

PHUKET WEEKLY UPDATE

No106/09012026

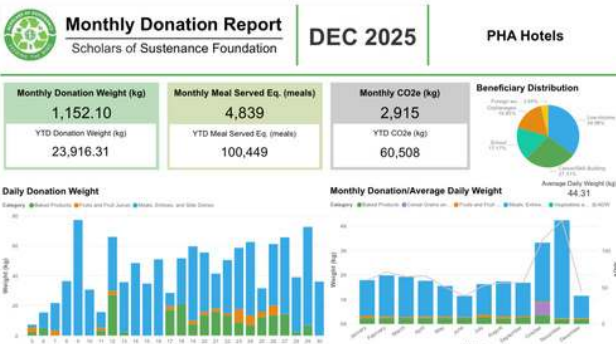


Celebrating 10 years as Phuket Hotels Association

The Phuket Hotels Association is proud to celebrate 10 years as an organisation in 2026.

Reaching this milestone is something we are truly grateful for, and throughout the coming weeks we will be sharing more of our story—highlighting the people behind the scenes who helped bring us here; our founders, directors, committees, and achievements made along the way.

Thank you for being part of this incredible journey. As we move into 2026, we look ahead with confidence and ambition, knowing this will be a year to create an even greater impact – both within our community and across the hospitality industry.



DECEMBER 2025 FOOD DONATION REPORT

Food Donated by Phuket Hotels Association Member Hotels and redistributed in the community- For info or to participate:- please contact exec.dir@phukethotelsassociation.com

THIS WEEKS' NEWS UPDATE

TOURISM IN THAILAND FACES CHALLENGES BUT SHOWS GROWTH AS LONG-HAUL ARRIVALS SOAR

Thailand welcomed 31.76 million international visitors by December 2025, generating THB 1.48 trillion, despite a 7.25% year-on-year decline. The slowdown was driven mainly by sharp contractions in short-haul markets, particularly China and ASEAN, while long-haul markets from Europe, Russia, and the US continued to grow. However, long-haul demand could not fully offset China's decline. For 2026, the Tourism Authority of Thailand targets 36.7 million arrivals and THB 2.8 trillion in revenue, shifting focus from volume to high-quality tourism, with longer stays, higher spending, wellness travel, safety-driven branding, and a renewed push to restore confidence in the China market, diversify key source markets, and strengthen Thailand's long-term tourism competitiveness.

For more information



THAILAND SEES ANNUAL FOREIGN TOURIST ARRIVALS SLOW TO 33 MILLION



Thailand recorded its first decline in international tourist arrivals in a decade (excluding Covid-19), with arrivals falling to 33 million in 2025, a 7.2% year-on-year drop, according to the Ministry of Tourism and Sports. The downturn was driven by weakened confidence following safety incidents, natural disasters, border tensions, flooding, and political change. Malaysia, China, and India remained the top source markets, while tourism revenue declined 4.7% to THB 1.5 trillion. Looking ahead, the Tourism Authority of Thailand projects 36.7 million arrivals in 2026, with short-haul markets contributing over 70%, including 6.7 million Chinese visitors.

For more information

TAT BANKS ON UFO BELIEVERS, NIGHT ECONOMY TO LIFT TOURISM REVENUE TO 3TN BAHT IN 2026

The Tourism Authority of Thailand (TAT) plans to boost tourism revenue to at least THB 3 trillion in 2026 by prioritising earnings over arrival volumes. The strategy targets 36.7 million foreign visitors, generating around THB 2 trillion, alongside 208 million domestic trips worth THB 1 trillion. Key initiatives include expanding the night economy, attracting niche and "sub-culture" travellers, and launching the global campaign "Amazing Thailand: Healing is the New Luxury," positioning Thailand as a wellness and mental-relaxation destination across all traveller segments, while rebuilding confidence, encouraging longer stays, higher per-trip spending, diversified source markets, and promoting experiential, value-driven tourism nationwide.



For more information

THAILAND VS VIETNAM: COMPETING FOR ASIA'S EVENT AND FESTIVAL TOURISM

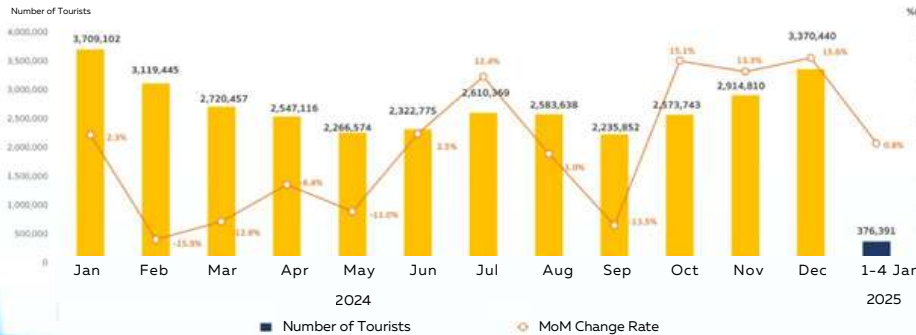


Despite Vietnam's rapid emergence as a major events destination—driven by record foreign arrivals, infrastructure investments, and international concerts—Thailand's event organisers remain confident in the country's ability to compete. While Vietnam focuses on mega venues and integrated entertainment complexes, Thailand's strengths lie in its diverse event spaces, established MICE ecosystem, strong air connectivity, and appeal to high-spending, repeat visitors. Industry leaders argue that venue variety and flexibility matter more than large-capacity stadiums, enabling year-round events across urban and suburban locations. Continued government support and infrastructure investment are seen as critical to sustaining Thailand's event tourism growth.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1-4 JAN 2026



Number of tourists (1-4 JAN 2026)

376,391 people

-7.93% (YOY)

Top 5 number of tourists

Rank	Country	People
1	Malaysia	50,544
2	Russia	41,761
3	China	30,341
4	India	24,885
5	South Korea	15,935

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Entering the peak tourism season, supported by government ease of travel measures that improve convenience for travelling to Thailand.
- (*) A slowdown in international tourist travel across all market segments following the end of the New Year holiday travel period.

Number of International Tourists: Weeks 1-4 of December 2025 to Week 1 of January 2026



Top 5 source markets in Week 1* of January 2026

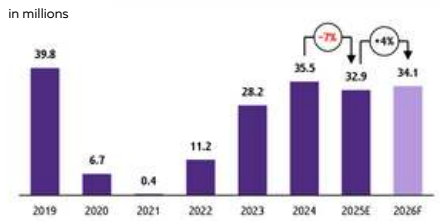
Rank	Country	People	Change (%)
1	Malaysia	90,463	-11.67%
2	Russia	70,587	-0.39%
3	China	65,982	-18.17%
4	India	48,584	-22.92%
5	UK	30,601	-14.58%

*Week 1 (this week) covers the period 29 December 2025 – 4 January 2026
 Source : Economics Tourism and Sports Division Information as of Jan 6, 2026

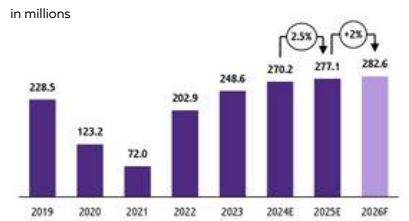
[For more information](#)

- In 2025 (full year):** Thailand welcomed 32.97 million international visitors, generating approximately THB 1.53 trillion in tourism revenue, led by Malaysia, China, India, Russia, and South Korea.
- This week:** International arrivals totalled 724,971 visitors, down 16.55% week-on-week, reflecting a broad-based slowdown across all markets following the New Year holiday period, with average daily arrivals of 103,567.
- Key source markets this week:** Malaysia (90,463), Russia (70,587), China (65,982), India (48,584), and the United Kingdom (30,601), all showing week-on-week declines.
- Next week (outlook):** Arrivals are expected to soften further, though downside pressure should be partly offset by the European and American high season and continued efforts to increase airline capacity.

International tourists



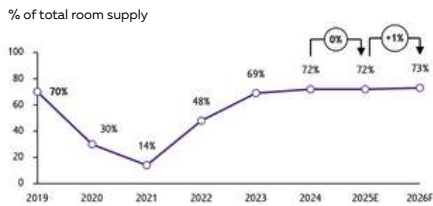
Domestic tourists



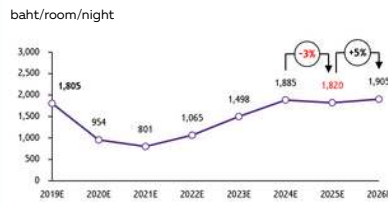
Thailand's tourism outlook is improving, driven by the recovery of international arrivals and continued growth in domestic travel.

Rising demand supports higher hotel occupancy and average room rates. While global economic uncertainty may temper pricing power, overall hotel performance is expected to strengthen steadily through 2026.

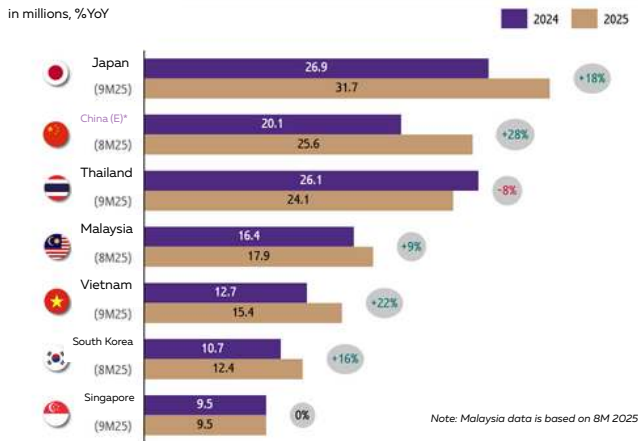
Occupancy rate



Average room price



No. of international tourists entering each country



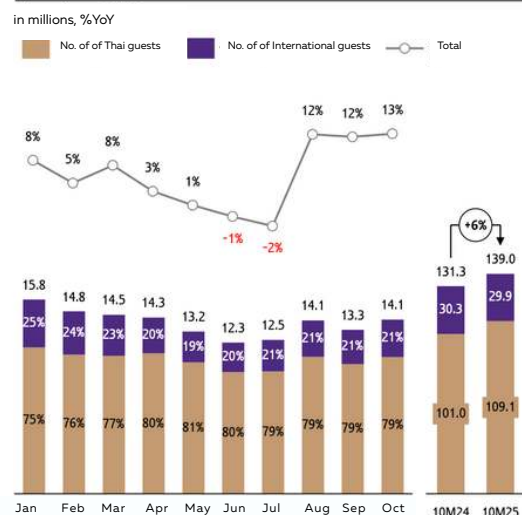
Top 10 nationalities of tourists visiting each country in Tourism war Asia

Rank	Thailand	Vietnam	Malaysia	Singapore	Japan	South Korea
1	Malaysia	China	Singapore	China	China	China
2	China	South Korea	Indonesia	Indonesia	South Korea	Japan
3	India	Taiwan	China	Malaysia	Taiwan	Taiwan
4	Russia	USA	Thailand	India	USA	USA
5	South Korea	Japan	India	Australia	Hong Kong	Hong Kong
6	Japan	India	Brunei	Philippines	Thailand	Philippines
7	UK	Cambodia	South Korea	USA	Australia	Vietnam
8	USA	Russia	Philippines	Japan	Philippines	Indonesia
9	Taiwan	Malaysia	Taiwan	South Korea	Vietnam	Singapore
10	Singapore	Australia	Australia	UK	Canada	Thailand

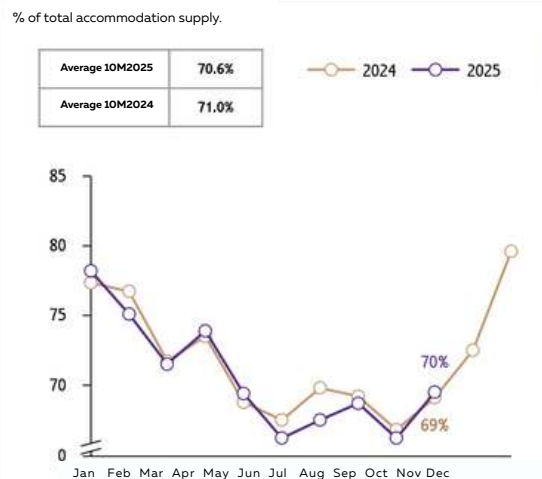
In the first nine months of 2025, Thailand faced pressure from slowing tourist arrivals, driven by weaker Chinese demand, safety concerns, and intensified competition as destinations aggressively targeted Chinese travelers.

Many countries show significant overlap in international tourist markets. Vietnam and Singapore share over seven top source markets with Thailand, intensifying regional competition for key target travelers, especially from neighboring countries.

Guests and growth rates



Average nationwide occupancy rate



Phuket 76% ▼
Hotel Occupancy, Jan–Oct 2025

Throughout 2025, government tourism stimulus measures encouraged domestic travel and supported higher hotel occupancy rates.

Sources: Source: SCB Economic Intelligence Center (EIC), Tourism & Hotel Industry Insight, Dec 2025.

Foreign Tourist Arrivals to Thailand 2019 - 2025

Foreign Arrivals and Revenue

2019 (Jan - Dec) ➔ **39.91 million**
1.91 Trillion Baht

2023 (Jan - Dec) ➔ **28.15 million**
1.24 Trillion Baht

2024 (Jan - Dec) ➔ **35.54 million**
1.61 Trillion Baht

2025* (Jan - Dec)* ➔ **32.97 million**
-7.23%
Growth rate compared to the year 2024

1.53 Trillion Baht
-4.71%
Growth rate compared to the year 2024

Source: Ministry of Tourism and Sports, Thailand
Data as of 7 January 2026

* 2025 figures are preliminary.

Monthly Foreign Tourist Arrivals to Thailand

Millions



Top 5 Source Markets to Thailand 2025

Rank	Country	Visitors	YoY
1	Malaysia	4,520,856	-8.71%
2	China	4,473,992	-33.55%
3	India	2,487,319	+16.82%
4	Russia	1,898,837	+8.80%
5	South Korea	1,555,227	-16.79%

Top 5 Source Markets by Tourism Revenue

Rank	Country	Tourism Revenue (million baht)	YoY
1	China	249,875	-31.54%
2	Russia	113,950	+9.77%
3	India	93,862	+22.61%
4	Malaysia	88,646	-15.53%
5	UK	74,515	+21.70%

Source: Ministry of Tourism and Sports, Thailand | Data as of 7 January 2026

USEFUL ARTICLES

ENGLISH

[Thailand's Hotel Industry: Strategic Turnarounds as Key to Competitive Edge](#)

[Travel Trends 2026: What's Shaping The Way We Explore](#)

[Latest trends in the hotel industry for 2026: How travellers research, choose, and book hotels](#)

THAI

[สองหุ้น ค่าปลีก-ท่องเที่ยว วิเคราะห์แนวโน้มกำไรปี'69](#)

[ท่องเที่ยวไทยฟื้นตัวดีขึ้นจากปี 2025 หนุนธุรกิจโรงแรมให้ขยายตัว แต่ยังมีแรงกดดันหลายด้านที่ต้องเผชิญ](#)

[จุดเปลี่ยน-โอกาส-ความท้าทาย อุตสาหกรรมท่องเที่ยวไทยปี'69](#)

Information sources

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

https://www.facebook.com/ETSMOTS?locale=th_TH

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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"

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Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

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Hotel Manager, MSocial Hotel Phuket

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David Barrett
Dhapat Chotiratnarakool
Natthawadee Wongpanya

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Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort

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General Manager, Anantara Mai Khao Phuket Villas
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Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

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Affiliates

Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak , Iniala Beach House, Khao Lak Marriott Beach Resort & Spa, JW Marriott Khao Lak Resort & Spa, Avani+ Khao Lak Resort



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