

No119/10042026



### SONGKRAN WISHES

On Behalf of Phuket Hotels Association, we wish you a Songkran filled with joy, renewal, and special moments. May the year ahead bring you good health, happiness, and continued success.



### 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 AND a very special price for the professional certificate courses- with training available in English language or Thai language.

Interested to attend the GSTC Conference or , the training or to know more?

Details from GSTC [HERE](#)



SAVE THE DATE

The poster features logos for Gyeongbuk, Gyeongju, Pohang, and GCTO. It highlights the PATA 75th Anniversary Summit 2026 (May 11-13) and the PATA Travel Mart 2026 (AUG 18-20). A 15% discount is offered for Phuket Hotels Association members. QR codes and contact information are provided.

PATA will host two key events in 2026

The PATA Annual Summit 2026 will be held on 11–13 May in Gyeongju & Pohang, Korea, focusing on high-level discussions and global industry engagement.

The PATA Travel Mart 2026 (PTM) will take place on 18–20 August in Kuching, Sarawak, Malaysia, featuring a two-day travel mart and one-day conference.

Phuket Hotels Association members receive a 15% discount, valid until 30 April 2026. For more information, please scan the QR code.

For more information [HERE](#)

The poster features the text 'BUILDING FUTURES TOGETHER FOR INFINITY' and 'PHAB ∞'. It promotes the 8th Phuket Hotels Association Benefit Gala Dinner on May 16, 2026, at Courtyard by Marriott. It includes details about ticket options, a QR code to register, and contact information for the association.

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 for tickets [HERE](#)

## THIS WEEKS' NEWS UPDATE

### HOTELIERS CALL FOR MORE DIRECT FLIGHTS

The Thai Hotels Association's Southern Chapter has called for more direct flights from Europe to Phuket to stabilise tourism amid disruptions linked to the Middle East conflict. Aviation disruptions in early March led to flight suspensions, affecting travel plans and reducing European arrivals by 4% between March 16–29. The reliance on Middle East transit routes, accounting for 25–30% of flights, intensified the impact.

Despite this, Asian markets—particularly China—remained strong, helping overall hotel occupancy stay stable. However, supply growth of 10–15% continues to outpace demand. Increasing direct European routes is seen as critical to improving accessibility, supporting longer-stay markets, and ensuring more resilient tourism performance during uncertain periods. ***For more information***

### TOURISTS 'MUST BE INSURED' BEFORE ENTERING



Thailand is moving toward mandatory travel insurance for international visitors to reduce unpaid medical costs and accident risks. Hospitals in key destinations like Phuket face growing financial pressure, with Vachira Phuket Hospital alone absorbing around 10 million baht annually in unpaid treatment. Road accidents, particularly involving inexperienced motorcycle use, remain a major cause of tourist injuries. Nationwide, unpaid medical bills from foreign patients exceed 100 million baht each year. Despite low-cost insurance options, coverage uptake is inconsistent. Authorities are exploring linking insurance to entry requirements, aiming to protect public healthcare, improve tourist safety, and support a shift toward more sustainable tourism.

***For more information***

### FIRMS EYE POST-SONGKRAN FLIGHT CUTS

Thailand's aviation sector is expected to adjust operations after Songkran as rising fuel costs and weaker travel demand impact flight activity. The Civil Aviation Authority of Thailand (CAAT) noted that higher jet fuel prices, driven by the Middle East conflict, are pressuring airlines, with early signs of international carriers reducing flight frequencies.

While domestic flights continue as normal, airlines have managed pricing through dynamic strategies, allowing early bookings to secure reasonable fares. Ahead of Songkran, authorities coordinated fare reductions of 15–30% across key routes, adding capacity to meet strong demand. However, post-holiday, airlines are likely to scale back operations in line with off-season demand and cost pressures.



***For more information***

### MIDDLE EAST WAR HITS THAI HOTELS AS Q2 BOOKINGS SLUMP; THA URGES GOVERNMENT ACTION TO STEADY TOURISM



The Thai Hotels Association (THA) has raised concerns over weaker Q2 2026 forward bookings, citing rising airfares and uncertainty linked to the Middle East conflict. While Q1 met expectations, bookings for Q2 are below last year, with markets adopting a cautious "wait-and-see" approach for the rest of the year. Regional impacts vary, with the North facing the sharpest decline due to haze, reduced Israeli arrivals, and weaker Songkran demand, while the South is affected by higher airfares. THA recommends shifting focus to resilient markets such as China and India, while implementing flexible pricing and targeting MICE demand. It also proposed policy support, including delaying tourist fees, boosting domestic travel, and improving air connectivity.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 5 APR 2026



**Number of tourists (1JAN - 5 APR 2026)**  
**9,744,179 people**  
 -2.50% (YOY)

**Top 5 number of tourists**

Rank	Country	People
1	China	1,553,273
2	Malaysia	1,003,112
3	Russia	755,928
4	India	659,605
5	South Korea	423,323

### IMPORTANT FACTORS DURING THE PAST WEEK

(+) **Strengthening safety confidence, implementation of travel stimulus measures, and improved ease of traveling**

(-) **Impact on traveler confidence due to reports of fuel shortages**  
 (-) **Ongoing conflict in the Middle East, directly affecting travelers from the region and European travelers transiting through the Middle East, leading to trip cancellations or delays**

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



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

Rank	Country	People	Change
1	China	84,940	Up from 2, ▼-6.23%
2	Malaysia	55,989	Down from 1, ▼-39.59%
3	India	45,589	Stable, ▼-4.38%
4	Russia	41,504	Stable, ▼-9.67%
5	UK	30,620	Stable, ▲+3.16%

\*Week 1 (this week) covers the period 30 March to 5 April 2026

Source : Economics Tourism and Sports Division Information as of 7 Apr, 2026

[For more information](#)

- Thailand's tourism slowed in the past week, with total international arrivals reaching 569,593 visitors, down 9.6% week-on-week (~60,509 fewer tourists).
- Average daily arrivals stood at 81,370 visitors.

#### Key trends:

- Short-haul markets, particularly Malaysia, declined due to concerns over fuel shortage reports affecting travel confidence
- Some travelers cancelled or postponed trips following news on aviation fuel availability
- Ongoing Middle East conflict impacted travelers from the region and European transit passengers

#### Outlook:

- Tourism expected to improve driven by:
  - Songkran holiday travel demand
  - China market stimulus measures
  - "Trusted Thailand" safety campaigns
  - Easier travel policies (Ease of traveling), including visa facilitation
  - Increased flight frequencies

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

## Forecast for April 2026

### International Tourist Arrivals

**2.6** million people (+3%) compared to Apr 2025

“Short-haul markets show positive signals, while long-haul markets are impacted by uncertainty from travel disruptions via Gulf hubs.”



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

## TOP 5 Tourist Arrivals

	% Grand Total Share			% Grand Total Share	
Short-Haul	72%	28%	Long-Haul		
China	465,000	+47%	Russia	156,000	+0.4%
Malaysia	398,000	+10%	UK	93,000	-16%
India	227,000	+9%	U.S.A.	84,000	+4%
Korea	93,000	+10%	Germany	69,000	-17%
Taiwan	80,000	+15%	France	47,000	-30%

Note: % growth compared to April 2025

## Forward Booking – April 2026

### Overall flight forward bookings to Thailand

**+2%**

compared to April 2025

### Top 5 Markets with Highest Booking Growth

Kazakhstan	+71%
Myanmar	+45%
UAE	+18%
Israel	+16%
Australia	+14%

### Share of Forward Bookings (%)



Data Source: Forwardkeys, 20 Mar 2026

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

## Flight Plan April 2026

### 18 New International Routes to Thailand

#### Short-haul Routes

- China: 4 routes
- Chinese Taipei: 3 routes
- Vietnam: 3 routes
- India: 2 routes
- Bhutan: 1 route
- Hong Kong: 1 route
- Republic of Korea: 1 route
- Myanmar: 1 route
- Sri Lanka: 1 route

#### Long-haul Routes

- Italy: 1 route

### Total seats:

**4M**

(+1% YoY)

Seat Capacity Recovery Recovered to 90%

Note: Recovery percentage compared with Apr 2019 (OAG data as of 20 Mar 2026)

Note: New flight routes in April 2026 compared with 2025 (ForwardKeys data as of 20 Mar 2026)

# Factors Influencing International Tourist Travel – April 2026

## Supporting Factors

### “Double Festival Magnet: Easter + Songkran”

#### Double Impact

- European and American tourists tend to extend stays, combining two festivals
- Easter (3–17 Apr 2026) overlaps with Songkran (12–16 Apr 2026)
- Longer length of stay drives higher spending per trip

#### Songkran 2026

- Expected return of core tourist markets: China (+47%), Malaysia (+10%), Taiwan (+15%)
- Songkran events expected to attract tourists from across Asia

#### Crisis Management

- TAT preparing flexible airline subsidy adjustments
- Seat block releases for 75–80% of capacity to support airline networks and stimulate inbound travel
- Implemented under the Thailand Summer Blast campaign

### “Triple Event-Driven Tourism”

#### 3 World-Class Events Simultaneously, Drawing Tourists from 50+ Countries

#### Short-Haul for Substitution

- Primary target markets: China, Japan, South Korea, Singapore, Malaysia
- Direct routes to Thailand, bypassing Middle East hubs

#### Demand Buffer

- This tourist segment plans ahead, books tickets months in advance, and has high spending intent

## Challenging Factors

### Energy Crisis

- Hormuz Strait closure → global oil supply down over 20% (approx. THB 21 million/day impact)

#### Supply-Side Impact (Airlines)

- Cost Shooting & Oil Shortage: Rising jet fuel prices and fuel supply risk increase airline operating costs, undermining confidence in flight scheduling and fuel reserve planning
- Route Rationalization & Capacity Loss: Airlines forced to cancel high-fuel-cost routes – e.g., Cebu Pacific suspending Taipei–Bangkok from 13 April – 23 October 2026, potentially resulting in permanent seat capacity loss

#### Demand-Side Impact (Tourists)

- Pre-booked travelers who already have reservations face uncertainty due to flight cancellations, reducing travel confidence
- Short-haul market decision-making disrupted – rising airfares (with last-minute booking surcharges up to 7 days prior) may cause tourists to delay or cancel trips

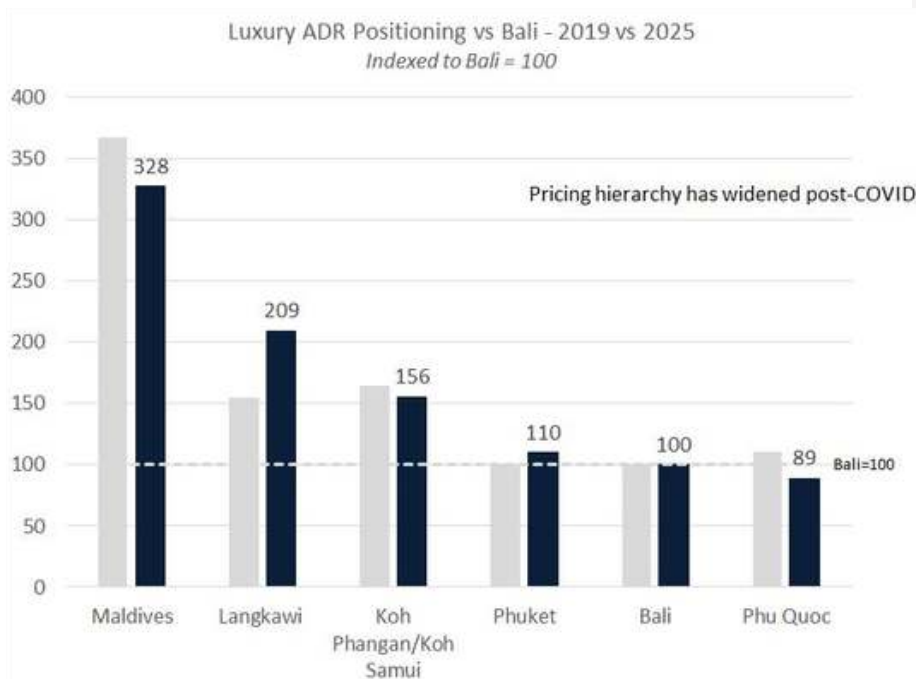
### Stronger Thai Baht

Compared to competitor currencies, Thai Baht has strengthened:

- JPY: 2.76 baht/yen
- KRW: 1.8 baht/won
- TWD: 0.85 baht/dollar

Chinese tourists may find Japan or South Korea more cost-competitive than Thailand

Prepared by: International Market Analysis Section, Marketing Strategy Division, TAT – 26 March 2026



Luxury ADR positioning across resort markets highlights a clear pricing hierarchy, with Bali used as the benchmark (100). In 2025, Maldives leads at 328, followed by Langkawi (209), Koh Samui/Phangan (156), Phuket (110), and Phu Quoc (89).

The data shows Bali is no longer a pricing leader, operating at a discount to premium markets. Smaller destinations like Langkawi and Koh Samui outperform despite lower visibility, while Phuket has quietly moved ahead through improved pricing discipline.

Source: PT Hotel Investment Advisory based on an analysis of CoStar data

## USEFUL ARTICLES

### ENGLISH

[Hotel Industry Statistics 2026: Key Data & Trends](#)

[Hospitality Outlook Report 2026](#)

[Tourism Surprise: Phu Quoc in Vietnam Outpaces Bali and Phuket in Hotel Occupancy Race](#)

### THAI

[ท่องเที่ยวสะสมแตะ 9.7 ล้านคนสร้างรายได้ 4.7 แสนล้าน ลุ้นสงกรานต์กระตุ้นยอด](#)

[สงครามป่วน 'โรงแรมไทย' ยอดจอง Q2 ชัมจัด! 'THA' ชงรัฐ 8 ข้อเสนอฟื้น 'ท่องเที่ยว' ฝ่าวิกฤติ](#)

['สงคราม' ทุบมุด 'เที่ยวสงกรานต์' พิช 'น้ำมันแพง-ขาดแคลน' จุดเชื่อมั่นคนไทย ไม่กล้าเดินทาง](#)

## 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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## Destination Marketing Committee

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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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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, Ayara Kamala Resort & Spa, 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, Thanayapura 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

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