027
Phuket Nai Yang Beach, Vignette Collection	Nai Yang	115	2028
Mercure Phuket Bangtao	Bangtao/Cherngtalay	150	2028
EQ Phuket	Kata	180	2028
Total		4,216	

Source: C9 Hotelworks Market Research

