

PHUKET WEEKLY UPDATE

No108/23012026



Phuket Hotels Association started the year off with a Board of Directors meeting. This hybrid meeting started off 2026 with a clear direction. Excited about what's ahead and new endeavors!



Here is a Green Planet School Farm project update :-

A follow-up visit was scheduled on 19 January 2026 with Khru Nu from Wat Suwannakhet Karon School to deliver organic fertilizer and support additional site preparation for the School Farm.

The school will arrange a schedule for students to participate in ongoing farm care activities, supporting hands-on learning and sustainability awareness. Thavorn Palm Beach Resort – Green Planet School Farm Project
Grow, plant, & learn.

093-7617443

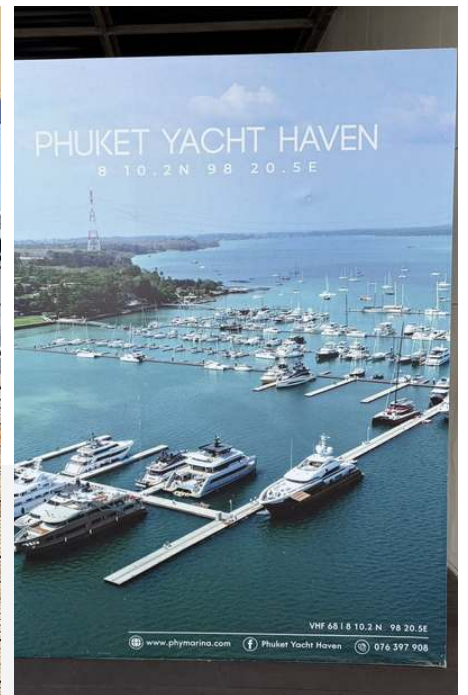
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THIS WEEK EVENTS



Thank you Khun Eric, Khun Minako from The Boathouse Phuket for visiting Phuket Hotels Association on Monday! We are so pleased when we get visitors!



Great to visit the Thailand International Boat Show today and reconnect with members, friends, partners and familiar faces from across our industry. Always a pleasure to catch up and share ideas in such a vibrant setting.

THIS WEEKS' NEWS UPDATE

THAILAND RAMPS UP MPOX MONITORING, ESPECIALLY IN KEY TOURIST AREAS

Thailand's Department of Disease Control (DDC) is strengthening Mpx surveillance, particularly in major tourist provinces, after most cases were linked to close contact, including sexual contact with unfamiliar partners. Since 2022, Thailand has recorded around 1,000 Mpx cases, mostly among working-age men. Cases have been detected among both Thai nationals and foreign visitors in high-risk destinations. The DDC is conducting screening, investigations, public education and vaccination outreach. With ASEAN support, 2,220 vaccine vials have been allocated, mainly to Bangkok, Chon Buri, Chiang Mai and Phuket. The public is advised to practice hygiene, avoid close contact with symptomatic individuals, and follow guidance from the Ministry of Public Health.

For more information

WAR ROOM TOUTED AMID VIETNAM RIVALRY



Thai hotel operators warn that competition with Vietnam is intensifying in 2026, as more European and Russian tourists are choosing the neighbouring country. Thai Hotels Association president Thienprasit Chaiyapatranun urged the new government to set up a tourism "war room" with private-sector support to develop proactive short- and long-term strategies. He cited rising Russian arrivals to Vietnam and declining European group travel to Thailand, driven by Vietnam's new hotels, attractions and Thailand's strong baht. While overall hotel performance in the first quarter is expected to match last year, premium hotels may raise rates, whereas lower-tier properties face pressure. Chinese arrivals remain weak but may improve after mid-February.

For more information

PHUKET NIGHTSPOT OPERATORS WANT CRACKDOWN ON ILLEGAL OPERATIONS

The Tourism Authority of Thailand (TAT) is using the Thailand Boat Festival 2026 to position Thailand as Southeast Asia's leading marine tourism hub, targeting high-net-worth global travellers. Held at Phuket Boat Lagoon from 15–18 January, the event highlighted a strategy focused on luxury yachting and cruise tourism. A key pillar is the Indonesia–Malaysia–Thailand Growth Triangle (IMT-GT), aimed at harmonising maritime regulations and infrastructure to create a seamless "Blue Economy" across the Andaman Sea. TAT officials said the initiative will link destinations such as Phuket, Krabi and Satun with Langkawi and Sabang, while ensuring sustainable growth, community benefits and international-standard marine experiences through improved regulation, workforce development and quality assurance.



For more information

THAILAND PRIORITISES EXPERIENTIAL AND WELLNESS TOURISM IN 2026 STRATEGY



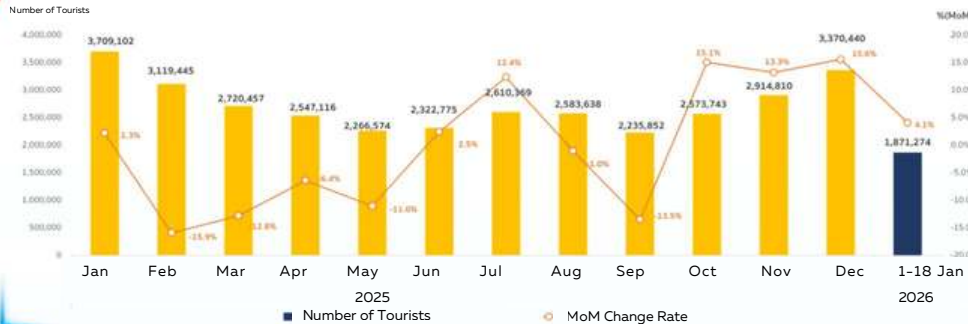
THAILAND UNVEILS 2026 TOURISM STRATEGY
FOCUSED ON EXPERIENTIAL & WELLNESS TOURISM

Thailand's Ministry of Tourism and Sports has outlined its 2026 tourism strategy, focusing on experiential and wellness tourism to attract high-value global travellers while sustaining existing markets. The ministry is also prioritising infrastructure upgrades, including clearer signage, improved public restrooms to international and accessibility standards, and enhanced training for tourism personnel to elevate visitor experiences. Tourist safety remains a core pillar, with stronger cross-sector cooperation to ensure comprehensive visitor care. These measures aim to build traveller confidence and reinforce Thailand's position as a sustainable, high-quality, world-class tourism destination.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1-18 JAN 2026



Number of tourists (1-18 JAN 2026)
1,871,274 people
 -7.57% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	Malaysia	200,564
2	China	173,883
3	Russia	168,930
4	India	130,491
5	South Korea	96,348

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery in travel demand from the Chinese tourist market
- (+) Being in the peak tourism season, along with the government's "Ease of Traveling" measures, which help improve convenience for traveling to Thailand

Number of International Tourists: Weeks 1-4 of December 2025 to Week 3 of January 2026



Top 5 source markets in Week 3* of January 2026

Rank	Country	Number of Tourists	Change (%)
1	China	88,360	+7.94%
2	Russia	59,330	-12.54%
3	Malaysia	56,844	-14.51%
4	India	53,036	+0.89%
5	South Korea	41,086	+4.47%

*Week 3 (this week) covers the period 12-18 January 2026

Source : Economics Tourism and Sports Division Information as of Jan 20, 2026

[For more information](#)

• **China market recovery:** Chinese arrivals increased by over 8% week-on-week, reaching 88,360 visitors and recording the second consecutive week at a high level.

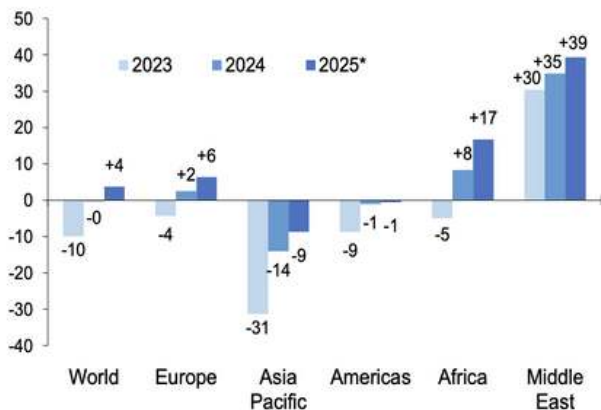
• **Overall arrivals:** International arrivals totaled 749,725 visitors, up 0.61% week-on-week, with average daily arrivals of 107,103.

• **Top source markets:** The five largest markets were China (88,360), Russia (59,330), Malaysia (56,844), India (53,036), and South Korea (41,086). China, South Korea, and India showed growth, while Malaysia and Russia softened.

• **Outlook:** Arrivals are expected to remain stable next week, supported by peak season travel, government Ease of Traveling measures, visa exemptions, and continued airline capacity expansion.

WORLD TOURISM BAROMETER: JANUARY 2026

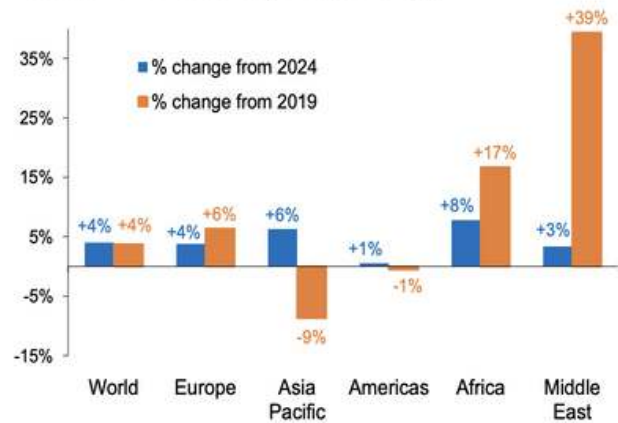
International Tourist Arrivals (% change over 2019)



Source: UN Tourism (January 2026)

* Provisional data

International tourist arrivals, 2025 (% change)*



Source: UN Tourism (January 2026)

* Provisional data

Global Tourism Performance – 2025

- International tourist arrivals grew 4% in 2025, with most destinations showing solid recovery.
- About 1.52 billion international tourists were recorded, around 60 million more than in 2024.
- 2025 became a new record year for international tourism in the post-pandemic era.
- Growth returned to long-term pre-pandemic trends, averaging 5% per year before COVID-19.
- Strong demand, recovering Asia-Pacific markets, and better air connectivity supported growth.
- Tourism spending grew faster than arrivals in many destinations.

Regional Performance – 2025

- Europe: 793 million arrivals, up 4% from 2024 and 6% above 2019. Western Europe and the Mediterranean performed well; Iceland and Norway led growth.
- Americas: 218 million arrivals, up 1%. South and Central America led growth, while the U.S. weakened later in the year. Brazil and Mexico showed strong results.
- Africa: Strongest region, with 81 million arrivals, up 8%. North Africa led growth, with Morocco and South Africa among top performers.
- Middle East: Nearly 100 million arrivals, up 3% and 39% above 2019 levels. Egypt and Jordan led growth.
- Asia & Pacific: 331 million arrivals, up 6%, reaching 91% of pre-pandemic levels. Growth led by North-East Asia; Bhutan, Japan, and South Korea performed strongly.

Most Destinations Show Solid Growth – 2025

- Most destinations continued strong growth in 2025 after a solid recovery in 2024.
- Many markets recorded double-digit arrival growth, including Brazil, Egypt, Morocco, Seychelles, Bhutan, Iceland, South Africa, and Japan.
- Air capacity and passenger traffic both grew 7% through October 2025, while global hotel occupancy reached 66% in November, matching 2024 levels.

Outlook – 2026

- International tourism is expected to grow 3%–4% in 2026.
- Growth will depend on Asia-Pacific recovery, stable economies, easing inflation, and limited geopolitical disruption.
- Main challenges: high travel costs, economic uncertainty, and geopolitical risks.
- Growth drivers include strong demand, more air seats, and major global events like the 2026 Winter Olympics and FIFA World Cup.

[Read Full report click **HERE**](#)

Source: UN Tourism



In 2026, the Tourism Authority of Thailand (TAT) aims to reignite Thailand's tourism with a focus on high-quality growth, overcoming challenges such as global geopolitical tensions, intensifying competition in the global tourism industry, and domestic factors including a strong baht, high household debt, safety perception concerns, and natural disasters.

Source: TAT and Bangkok Biz News

USEFUL ARTICLES

ENGLISH

[International tourist arrivals up 4% in 2025 reflecting strong travel demand around the world](#)

[Top 7 Tourism Megatrends That Will Shape The Industry In 2026](#)

[2026 Global Meetings & Events Forecast](#)

THAI

[ททท.พนักสื่อใหญ่จีน อัด Content Marketing ฟื้นฟูเชื่อมั่น](#)

[6 รองผู้ว่าททท.ไขกลยุทธ์ ปั้นท่องเที่ยวปี 2569 ดันรายได้แตะ 3 ล้านล้าน](#)

[ท่องเที่ยวไทยปัจจัยเสี่ยงรอบด้าน](#)

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

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(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

(Chair) Gerd Kotlorz
Wasan Keatkaew

General Manager, Phuket Marriott Resort and Spa, Nai Yang Beach
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

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, 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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