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Governor sets 20-year Phuket ‘new economy’ roadmap

PHUKET: Phuket Governor Nirat Pongsitthaworn has outlined a 20-year development strategy aimed at reducing reliance on tourism while boosting long-term growth in an effort to push ahead with plans to transform the island into a sustainable “new economy” hub.

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[By The Phuket News](#)

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Speaking at the 2026 Annual General Meeting of the Phuket Chamber of Commerce on Wednesday (Mar 25), the governor said the province’s development vision for 2023-2042 is centred on becoming “a new economic hub based on sustainable development for a balanced life”.

The meeting, held at the Phuket Merlin Hotel, brought together business leaders, private sector representatives and government officials to discuss the island’s economic direction.

Phuket Chamber of Commerce President Kongsak Khoophongsakorn reported that the province has seen strong economic recovery over the past year, driven largely by tourism and continued expansion in the real estate sector.

He noted that investment has increased significantly, particularly in luxury developments and residential property, alongside growing interest in positioning Phuket as a global “longevity hub” through expanded medical and health services.

Governor Nirat said Phuket remains a world-class tourism destination, generating more than B545.8 billion in tourism revenue in 2025, with visitor numbers continuing to rise. He highlighted the island’s established infrastructure, including its international airport, deep-sea ports and marinas, as key strengths supporting its status as a regional aviation and tourism hub.



However, he warned that the province faces mounting challenges, including overdependence on tourism income, environmental pressures, urban planning issues and social inequality.

To address these concerns, the province has adopted a long-term strategy built around more than 10 development pillars. These include promoting Phuket as a creative gastronomy city, an international education hub, a world-class marine tourism destination and a centre for health and wellness tourism.

Additional priorities include developing Phuket into an international MICE (meetings, incentives, conferences and exhibitions) city, advancing smart city initiatives, strengthening sports tourism, establishing a seafood hub and supporting small and medium-sized enterprises to compete in the digital economy.

Governor Nirat emphasised that achieving sustainable growth will require close cooperation between the public and private sectors, with the Chamber playing a key role in linking government agencies, businesses and the wider community.

The annual general meeting served as a platform for stakeholders to exchange ideas and align strategies, with a shared goal of steering Phuket towards stable, inclusive and sustainable economic growth in the years ahead.

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