

**THIS WEEK'S EVENTS**



**Phuket Hotels Association Signs MOU with Dusit Thani College**

Phuket Hotels Association is proud to announce the signing of a Memorandum of Understanding with Dusit Thani College with a view to greater collaboration and support to benefit the hospitality industry and provide greater opportunities for students. This begins an exciting new chapter for our Association.



**International Women's Day**

Celebrating #internationalwomensday at Courtyard by Marriott Phuket Town with Phuket Has Been Good To Us Foundation.



**10-year anniversary celebration video**

Thank you, William Heinecke, Founder and Chairman of Minor International for years of supporting the Phuket Hotels Association as we celebrate our 10th Anniversary.

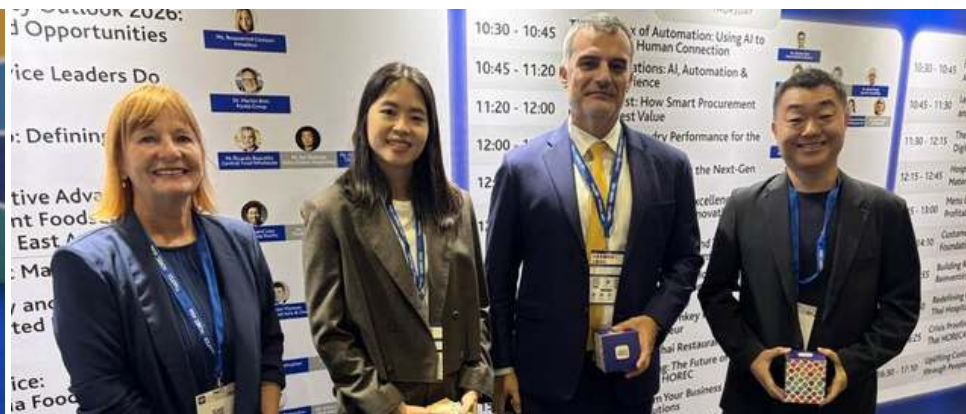
We extend our deepest thanks to Khun Wichit Na Ranong for his unwavering support and vision in helping establish this association.

# THIS WEEK'S EVENTS (CON'T)



### Phuket Renovation Exhibition

The Phuket Hotels Association was delighted to join the Phuket Renovation Exhibition at Central Phuket Floresta, a dynamic three-day event showcasing the latest innovations for the hospitality and construction industries. Organised by PiC Phuket Organizer Co. Ltd. and led by Thanet Triwut, the exhibition featured more than 1,000 products, technologies, and solutions designed to support hotel renovation and development. The event was officially opened by Mr. Suksit Suwanditkul, President of the Thai Hotel Association (Southern Chapter), bringing together industry leaders and suppliers to explore new ideas and opportunities for Phuket's hospitality sector.



**THAIFEX HOREC-ASIA 11-13 March Bangkok Growth and Leadership – Defining Business Strategies for 2026** was a dynamic ACADEMY panel session featuring Nida Wongphanlert, Managing Owner of 137 Pillars Hotels & Resorts; Ricardo Boarotto, CEO of Central Group Wholesale Business Unit Thailand; and Rei Matsuda, Founder and CEO of Koko Global Hospitality. The session was moderated by Jayne MacDougall, Executive Director of the Phuket Hotels Association. THAIFEX welcomed more than 8,000 visitors on its first day, with two more days still to go.

# SAVE THE DATE

**PHUKET HOTELS ASSOCIATION GENERAL MANAGER'S MEETING**

**GUEST SPEAKERS**

**PIMPANGA YOMCHINDA**  
Executive Vice President, Investment Sales, Hotels & Hospitality – Asia

**BILL BARNETT**  
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](#)

**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 619318 | info@phukethotelsassociation.com  
phab.phukethotelsassociation.com

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' NEWS UPDATE

### MARRIOTT INTERNATIONAL PARTNERS WITH AOI TO DEVELOP FUTURE HOSPITALITY LEADERS IN THAILAND

Marriott International has signed a Memorandum of Understanding with the Arthit Ourairat Institution (AOI) to support the development of future hospitality professionals in Thailand. The partnership will provide secondary school students with opportunities for field visits, mentorship, and internships across Marriott's portfolio of more than 67 hotels and resorts nationwide. Sheraton Grande Sukhumvit, a Luxury Collection Hotel in Bangkok, will serve as the pilot property for the programme. With AOI campuses located in Phuket, Bangkok, and Chiang Mai, the collaboration aims to connect education with real-world industry experience and inspire students to explore careers in hospitality.

***For more information***



### TOURISM BRACES FOR IMPACT OF MIDEAST WAR



Thailand's tourism sector may see an increase in foreign arrivals seeking a safe haven amid rising geopolitical tensions, similar to the surge in Russian visitors following the Russia-Ukraine war. According to Yuthasak Supasorn, chairman of the Industrial Estate Authority of Thailand, conflicts such as the current Middle East crisis can disrupt air travel through airspace closures and rising fuel costs, affecting flight schedules and long-haul markets. While arrivals from some Middle Eastern countries may temporarily decline, Thailand's stability and open visa policies continue to attract visitors seeking safety, relocation opportunities, or long-term stays, particularly in destinations such as Phuket, where foreign demand has influenced property markets.

***For more information***

### PHUKET ATTRACTS QUALITY TOURISTS WITH PARIS ROADSHOW

Phuket strengthened its international tourism positioning through the "Phuket Roadshow to Paris 2026", held on February 26 at Pavillon Wagram in central Paris. Led by the Phuket Tourist Association and Phuket Governor Nirun Phongsithithavorn, the event aimed to reinforce Phuket's image as a world-class destination and promote the island as a MICE hub for high-value European travellers. The roadshow brought together key stakeholders including the Phuket Provincial Administration Organisation, TCEB, and the Tourism Authority of Thailand. More than 50 European travel companies joined business discussions, while talks with Air France explored the possibility of direct Paris-Phuket flights to improve connectivity and attract higher-spending visitors.



***For more information***

### THAI TOURISM FACES B40BN REVENUE COLLAPSE



Thailand's tourism sector could lose more than 40 billion baht in revenue if Middle East airspace closures persist for eight weeks, according to the Ministry of Tourism and Sports. The disruption has limited flights from Europe and the Middle East, with Gulf carriers such as Emirates and Etihad operating only partial services. In the worst-case scenario, Thailand could see nearly 596,000 fewer international arrivals, driven largely by declines from European markets. Even under a four-week closure, arrivals could drop by over 334,000, costing 21.5 billion baht. To mitigate the impact, Thailand is expected to focus on strengthening short-haul markets such as Malaysia, India, and South Korea.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 8 MAR 2026



**Number of tourists (1JAN - 8 MAR 2026)**  
**7,240,626 people**  
 -4.35% (YOY)

**Top 5 number of tourists**

Rank	Country	Number of Tourists
1	China	1,185,806
2	Malaysia	685,126
3	Russia	566,259
4	India	468,340
5	South Korea	343,349

### IMPORTANT FACTORS DURING THE PAST WEEK

**Negative factors:**

Travel slowdown due to the situation affecting tourists from the Middle East, Europe, and the United States, particularly on flight routes that pass through the Middle East.

**Positive factors:**

Strengthening safety confidence, implementing travel stimulus measures, and improving ease of traveling.

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



\*Week 1 (this week) covers the period 2-8 March 2026

### Top 5 source markets in Week 1\* of March 2026

1	China	94,132	stable	-22.95%
2	Malaysia	62,280	Up from 3	+25.76%
3	Russia	54,215	Down from 2	-1.06%
4	India	44,211	stable	-6.71%
5	South Korea	26,666	stable	-19.34%

Source : Economics Tourism and Sports Division Information as of Mar 10, 2026

For more information

- External pressures:** The Middle East conflict has affected travel sentiment and flight routes, leading to slower long-haul travel demand from Europe, the Middle East, and the United States.
- Weekly performance:** International arrivals totaled 616,229 for the week (2-8 March 2026), down 8.97% week-on-week, with an average of 88,033 arrivals per day.
- Long-haul impact:** Travel from long-haul markets declined 13% week-on-week, with arrivals from Europe and the Middle East falling 18% compared to typical travel patterns.
- Year-to-date performance:** From 1 January - 8 March 2026, Thailand recorded over 7 million international arrivals, supported by safety confidence initiatives, improved ease of travel policies, visa exemptions, and expanded flight capacity.

# Thai Tourism Trends – International Market (March 2026 Edition)

## Forecast for March 2026

International Tourist Arrivals

**3.1** (+14%)  
million people  
compared to Mar 2025

Key markets such as China and Malaysia are beginning to recover, supported by stronger travel demand following the Ramadan period in Muslim markets.

Note: March 2026 international arrivals are estimated using historical travel patterns and airline seat capacity data from TAT's Marketing Strategy Department.

## TOP 5 Tourist Arrivals

	% Share			% Share	
	Short-Haul	Long-Haul		Short-Haul	Long-Haul
China	573,000	+93%	Russia	224,000	-5%
Malaysia	304,000	+4%	UK	141,000	+33%
India	205,000	+9%	Germany	127,000	+11%
Korea	120,000	-1%	USA	107,000	+7%
Japan	109,000	-0.2%	France	75,000	-1%

Note: % growth compared to March 2025

## Forward Booking – March 2026

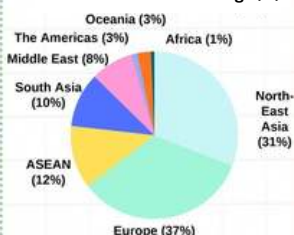
Overall flight forward bookings to Thailand

**+4%**  
compared to Mar 2025

Top 5 Markets with Highest Booking Growth

Vietnam	+28%
Switzerland	+25%
China	+23%
Laos	+23%
UAE	+22%

Share of Forward Bookings (%)



Data Source: Forwardkeys, 6 Feb 2026

## Flight Plan March 2026

8 New International Routes to Thailand

- Short-haul (7 routes)**
- China: 2 routes (Chongqing – Chiang Mai, Huangshan – Bangkok)
- Hong Kong: 1 route (Hong Kong – Bangkok)
- India: 1 route (Delhi – Bangkok)
- Nepal: 1 route (Kathmandu – Bangkok)
- Malaysia: 1 route (Penang – Phuket)
- Vietnam: 1 route (Hanoi – Bangkok)
- Long-haul (1 route)**
- Russia: 1 route (Sochi – Phuket)



Total seats:  
**4.5M**  
(+16% YoY)

Seat Capacity Recovery Recovered to 91%

Note: Recovery percentage compared with Feb 2019 (OAG data as of 2 Feb 2026)

Note: New flight routes in Mar 2026 compared with Feb 2026 (ForwardKeys data as of 31 October 2025).

Prepared by the International Market Analysis Unit, TAT Marketing Strategy Department. Date: 26 February 2026.

# Factors Influencing International Tourist Travel – March 2026

## Supporting Factors

### International Tourism Promotion by TAT and Partners

Ongoing promotion of the Chinese market, including:

- Mega Fam Trip (January)
- Mega Trade Meet in Kunming (March)

Encouraging Chinese tourists to travel after the Chinese New Year holiday period

### China–Thailand Tourism & Cultural Arts Festival 2026

- Expanding tourism promotion toward niche markets, particularly health and wellness travelers

### Major International Events

- MotoGP Thailand Grand Prix (27 Feb – 1 Mar 2026)
  - Attracts global motorsport fans
- ONE Fight Night 41 (14 March 2026)
  - Appeals to combat sports audiences and promotes Thailand's soft power

### Amazing Thailand x Lisa Campaign

- "Where is Lisa?" campaign promoted through BTS Skytrain advertising and online media
- Highlights major landmarks across Bangkok and other destinations
- Strengthens global brand awareness and stimulates travel interest

## Challenging Factors

### Stronger Thai Baht

- The baht has shown a strengthening trend since early 2026
- Driven by rising global gold prices and a weaker US dollar
- May influence travel decisions for price-sensitive tourists

### Extreme Heat and PM2.5 Pollution

- Temperatures exceeding 35°C in several areas, particularly major cities
- PM2.5 pollution in northern Thailand may raise health concerns
- Some travelers may choose alternative destinations

### Competition from Regional Destinations

#### Japan

- Comfortable weather during the cherry blossom season
- Events such as the Miyoshi Nagayoshi Warrior Parade attract international visitors

#### Vietnam

- Promoting Quy Nhon as a destination for European, Asian, Australian, and ASEAN markets.

#### Hong Kong

- Major cultural events such as Hong Kong Arts Festival (27 Feb – 30 Mar 2026) attract international art and culture travelers

Prepared by: International Market Analysis Section, Marketing Strategy Division, TAT  
Date: February 26, 2026

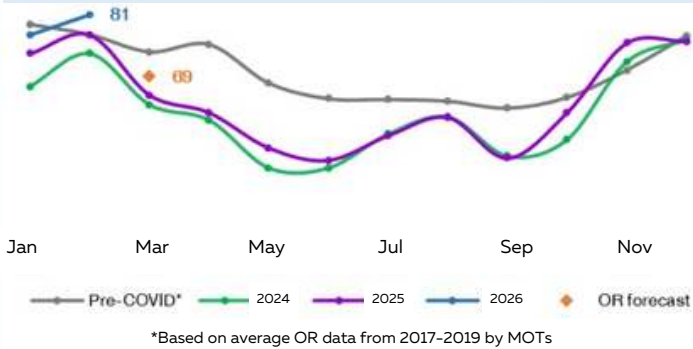
## HOTEL BUSINESS OPERATOR SENTIMENT INDEX FOR FEBRUARY 2026

Survey results from 127 accommodation operators between February 12 – 27, 2026

Hotel occupancy in February 2026 increased year-on-year across most regions, in line with rising international arrivals. However, the stronger Thai baht has begun to impact lower-tier hotels, as some long-haul and short-haul travelers (excluding China) shift toward lower-priced accommodations or delay travel to Thailand.

### Occupancy Rate

Average hotel occupancy reached 81% in February 2026, increasing from the previous month, while March 2026 occupancy is projected at around 69%.

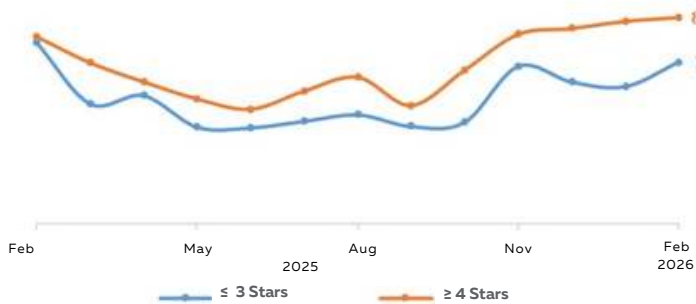


### Impact of a Stronger Thai Baht on the Hotel Sector

- A stronger Thai baht has reduced revenue for over half of hotels, particularly economy and midscale properties (below 3-star) with a high share of international guests.
- Since Q4 2025 through February 2026, currency appreciation has influenced tourist behavior, with travelers choosing lower-priced rooms and reducing spending on hotel services such as restaurants and spas.
- Hotels that rely heavily on Chinese visitors have been less affected compared to those serving other international markets.
- Some 4-star and upscale hotels remain resilient, supported by higher-spending international guests or a strong domestic customer base.

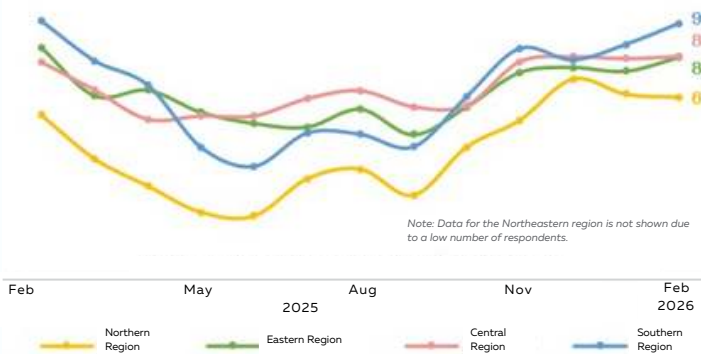
Hotel occupancy in February 2026 increased across all hotel categories compared to the previous month, led primarily by economy and midscale hotels (below 3-star)

### Average occupancy rate by hotel star rating

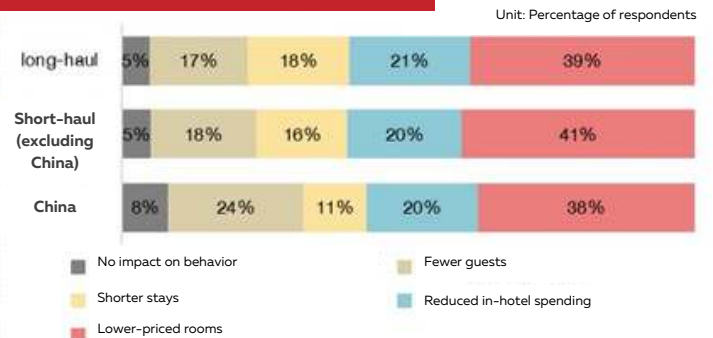


Hotel occupancy in February 2026 increased from the previous month across most regions, particularly in the Southern and Eastern regions

### Average Hotel Occupancy Rate by Region



### Currency Impact on Hotel Revenue



Note: Multiple responses allowed. The top three factors were ranked by importance and calculated using a weighted method.

Source: Hotel Business Confidence Survey by the Thai Hotels Association (THA) in collaboration with the Bank of Thailand.



Asia’s tourism landscape in 2025 remains highly competitive, with a small group of destinations capturing a significant share of international arrivals. Turkey leads the region with 55.0 million visitors, followed by Japan (42.7 million) and Thailand (32.9 million).

Southeast Asia continues to perform strongly, with Malaysia, Vietnam, and Singapore maintaining their positions among the region’s most visited destinations.

The rankings highlight the importance of strong air connectivity, clear tourism positioning, and diversified visitor experiences in attracting global travellers.

Destinations that combine accessibility, infrastructure, and effective tourism strategies continue to strengthen their competitiveness across Asia’s dynamic travel market.

Source: UNWTO

## USEFUL ARTICLES

### ENGLISH

[Thailand redefines health and wellness tourism through “Healing is the New Luxury” experiences](#)

[Healing is the new luxury: How Thailand is luring tourists with gastronomy and wellness](#)

[Bangkok Named the Best City in Asia for 2026 by Readers of DestinAsian Magazine](#)

### THAI

[ภูมิรัฐศาสตร์ไม่หยุดนิ่ง คนไทยหันเอเชีย-ทริปลั้น ดันท่องเที่ยวไทยโต](#)

[อโศกดำ เฝยนักเดินทางชาวไทยรั้งอันดับผู้นำเทรนด์ท่องเที่ยวสายกินในเอเชีย](#)

[สายการบินจ่อปรับค่าตัว หลังน้ำมันพุ่ง ท่องเที่ยวโลกกระทบหนัก ไทยอาจสูญรายได้กว่า 4 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



# CONTACT US

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