

THIS WEEKS EVENTS



It was a pleasure to join the "Great Steak Escape – Phuket Edition" launch at Beyond Kata Resort, where leading hotels and restaurants showcased their outstanding gourmet creations. A fantastic celebration of quality, collaboration, and culinary excellence in Phuket in collaboration with Austrade.



10th Anniversary filming in progress! Great to have Bill Barnett, Bjorn Courage and Anthony Lark in the same place at the same time!



More filming with James from Vertigo Video Productions! Thanks to Khun Pannaphat for support at V Villas!



Meet Michael Massey, an advisor to the Phuket Hotels Association who specialises in sustainability and wellness in hospitality. Also pictured is Patrik Ilstam, Affiliate Ambassador, during a recent visit to our office. These are just some of the dedicated individuals providing invaluable support behind the scenes.

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](#)

PHUKET GREEN DAY
With World Earth Day



Wednesday, 22 April 2026

Raising Awareness - the largest Phuket Clean-up day



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∞



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** | **CREATIVE CONCEPT**
Phuket Town

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.

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](#)

THIS WEEKS' NEWS UPDATE

HOTEL OPERATORS CALL FOR RESTRUCTURE OF LAND TAX

Hotel operators are urging the government to restructure Thailand's land and building tax, arguing that annual requests for temporary discounts do not address the long-term fixed-cost burden on businesses. The tax, fully enforced at standard rates since 2024, is calculated based on land appraisal values rather than revenue. The Thai Hotels Association (THA) proposes shifting to a revenue-based model, similar to the former property tax, to better reflect economic realities. With land appraisals set for revision in 2027, hotels warn that rising valuations will increase costs, particularly for small businesses and budget accommodations, potentially passing higher expenses on to consumers.

[For more information](#)

GEOPOLITICS SHIFT TOURISM TRENDS IN ASIA



Geopolitical tensions between China and Japan have significantly impacted Japan's tourism sector. Chinese arrivals to Japan fell over 60% year-on-year in January 2026 to 385,000, down from 980,000, according to JNTO. However, growth from markets such as South Korea, Taiwan, the US, Thailand, Australia and Indonesia—up 10–20%—helped limit the overall decline to 5%, with total arrivals reaching 3.6 million.

Meanwhile, Thailand welcomed nearly 6 million visitors from January 1 to February 22, supported by a rebound in Chinese travel during Lunar New Year. TAT targets at least 35 million arrivals in 2026, potentially reaching 36.7 million.

[For more information](#)

PHUKET HITS NEW DAILY FLIGHT RECORD: 393 FLIGHTS, 71,613 PASSENGERS; 14M ANNUAL TARGET

Phuket's tourism has surpassed pre-Covid levels, with Phuket International Airport recording a new daily high of 393 flights and 71,613 passengers on February 14, 2026—exceeding its 2019 record. Of these, 146 were domestic flights carrying 23,031 passengers, while 247 were international flights with 48,582 passengers. Authorities attribute the rebound to strong collaboration between government agencies, TAT, and the private sector. For 2026, Phuket targets 14 million visitors, focusing on maintaining high safety standards, service quality, and visitor confidence. Continued growth is expected to support the local economy and reinforce Phuket's position as a leading global resort destination.



[For more information](#)

PHUKET IN FRESH BID FOR SPECIALISED EXPO



Phuket plans to resubmit its bid to host the Specialised Expo in 2032 or 2033 under a new "longevity" theme, positioning the island as a global hub for wellness and sustainable tourism. After losing the 2027 bid to Serbia, local operators and the Thailand Convention and Exhibition Bureau (TCEB) aim to revive the 141-rai Mai Khao site for the proposal. The previous plan projected 4.9 million visitors and 49 billion baht in revenue. Phuket will also host three major global events in 2026, reinforcing its MICE ambitions, while the private sector calls for upgraded infrastructure, transport links, and convention facilities to support long-term economic growth and competitiveness.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 22 FEB 2026



Number of tourists
(1JAN - 22 FEB 2026)

5,947,434 people

-4.91% (YOY)

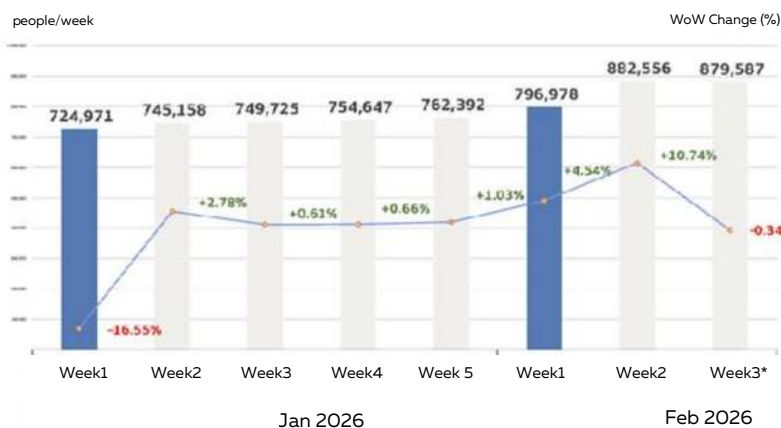
Top 5 number of tourists

| Rank | Country | People |
|------|-------------|---------|
| 1 | China | 969,505 |
| 2 | Malaysia | 573,323 |
| 3 | Russia | 457,250 |
| 4 | India | 376,738 |
| 5 | South Korea | 283,623 |

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increased outbound travel during school holidays from the Malaysian and Russian markets
- (+) Strengthening safety confidence, implementing travel stimulus measures, and introducing ease-of-travel policies to enhance travel convenience

Number of International Tourists: Weeks 1-5 of January to Week 3 of February 2026



Top 5 source markets in Week 3* of February 2026

| | | | | |
|---|-------------|---------|--------|---------|
| 1 | China | 199,078 | stable | -0.68% |
| 2 | Malaysia | 111,581 | stable | +33.02% |
| 3 | Russia | 60,442 | stable | +7.57% |
| 4 | India | 42,893 | stable | -10.78% |
| 5 | South Korea | 34,318 | stable | -18.19% |

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

Source : Economics Tourism and Sports Division Information as of Feb 24, 2026

[For more information](#)

- Key Drivers (Past Week):** Chinese New Year demand accelerated short-haul travel. Improved safety confidence, targeted stimulus measures, and expanded ease-of-travel policies strengthened inbound momentum.
- Arrival Momentum:** Thailand recorded 5.07 million international arrivals from 1 Jan-15 Feb 2026. The latest week reached 882,556 arrivals (+10.7% week-on-week), averaging 126,000 per day.
- Market Dynamics:** East Asia led growth, with Mainland China surpassing 200,000 weekly arrivals. Regional markets, including Hong Kong, Taiwan, Singapore, and South Korea supported gains, while some long-haul markets moderated.
- Near-Term Outlook:** Arrivals are expected to remain firm, supported by post-holiday Chinese demand, intra-Asia travel shifts, safety positioning under the Trusted Thailand campaign, visa facilitation, and ongoing airline capacity expansion.

2026 Thailand Real Estate Market Outlook Report

What Happened in 2025

| | | | |
|--|---|--|--|
| Economy Confidence hit by geopolitics and trade restrictions; liquidity constrained. | Investment Hotel sales and land acquisitions for data centers dominated activity. | Office Nearly 500,000 sq. m. of new supply delivered; strong flight-to-quality trend. | Retail Downtown malls repositioned for luxury; focus on experiential retail and F&B. |
| Hotels New luxury supply as tourist arrivals fell short of expectations. | Industrial Active land sales driven by strong FDI and BOI support. | Residential Inventory monetization and cashflow prioritized; a year of market consolidation. | Asset Management Older supply renovated to maintain market competitiveness. |

What to Expect in 2026

| | | | |
|---|---|---|---|
| Economy Unresolved tensions and a weak outlook, with forecast GDP at 1.5% - 2%. | Investment Prime CBD plots in focus; strategic asset sales likely to continue. | Office High relocation volume; landlords shift focus to renovating or repurposing older assets. | Retail Peak new supply in midtown and suburbs, potentially leading to rising vacancy. |
| Hotels Eased safety concerns and positive tourism outlook support modest growth in ADR & occupancy. | Industrial Data center land demand continues; logistics supply may exceed demand. | Residential Super-luxury and branded residences lead new downtown launches. | Asset Management Asset enhancement key to attracting and retaining tenants. |

03
Hotel

International arrivals expected to exceed 2025 numbers

- International tourist arrivals in 2025 were adversely impacted by natural disasters and unforeseen events.
- Some key issues from 2025 will continue to influence international tourist sentiment in 2026.
- Improving the perception of Thailand as a safe destination must be a strong focus in 2026.
- Thailand has significant potential to attract high-spending tourists within the growing medical, wellness and MICE markets, supported by targeted incentives and a stronger entertainment calendar.
- Boosting confidence and offering value for money to short-haul international tourists would help increase visitor numbers in this important segment.
- These elements will be key to achieving the 36.7 million visitors forecast by the Tourism Authority of Thailand (TAT).

Figure 4: Number of International Tourist Arrivals in Thailand

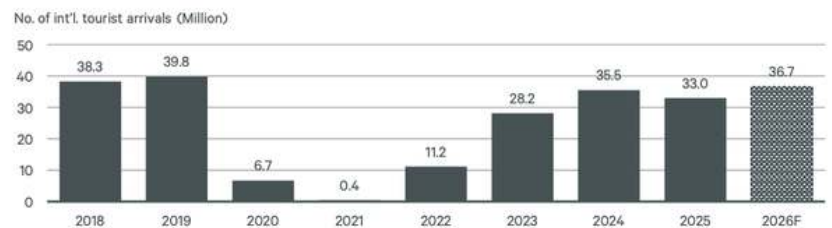
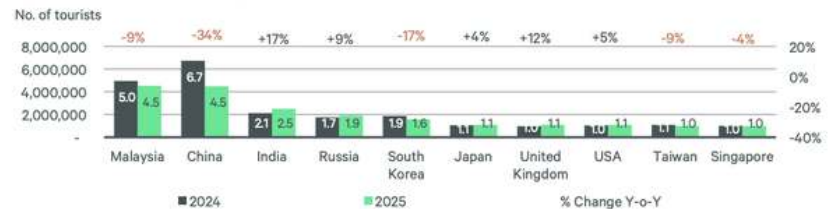


Figure 5: Top 10 Nationalities Visiting Thailand, 2024-2025



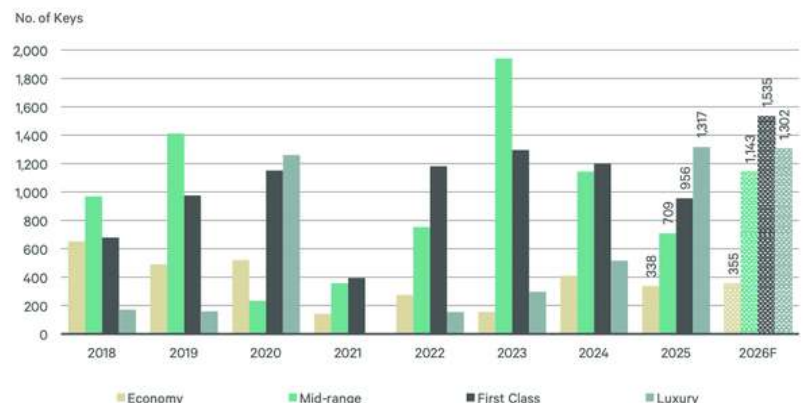
Source: Ministry of Tourism & Sports, CBRE Research

03
Hotel

More new hotel supply to enter the market

- By 2026, total hotel supply is expected to increase by more than 4,300 keys.
- New supply will primarily be in the upscale and luxury segments.
- However, overall supply will still be dominated by midscale products, which represent 43% of the total supply.
- Bangkok continues to attract significant levels of foreign and domestic investment in the hospitality sector.

Figure 6: Bangkok Hotel Supply by Grade



Source: CBRE Research

Read full report [HERE](#) Source: CBRE



Chinese New Year 2026 is shaping up as a strong start to Thailand’s tourism recovery. Over the 10-day holiday period, tourism revenue is projected to reach THB 42.23 billion, supported by an estimated 1.25 million arrivals, a 10% year-on-year increase. Chinese visitors are expected to total 241,000, reinforcing the gradual return of this key market. Regional travel flows are also strengthening, with China targeting over 1.5 million Thai visitors in 2026. Looking ahead, Thailand is forecast to welcome 35.5 million international tourists this year, with Chinese arrivals reaching 6.7 million, creating meaningful opportunities for the hotel and hospitality sector.

Source: Nova Asset Management

USEFUL ARTICLES

ENGLISH

[2026 APAC Market Outlook Report](#)

[CPN launches major B7bn expansion of Central Phuket](#)

[Psychological Insights into AI in Hospitality](#)

THAI

[ต่างชาติเที่ยวไทยเฉียด 6 ล้านคนแล้ว เปิด 5 ชาติเข้าไทยสูงสุด](#)

[“พีพัฒนา” เผยเดินหน้าสร้างดิสนีย์แลนด์ในไทย ดึงท่องเที่ยว](#)

[Local is a New Chapter nnn.ดันแหล่งท่องเที่ยว Geopark ดึงนักท่องเที่ยวไทยใช้จ่ายสูง](#)

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
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

(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, 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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