

THIS WEEKS EVENTS



THA Southern Chapter AGM Held in Phuket

Phuket Hotels Association attended the Annual General Meeting of the Thai Hotels Association – Southern Chapter at SAIi Laguna Phuket, connecting with industry stakeholders from across the region. We extend our appreciation to outgoing President Suksit Suvunditkul for his leadership and welcome incoming President Wichupan Phukaoluan Srisanya and the new leadership team. We look forward to continued collaboration in advancing shared priorities for Phuket and Southern Thailand.



Phuket Hotels Begin GSTC Sustainability Training

30 representatives from Phuket Hotels Association member hotels commenced the 2-day GSTC Professional Certificate course for hotels. This initiative supports the industry’s transition toward more sustainable tourism practices in Phuket. Acknowledgements to Booking.com for their sponsorship and the Global Sustainable Tourism Council (GSTC) for their support.

SAVE THE DATE



PHAB Online Auction – Absolutely Fabulous Online Travel Sale

The 2026 Absolutely Fabulous Travel Sale launches next week, featuring a range of hotel deals across Phuket for different travel segments.

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 will be available [HERE](#)

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



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](#)



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](#)

THIS WEEKS' NEWS UPDATE

TAT TO STAGE 'THAILAND TOURISM FESTIVAL 2026' TO REIGNITE DOMESTIC TRAVEL

The Tourism Authority of Thailand (TAT) is set to drive domestic travel with the 44th Thailand Tourism Festival 2026, held from 25–29 March at the Queen Sirikit National Convention Center in Bangkok. Under the theme “Instant Happiness: Travel Thailand,” the event showcases tourism offerings from all five regions alongside the “5 Must Do in Thailand” concept. The festival features immersive cultural experiences, regional village zones, and curated food, crafts, and performances. Additional highlights include sustainability initiatives, AI-driven travel tools, and promotional packages from tourism operators. The event is expected to support domestic tourism demand and stimulate local economies nationwide.

For more information



VISA-FREE STAY CUT WILL NOT AFFECT TOURISM, THAI FOREIGN MINISTER SAYS



Middle East geopolitical tensions continue to disrupt airspace and flight routes, weakening long-haul travel demand from Europe and the Middle East. Despite these challenges, international arrivals reached 628,451 visitors, increasing by 1.98% week-on-week, with an average of 89,779 arrivals per day. Growth was primarily driven by short-haul markets, particularly India and China, while Malaysia, Russia, and Japan recorded slight declines. From 1 January to 15 March 2026, Thailand recorded 7.87 million international arrivals, generating approximately THB 386 billion in tourism revenue, supported by visa facilitation, improved connectivity, and government travel initiatives.

For more information

THAILAND TOPS 8.5M FOREIGN ARRIVALS DESPITE 2.97% DIP

Foreign arrivals increased significantly over the past week, rising by 46,956 visitors (+7.47% week-on-week) to a total of 675,407 arrivals, or an average of 96,487 visitors per day. This marks a strong rebound in short-term travel demand, particularly across regional markets.

The growth was primarily driven by short-haul arrivals, which expanded by over 15%, supported by post-Ramadan and Eid al-Fitr travel. Key markets included Malaysia, Indonesia, and the Middle East, notably Saudi Arabia and the United Arab Emirates. This trend reflects seasonal travel patterns and the continued importance of regional connectivity.

The momentum also highlights Thailand’s reliance on short-haul markets to sustain arrivals amid ongoing geopolitical uncertainties impacting long-haul travel demand.



For more information

ASIA’S TOURISM INDUSTRY FACES OPERATIONAL CHALLENGES AS FUEL SHORTAGE HITS



The escalating US-Israel-Iran conflict has disrupted Middle Eastern energy supply routes, pushing oil prices from around US\$71 to over US\$112 per barrel and placing pressure on Asia’s tourism sector. Rising fuel costs are increasing airfares, transport expenses, and operational challenges across the region. In Thailand, this affects tourism demand and service operations, while Cambodia faces sharp cost increases and flight cancellations. Singapore remains more stable but still sees rising transport and energy costs. Overall, higher fuel prices are reducing travel demand, especially among long-haul and budget travelers, creating uncertainty and financial strain for tourism businesses across Asia.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 22 MAR 2026



Number of tourists (1 JAN - 22 MAR 2026)
8,544,484 people
 -2.97% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	1,377,750
2	Malaysia	854,438
3	Russia	668,479
4	India	566,337
5	South Korea	391,040

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery of short-haul travel demand, driven by increased outbound travel following the end of Ramadan (Eid holidays) in Muslim markets
- (+) Strengthening travel confidence through improved safety measures, travel incentives, and ease of travel policies
- (-) 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 3 of March 2026



Top 5 source markets in Week 3* of March 2026

1	Malaysia	107,485	Up from 2	+73.85%
2	China	95,344	Down from 1	-1.30%
3	India	48,551	Up from 4	-1.81%
4	Russia	48,330	Down from 3	-10.32%
5	Japan	28,420	Stable	+8.16%

*Week 3 (this week) covers the period 16-22 March 2026

Source : Economics Tourism and Sports Division Information as of Mar 25, 2026

[For more information](#)

- **Tourism recovering post-Eid**, supported by increased regional travel demand
- **Weekly arrivals: 675,407 (+7.47% WoW)**, showing continued short-term growth
- **Daily average: ~96,487**, reflecting stable inbound momentum

Top markets:

- Malaysia (↑ strong growth), China (↓ slight decline), India (↓), Russia (↓), Japan (↑ moderate increase)

Trend:

- Short-haul markets continue to drive growth, led by Asia and the Middle East
- Middle East markets rebounding, while long-haul demand remains relatively soft

YTD (1 Jan-22 Mar 2026):

- **8.54M** visitors, generating **THB 417B** in tourism revenue

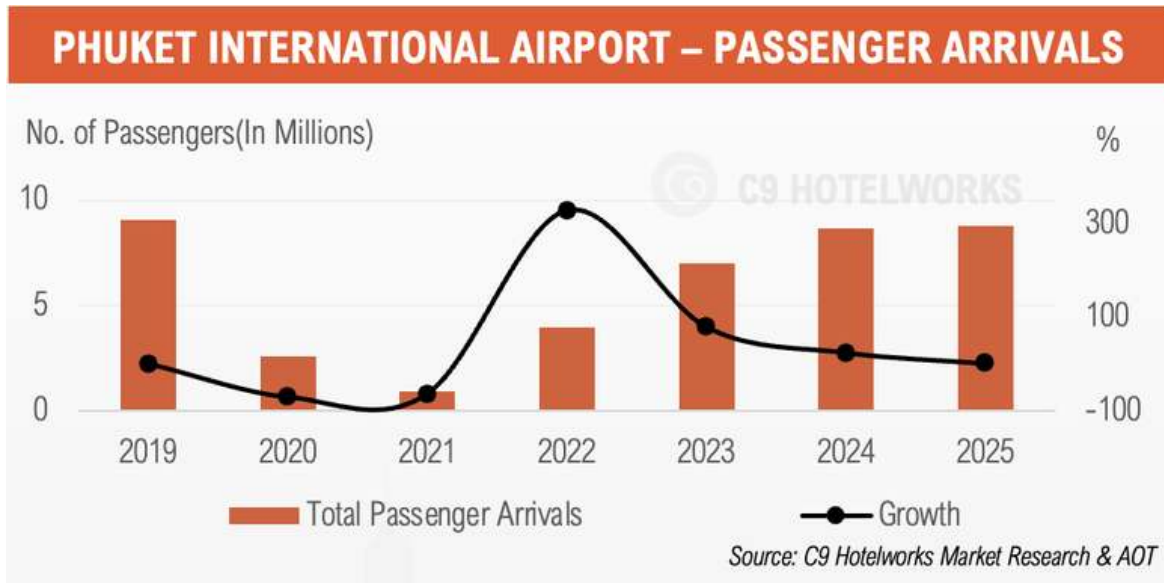
Drivers:

- Post-Eid travel demand and supportive government tourism measures

Risk:

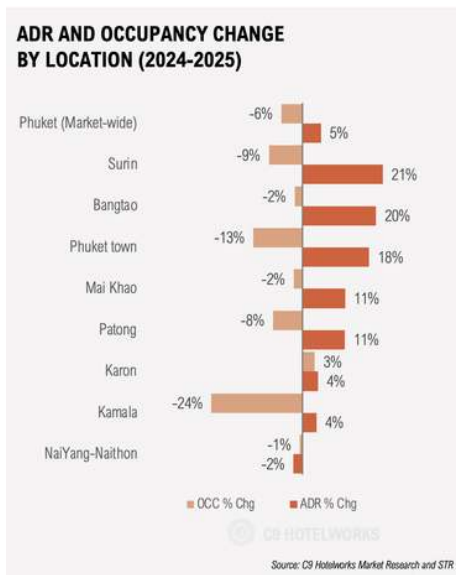
- Ongoing geopolitical tensions in the Middle East may impact travel flows in the near term

PHUKET HOTEL & TOURISM MARKET UPDATE 2026



Tourism Overview

Phuket recorded 8.8 million passenger arrivals in 2025, supported by diversified source markets despite a decline in Chinese visitors. Looking ahead, recovery is expected from China alongside continued growth from emerging markets such as India, South Korea, and Israel. Geopolitical shifts are reinforcing Thailand’s position as a safe destination and regional transit hub, supporting future passenger growth and increased connectivity.



Hotel Market Performance

ADR rose 5% despite a 6% drop in occupancy, with growth expected to moderate as new supply enters. Luxury areas (Surin, Mai Khao) lead in ADR but have lower occupancy, while Patong continues to record the highest occupancy driven by mass tourism demand.

Hotel Pipeline

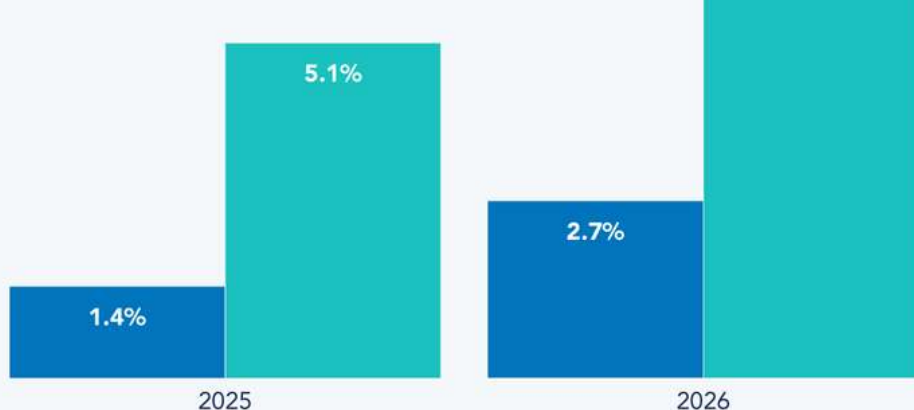
Phuket’s pipeline includes 41 projects (2026–2030), with supply expected to exceed 100,000 keys by 2026. Bangtao/Cherngtalay leads, accounting for around 30% of future supply, mainly in the upper-upscale segment.

Source: C9 Hotelworks Full Report [HERE](#)

International overnight stays outpace domestic growth

Projected global growth in total nights spent during travel by international and domestic visitors

■ Domestic ■ International



Source: Tourism Economics, 2025



International travel is outpacing domestic tourism, with global overnight stays by international visitors projected to grow 5.1% in 2025 versus 1.4% for domestic travel, widening further in 2026 to 9.0% compared to 2.7%, highlighting accelerating cross-border demand and increasing opportunities for the travel and hospitality sector to capture international visitors.

Source: statista

USEFUL ARTICLES

ENGLISH

[Many tourism hotspots are ‘de-marketing’ – with mixed success. We researched the smartest ways to do it](#)

[Southeast Asia’s Tourism Faces Severe Disruptions with Airspace Shutdowns, Flight Cancellations, and Rising Costs as Ongoing Conflict Hits Popular Travel Hubs Like Thailand, Bali, and Malaysia](#)

[AI Concerns for the Hospitality Industry](#)

THAI

[ผู้ว่าฯกทท.นำทีมรุกปี’69“เที่ยวไทยปลอดภัย-เพิ่มเอเชีย/ยุโรป”](#)

[7 สมาคมท่องเที่ยว ยื่น 7 มาตรการเร่งด่วน ขบกว่า 1 หมื่นล. รักษาเสถียรภาพอุตสาหกรรม](#)

[วิกฤติขาดแคลนน้ำมันทุบซ้ำท่องเที่ยวไทย ‘สมาคมโรงแรมไทย’ หวั่นลดเชื่อมั่นต่างชาติ](#)

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

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

Environment Committee

(Co-Chair) Anucharaporn Tongluan
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
Jirarat Ninpradub (Pui)

General Manager, SAii Laguna Phuket
General Manager Le Meridien Phuket Beach 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
Roger Gibson

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
Cluster Director of Marketing, Avista Hotels in Phuket

Membership Committee

(Chair) Claude Sauter
(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, Kamaliss MontAzure Phuket - MGallery Collection, 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, 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 Beach



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