



PHAB Online Auction – Absolutely Fabulous Online Travel Sale

The **ABSOLUTELY FABULOUS TRAVEL SALE** is back and **LIVE** now!

Check out some of the spectacular travel deals and find yourself a great destination to visit- near or far!

The sale runs from 01 April (12:00 noon) to 27 May (2:00 p.m.).

Your chance to purchase a quality prize at a great price is available [HERE](#)

*Donating a prize is also great online exposure for your property for 7-8 weeks.

BUILDING FUTURES TOGETHER FOR INFINITY PHAB∞

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 award-winning mixologists.
- All-inclusive with your ticket.

TICKET OPTIONS
Premium 4,900.-THB
VIP 3,900.-THB

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

REGISTER HERE

+66(0)76 019218 info@phukethotelsassociation.com
phab.phukethotelsassociation.com

PHUKET HOTELS ASSOCIATION COURTYARD PHUKET TOWN GREAT TASTE CONCEPT

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.

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 for tickets [HERE](#)

THIS WEEK'S EVENT



Phuket Executive Event Highlights Industry Collaboration

Our Director of Phuket Hotels Association, Brett Wilson, joined the well-attended Phuket Executive Event hosted by Booking.com at Veranda Resort Phuket on 31 March. Industry leaders and partners gathered to share insights on market trends, evolving traveller expectations, and the future of sustainable tourism in Phuket. Thank you to the organisers and all participants for a well-managed and topical event.

SAVE THE DATE



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](#)

AVANI+
Khao Lak

Ride with Purpose

A Private 2-Day Charity Cycling Journey
Surat Thani → Khao Sok → Khao Lak
170 km. 2 Days. One Meaningful Cause.

For the very first time, Thailand's General Managers and Hospitality Leaders come together for a unique two-day cycling journey through the breathtaking landscapes of southern Thailand.

26 - 29 August 2026

- All fitness levels welcome
- E-bikes available
- 3 nights accommodation & all meals included
- Fully supported ride
- Participation fee: THB 15,000 per person (all-inclusive)

Each rider is encouraged to raise **THB 15,000+**
Limited to 20-30 participants

Ride Together. Give Back Together. Make a Difference.

[Register Now](#)

All funds go directly to support children at Baan Tharn Namchal Orphanage through Hands Across the Water

Limited places available, please contact:
sbeaumont@avanihotels.com
Simon Beaumont, General Manager - Avani+ Khao Lak Resort

SPONSORED ADVERTISING

Friendly Note: The advertisement here is paid placement and is not part of Phuket Hotels Association events or activities. If you'd like to share your business with our community, please get in touch at exec.dir@phukethotelsassociation.com.

GSTC Conference in Phuket:-



The GSTC is offering a special conference rate to members and affiliates AND a very special price for the professional certificate course.

Interested to know more?
[Details from GSTC HERE](#)

THIS WEEKS' NEWS UPDATE

TAT BACKS SHORT-HAUL, LOW-ENERGY TRAVEL FOR SUSTAINABLE TOURISM

The Tourism Authority of Thailand is adapting its strategy in response to the global energy crisis by promoting short-haul, low-energy travel. Through the “Heal Everywhere, Feel Good Every Trip” campaign under the MOOD concept, the focus shifts toward sustainable tourism and local economic support. Rising energy costs are influencing travel behavior, with tourists reducing long-distance trips and spending more cautiously. The strategy emphasizes domestic travel, shared transportation, and outdoor activities. Supported by celebrity marketing, the campaign aims to reshape tourism toward quality experiences, encouraging energy-efficient travel while strengthening resilience and long-term sustainability in Thailand’s tourism sector.

[For more information](#)

GOVT'S VISA-FREE POLICY 'TOO EASY'



Thailand’s visa-free entry policy is under review as authorities assess its economic benefits against rising security concerns. Foreign Affairs Ministry has proposed reducing the stay period from 60 to 30 days to curb misuse, including illegal employment and business activities. While the policy has supported tourism recovery, concerns remain over its impact on long-stay visitors, particularly in destinations reliant on extended stays. Industry stakeholders emphasize the need for targeted screening rather than blanket restrictions. The shift reflects a broader focus on attracting higher-quality tourism while maintaining Thailand’s competitiveness and safeguarding long-term sustainability.

[For more information](#)

TOURISM UNDER COST PRESSURE

Rising energy prices are placing significant cost pressure on Thailand’s tourism sector, particularly in key destinations such as Phuket, Pattaya, and Ayutthaya. Higher fuel costs are driving up expenses across transport, hotels, and tourism services, leading to increased prices for travellers and weakening demand ahead of peak periods such as Songkran. Booking levels have declined sharply, reflecting growing cost sensitivity among tourists. Industry stakeholders warn that continued price increases could impact Thailand’s competitiveness, particularly for SMEs, and are calling for government intervention through fuel subsidies, tax relief, and broader support measures to stabilise the tourism value chain.



[For more information](#)

LONG QUEUES AT PHUKET AIRPORT RAISE 'SPECIAL PAID LANE' QUESTIONS



Reports of a “special paid lane” at outbound immigration in Phuket International Airport have sparked public concern following images of long queues during a high-traffic weekend. While claims suggested some passengers paid around 200 baht for faster processing, these allegations remain unverified and are under review. Significant waiting times led to operational disruptions, with some travellers nearly missing flights. Questions have also been raised over limited counter operations despite high passenger volumes. The incident highlights capacity and service challenges at peak periods, potentially impacting traveller experience and Phuket’s tourism reputation if not addressed effectively.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 29 MAR 2026



Number of tourists (1 JAN - 29 MAR 2026)
8,174,586 people
 -2.29% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,468,333
2	Malaysia	947,123
3	Russia	714,424
4	India	614,016
5	South Korea	409,331

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Strengthening safety confidence, along with travel stimulus measures and improved ease of travel

(*) Ongoing tensions in the Middle East directly impacting travellers from the region and Europe, particularly those transiting through the Middle East, leading to cancellations or travel delays

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



*Week 3 (this week) covers the period 23-29 March 2026

Top 5 source markets in Week 4* of March 2026

1	Malaysia	92,685	Stable	▼-13.77%
2	China	90,583	Stable	▼-4.99%
3	India	47,679	Stable	▼-1.80%
4	Russia	45,945	Stable	▼-4.93%
5	UK	29,683	Up from 6	▲+21.27%

Source : Economics Tourism and Sports Division Information as of 1 Apr, 2026

[For more information](#)

- Thailand's tourism slightly slowed in the past week due to the end of Eid travel and the low season for long-haul markets.
- Total international arrivals for the week: 630,102 visitors, down 6.71% week-on-week (~45,305 fewer tourists).
- Average daily arrivals: 90,014 visitors.

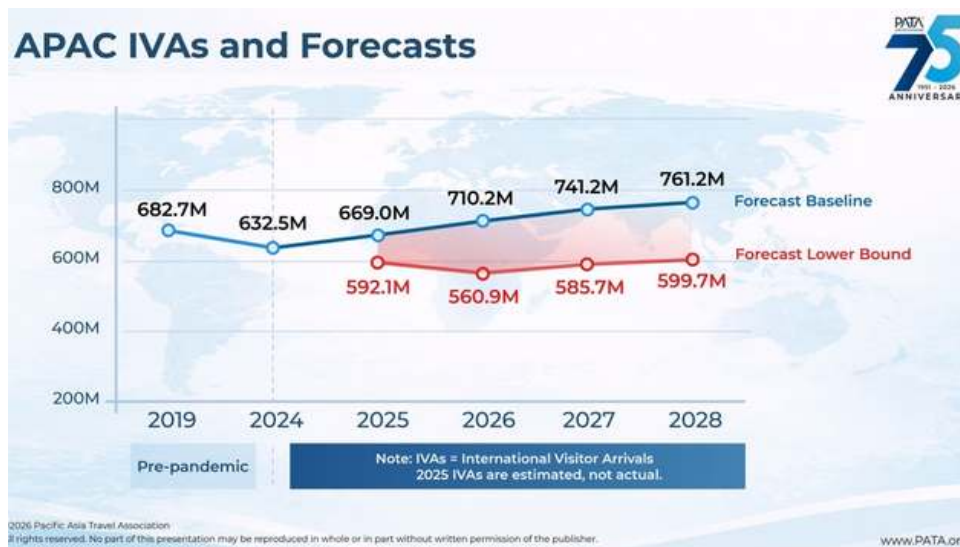
Key trends:

- Short-haul travel declined after holiday demand ended
- Long-haul markets entering low season
- Some recovery seen from improved direct flights (especially Europe)

Outlook:

- Tourism expected to improve from:
- China market stimulation policies
- "Trusted Thailand" safety campaigns
- Easier travel measures (Ease of Traveling)

TOURISM GROWTH TO 2028 FACES HEADWINDS FROM GEOPOLITICAL UNCERTAINTY



PATA forecasts Asia Pacific arrivals to exceed pre-pandemic levels from 2026, reaching 761.2 million by 2028. A downside scenario estimates 599.7 million (88% of 2019), reflecting geopolitical and economic risks. Growth is increasingly uncertain, requiring destinations to stay agile, data-driven, and adaptable, while navigating structural changes in the tourism sector.



Asia Pacific tourism recovery remains uneven, shaped by geopolitical risks and structural shifts. China, the USA, and Türkiye lead destinations, while China, Hong Kong SAR, the USA, and Korea remain key source markets. By 2028, most destinations are expected to exceed pre-pandemic levels, supported by improving travel demand.



China remains the dominant source market, followed by Hong Kong SAR and the USA, with Korea and Canada showing steady growth. Together, top markets account for over half of total arrivals, highlighting continued reliance on key regional and long-haul demand despite moderate growth variations toward 2028.

Source: Pacific Asia Travel Association (PATA)



Agoda's 2026 Travel Outlook Report highlights a shift in travel behavior, with food emerging as a key decision driver. Culinary experiences have moved into the top three travel motivators, rising from sixth place last year.

The findings indicate a broader trend toward gastronomy-led travel, with destinations offering strong food culture increasingly influencing travel decisions.

Source: Agoda

USEFUL ARTICLES

ENGLISH

[The New Pacific Standard: How 2026's Record-Breaking Hotel Openings Are Redefining Global Hospitality](#)

[Industry Outlook 2026-2028: Hotel Business](#)

[Thailand Hospitality Market Size & Share Analysis - Growth Trends and Forecast \(2026 - 2031\)](#)

THAI

[สมาคมโรงแรมไทย ลั่น! ตรีงราคาห้องพัก ห่วงน้ำมันขาดมากกว่าแพง](#)

[สงครามอุตสาหกรรมเที่ยวไทย ต้นทุนพุ่ง-ทัวร์ลิสต์หด แนะเร่งยกระดับสู่ Safe Haven ดึงกลุ่มคุณภาพ](#)

[นทท. ผนึกกำลังพันธมิตรเปิดตัว "ReLuxe Journey" ยกระดับการท่องเที่ยวภาคกลางสู่มิติใหม่ ผสาน](#)

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"

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

Phuket Hotels Association Core Team

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

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Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort
Cluster Director of Marketing, Avista Hotels in Phuket

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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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