

No119/10042026

**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**

- 5-course menu by Phuket top hotel chefs
- Signature cocktails by award mixologists
- Manicures with your choice

**TICKET OPTIONS**

Premium	4,900-THB
VIP	5,900-THB

Price per THB and includes all of food and drinks supplied by member hotels.

**REGISTER HERE**

PHUKET HOTELS ASSOCIATION | COURTYARD PHUKET TOWN | GREAT CONCEPT

**PHAB ∞ Infinity- time to reserve your tickets !**  
**PHAB ∞ (Infinity) Gala Dinner – 16 May 2026**

Join us at the Phuket Hotels Association Benefit Gala Dinner at Courtyard by Marriott, Phuket Town—an evening where our industry and friends come together to make an infinite difference. Enjoy an elegant night of gourmet dining, entertainment, and purpose, raising funds for 20+ hospitality education scholarships for local Phuket residents. Make a world of difference!

Thanks to your support in the past, over 10 million baht has been raised, helping 125 local scholars complete their studies and pursue their dreams.

Be part of a night that celebrates community, education, and the future of Phuket’s hospitality industry.

Join us—bring your team, invite your network, and be part of something meaningful.

Register for tickets [HERE](#)

**PHAB ∞**

PHUKET HOTELS ASSOCIATION'S

**ABSOLUTELY FABULOUS TRAVEL SALE IS BACK**

APR 01 - MAY 27

BID ON PRIZES & SAVE UP TO **60%** ON YOUR NEXT HOLIDAY

**PHAB Online Auction – Absolutely Fabulous Online Travel Sale**

**The ABSOLUTELY FABULOUS TRAVEL SALE is back and LIVE now!**

Check out some of the spectacular travel deals and find yourself a great destination to visit- near or far!

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 is available [HERE](#)

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

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](#)



### GSTC Conference in Phuket:-

The GSTC is offering a special conference rate to members and affiliates - Use the exclusive code for Phuket Hotels Association :- **GSTC2026\_PHA30** and also enjoy a very special price for the professional certificate course if one of your team.

Interested to know more?

Details from GSTC [HERE](#)



## THIS WEEKS' NEWS UPDATE

### SONGKRAN LIFTS THAILAND TOURISM AS SHORT-HAUL ARRIVALS REBOUND

Thailand recorded 10.36 million foreign arrivals from January 1 to April 12, 2026, generating THB 506 billion in tourism revenue. Although total arrivals declined 2.65% year on year, recent data shows renewed momentum driven by the Songkran holiday. Weekly arrivals rose 8.76% to 619,481, supported by strong demand from short-haul markets, particularly China and Malaysia. Short-haul arrivals increased 18.32% week on week, reaching around 400,000 visitors. China remained the top source market, followed by Malaysia, Russia, India, and South Korea. Officials noted that total arrivals had already surpassed 10.3 million by mid-April, indicating a positive recovery trend, with further growth expected into the upcoming peak travel months.

***For more information***



### SOUTH KOREAN AIRLINES MAKE CHANGES TO THAI FLIGHTS



Rising jet fuel prices linked to the Middle East conflict are prompting South Korean low-cost airlines to scale back operations to Thailand. T'way Air will reduce its daily Bangkok-Incheon service to two weekly flights from May 10 to July 14, and has already suspended Bangkok-Daegu routes until mid-July. The airline also raised fuel surcharges from THB 1,900 to THB 2,850 and plans temporary voluntary furloughs for cabin crew. Meanwhile, Air Busan will cancel selected Bangkok-Busan flights in May and increased surcharges to THB 2,700. Industry-wide, Korean budget carriers face mounting cost pressures, with potential broader impacts across regional and long-haul routes, as airlines continue to monitor fuel volatility and adjust capacity accordingly.

***For more information***

### REVIEW SEEKS 'QUALITY' TOURISTS

Thailand is reviewing its visa-free entry scheme as part of a shift toward higher-quality tourism. The Ministry of Tourism and Sports, in coordination with the Ministry of Foreign Affairs, is studying potential adjustments to the current policy, which allows travellers from over 90 countries to stay up to 60 days. Data shows around 90% of visitors stay less than 30 days, suggesting the current duration may be excessive. Authorities are considering shortening the stay, while long-stay travellers can use alternatives such as the Destination Thailand Visa (DTV). The review also addresses misuse, including illegal work, and aligns with plans to introduce a tourism fee, supporting infrastructure upgrades, visitor safety, and sustainable tourism development nationwide.



***For more information***

### TOURISM TOPS OVER SONGKRAN TAT PREDICTS WINDFALL OF B30.35BN, UP 6%



Thailand's tourism sector is projected to generate over THB 30.35 billion during the 2026 Songkran holiday, marking a 6% year-on-year increase. The Tourism Authority of Thailand estimates around 500,000 international visitors will contribute THB 8.1 billion, up 2%, while domestic travel is expected to reach 5.96 million trips, generating THB 22.25 billion, an 8% rise. Strong festive sentiment and nationwide celebrations have supported higher travel demand and spending. The surge has also helped distribute income across local economies, reinforcing Thailand's positioning as a leading global festival destination driven by its cultural appeal and diverse tourism offerings, with continued momentum expected to support broader tourism recovery trends.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 12 APR 2026



**Number of tourists**  
(1JAN - 12 APR 2026)

**10,363,660 people**

-2.65% (YOY)

### Top 5 number of tourists

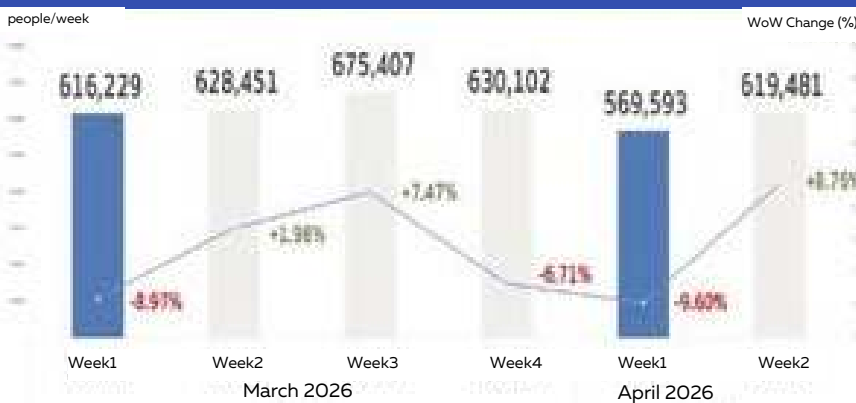
Rank	Country	Number of Tourists
1	China	1,659,777
2	Malaysia	1,093,736
3	Russia	792,629
4	India	712,913
5	South Korea	439,277

### IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Increase in tourist arrivals during the Songkran festival period
- (+) Improved travel confidence driven by enhanced safety measures
- (+) Government stimulus initiatives and ease of traveling policies

(\*) Ongoing Middle East tensions impacting regional travel demand, particularly affecting tourists from the Middle East and Europe transiting through the region, leading to delays or cancellations

### Number of International Tourists: Weeks 1- 4 March to Week 2 of April 2026



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

1	China	106,504	Stable	+25.39%
2	Malaysia	90,524	Stable	+61.68%
3	India	53,308	Stable	+16.93%
4	Russia	36,701	Stable	-11.57%
5	USA	24,693	Up from 8	+19.26%

\*Week 2 (this week) covers the period 6-12 April 2026

Source : Economics Tourism and Sports Division Information as of 14 Apr, 2026

[For more information](#)

- Thailand's tourism improved in the past week, driven by strong Songkran travel demand, particularly from short-haul markets.
- Total international arrivals for the week reached 619,481 visitors, up 8.76% week-on-week (+49,888).
- Average daily arrivals were 88,498 visitors.

### Key trends:

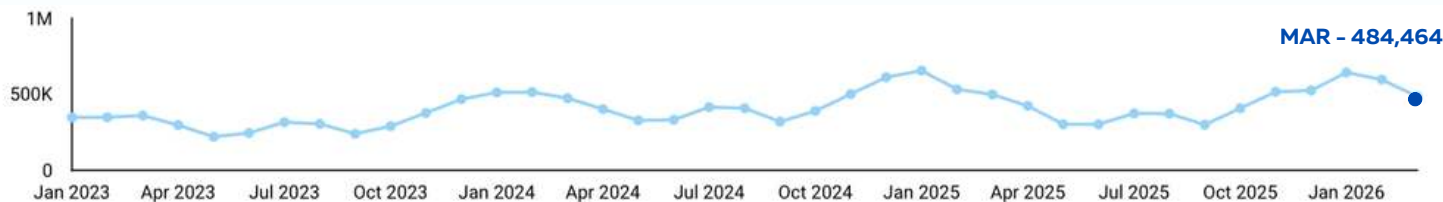
- Strong rebound in short-haul markets, especially China and Malaysia
- Songkran festival significantly boosted travel demand
- Russia showed a slight decline, while other key markets recorded growth

### Outlook:

- Continued momentum expected from festival-driven travel demand
- Support from government stimulus and ease of traveling measures
- Ongoing risks from Middle East tensions impacting long-haul travel demand

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

## JAN 2023 – MAR 2026



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

## Top 10 by Nationality

### MAR 2025

	Continent	Nationality	Number
1.	Europe	Russia	145.3K
2.	Asia	India	50K
3.	Asia	China	30.1K
4.	Europe	Germany	27.2K
5.	Europe	United Kingdom	26.5K
6.	Asia	Kazakhstan	19.8K
7.	Oceania	Australia	19.8K
8.	Europe	France	12.8K
9.	America	United States	12.7K
10.	Asia	Malaysia	11.3K

### MAR 2026

	Continent	Nationality	Number
1.	Europe	Russia	130.1K
2.	Asia	India	53.5K
3.	Asia	China	45.9K
4.	Europe	United Kingdom	25.3K
5.	Europe	Germany	23.4K
6.	Oceania	Australia	20.6K
7.	Asia	Kazakhstan	19.8K
8.	Europe	France	14.9K
9.	Asia	Malaysia	14.1K
10.	America	United States	11.8K

## Top 10 Countries by Flight Origin

### MAR 2025

Country	Number
1. Russia	112.8K
2. United Arab Emirates	50.3K
3. India	48.1K
4. China	45.6K
5. Singapore	44.9K
6. Malaysia	33.1K
7. Qatar	26.9K
8. Kazakhstan	20.7K
9. Hong Kong	17.4K
10. Unknown	15.1K

### MAR 2026

Country	Number
1. Russia	96K
2. India	58.7K
3. China	57.1K
4. Malaysia	40.1K
5. Singapore	39.9K
6. Unknown	36.6K
7. United Arab Emirates	18.5K
8. Hong Kong	17.7K
9. South Korea	14.4K
10. Australia	13.4K

Source: Travel Link. Data as of 8 Apr 2026

# PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-MAR 2025



JAN-MAR 2026



## Top 10 by Nationality

JAN-MAR 2025

	Continent	Nationality	Number
1.	Europe	Russia	429.5K
2.	Asia	China	197K
3.	Asia	India	132.7K
4.	Europe	United Kingdom	78K
5.	Europe	Germany	76.5K
6.	Asia	Kazakhstan	66.2K
7.	Europe	France	65.6K
8.	Oceania	Australia	61.5K
9.	Asia	Malaysia	36.2K
10.	America	United States	36K

JAN-MAR 2026

	Continent	Nationality	Number
1.	Europe	Russia	416.7K
2.	Asia	China	209.8K
3.	Asia	India	155K
4.	Europe	United Kingdom	83K
5.	Europe	Germany	75.7K
6.	Europe	France	69.6K
7.	Asia	Kazakhstan	64.1K
8.	Oceania	Australia	59.4K
9.	Asia	Korea	45.5K
10.	Europe	Sweden	41.2K

## Top 10 Countries by Flight Origin

JAN-MAR 2025

	Country	Number
1.	Russia	322.2K
2.	China	237K
3.	United Arab Emirates	159.2K
4.	India	142.6K
5.	Singapore	142.5K
6.	Malaysia	109.9K
7.	Qatar	91.9K
8.	Kazakhstan	65.9K
9.	Hong Kong	60.5K
10.	Unknown	59.1K

JAN-MAR 2026

	Country	Number
1.	Russia	310.1K
2.	China	239.7K
3.	India	173.7K
4.	United Arab Emirates	150K
5.	Malaysia	117K
6.	Singapore	112.3K
7.	Qatar	68.8K
8.	Unknown	66.7K
9.	Hong Kong	60.1K
10.	South Korea	52.2K

Note: Data is missing for June 23-24, 2024, June 9, and 1 -23 Dec 2025.  
Source: Travel Link. Data as of 8 Apr 2026



Rising tensions between Iran, Israel, and the USA have disrupted global tourism through airspace closures and flight rerouting, increasing costs and reducing travel demand, with tourist arrivals expected to decline by 11–27% in 2026.

Airlines face cancellations, higher operating costs, and weaker connectivity, while global tourism sees fewer international trips, shifting destinations, and broader impacts on related sectors.

Overall, the crisis is raising travel costs and uncertainty, reshaping travel patterns and requiring more cautious planning.

Source: Pocketful

## USEFUL ARTICLES

### ENGLISH

[Minor Hotels partners with Google, Salesforce and Deloitte to build AI-driven guest data platform](#)

[Hospitality Outlook Report 2026](#)

[Travel & Tourism Sees Best Year Ever and Emerges as the World's Fastest Growing Sector, Outpacing the Global Economy in 2025](#)

### THAI

[สงครามตะวันออกกลาง ดุดการท่องเที่ยวไทย รายได้สูญหาย 8 หมื่นล้าน บาท.หด 18% ฟาก ททท.ลดเป้าเหลือ 30-34 ล้านคน](#)

[ผู้ว่าฯ ททท. คาดท่องเที่ยวเทศกาลสงกรานต์ เงินสะพัดกว่า 3 หมื่นลบ.](#)

[การท่องเที่ยวสีเขียว \(Net Zero Tourism\) ทั่วโลกอย่างไรให้รักโลก](#)

## 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

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Wasan Keatkaew

Hotel Manager, MSocial Hotel Phuket

## Destination Marketing Committee

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Dhapat Chotiratnarakool  
Natthawadee Wongpanya  
Roger Gibson

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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

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Resort Manager, V Villas Phuket  
General Manager, Angsana Laguna Phuket  
General Manager, Anantara Mai Khao Phuket Villas  
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General Manager, Ibis Styles Phuket Bangtao

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Patrik Ilstam

Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

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## 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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