

No111/13022026

SAVE THE DATE

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



1 / 2026



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 10th 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
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Premium 4,900.-THB
VIP 5,900.-THB

Prices are NET and inclusive of all food and drinks supplied by member hotels

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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 WEEK EVENTS



Phuket Hotels Association Awards Hospitality Scholarships to Phuket Rajabhat

The Phuket Hotels Association was delighted to join the leadership team at Phuket Rajabhat University to present scholarships to nine students embarking on four-year undergraduate degrees in hospitality studies.

We were honoured to meet the students' families, who shared their thanks to our members and to everyone who supported the fundraising efforts behind this PHAB scholarship programme. Several students spoke about how the scholarships will ease the burden on their families and open doors to opportunities that once felt out of reach.

Moments like these remind us why we do what we do. The future is looking a lot brighter.



PHOODIE Festival 2026 Takes Shape in Phuket

Phuket Hotels Association recently hosted the organising committee for our exciting new gastronomy event, the PHOODIE Festival, coming to Phuket in November 2026.

This is shaping up to be a vibrant new addition to Phuket's food scene, bringing together great flavours, creative chefs, and memorable culinary experiences. Get ready—November is about to get a whole lot tastier.

THIS WEEKS' NEWS UPDATE

PUSH FOR POLICY TO LIFT COMPETITIVENESS

Tourism operators are urging Thailand's next government, led by the Bhumjaithai Party, to prioritise long-term investment over short-term stimulus to strengthen competitiveness against regional rivals such as Vietnam. The Thai Hotels Association said political stability over a full four-year term would allow focus on infrastructure, new attractions in second-tier cities and a cluster tourism strategy. Industry leaders also called for consistent cabinet leadership, stronger safety measures and a tourism war room chaired by the prime minister. The Association of Thai Travel Agents urged continued airport and transport development, enhanced marketing and careful timing of any tourism tax to support sector recovery.

For more information

PUSH FOR DEVELOPMENT OF THAILAND INTO GLOBAL HALAL HUB



Thailand is pushing to position itself as a global halal hub, citing strong growth potential across halal food and tourism. The Thai Muslim Trade Association said Thailand's wide range of halal-certified products and services provides a strong foundation for global competitiveness. Industry leaders called for stronger public-private collaboration and the establishment of a clear national halal industry centre. Halal tourism was highlighted as a key growth driver, with proposals to develop a Global Muslim-Friendly Hospitality Index to certify hotels and tourism operators. The initiative aims to enhance standards, improve traveller confidence, and attract more Muslim visitors, reinforcing Thailand's long-term tourism and export strategy.

For more information

RESTAURANTS FACE A ROUGH 2026

Thailand's restaurant industry continues to face pressure in 2026 as tourism recovery remains uneven, labour shortages persist and operating costs stay elevated. The Restaurant Association said uncertain tourist arrivals and workforce competition from large chains are weighing on smaller operators. Rising fees from food delivery platforms and higher ingredient costs linked to climate variability are adding further strain. The Economic Intelligence Center of Siam Commercial Bank forecasts industry growth of 3.2% this year, driven mainly by price increases rather than traffic growth. Limited-service restaurants are expected to be more resilient, while full-service operators face weaker consumer spending.



For more information

HOTEL SECTOR BRACES FOR CHALLENGING YEAR



Thailand's hotel sector is expected to face a challenging 2026 amid global geopolitical risks, a strong baht and uneven foreign demand, according to Kasikorn Research Center. Nationwide occupancy is forecast to remain flat from 2025 at around 71%, with declines recorded in several provinces due to weaker international arrivals, border tensions and flooding. Key destinations such as Phuket, Bangkok and Chon Buri saw slight year-on-year drops. Knight Frank Thailand said the market remains resilient but increasingly competitive, with performance driven more by rates than occupancy as new supply continues to enter Bangkok and Phuket, particularly in upscale and luxury segments.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1-8 FEB 2026



Number of tourists (1JAN - 8 FEB 2026)
4,185,291 people
 -10.77% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	569,987
2	Malaysia	377,860
3	Russia	340,618
4	India	285,767
5	South Korea	207,357

IMPORTANT FACTORS DURING THE PAST WEEK

- (+) Recovery in travel demand across all tourist market segments
- (+) Improved confidence in safety, supported by travel stimulus measures and ease-of-travel initiatives that enhance convenience for travellers

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



Top 5 source markets in Week 1* of February 2026

1	China	stable	151,988	+30.45%
2	Malaysia	stable	62,745	-20.91%
3	Russia	stable	58,945	+1.30%
4	India	stable	48,396	+1.70%
5	South Korea	stable	33,811	-7.64%

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

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

[For more information](#)

- Key drivers (past week):** Travel demand continued to recover across all market segments, supported by improved safety confidence, government travel stimulus measures, and ease-of-travel initiatives that enhanced overall travel convenience.
- Arrival performance:** From 1 Jan to 8 Feb 2026, Thailand recorded more than 4 million cumulative international arrivals. In the latest week, total foreign arrivals reached 796,978, increasing 4.54% week-on-week, with an average of 113,854 arrivals per day.
- Market mix:** China remained the largest source market, followed by Malaysia, Russia, India and South Korea. China, India and Russia recorded week-on-week growth, while arrivals from Malaysia and South Korea declined.
- Travel patterns:** Short-haul markets showed strong momentum, driven by government stimulus measures and shifts in traveller preferences away from Japan towards Korea and other Asian destinations. Long-haul markets also continued to recover, supported by rising arrivals from Europe and the US.
- Outlook:** International arrivals are expected to increase further next week, supported by long-haul travel promotions, the Trusted Thailand safety initiative, government ease-of-travel measures, visa exemptions, and continued airline capacity expansion.

2026-2028 THAILAND INDUSTRY OUTLOOK - HOTEL SECTOR

Hotels

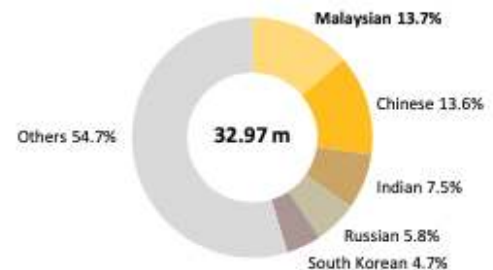
Situation in 2025

- In 2025, foreign tourist arrivals totaled 32.97 million, down -7.2%, due to contractions in major source markets—particularly China, which accounted for 13.6% of total foreign arrivals and declined -33.6% YoY amid recurring safety concerns in Thailand. During the first nine months of the year, Chinese tourists increasingly diverted to Vietnam and Japan, where arrivals rose 43.9% YoY and 42.7%, respectively. Malaysian arrivals (13.7% share) decreased -8.7% in 2025, reflecting economic uncertainty, higher outbound travel costs, and late-year flooding in southern Thailand—especially Hat Yai and Surat Thani, key destinations for Malaysian tourists. In contrast, arrivals from India (7.5% share) increased 12.1%, alongside growth in long-haul markets such as Russian tourists (5.8% share) grew 8.8%, supported by expanded flight capacity. Domestic tourism reached 202.4 million trips in 2025, up 2.7%, partly supported by government stimulus measures, including the ‘We Travel Together’ scheme (4 Jul–31 Oct 2025) and tax deductions under the ‘Tourism Tax Incentives’ scheme (29 Oct–15 Dec 2025).
- During 11M25, the nationwide average occupancy rate remained stable at 71.0%, while room rates declined -3.4% YoY. As a result, revenue per available room (RevPAR) fell to THB 1,292 (-3.2% YoY). For full-year 2025, the occupancy rate is expected to be 71.5%, unchanged from 2024.
- The total hotel building construction permits grew 20.2% YoY to 0.86 million sq.m. over 8M25. Bangkok accounted for 30% of total permitted hotel area and saw a sharp increase of 95.6% YoY, while Phuket—representing 33%—grew 45.2% YoY. The surge in both locations underscores developers’ confidence in major tourism hubs which continue to demonstrate strong potential.

2026-2028 Outlook

- International arrivals are expected to recover gradually, driven mainly by travelers from India and Europe and supported by more direct flights, though overall growth will remain limited by (i) a global economic slowdown and the impact of U.S. tariff increases, which could weigh on travel spending—especially in 2026, (ii) domestic concerns over safety and Thai–Cambodian border tensions, (iii) a weakening value-for-money perception amid high living costs, and (iv) stronger competition from Asian destinations such as Vietnam. As a result, international arrivals are projected at 35.5 million in 2026, 37.5 million in 2027, and 39.0 million in 2028, while domestic trips are expected to average 215–220 million p.a., keeping nationwide occupancy at roughly 72–73%.
- **Hotels in major tourist destinations (Bangkok, Pattaya, and Phuket):** Revenue is expected to grow strongly as average occupancy approaches 75% annually, supported by a steady increase in international arrivals.
- **Hotels in tourist destinations and regional centers:** Revenue is expected to improve gradually in line with the recovery of the domestic tourism market, particularly the rebound in the meetings and events (MICE) segment.
- **Hotels in other provinces:** Revenue is expected to remain stable, with average occupancy rising on the back of continued government support for secondary cities, though still below levels in major tourist destinations.

Figure 1: International Tourist Arrivals (2025)



Source : Ministry of Tourism and Sports (MOTS)

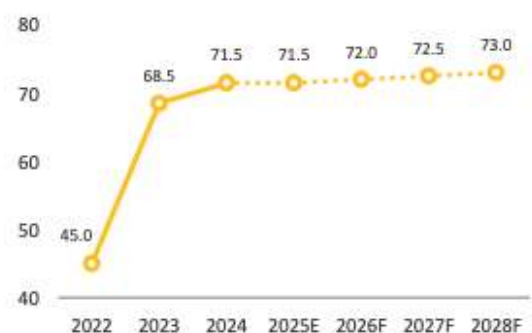
Figure 2: Tourist Numbers in Thailand



	2023	2024	2025	2026F	2027F	2028F
No. of international tourists	152.5	26.3	-7.2	6.6	5.6	4.0
No. of Thai tourists	24.3	5.3	2.7	2.4	2.4	4.7

Sources : MOTS, BOT
Note: Forecast by Krungsri Research

Figure 3: Occupancy Rate (%)



Sources : MOTS, BOT, Forecast by Krungsri Research

Source: Krungsri Research
Reaf full Report [HERE](#)

2026 GLOBAL HOTEL INVESTMENT OUTLOOK

Key themes for 2026

Liquidity turns the corner with 2025 hotel transactions up 22% from 2023 trough

Debt markets for hotels increasingly strong; large loans are back

Hotel sector resilient across cycles; share of global transactions back to long-term average

Cross-border capital increasing, but inter-regional "long-haul" capital flows still lagging

Travel volumes robust and slated for 4.9% additional growth in 2026

RevPAR growth moderating after multi-year above-average trend

Liquidity for large-scale and luxury transactions building, driven by investors' rebounding confidence in sector

Slowing supply means more competition to brand existing assets; a value driver for unencumbered assets



International travel recovers globally but regional variances persist

Globally, international tourist arrivals surpassed pre-pandemic levels in 2025. Middle East/Africa, Europe and Americas exceed pre-pandemic levels while APAC lags.

Europe rebounded to pre-pandemic tourist arrivals in 2024 and saw 3.8% further growth in 2025. Western Europe delivered solid growth with arrivals 5% above pre-pandemic levels, and Southern Europe is 3% higher than 2019.

Middle East/Africa experienced a continued surge in tourism with global tourist arrivals up over 28% compared to pre-pandemic figures in 2025. In 2025, international arrivals to countries in Africa rose 7.8%, while the Middle East saw 3.3% growth.

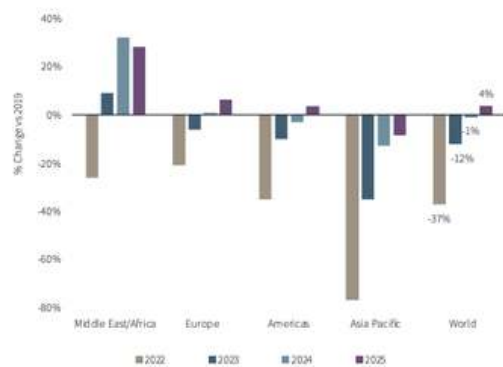
The Americas saw a lesser 1% growth in international arrivals in 2025, with growth impacted by relatively slower international arrivals into the U.S., especially in the second half of the year.

International arrivals in APAC rose by 6.3% in 2025 but still trail 2019 figures by 8.7%. Northeast Asia saw 17% growth in international arrivals in 2025, though volumes remained 12% short of 2019 amounts.

For 2026, we expect to see continued growth in international travel volumes globally, which will bring APAC volumes closer to pre-pandemic averages.

Europe inbound international traveler volumes above pre-pandemic levels while APAC region still lags

International tourist arrivals vs. 2019 by region



Source: JLL Research, UN Tourism

Global air passenger volumes expected to grow 4.9% in 2026

According to IATA's forecast, global passenger traffic is projected to grow 4.9% year-over-year in 2026, reflecting a slight deceleration from 2025 but remaining consistent with long-term historical averages.

This indicates the aviation industry's transition from recovery-driven growth to sustainable expansion.

APAC leads the global growth forecast with a robust 7.3% increase, driven by strong travel patterns in India, China and Vietnam. These markets benefit from growing middle classes, and rising disposable incomes that fuel both domestic and international travel demand. The interconnected nature of Asian

markets creates additional cross-border travel opportunities.

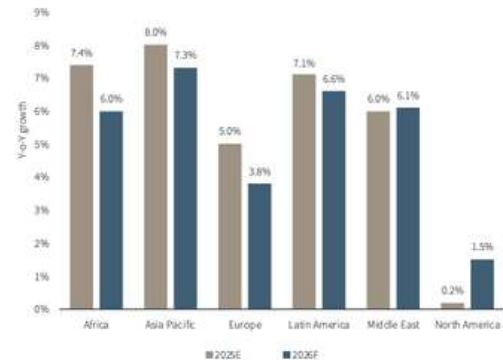
North America will experience more modest 1.5% year-over-year growth, reflecting market maturity and already-high travel penetration rates.

However, this represents improvement from 2025 which saw some impact from economic and policy uncertainty.

These divergent regional patterns highlight aviation's shifting center of gravity toward emerging Asian markets, while developed regions settle into slower but more sustainable growth trajectories.

APAC is anticipated to record the strongest growth in 2026

Passenger traffic annual growth by region



Source: JLL Research, IATA

Source: JLL Research
Reaf full Report [HERE](#)



Thailand featured twice in U.S. News & World Report's Best Beaches in the World for 2026, with Railay Beach ranked 11th and Phuket ranked 13th globally.

Source: U.S. News & World Report and SEA Infographics

USEFUL ARTICLES

ENGLISH

[2026 Travel Industry Outlook](#)

[The Air Travel Trends That Will Shape 2026](#)

[World Tourism Barometer](#)

THAI

[ตรุษจีน'69 ลุ้นท่องเที่ยว 9.5 พันล้านทริป 'ไทย-เกาหลีใต้' ติดท็อปเดสติเนชั่น](#)

[อนาคตท่องเที่ยวไทย ไม่ใช่แค่จำนวน แต่คือคุณภาพและความยั่งยืน](#)

['ททท.' เปิดตัวโปรดักต์ไฮไลต์ 'ท่องเที่ยวไทย' ดันเป้ารายได้รวม '3 ล้านล้านบาท' ปี 2569](#)

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"

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Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Nuthamat Phetsawee	Event Support

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