



**Phuket Hotels Association Awards Hospitality Scholarships to Phuket Vocational College**

It was a proud and inspiring moment for the Phuket Hotels Association as we presented 15 new scholarships to students from Phuket Vocational College, with their families there to share the occasion. We look forward to seeing these students grow into the next generation of hospitality professionals.

# SAVE THE DATE

**SUSTAINABILITY IN HOSPITALITY AND BEYOND NETWORKING COCKTAIL**

Join us for an inspiring sunset gathering that blends sustainability conversations with relaxed networking and coastal elegance: an ideal way to connect, exchange ideas, and kick off the road to Sustainability Business Forum 2026 (SBF2026).

**Date & Time**  
Friday 27 February 2026  
Talks session: 4 PM - 6 PM  
Networking session: 6 PM - 9 PM

**Venue**  
InterContinental Phuket Resort

**Tickets**  
FTCC / NTCC Members: 1,200 THB  
Co-promoting Chamber Members: 1,200 THB  
Non-Members: 1,700 THB  
Including cocktail-style food and two complimentary glasses of alcoholic drinks.

**MEET THE SPEAKERS**

- Jaymes Khell, Director of Sustainability & ESG, InterContinental Phuket Resort
- Cyrene Lee, Sustainability Director, The Peninsula
- Sean Toe, Public Specialist, Greenpeace Thailand
- Jayne MacDougall, Executive Director, Phuket Hotels Association

**FOR MEMBERS BY INVITATION ONLY**

**Sustainability in Hospitality and Beyond | Talks & Networking Cocktail – Phuket**

An evening of expert talks on sustainable hospitality, followed by a networking cocktail by the sea. Hosted by FTCC and NTCC, in partnership with Phuket Hotels Association.

Friday, 27 February 2026 at InterContinental Phuket Resort

[Register HERE](#)

**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 10<sup>th</sup> Anniversary as an Association!!

18th March, 3:00–6:30 PM at Amora Beach Resort Phuket

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**

**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

### CHINESE MAKE BEELINE FOR PHUKET TO MARK NEW YEAR

Phuket's tourism sector is seeing strong momentum during Chinese New Year and Valentine's Day, driven by a surge in Chinese arrivals. Two additional charter flights are scheduled for Feb 17, bringing the total to four, while hotel occupancy has climbed to nearly 90%. Over half a million Chinese tourists have visited Phuket since the start of the year, reflecting renewed demand. Officials highlighted the opportunity to strengthen Phuket's position in the Chinese market. Authorities are also reinforcing safety measures, particularly traffic regulations and vehicle rental controls, to enhance visitor safety and support long-term tourism growth.

***For more information***



### COUNCIL SEES TOURISM AS KEY DRIVER OF GDP



The Tourism Council of Thailand expects tourism to be a key driver of GDP growth this year as daily arrivals exceed 130,000, including 30,000 Chinese visitors, up from 10,000. Strong high-season demand and increased flights support momentum, with tourism typically contributing 10–20% of GDP. However, revenue leakage remains a concern due to untaxed overseas online travel agents, illegal foreign operators, and unlicensed accommodations. While economic growth is forecast at 1.5–2.5%, operators warn of geopolitical risks and support reducing visa-free stays to 30 days to curb misuse, alongside improved screening systems such as the Thailand Digital Arrival Card.

***For more information***

### VIETNAM, MAINLAND CHINA AMONG TOP LUNAR NEW YEAR DESTINATIONS FOR HONG KONGERS

South Korea, Japan, Vietnam and mainland China are emerging as the most popular Lunar New Year destinations for Hong Kong travellers this year, supported by a favorable calendar arrangement that allows residents to enjoy nine consecutive days off by taking just two days of leave. The extended break has significantly boosted travel demand, with departures expected to peak on February 14. Eight- to nine-day tours have risen sharply, particularly to Yunnan. Asia remains the preferred region overall, with South Korea leading group travel and Japan attracting independent travellers due to the weak yen. Vietnam's Da Nang, Nha Trang and Phu Quoc are key Southeast Asian hotspots.



***For more information***

### CABINET ACKNOWLEDGES VISA MEASURES TO BOOST THAILAND'S TOURISM AND ECONOMY



The Cabinet has acknowledged new visa measures proposed by the Ministry of Foreign Affairs to support tourism and economic growth, following the May 28, 2024 resolution. Short-term actions include visa exemptions for 93 countries, allowing stays of up to 60 days, and Visa on Arrival for 31 countries. Thailand also introduced the Destination Thailand Visa (DTV) targeting digital nomads and cultural participants, and approved the ED Plus visa for study and work. Medium-term reforms will streamline non-immigrant visa categories and expand the e-Visa system globally. Long-term plans focus on digital screening through the Thailand Digital Arrival Card (TDAC), alongside stricter oversight to prevent misuse.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1-15 FEB 2026



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

**5,067,847 people**

-7.59% (YOY)

**Top 5 number of tourists**

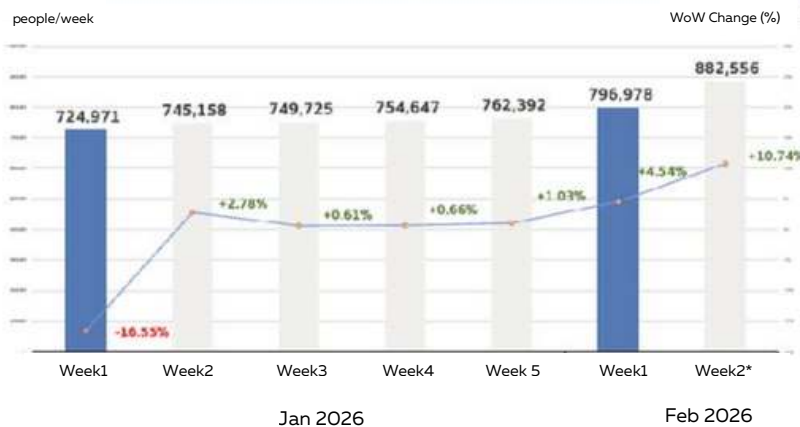
Rank	Country	People
1	China	770,427
2	Malaysia	461,742
3	Russia	396,808
4	India	333,845
5	South Korea	249,305



### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Travel during the Chinese New Year festival period
- (+) Building confidence in safety, implementing travel stimulus measures, and introducing ease-of-travel policies to enhance convenience for travelers.

### Number of International Tourists: Weeks 1-5 of January to Week 2 of February 2026



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

Rank	Country	People	Change (%)
1	China	200,440	+31.88%
2	Malaysia	83,882	+33.69%
3	Russia	56,190	-4.67%
4	India	48,078	-0.66%
5	South Korea	41,948	+24.07%

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

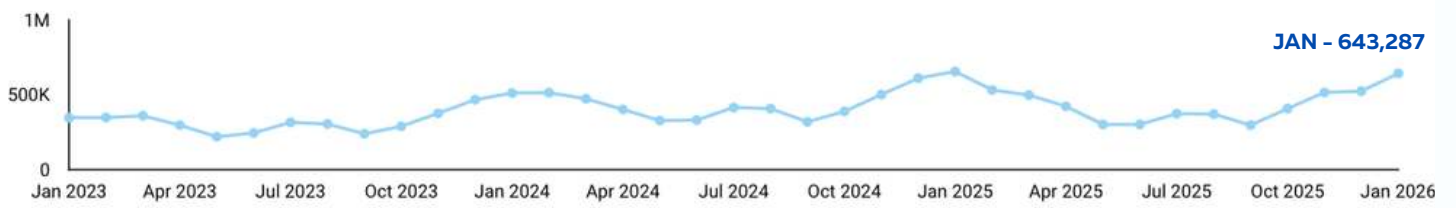
Source : Economics Tourism and Sports Division Information as of Feb 17, 2026

[For more information](#)

- Key drivers (past week):** Chinese New Year travel boosted short-haul demand. Improved safety confidence, government stimulus measures, and expanded ease-of-travel policies supported stronger inbound momentum.
- Arrival performance:** From 1 Jan-15 Feb 2026, Thailand recorded 5.07 million cumulative international arrivals. In the latest week, arrivals reached 882,556, up 10.74% week-on-week, averaging 126,079 per day.
- Travel trends:** Short-haul markets, particularly East Asia, showed strong acceleration during the festive period. Mainland China arrivals surpassed 200,000 for the week. Regional markets including Hong Kong, Taiwan, Singapore, and South Korea contributed to upside momentum, while some long-haul markets softened slightly.
- Outlook:** Arrivals are expected to trend higher in the near term, supported by Chinese New Year spillover demand, shifting outbound patterns within Asia, the Trusted Thailand safety campaign, visa exemptions, ease-of-travel measures, and continued airline capacity expansion.

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

## JAN 2023 – JAN 2026



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

## Top 10 by Nationality

### JAN 2025

Continent	Nationality	Number
1. Europe	Russia	147.1K
2. Asia	China	114.9K
3. Asia	India	42.4K
4. Europe	United Kingdom	27.3K
5. Asia	Kazakhstan	25.1K
6. Oceania	Australia	24.8K
7. Europe	Germany	24.7K
8. Europe	France	23.8K
9. Europe	Sweden	13.2K
10. Asia	Korea	13.1K

### JAN 2026

Continent	Nationality	Number
1. Europe	Russia	154.1K
2. Asia	India	56.6K
3. Asia	China	50.3K
4. Europe	United Kingdom	30.6K
5. Europe	France	30.3K
6. Europe	Germany	26.2K
7. Asia	Kazakhstan	23.9K
8. Oceania	Australia	23.8K
9. Asia	Korea	17.9K
10. Europe	Sweden	16.1K

## Top 10 Countries by Flight Origin

### JAN 2025

Country	Number
1. China	122.4K
2. Russia	113.8K
3. United Arab Emirates	58.6K
4. Singapore	51.3K
5. India	49.9K
6. Malaysia	41.9K
7. Qatar	35.3K
8. Hong Kong	25.5K
9. Kazakhstan	25.2K
10. Australia	15.6K

### JAN 2026

Country	Number
1. Russia	113.2K
2. China	71.7K
3. United Arab Emirates	71.3K
4. India	64.7K
5. Malaysia	39.4K
6. Qatar	39.1K
7. Singapore	36.6K
8. Hong Kong	21.4K
9. South Korea	20.1K
10. Unknown	16.2K

Source: Travel Link. Data as of 17 Feb 2026

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-DEC 2024



JAN-DEC 2025



## Top 10 by Nationality

JAN-DEC 2024

	Continent	Nationality	Number
1.	Europe	Russia	1M
2.	Asia	China	967.1K
3.	Asia	India	441.2K
4.	Oceania	Australia	267.2K
5.	Europe	United Kingdom	216.1K
6.	Europe	Germany	188.1K
7.	Asia	Malaysia	159.1K
8.	Asia	Kazakhstan	151K
9.	Asia	Korea	128.5K
10.	Europe	France	125.7K

JAN-DEC 2025

	Continent	Nationality	Number
1.	Europe	Russia	1.1M
2.	Asia	India	608.2K
3.	Asia	China	539.2K
4.	Oceania	Australia	269.8K
5.	Europe	United Kingdom	250.6K
6.	Europe	Germany	203.7K
7.	Asia	Korea	166K
8.	Asia	Malaysia	163.8K
9.	Europe	France	143K
10.	Asia	Kazakhstan	125.1K

## Top 10 Countries by Flight Origin

JAN-DEC 2024

	Country	Number
1.	China	1M
2.	Russia	814.1K
3.	Singapore	575.2K
4.	United Arab Emirates	514.7K
5.	Malaysia	449.9K
6.	India	364.6K
7.	Qatar	294.6K
8.	Hong Kong	242.9K
9.	Kazakhstan	148.9K
10.	South Korea	129.7K

JAN-DEC 2025

	Country	Number
1.	Russia	838.5K
2.	United Arab Emirates	616.6K
3.	India	597.1K
4.	China	594K
5.	Singapore	463.5K
6.	Malaysia	435.2K
7.	Qatar	299.3K
8.	Hong Kong	220.2K
9.	South Korea	181.5K
10.	Australia	159.4K

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

Source: Travel Link. Data as of 17 Feb 2026



The world has made its travel plans for 2026 clear, and Bangkok is leading the way.

New global booking data from eDreams ODIGEO, a leading European and global online travel agency, ranks Bangkok as the most-booked travel city worldwide based on trips booked between January 1 and December 31, 2026. From midnight street-food runs and river sunsets to ancient temples, island escapes, and nightlife that never slows, travelers are putting Thailand first.

Thailand's surge is reinforced by a packed festival calendar. Signature events like Songkran and Loy Krathong draw global crowds, while regional celebrations such as Bun Bang Fai (Rocket Festival) and Phi Ta Khon (Ghost Festival) deepen the country's cultural pull across music, food, and tradition, keeping demand strong year-round.

Source: Boardroom

## USEFUL ARTICLES

### ENGLISH

[Ten Big Longevity Trends and Their Hotel Applications for 2026](#)

[Hospitality Industry Challenges – Navigating 2026 Pressures](#)

[EHL-Hospitality-Outlook-Report-2026](#)

### THAI

[ตรุษจีนคึกคัก เทียบบินจีนเข้า-ออกไทยวันละ 3,000 เที่ยวบิน สัญญาแซงบวกท่องเที่ยวไทย](#)

[ททท.ลั่นปี'69ตลาดท่องเที่ยวเอเชียสดใส 5กลยุทธ"จีน"โต](#)

[ส่องทิศทางหุ้นท่องเที่ยว 'ทัวริสต์จีน' ฟัน-หมุน กลุ่มโรงแรม](#)

## 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, 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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