

ANGLO SIAM ADVISORY – MARKET INTELLIGENCE REPORT

Phuket Visitor Demand and Direct-Entry Shifts

A public-data business intelligence dashboard for market monitoring and commercial diagnosis

"Is a business underperforming because Phuket demand is weakening, because the visitor mix is changing, or because the business is failing to capture available demand?"

CORE ANALYTICAL QUESTION

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Completed	August 2026
Tools	Excel and Looker Studio
Data	Official Thai tourism and immigration records
Output	Interactive three-page decision-support dashboard

Executive summary

This project converts fragmented public records into a structured view of Phuket visitor demand and direct international entry markets. The dashboard tracks monthly visitor trips from January 2023 to June 2026, then examines nationality-level changes in direct entries through Phuket Airport for 2025 and January to July 2026.

The aim was not to produce another tourism snapshot. It was to distinguish changes in overall demand from changes in the visitor mix, so an operator can ask whether weak performance reflects the market, its customer exposure, or its ability to capture available demand.

Headline result: Phuket recorded 14.12 million visitor trips in 2025, down 2.68% from 2024. Foreign visitor trips fell 5.38%, while Thai visitor trips increased 6.01%. The headline decline therefore masks a material change in market composition.

Business questions

1. Is Phuket visitor demand strengthening or weakening, and which visitor segment explains the movement?
2. Which direct international entry markets are expanding, declining or becoming more important?
3. Does a modest aggregate result conceal larger source-market shifts?
4. What should a tourism business investigate before changing marketing, channels, products or staffing?
5. How could public market data be combined with a client's bookings and revenue to diagnose relative performance?

Project scope

The public dashboard is a market-monitoring layer. It supports screening and diagnosis, but it does not claim to measure customer profitability, booking intent, unique travellers, hotel demand or individual business performance.

Data and methodology

Source	Coverage used	Role in the analysis
Ministry of Tourism and Sports	Monthly provincial visitor trips, 2023 to June 2026	Total, foreign and Thai visitor trends and like-for-like annual comparisons
Phuket Airport Immigration	Monthly direct international entries by nationality, 2023 to July 2026	Source-market size, gains, losses and year-on-year shifts

Official source pages: [Ministry of Tourism and Sports](#) | [Phuket Airport Immigration open-data catalogue](#)

Workflow

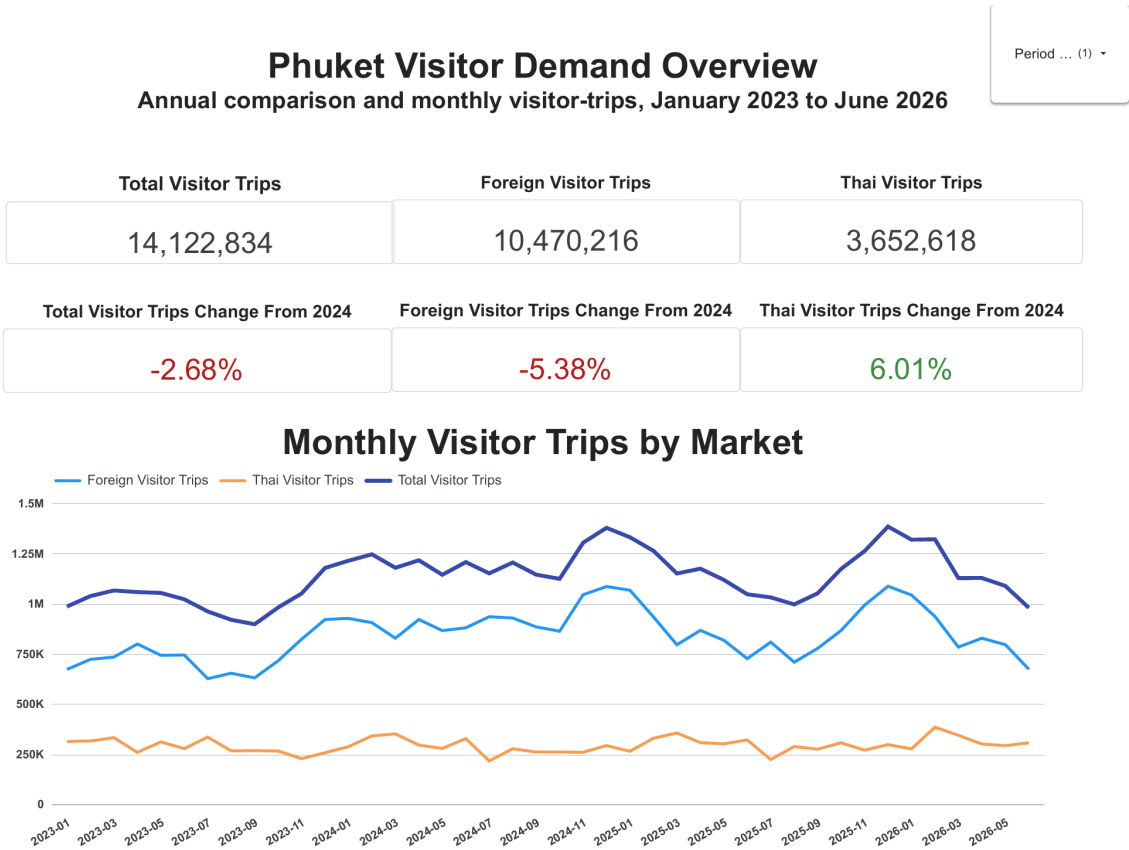
6. Preserved the official raw files and recorded source, publication date, coverage and release status.
7. Standardised Gregorian dates, Thai month labels, numeric fields and inconsistent nationality labels.
8. Kept provincial visitor trips and airport entry passengers in separate fact tables because they measure different populations.
9. Removed aggregate total rows and Thai-national rows from foreign source-market calculations.
10. Calculated full-year and like-for-like year-on-year measures, including January to July 2026 versus the same months of 2025.
11. Reconciled nationality-level detail to the reported airport totals before building the Looker Studio import tables.

Validation controls

12. All 44 airport months from January 2023 to July 2026 reconciled to the published monthly totals with zero difference.
13. Preliminary, revised and final releases were retained rather than silently overwriting historical values.
14. Full-year and partial-year comparisons were kept separate to prevent invalid period matching.

Definition safeguard: Provincial visitor trips and direct international airport entries are related indicators, not interchangeable measures. Their different direction in 2025 is not a contradiction and should not be combined into a single arrival total.

1. Visitor demand overview



Dashboard page 1. Annual comparison and monthly visitor trips, January 2023 to June 2026.

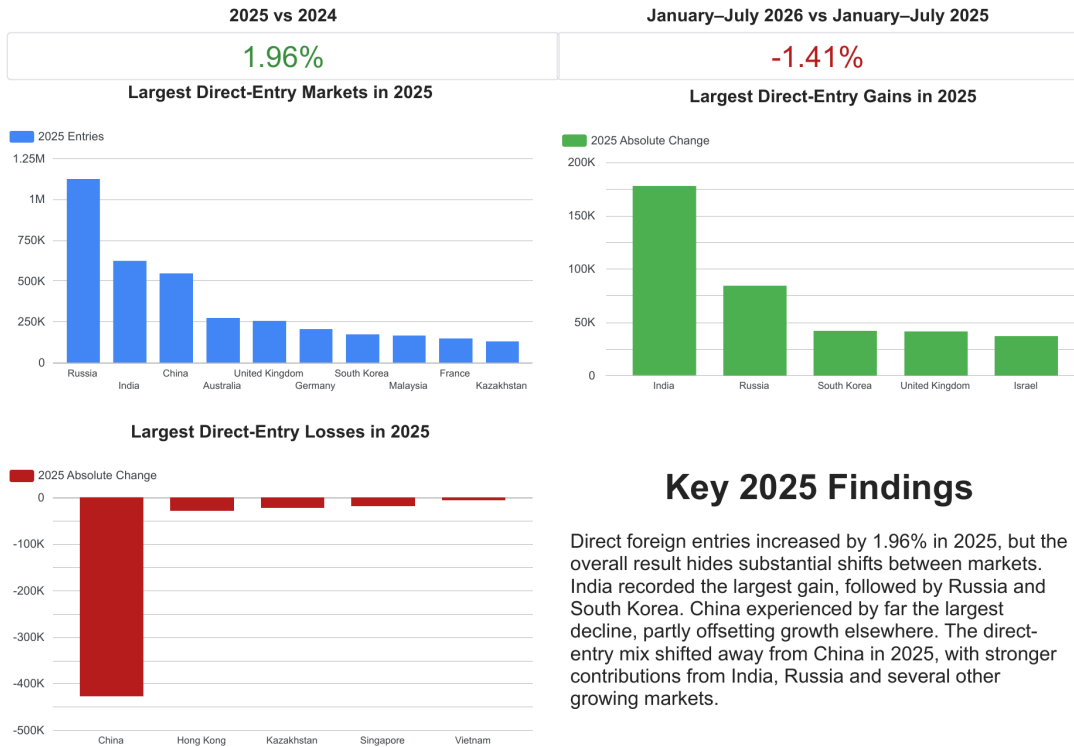
What the page shows

- 15. Total visitor trips fell 2.68% in 2025 to 14,122,834.
- 16. Foreign visitor trips fell 5.38% to 10,470,216.
- 17. Thai visitor trips increased 6.01% to 3,652,618.
- 18. The monthly series makes the high-season pattern and the different behaviour of Thai and foreign demand visible.

Commercial interpretation: A foreign-focused operator could face greater pressure than the 2.68% headline decline suggests, while a business with stronger domestic exposure could see a different result. Aggregate visitor growth is not an adequate benchmark on its own.

2. Direct-entry market shifts in 2025

Direct Entry Markets, 2025 Largest markets and year-on-year shifts in direct international entries through Phuket Airport



Source: Phuket Immigration direct international entry records. Nationality figures cover entries through Phuket Airport and do not represent all visitors to Phuket.

Dashboard page 2. Market size and the largest direct-entry gains and losses in 2025.

Key 2025 Findings

Direct foreign entries increased by 1.96% in 2025, but the overall result hides substantial shifts between markets. India recorded the largest gain, followed by Russia and South Korea. China experienced by far the largest decline, partly offsetting growth elsewhere. The direct-entry mix shifted away from China in 2025, with stronger contributions from India, Russia and several other growing markets.

What the page shows

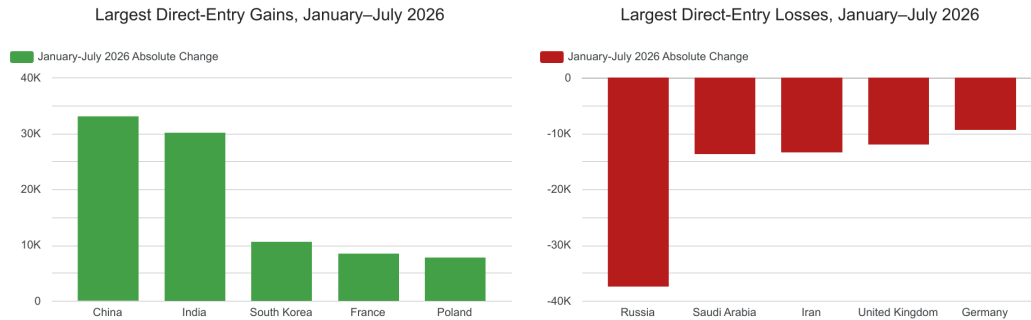
19. Direct foreign entries increased 1.96% overall in 2025.
20. India contributed the largest gain at 177,653 entries, followed by Russia at 83,867 and South Korea at 41,722.
21. China recorded the dominant loss, falling by 427,903 direct entries.
22. The top-five market share fell from 56.2% to 52.9%, indicating a somewhat broader direct-entry mix.

Commercial interpretation: Stable or slightly rising aggregate entries can conceal major customer-mix disruption. Businesses should test whether their language capability, channels, offers and campaign allocation still match the markets generating available demand.

3. Direct-entry shifts in January to July 2026

Direct Entry Shifts, January–July 2026

Largest year-on-year gains and losses in direct international entries through Phuket Airport



Key January–July 2026 Findings

Direct foreign entries fell 1.41% year on year in January–July 2026. Strong gains from China and India partly offset declines led by Russia, followed by Saudi Arabia, Iran, the United Kingdom and Germany. The result reflects a changing source-market mix rather than a broad decline across all markets.

Source: Phuket Immigration direct international entry records. Nationality figures cover entries through Phuket Airport and do not represent all visitors to Phuket.

Dashboard page 3. Largest like-for-like market gains and losses in January to July 2026.

What the page shows

23. Direct foreign entries fell 1.41% year on year in January to July 2026.
24. China increased by 33,046 entries and India by 30,147, partly offsetting losses elsewhere.
25. Russia recorded the largest fall at 37,475 entries, followed by Saudi Arabia at 13,670 and Iran at 13,397.
26. The result reflects a changing source-market mix rather than a broad decline across all markets.

Commercial interpretation: Market allocation should be reviewed frequently rather than set from last year's rankings. Growth in China and India alongside a fall in Russia changes the relative value of targeting, localisation and channel decisions even when the total market moves only slightly.

Business implications and client extension

- 27. Benchmark internal performance by comparing bookings, revenue and customer mix with the public market.
- 28. Separate market weakness from capture weakness when relevant demand is still growing.
- 29. Reallocate attention across channels, language, product fit and campaign timing.
- 30. Monitor dependence on a small number of source markets before committing resources.

Limitations

- 31. Visitor trips are not unique travellers and do not measure customer value or profitability.
- 32. Airport nationality data cover direct international entries, not all visitors to Phuket.
- 33. Preliminary and revised public values may change after publication.
- 34. Causality, costs, prices, bookings and customer behaviour require additional evidence and client data.

Tools and skills demonstrated

Tools	Analytical skills
Excel	Data cleaning, structuring and calculated measures
Looker Studio	Dashboard controls, KPI cards and visual hierarchy
Data governance	Source definitions, releases and reconciliation
Commercial analysis	Decision-relevant interpretation and scope control

Portfolio description

Ready to use: Developed an interactive business intelligence dashboard examining Phuket visitor demand and changes in direct international entry markets from 2023 to July 2026. Cleaned and structured official public tourism and immigration records, created like-for-like comparison measures, validated monthly totals and translated market shifts into practical commercial implications.