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Phuket Hotels Association Meets Dusit Thani College

Phuket Hotels Association visited Dusit Thani College recently to discuss ways we could collaborate to support student development and support our future industry leaders. With impressive facilities and eager students, led by a team passionate about quality education, we look forward to closer ties.



Phuket Hotels Association at AustCham Thailand's Australia Day Sundowners

Phuket Hotels Association attended the Joint Chambers Phuket Sundowners Australia Day reception hosted by AustCham Thailand at Bangkok Bob's Restaurant, newly opened in Phuket!



Phuket Hotels Association's 10-year anniversary.

Planning is officially underway for the Phuket Hotels Association's 10-year anniversary. Yesterday's meeting set the foundation for a special year celebrating our journey, our members and what's next

UPCOMING EVENT

Global Sustainable GSTC2026 Tourism Conference | **Phuket, Thailand**
21-24 April, 2026

Pre-Conference Onsite Training
April 19-20, 2026

- GSTC Sustainable Tourism Course in English and Thai
- GSTC Sustainable MICE Course in English
- GSTC Sustainable Attraction Course in English

[Learn more here](#)

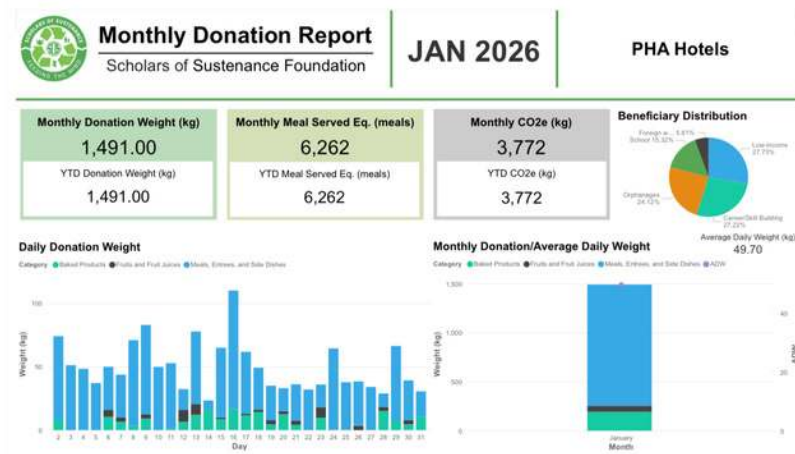
#GSTC2026

GSTC 2026 Global Sustainable Tourism Conference – Phuket
21–24 April 2026 at Royal Phuket City Hotel and Courtyard by Marriott Phuket Town

The GSTC 2026 Global Sustainable Tourism Conference will take place in Phuket, Thailand, bringing together global tourism leaders, destination managers, policymakers, academics, and sustainability practitioners to advance sustainable and resilient tourism development.

For more information [HERE](#)

JANUARY 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 SURVEY: TOP 5 VISITOR CONCERNS; BAHT TOPS FACTORS

A Thai tourism survey by the Tourism Council of Thailand of 302 foreign visitors found that scams are the top safety concern for tourists, while overall safety perceptions remain moderate. Fraud targeting tourists—such as taxi and tour scams—was the only issue rated at a high concern level. Communication barriers, emergency medical services, pollution, and concerns about corruption followed. Physical assault and kidnapping ranked among the least worrying issues. The survey also highlighted transport frustrations in Bangkok, with most visitors viewing rail fares as too expensive. More than 70% said they would purchase a reasonably priced multi-day tourist transport pass.

For more information

TOURISM AUTHORITY OF THAILAND BANKING ON MUAY THAI FESTIVAL



The Tourism Authority of Thailand expects sports tourism to grow this year, driven by rising global interest in Muay Thai. The Amazing Muay Thai Festival, held Feb 4–7 at Rajabhakti Park, is projected to attract more than 18,000 visitors and generate over 214 million baht. Around 15–20% of attendees are expected to be foreigners, mainly from China, the US and Europe. Thailand has over 5,000 Muay Thai gyms nationwide, with many visitors travelling specifically to train. According to the Sports Authority of Thailand, Muay Thai content generated over 900 million engagements last year, reinforcing its role in boosting tourism, events, and local economic activity.

For more information

CHINA'S VISA-FREE WAIVERS SPARK KOREAN TRAVEL BOOM, UNDERPIN TOURISM REVIVAL

South Korean travellers are increasingly choosing Shanghai for short getaways, attracted by strong value, clean streets and diverse food. The trend has accelerated since China introduced 30-day visa-free entry in late 2024. South Korean visits to Shanghai rose from about 570,000 in 2023 to 1.1 million in 2024, and grew a further 23.6% in 2025, accounting for roughly 43% of all Korean trips to mainland China. Travel agencies report sharp booking growth for 2026, while platforms such as Agoda rank Shanghai among top destinations. Industry experts expect momentum to continue as relaxed visa policies support tourism recovery, especially among younger, cost-conscious travellers seeking culture and lifestyle experiences.



For more information

THAILAND EXPECTS 42.23 BILLION BAHT BOOST FROM CHINESE NEW YEAR TOURISM



The Tourism Authority of Thailand expects Chinese New Year 2026 to generate 42.23 billion baht in tourism revenue, up 13% year on year. The peak travel period is forecast for Feb 13–22, with around 1.25 million international tourists and 2.3 million domestic travellers. Daily Chinese arrivals are estimated at 13,000–14,000, reinforcing China's position as Thailand's largest source market. TAT attributes the rebound to improved market sentiment, effective promotions with Chinese tour agents and airlines, and growing forward bookings, including charter flights from secondary Chinese cities, supporting Thailand's wider tourism targets for 2025–2026.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1-1 FEB 2026



Number of tourists (1JAN - 1 FEB 2026)
3,388,313 people
 -11.891% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	417,999
2	Malaysia	315,115
3	Russia	281,673
4	India	237,371
5	South Korea	173,546

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Being within the tourist season and the recovery of the short-haul tourist market.
- (+) Building confidence in safety, having measures to stimulate travel, and having "Ease of traveling" measures that help increase convenience in travel.

Number of International Tourists: Weeks 1-4 of December 2025 to Week 5 of January 2026



Top 5 source markets in Week 5* of January 2026

1	China	116,515 AU	stable	+15.45%
2	Malaysia	79,335	moved up from rank 3	+28.17%
3	Russia	58,191	moved up from rank 4	+6.67%
4	India	47,585	dropped from rank 3	-19.75%
5	South Korea	36,607	stable	-9.81%

*Week 5 (this week) covers the period 26 January - 1 February 2026

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

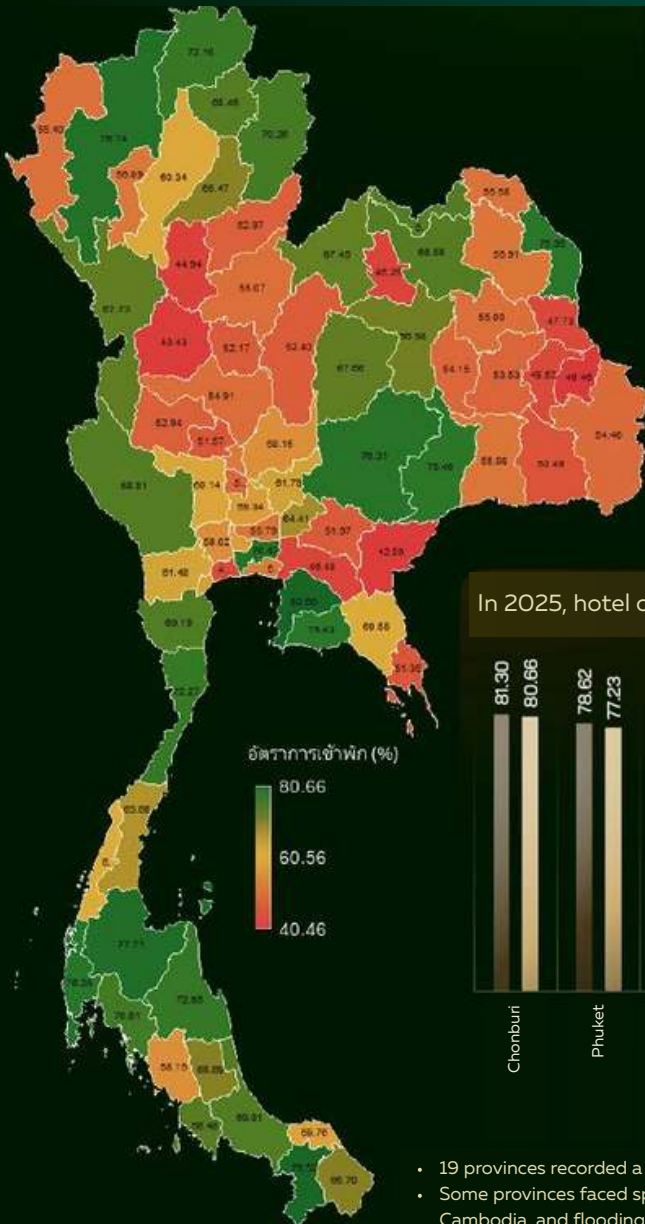
[For more information](#)

- Short-haul momentum:** Demand continued to recover, led by China, Malaysia, and India, supported by peak travel season conditions and government ease-of-travel measures.
- Overall arrivals:** International arrivals totaled 762,392 visitors, increasing 1.03% week-on-week, with average daily arrivals of 108,913.
- Top source markets:** China (116,515), Malaysia (79,335), Russia (58,191), India (47,585), and South Korea (36,607). China, Malaysia, and Russia recorded week-on-week growth, while India and South Korea declined.
- Outlook:** Arrivals are expected to soften slightly next week but remain supported by China market recovery, the Trusted Thailand safety initiative, visa exemptions, and continued airline capacity expansion.

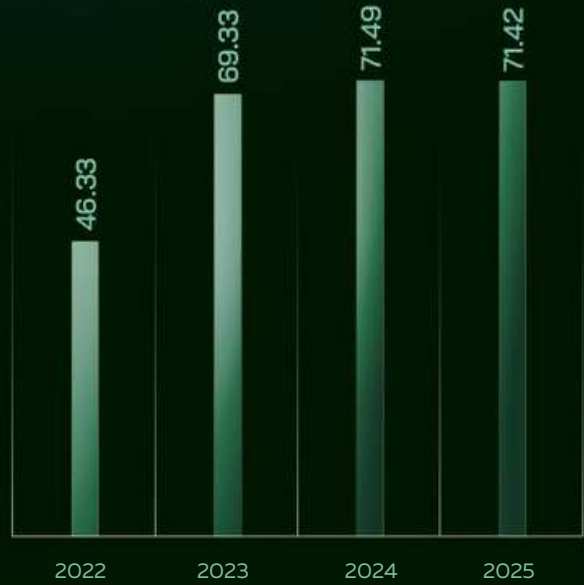
Hotel Industry 2026: Occupancy Rates Expected to Remain Stable

In 2026, nationwide hotel occupancy is projected to decline by 0.07% year-on-year, driven by a decrease in international tourist arrivals.

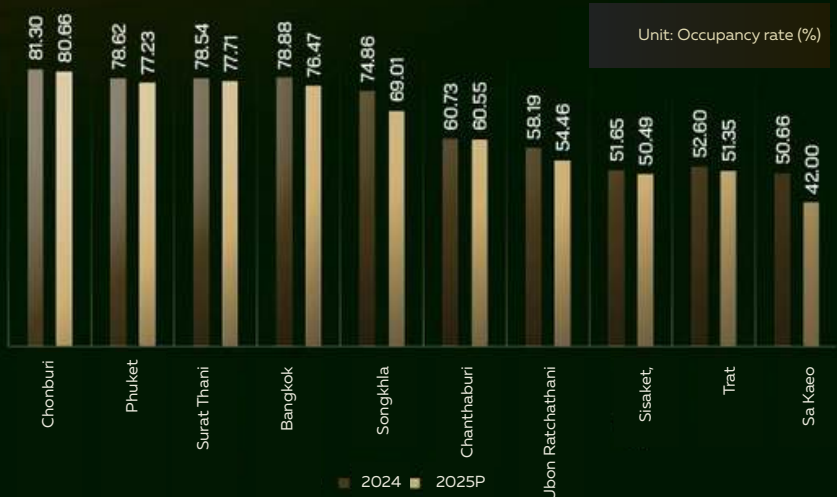
Nationwide Hotel Occupancy Rates in 2026, by Province



Nationwide Hotel Occupancy Rates
Unit: Occupancy rate (%)



In 2025, hotel occupancy rates declined across several provinces



- 19 provinces recorded a decline in occupancy rates compared to the previous year.
- Some provinces faced specific challenges, including a drop in international tourists, border issues with Cambodia, and flooding.



Hotel business in 2026 remains highly challenging

- International tourism demand remains uncertain, affected by multiple global events and a stronger baht.
- Thailand–Cambodia border situation may impact travel confidence in affected areas.
- Shifts in travel trends, with an increase in accommodation supply, intensifying competition and putting pressure on traditional destinations.

THA Survey : Jan & CNY Occupancy



	13-31 Jan 25 Actual Booking	13-31 Jan 26 Forward Booking	CNY 2025 Actual Booking	CNY 2026 Forward Booking
Occupancy Rate (OCC%)	83.65 %	80.44 % ▼	74.71 %	69.41 % ▼
Average Daily Rate (ADR) THB	1,820 THB	1,905 THB ▲	2,050 THB	2,150-2,300 THB ▲

Average Length of Stay

Jan 26

CNY 26

Average
3-4 NightsAverage
3-4 NightsTop Countries of Booking
(Most mentioned in the survey)

- China
- Russia
- India
- Europe
- USA

Opinions on Chinese Recovery

- Significantly recovered : **0%**
- Gradually recovered : **45.8%**
- Stable : **16.7%**
- Continued slowdown : **37.5%**

Factors Affecting Travel Decision

- Currency
- Safety concerns
- Cost of living
- Geopolitics
- Less interesting attractions
- Political transition

Analysis

- Although 2026 forward bookings are currently lower than the 2025 actual, **changing traveler behavior toward last-minute bookings** suggests strong upside potential.
- **The figure is likely to rise and may exceed last year's level** as peak travel periods approach
- A **higher ADR in 2026 compared to 2025 reflects hotels' confidence in market recovery** and a strategic focus on quality revenue generation through **yield management**

Despite lower advance bookings compared to last year, strong last-minute booking momentum continues to support demand. At the same time, ADR has increased, reflecting improved hotel confidence and more disciplined, quality-driven revenue management.

Source: (THA survey in collaboration with AirAsia)

USEFUL ARTICLES

ENGLISH

[McKinsey Quarterly
Building the AI muscle of your business
leaders](#)

[ASEAN outlines tourism priorities for
2026-2030](#)

[How Thailand became the 'sick man' of Asia](#)

THAI

[“ไทย”เป็นหนึ่งในเป้าหมายหลัก นักท่องเที่ยวแดน
มังกรเริ่มเดินทางท่องเที่ยวช่วง “ตรุษจีน” แล้ว](#)

[เทรนด์ใหม่ท่องเที่ยว เลือกเดินทางตอบโจทย์
เฉพาะตัว](#)

[แก็ร์เปิดตัว 100 ร้านอาหารแห่งปี ผนึก ททท. ชู
อัตลักษณ์อาหารขับเคลื่อนการท่องเที่ยวไทย](#)

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"

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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Anona Beachfront Phuket Resort
Cluster Sustainability Manager, Anantara

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Julian Lowry
Pathama Kanteetaw
Jirarat Ninpradub (Pui)

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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

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

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, 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, 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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