

THIS WEEKS EVENTS



Sustainability in Hospitality & Beyond

Phuket Hotels Association was pleased to partner with the Franco-Thai Chamber of Commerce (FTCC) and NTCC - Netherlands-Thai Chamber of Commerce in support of the "Sustainability in Hospitality & Beyond" panel session hosted by the chambers, organised on 27 February 2026 at the InterContinental Phuket Resort.

Sustainability in hospitality is a subject we believe deserves our attention on a daily basis.

Thankyou to guest speakers for sharing your perspectives and expertise!



10-year anniversary celebration video

We are grateful for the continued support of Mr. KP Ho, Founder and Executive Chairman of Banyan Group, who joined us this week for the filming of the Phuket Hotels Association's 10-year anniversary celebration video. His presence reflects his longstanding commitment to Phuket's hospitality community and the continued growth of our industry. We are also grateful to the Banyan Tree Phuket team for their enthusiasm and commitment.

SAVE THE DATE

**PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S MEETING**

GUEST SPEAKERS



PIMPANGA YOMCHINDA
Executive Vice President, Investment
Sales, Hotels & Hospitality - Asia
JLL



VIONA ZHANG
Deputy Managing Director
C9 Hotelworks



OXY ONG
Sales, South & Southeast Asia
STR

MARCH 18
3:00 PM - 6:30 PM

**FOR MEMBERS BY
INVITATION ONLY**



**Phuket Hotels Association General
Manager Meeting**

Don't Miss our 1st Quarter GMs meeting for a chance to catch up on ALL the news!

AND to celebrate our 10th Anniversary as an Association!!

18th March, 3:00-6:30 PM at Amora Beach Resort Phuket

Register [HERE](#)



UPCOMING EVENTS

THE C9 SESSIONS

PHUKET PROPERTY EXCHANGE

Trends, Tools, And Tactics Powering Phuket Property Sales

Phuket's property market is more competitive and digitally driven than ever, with buyers more informed and choice expanding rapidly. Success today depends on visibility, lead generation, and the ability to capture demand early—before prospects move on.

Phuket Property Exchange is a hands-on sales forum for agents and developers, focused on the trends, tools, and tactics that drive leads, build pipelines, and convert interest into transactions. A featured session, The New Language of Luxury – A Phuket Property Exchange Prequel, examines how high-end buyer expectations are evolving, using luxury demand to highlight new benchmarks for attracting and engaging buyers in Phuket.

SCAN TO REGISTER
COMPLIMENTARY

WEDNESDAY 11TH MARCH 2026
@SAII LAGUNA PHUKET, SIMILAN BALLROOM

Organizer CH-HOTELWORKS

Powered by FazWaz with DELIVERING ASIA

The C9 Sessions – Phuket Property Exchange

Join us on 11 March 2026 at SAii Laguna Phuket for Phuket Property Exchange, a focused C9 Sessions event exploring practical trends, tools, and sales strategies shaping Phuket’s property market.

Register [HERE](#)

I'M SPEAKING AT THAIFEX - HOREC ACADEMY 2026!

Growth and Leadership: Defining Business Strategies for 2026

11 March 2026 | 11:45 - 12:30 (GMT+7)

Jayne MacDougall
Phuket Hotels Association

Ricardo Boarotto
Central Group Wholesale Business Unit Thailand

Rei Matsuda
Koko Global Hospitality (Thailand) Co., Ltd.

Nida Wongphanlert
137 Pillars Hotels & Resorts

Join Me!

THAIFEX-Horec Asia

Or if you happen to be in Bangkok- why not join Jayne MacDougall, Executive Director of Phuket Hotels Association, at THAIFEX – HOREC Academy 2026. She will join the session “Growth and Leadership: Defining Business Strategies for 2026” to discuss key trends and strategic direction for the hospitality sector. This 3-day event is free for the hospitality industry.

[Register HERE](#)

UPCOMING EVENTS

PHUKET GREEN DAY
With World Earth Day

Wednesday, 22 April 2026

Raising Awareness - the largest Phuket Clean-up day

PHUKET HOTELS ASSOCIATION 10th ANNIVERSARY

Register [HERE](#)

Phuket Green Day 1/2026

Join the Phuket Hotels Association's Green Day as we lead an island-wide beach and street clean-up on Wednesday, 22 April 2026, which coincides with World Earth Day.

Register [HERE](#)

BUILDING FUTURES TOGETHER FOR INFINITY

PHAB ∞ Infinity

Join us for **PHAB ∞ (Infinity)** – the 8th Phuket Hotels Association Benefit Gala Dinner on 16 May 2026 at the Courtyard by Marriott, Phuket Town. Where you have a chance to make an infinite difference to the lives of our scholars and the community with your support.

MAY 16 2026
COURTYARD BY MARRIOTT PHUKET TOWN

DINE, DRINK, DANCE & MAKE A DIFFERENCE
A Five-Star Culinary Affair

- Exclusive menu by Phuket's top hotel chefs
- Signature cocktails by expert mixologists
- All-inclusive with your ticket

TICKET OPTIONS
Premium 4,900.-THB
VIP 5,900.-THB

Prices are NET and inclusive of all food and drinks supplied by member hotels.

REGISTER HERE

+66(0)76 619518 | info@phukethotelsassociation.com
phab.phukethotelsassociation.com

PHUKET HOTELS ASSOCIATION | COURTYARD by MARRIOTT | PHUKET TOWN | CREATIVE CONCEPT

PHAB ∞ Infinity

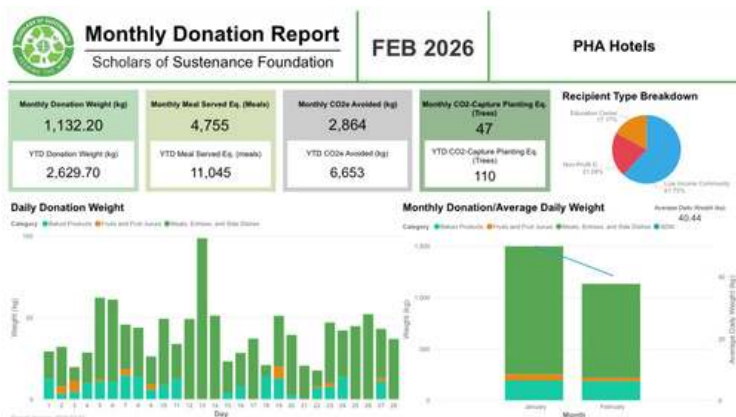
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This will be an elegant evening of fine dining, entertainment, and purpose, dedicated to raising funds for 20+ hospitality scholarships and traineeships for Phuket residents. To date, over 10 million baht has been raised, supporting 125 local scholars.

Be part of a night that celebrates community, education, and the future of Phuket's hospitality industry.

Register [HERE](#)

FEBRUARY 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

THOUSANDS OF TOURISTS STRANDED AMID MIDDLE EAST UPHEAVAL

Thousands of tourists are stranded in Thailand after widespread flight cancellations linked to escalating conflict in the Middle East. Inbound long-haul tour groups transiting through Gulf aviation hubs have cancelled all March trips, accounting for around 50% of long-haul bookings. Bangkok, Phuket and Samui are assisting affected travellers, with industry associations coordinating accommodation, fee waivers and flight updates. Over 5,000 tourists are stranded in Phuket alone. Operators warn prolonged conflict could weaken travel sentiment through Songkran. Authorities are urging market diversification while positioning Thailand as a safe, high-quality destination and potential long-stay haven amid ongoing global uncertainty.

[For more information](#)

6 MILLION TOURISTS BOOST ECONOMY



Thailand recorded 5.94 million international arrivals between 1 January and 22 February, generating 293 billion baht in tourism revenue, according to the government. China led all source markets with 969,505 visitors, followed by Malaysia, Russia, India and South Korea.

During 16–22 February, arrivals reached 879,587, averaging 125,655 per day. Malaysia and Russia posted strong week-on-week growth, while South Korea, India and China saw slight declines as China's holiday period ended.

Authorities expect arrivals to remain stable, supported by regional travel demand, the Trusted Thailand campaign, the TM6 waiver and increased flight frequencies.

[For more information](#)

WAR-INDUCED VOLATILITY RATTLES GLOBAL MARKETS

Global financial markets tumbled as escalating conflict involving Iran triggered sharp volatility. Oil prices surged more than 8%, with Brent crude climbing above \$85 per barrel for the first time since July 2024, while European natural gas prices spiked to their highest levels since early 2023. Fears of disrupted energy flows through the Strait of Hormuz intensified inflation concerns and raised the risk of stagflation.

European and Asian stock markets posted steep losses, airline shares declined, and investors shifted toward the US dollar. Analysts warn that prolonged energy shocks could pressure central banks, complicating efforts to balance inflation control with economic growth support.



[For more information](#)

ALL HANDS ON DECK AS TRAVEL DISRUPTION SPREADS IN ASIA



Missile strikes in parts of the Middle East have disrupted air travel across Asia, affecting inbound and outbound movements through major transit hubs such as Dubai, Doha and Abu Dhabi. Airports in Bangkok, Singapore and Kuala Lumpur reported dozens of flight cancellations, while Thailand's Tourism Authority has activated a Tourism Crisis Monitoring Center to coordinate support for affected travellers.

Tour operators across the region are assisting guests with rebookings, extensions and cancellations, as airlines adjust flight paths. Hotels are offering flexible policies and special rates for stranded guests. While short-term disruptions are evident, most industry leaders expect demand to recover once aviation schedules stabilise.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 1 MAR 2026



Number of tourists (1JAN - 1 MAR 2026)
6,624,397 people
 -4.41% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,091,674
2	Malaysia	622,846
3	Russia	512,044
4	India	424,129
5	South Korea	316,683



IMPORTANT FACTORS DURING THE PAST WEEK

Negative factors:

- Middle East conflict affecting transit travel
- Post-Chinese New Year travel slowdown

Positive factors:

- Safety confidence measures
- Travel stimulus policies
- Ease of traveling initiatives

Number of International Tourists: Weeks 1-5 of January to Week 4 of February 2026

Top 5 source markets in Week 4* of February 2026



1	China	122,169	stable	▼ -38.63%
2	Russia	54,794	Up from 3	▼ -9.34%
3	Malaysia	49,523	Down from 2	▼ -55.62%
4	India	47,391	stable	▲ +10.49%
5	South Korea	33,060	stable	▼ -3.67%

*Week 4 (this week) covers the period 23 February to 1 March 2026

Source : Economics Tourism and Sports Division Information as of Mar 3, 2026

For more information

- **External pressures:** Middle East conflict and post-Chinese New Year slowdown impacted long-haul travel, particularly from the Middle East and Europe.
- **Weekly decline:** Foreign arrivals for the week totaled 676,963, down 23.04% WoW, with sharp drops from Malaysia, China, Russia and South Korea.
- **Top markets:** The five largest source markets were China, Russia, Malaysia, India and South Korea, though most recorded week-on-week declines.
- **Year-to-date performance:** From 1 Jan – 1 Mar 2026, Thailand welcomed 6.62 million international tourists, generating approximately 326.6 billion baht, supported by safety confidence measures and travel facilitation policies.



TOURISM

SITUATION IN FEBRUARY 2026



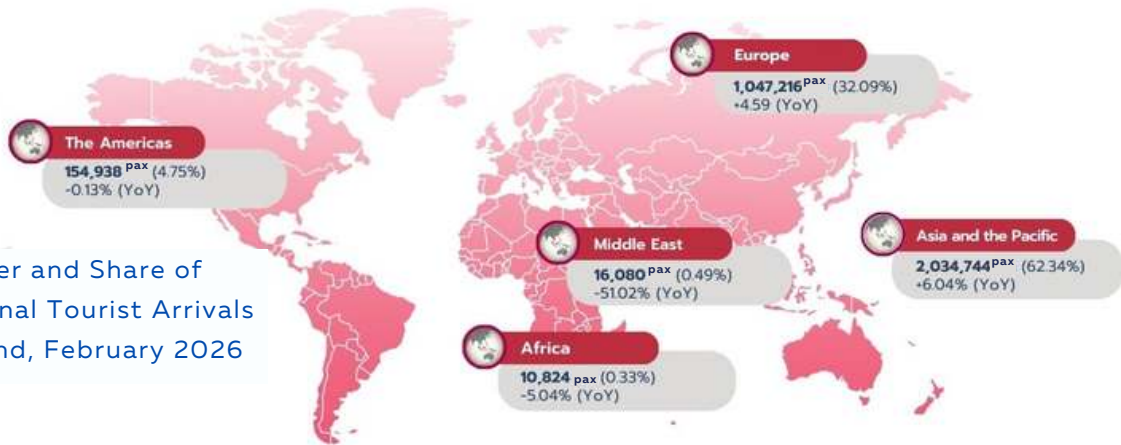
3.26 M
%CH (Y-o-Y)
+4.63



1.60 hundred billion Baht
%CH (Y-o-Y)
+6.06

INBOUND FEBRUARY

Number and Share of International Tourist Arrivals to Thailand, February 2026



Country	Number of Pax	%CH (YoY)	Revenue (Million Baht)	%CH (YoY)	Key Destinations	Notes
CHINA	677,768	+82.42%	39,481		Bangkok, Chonburi, and Phuket	The Chinese New Year holiday and school breaks support outbound travel from China. Travel advisories issued by the Chinese government regarding Japan, amid rising tensions, may redirect some travelers to other destinations. However, concerns over call center scam operations and cases involving Chinese nationals may affect Thailand's tourism image. In addition, China's economic slowdown and ongoing real estate crisis continue to weigh on outbound travel demand.
MALAYSIA	313,506	-25.01%	6,565		Songkhla, Bangkok, and Yala	Long holiday periods during Thai Pusam and Chinese New Year support travel demand. However, concerns over unrest in Thailand's southern border provinces may affect traveler confidence.
RUSSIAN FEDERATION	231,797	-0.52%	13,723		Bangkok, Phuket, and Chonburi	The winter tourism season and long public holidays support travel demand. However, increasing competition from destinations such as Vietnam, Egypt, and Türkiye, along with geopolitical tensions in the Middle East, may affect international travel flows, particularly for routes transiting the region.
KOREA (REPUBLIC OF)	185,930	+9.38%	6,786		Bangkok, Chonburi, and Phuket	The winter tourism season and long holidays, including Thai Pusam and Maha Shivaratri in several Indian states, support travel demand. However, growing competition from destinations such as Vietnam, Malaysia, and the UAE may affect Thailand's market share.

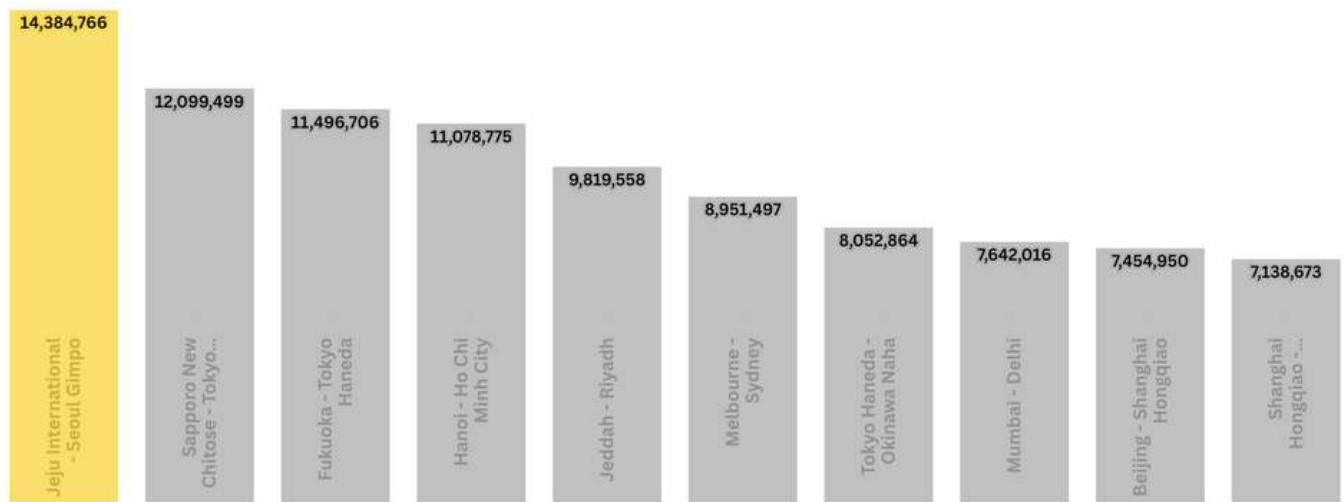
Number of International Tourist Arrivals to Thailand, 2019, 2024–2026P



Source: Economics Tourism and Sports Division

Busiest Airline Routes of 2025

By seats



Nine of the world's top ten busiest airline routes in 2025 are located in the Asia Pacific region. The busiest route is Jeju (CJU) – Seoul Gimpo (GMP) with 14.4 million seats, around 39,000 daily seats, though capacity remains 17% below 2019 levels. The route is served by seven airlines, with average one-way fares declining 11% year-on-year to USD 44.

Japan holds the second and third busiest routes. Sapporo (CTS) – Tokyo Haneda (HND) ranks second with 12.1 million seats, nearly returning to pre-pandemic levels, while Fukuoka (FUK) – Tokyo Haneda (HND) ranks third with 11.5 million seats, slightly exceeding 2019 capacity.

Vietnam's Hanoi (HAN) – Ho Chi Minh City (SGN) route ranks fourth with 11 million seats, up 4% year-on-year and 8% above 2019, with six airlines operating and fares averaging USD 67 one-way. The only route outside Asia Pacific in the top ten is Jeddah (JED) – Riyadh (RUH), ranking fifth with 9.8 million seats, up 13% year-on-year and 22% above 2019 levels, with fares rising to USD 95 one-way.

Source: OAG

USEFUL ARTICLES

ENGLISH

[Tourism is booming in 2026 - just not where you think](#)

[Hospitality 2026: Investors' spotlight on lifestyle hotels](#)

[Creative tourism: a tool to promote sustainability in the Caribbean](#)

THAI

["ภาคเอกชนภูเก็ต" ขงมาตรการช่วยเหลือนักท่องเที่ยว ผลกระทบจากเหตุไม่สงบตะวันออกกลาง](#)

[ททท.ปลุกกระแสการท่องเที่ยวคนเดียว Solo Travel ชวนคนไทยออกเดินทางสร้างช่วงเวลาแห่งความทรงจำและอิสระ](#)

[ธุรกิจท่องเที่ยว พร้อมปรับตัวสู่สถานการณ์](#)

Information sources

Bangkok Post

MOTS

IHA

IAT

THE Nation

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"

Phuket Hotels Association Leadership Team

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

Phuket Hotels Association Core Team

Jayne MacDougall	Executive Director
Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

Advisory Board

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Sumi Soorian
Boon Yongsakul
Sears Jivavisitnont
Eric Ricaurte
Sukhchaensingh (Sam) Sethi
David Johnson
Michael Massey

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Vincent Delsol
Mongkudh Makaramanee
Kanokwan Homcha-aim

Group Director Human Resources, Thavorn Hotels
General Manager, Pullman Phuket Panwa Beach Resort
Anona Beachfront Phuket Resort
Cluster Sustainability Manager, Anantara

Education Committee

(Chair) Bart Callens
Julian Lowry
Pathama Kanteetaw
Jirarat Ninpradub (Pui)

General Manager, SAii Laguna Phuket
General Manager Le Meridien Phuket Beach Resort
Executive Assistant Manager, Paresa Resort
General Manager, Le Meridien Phuket Mai Khao Beach Resort

Government Liaison Committee

Wasan Keatkaew

Hotel Manager, MSocial Hotel Phuket

Destination Marketing Committee

(Chair) Pimpisa Sukpasert
David Barrett
Dhapat Chotiratnarakool
Natthawadee Wongpanya

Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort
Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort

Membership Committee

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(Co-Chair) Pannaphat Lapa
Logan Daley
Serge Cuypers
Christoph Weidemann
Levent Bilgir

General Manager, The Slate
Resort Manager, V Villas Phuket
General Manager, Angsana Laguna Phuket
General Manager, Anantara Mai Khao Phuket Villas
General Manager, Doubletree by Hilton Phuket Banthai Resort
General Manager, Ibis Styles Phuket Bangtao

Affiliate Ambassador

Patrik Ilstam

Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

Members

9 Hornbills Tented Camp, Absolute Twin Sands Resort & Spa, Amanpuri, Amari Phuket, Amora Beach Resort Phuket, Anantara Layan Phuket Resort, Anantara Koh Yao Yai Resort & Villas, Anantara Mai Khao Phuket Villas, Anantara Vacation Club Mai Khao Phuket, Andara Resort & Villas, Angsana Laguna Phuket, Anona Beachfront Phuket Resort, Avista Grand Phuket Karon - Mgallery, Baan Laimai, Baan Yin Dee Boutique Resort, Banyan Tree Phuket, Barceló Coconut Island, Best Western Phuket, Burasari Phuket, Casa Del M Resort, Cassia Phuket, Centara Grand Beach Resort Phuket, Centara Karon Resort Phuket, Centara Kata Resort Phuket, Chanalai Flora Resort, Club Bamboo Boutique Patong Beach Resort, COMO Point Yamu, Courtyard Marriott Phuket Town, Dewa Phuket Resort and Villas, DoubleTree by Hilton Phuket Banthai Resort, Dusit Thani Laguna Phuket, Fisherman Way Beach Resort, Four Points by Sheraton Phuket, Patong Beach, GLOW Mira Karon Beach, Hilton Garden Inn Phuket Bangtao, Holiday Inn Resort Phuket Patong, HOMA, Homm Bliss Southbeach Patong, Hotel Clover Patong, Hyatt Regency Phuket Resort, Ibis Styles Phuket Bangtao, InterContinental Phuket Resort, Island Escape by Burasari, JonoX Phuket Karon Hotel, JW Marriott Phuket Resort & Spa, Kata Rocks Resort & Residences, Keemala Phuket, Koyao Island Resort, Kudo Hotel Patong, La Green Hotel & Residence, Le Meridien Phuket Beach Resort, Le Meridien Phuket Mai Khao Beach Resort, Maikhao Dream Villa Resort & Spa, Centara Boutique Collection, Mangosteen Ayurveda & Wellness Resort, Marriott's Mai Khao Resort, Meliá Phuket, Karon Residences, Meliá Phuket Mai Khao, MontAzure Resort Phuket - MGallery Collection, Movenpick Resort Bangtao Beach Phuket, M SOCIAL Hotel Phuket, My Beach Hotel, Naiyang Beach Resort and Spa, NH Boat Lagoon Resort, Noku Phuket, Nonnee Kata Beach Phuket, Novotel Phuket Kamala Beach, Outrigger Surin Beach Resort, Paresa Resort, Phuket Graceland Resort & Spa, Phuket Marriott Resort & Spa, Merlin Beach, Phuket Marriott Resort & Spa, Nai Yang Beach, Pullman Phuket Arcadia Karon Beach Resort, Proud Phuket, Pullman Phuket Arcadia Naithon Beach, Pullman Phuket Panwa Beach Resort, Rayaburi Hotel Patong, Renaissance Phuket Resort & Spa, Rosewood Phuket, SAii Laguna Phuket, SALA Phuket Mai Khao Beach Resort, Selina Serenity Rawai Phuket, Six Senses Yao Noi, Sole Mio Boutique Hotel & Wellness, Stay Wellbeing & Lifestyle Resort, Thanyapura Sports Hotel, Thavorn Beach Village Resort and Spa, Thavorn Palm Beach Resort, The Bell Pool Villa Resort, The Boathouse Phuket, Kora Beach Resort, The Kee Resort and Spa, The Nai Harn, The Naka Island, a Luxury Collection Resort & Spa, Phuket, The Pavilions Phuket, The Seaton House Phuket, The Shore at Katathani, The Slate, Phuket, The Westin Siray Bay Resort & Spa, Phuket, Tree House Villas Koh Yao, Trisara, Twinpalms MontAzure, Twinpalms Phuket, V Villas Phuket, Villa PhuKhao, Wyndham Grand Nai Harn Beach Phuket, Wyndham Grand Phuket Kalim Bay

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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