



### Phuket Hotels Association Q1 GM meeting

We had an amazing turnout and a wonderful celebration marking 10 years of collaboration and impact. Thank you to everyone who has supported us and helped make a real difference along the way.

As we look ahead, we remain committed to growing our impact and moving forward with critical projects that support our members and the Phuket and Phang Nga community. From continued investment in scholarships and education, to advancing sustainability and resilience initiatives, and promoting our destination on the global stage – our momentum continues.

Let's celebrate how far we've come while embracing the exciting journey ahead. Together, we move forward.

All Photos [HERE](#) 10th Anniversary Video [HERE](#)

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](#)

**BUILDING FUTURES TOGETHER FOR INFINITY**

**PHAB∞**

**DATING 13 BLONDES**

**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**

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PHUKET HOTELS ASSOCIATION | COURTYARD BY MARRIOTT Phuket Town | CREATIVE 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 [HERE](#)

THIS WEEKS EVENT



Phuket Hotels Association is pleased to announce a new partnership with Finnway International School Phuket moving forward in 2026. Watch this space!

SPONSORED ADVERTISING

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**Duetto**  
**AMADEUS**

**From data to dollars:**  
 Unlocking profit opportunities in market & travel intelligence

APAC-Centric Virtual Live Session | Tuesday, March 31 | 9:00 AM GMT+7

Register now

 Madhavi Nagarajan  
 Regional Manager, ANZ, Duetto
  Nicole Dobson  
 Regional Vice President, ANZ and Pacific Islands, Amadeus Hospitality
  Minnie Lui  
 Director of Business Intelligence, APAC, Amadeus Hospitality

[Register HERE](#)

## THIS WEEKS' NEWS UPDATE

### MIDDLE EAST CONFLICT HITS TOURISM IN PHANGNGA

The Middle East conflict is impacting Thailand's tourism sector, with Phangnga province reporting a sharp decline in European arrivals and estimated losses of nearly 1.7 billion baht. Airspace disruptions have forced airlines to reroute long-haul flights, increasing operating costs and pushing ticket prices up by more than 20%, leading to cancellations and postponements exceeding 20% year-on-year. As Phangnga relies heavily on European markets, it is among the hardest-hit destinations on the Andaman coast. In response, the Tourism Authority of Thailand is being urged to strengthen social media campaigns and domestic tourism promotion, with Khao Lak identified as a key focus area.

***For more information***

### PHUKET STANDS AT A TOURISM CROSSROADS



Phuket remains one of Asia's leading tourism destinations, generating over 500 billion baht annually and attracting more than 14 million visitors. However, the island is shifting from volume-driven growth to a quality-focused tourism model.

Future competitiveness will depend on stronger governance, infrastructure, environmental management, and regulatory enforcement, rather than increasing arrivals alone. Key challenges include unlicensed operators, environmental pressure, and social impacts on local communities.

Addressing these issues through better coordination, clear policies, and long-term planning will be essential for Phuket to strengthen its position as a sustainable, world-class destination.

***For more information***

### EUROPEAN TOURISTS ABANDON SOUTH, HEAD TO EASTERN ATTRACTIONS

European tourist demand in Thailand is shifting from southern destinations to the eastern region due to the impact of the Middle East conflict. According to the Tourism Authority of Thailand, destinations such as Koh Chang, Koh Kut, and Pattaya are gaining interest as they are less affected by airspace disruptions and flight rerouting. In contrast, southern provinces have experienced a noticeable decline in European arrivals, particularly in markets reliant on long-haul travel routes through the Middle East.

Some travellers are extending their stays in eastern destinations through the Songkran period, reflecting short-term demand redistribution within the country. However, prolonged conflict and rising fuel costs could further weaken long-haul demand, with European travellers potentially shifting to closer regional destinations.



***For more information***

### MIDDLE EAST CONFLICT THREATENS TO THWART THAILAND'S TOURISM RECOVERY



Thailand's tourism recovery is facing renewed pressure as the Middle East conflict disrupts flight routes, increases fuel costs, and weakens traveller confidence. Airlines are being forced to reroute flights, driving ticket prices up by 10–15%, which may discourage long-haul travel. As a result, international arrivals have already declined, with European and Middle Eastern markets dropping by up to 18% in early March.

Industry estimates suggest tourism revenue losses could reach 29 billion baht if the conflict persists for six months. The impact extends beyond tourism, affecting retail and broader economic activity. Destinations reliant on long-haul markets, particularly Phuket, are considered most vulnerable to a prolonged downturn.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 15 MAR 2026



**Number of tourists**  
(1JAN - 15 MAR 2026)

**7,869,077 people**

**-4.14% (YOY)**

**Top 5 number of tourists**

Rank	Country	Number of Tourists
1	China	1,282,406
2	Malaysia	746,953
3	Russia	620,149
4	India	517,786
5	South Korea	367,737

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery of short-haul travel demand, particularly from key markets such as India, China, and Japan
- (+) Strengthening travel confidence through improved safety measures, travel incentives, and ease of travel policies
- (-) Ongoing geopolitical tensions in the Middle East 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 1-5 of January to Week 2 of March 2026



\*Week 2 (this week) covers the period 9-15 March 2026

### Top 5 source markets in Week 2\* of March 2026

Rank	Country	Number of Tourists	Change
1	China	96,600	stable +2.62%
2	Malaysia	61,827	Up from 3 -0.73%
3	Russia	53,890	Down from 2 -0.60%
4	India	49,446	stable +11.84%
5	Japan	26,275	Up from 6 -0.36%

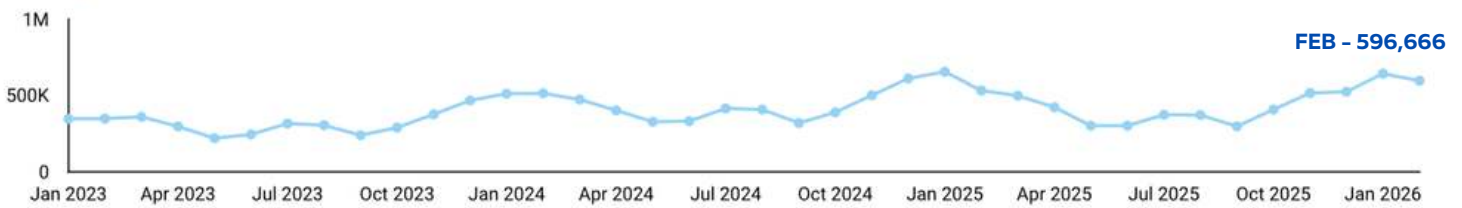
Source : Economics Tourism and Sports Division Information as of Mar 17, 2026

[For more information](#)

- External pressures:** Ongoing geopolitical tensions in the Middle East continue to disrupt airspace and flight routes, impacting long-haul travel demand from Europe and the Middle East.
- Weekly performance:** International arrivals reached 628,451 visitors, increasing +1.98% week-on-week, with an average of 89,779 arrivals per day.
- Market dynamics:** Growth was driven by short-haul markets, particularly India and China, while Malaysia, Russia, and Japan recorded slight declines during the week.
- Year-to-date performance:** From 1 January – 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.

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

## JAN 2023 – FEB 2026



Note: Data is missing for June 23-24, 2024, June 9, and 1-23 Dec 2025.

### Top 10 by Nationality

#### FEB 2025

Continent	Nationality	Number
1. Europe	Russia	137K
2. Asia	China	52.1K
3. Asia	India	40.2K
4. Europe	France	29K
5. Europe	Germany	24.6K
6. Europe	United Kingdom	24.1K
7. Asia	Kazakhstan	21.3K
8. Oceania	Australia	16.9K
9. Asia	Malaysia	12.2K
10. Europe	Sweden	12.2K

#### FEB 2026

Continent	Nationality	Number
1. Europe	Russia	132.6K
2. Asia	China	113.7K
3. Asia	India	44.9K
4. Europe	United Kingdom	27K
5. Europe	Germany	26.1K
6. Europe	France	24.4K
7. Asia	Kazakhstan	20.4K
8. Asia	Korea	16K
9. Oceania	Australia	14.9K
10. Europe	Sweden	13.5K

### Top 10 Countries by Flight Origin

#### FEB 2025

Country	Number
1. Russia	95.5K
2. China	69K
3. United Arab Emirates	50.3K
4. Singapore	46.3K
5. India	44.6K
6. Malaysia	34.9K
7. Unknown	33.7K
8. Qatar	29.8K
9. Kazakhstan	20K
10. Hong Kong	17.5K

#### FEB 2026

Country	Number
1. China	111K
2. Russia	100.9K
3. United Arab Emirates	60.1K
4. India	50.3K
5. Malaysia	37.5K
6. Singapore	35.8K
7. Qatar	29.6K
8. Hong Kong	21.1K
9. South Korea	17.7K
10. Unknown	13.9K

Source: Travel Link. Data as of 17 Mar 2026

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-FEB 2025



JAN-FEB 2026



## Top 10 by Nationality

JAN-FEB 2025

	Continent	Nationality	Number
1.	Europe	Russia	284.1K
2.	Asia	China	167K
3.	Asia	India	82.7K
4.	Europe	France	52.8K
5.	Europe	United Kingdom	51.4K
6.	Europe	Germany	49.4K
7.	Asia	Kazakhstan	46.4K
8.	Oceania	Australia	41.7K
9.	Europe	Sweden	25.3K
10.	Asia	Malaysia	24.9K

JAN-FEB 2026

	Continent	Nationality	Number
1.	Europe	Russia	286.7K
2.	Asia	China	163.9K
3.	Asia	India	101.5K
4.	Europe	United Kingdom	57.6K
5.	Europe	France	54.8K
6.	Europe	Germany	52.3K
7.	Asia	Kazakhstan	44.3K
8.	Oceania	Australia	38.7K
9.	Asia	Korea	33.9K
10.	Europe	Sweden	29.5K

## Top 10 Countries by Flight Origin

JAN-FEB 2025

	Country	Number
1.	Russia	209.4K
2.	China	191.4K
3.	United Arab Emirates	108.9K
4.	Singapore	97.6K
5.	India	94.4K
6.	Malaysia	76.8K
7.	Qatar	65K
8.	Kazakhstan	45.2K
9.	Unknown	43.9K
10.	Hong Kong	43K

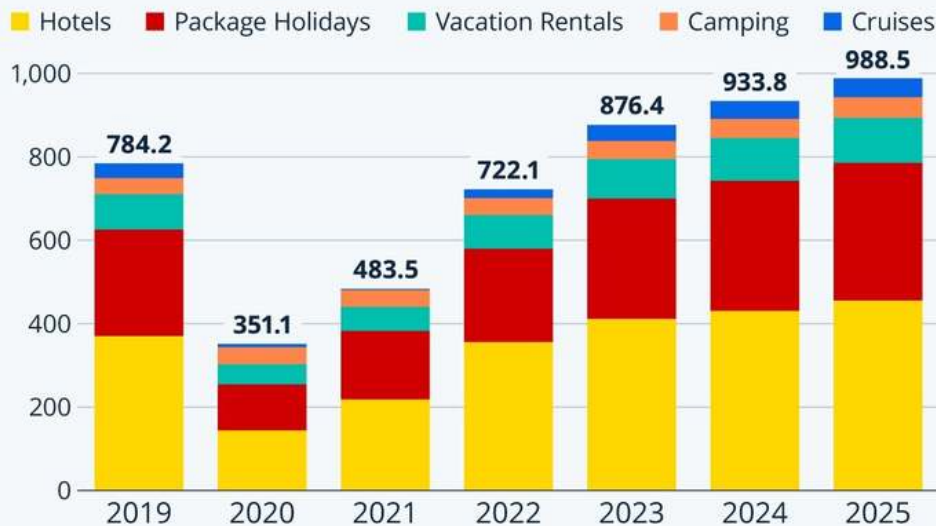
JAN-FEB 2026

	Country	Number
1.	Russia	214K
2.	China	182.6K
3.	United Arab Emirates	131.5K
4.	India	115K
5.	Malaysia	76.9K
6.	Singapore	72.4K
7.	Qatar	68.7K
8.	Hong Kong	42.4K
9.	South Korea	37.8K
10.	Unknown	30.1K

Note: Data is missing for June 23-24, 2024, June 9, and 1 -23 Dec 2025.  
Source: Travel Link. Data as of 17 Mar 2026

## Global Tourism Has Exceeded Pre-Pandemic Highs Since 2023

Estimated global sales in the following travel and tourism segments (in billion U.S. dollars)



Forecasts as of July 2025

Source: Statista Market Insights

Global tourism spending is projected to reach nearly \$1 trillion in 2025, surpassing pre-pandemic levels. Hotels remain the largest segment at \$455 billion, while cruises continue to recover and package holidays gain momentum across Europe and Asia. Following the surge in "revenge travel," demand is shifting toward slower, more experience-driven journeys, reflecting evolving traveler expectations and a more mature phase of industry recovery.

## USEFUL ARTICLES

### ENGLISH

[Hospitality experts discuss how the Iran war will affect tourism and travel](#)

[6 Unbuilt Retreats Exploring Hospitality Through Landscape and Refuge](#)

[What Regeneration Asks of Hospitality](#)

### THAI

[ไทยยังยืนหนึ่งท่องเที่ยวอาเซียน กวาดรางวัลจาก Trip.com ท่วมๆ อย่างหมวด 'เกาะ' เหมไป 50% ของรางวัลที่แจก](#)

[กกท. - เอกชน ชงมาตรการอุ้ม 'ท่องเที่ยว' ฝ่าวิกฤติตะวันออกกลาง](#)

[ท่องเที่ยวไทย' เจอกระแทก รายได้ส่อหาย 2 หมื่นล้าน](#)

## 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 Resort



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