

# Phuket Hotels for Islands Sustaining Tourism (PHIST 2025)

DATE: Sunday, August 31, 2025  
LOCATION: Choeng Thale, Phuket, TH

## Event Description

Phuket Hotels for Islands Sustaining Tourism (PHIST 2025) is a premier conferences event in Choeng Thale. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 328 people

**Event ID:** ARgx7T8qi6jzX6Q8BW

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 131 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*