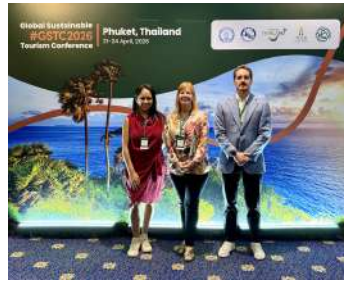


THIS WEEK EVENT



Global Sustainable Tourism Council - GSTC 2026 in Phuket - Highlights

The Global Sustainable Tourism Council Conference took place in Phuket Town on 22–23 April 2026, highlighting the shift from discussion to action, with industry-led case studies and practical solutions shaping the future of sustainable tourism. It was wonderful to see so many of you join this incredible event and to have such a world-class sustainability gathering right on our doorstep! For the Phuket Hotels Association, it was a true honour to be recognised and invited to speak on the main stage, showcasing the important work being done across our hotel community and reinforcing Phuket’s leadership in sustainable hospitality.

REGISTER NOW

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 award-winning mixologists
- All-inclusive with your ticket

+66 (0)76 619518 | info@phukethotelsassociation.com
phab.phukethotelsassociation.com

TICKET OPTIONS

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

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

REGISTER HERE

PHUKET HOTELS ASSOCIATION

COURTYARD
Phuket Town

DATE & TIME CONCEPT

PHAB ∞ Infinity- Only 3 weeks to go !

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 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.

THIS WEEK EVENTS



Official Opening of the GSTC Conference in Phuket

Phuket Hotels Association was pleased to participate in this great occasion and congratulate the organizers! This was truly a world class event from start to finish !



GSTC Session on Sustainable Hospitality

As part of the Global Sustainable Tourism Council Conference, the Phuket Hotels Association was hosted in a closed-door pre-event for members on the topic of GSTC certification. We heard from GMs Timothy Lee of Rosewood Phuket and Patrik of Eden Beach Resort, who shared practical lessons from hotels that have completed certification—a very useful session for all.



Post Event Summary

Phuket Hotels Association members and friends organised Phuket Green Day on 22nd April 2026 to celebrate World Earth Day. Island-wide cleaning activities were conducted with the following results.

- 14 locations were cleaned
- Over 871 hotel staff and community members participated in cleaning activities.
- A total of 203 bags of garbage were collected, resulting in the removal of one tonne of waste from breaches and areas where garbage can enter the sea around our beautiful island.
- Thank you to all who supported these activities and **HAPPY EARTH DAY- Earth Day is Every Day!**



Phuket Green Day

Phuket Hotels Association member hotels and resorts conducted multiple clean-up activities on Wednesday for our “Phuket Green Day” to coincide with Earth Day
 Thanks to all who organised, participated and supported this initiative! Full photos [HERE](#)

THIS WEEKS' NEWS UPDATE

THAI HOTELS BRACE FOR SOFTER Q2 AS MIDDLE EAST CONFLICT HITS TRAVEL

The March 2026 Hotel Business Operator Sentiment Index by the Thai Hotels Association and Bank of Thailand indicates a weaker outlook for Thailand's hotel sector in Q2 2026, largely due to the Middle East conflict. Nearly 50% of operators expect ADR declines, while April occupancy is projected at around 60%, below last year. Domestic demand is also softening, with over half anticipating fewer Thai guests. Although March occupancy averaged 69%, supported by foreign arrivals, long-haul markets are slowing due to higher travel costs and reduced flights. Overall, the sector faces short-term pressure, with recovery dependent on stimulus measures, improved travel conditions, and stronger regional demand recovery.

For more information



THAI AIRWAYS CUTS 46 FLIGHTS IN MAY AMID MOUNTING OIL PRICE PRESSURE



Thai Airways International will cancel or reduce 46 domestic and international flights in May 2026 due to rising oil costs linked to Middle East tensions and weaker low-season demand. Domestic routes such as Udon Thani, Ubon Ratchathani, and Khon Kaen will see full or partial suspensions. International services across Asia and Europe—including India, China, Japan, South Korea, and key European cities—will face cancellations or reduced frequencies. The airline has arranged alternatives for affected passengers and agents. Additionally, the planned Changsha route launch has been postponed to June, reflecting broader operational adjustments to manage costs and demand volatility.

For more information

OIL SHOCK FROM WAR HITS TOURISM AS ATTA WARNS CHINA FLIGHTS TO THAILAND MAY FALL 30%

Rising oil prices driven by the Middle East conflict are increasing airline costs and disrupting Thailand's tourism recovery. Association of Thai Travel Agents (ATTA) warns that flights from China to Thailand could drop by up to 30% as Chinese carriers scale back services under higher fuel costs. This directly impacts Thailand, which depends heavily on the Chinese market. Charter operators face growing uncertainty, limiting forward planning to short-term horizons. Expected demand growth during China's Labour Day holiday has not materialised, while travel behaviour is shifting toward independent travellers. If instability continues, broader regional travel demand, including ASEAN self-drive trips, may also weaken.



For more information

THAILAND CONSIDERS ENDING 60-DAY VISA-FREE STAY, EYES HIGHER-QUALITY TOURISTS

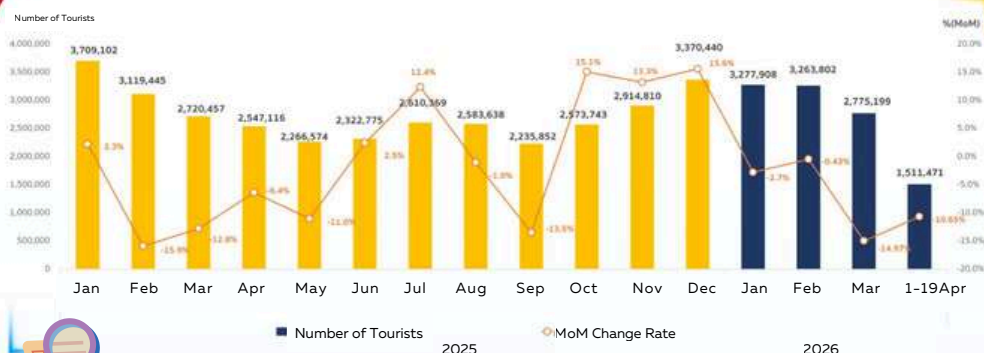


Ministry of Tourism and Sports is reviewing the 60-day visa-free entry scheme, with plans to shift toward attracting higher-quality, long-stay tourists. Tourism and Sports Minister Surasak Phanchaoenworakul stated that the policy is being assessed after its trial period, following concerns over "undesirable" visitors and the need for improved screening. The ministry will base its proposal on cross-sector data before submitting it to the Cabinet. At the same time, Thailand is advancing its sustainable tourism agenda through global partnerships, aiming to reposition the country as a high-value, long-stay destination focused on quality, safety, and stronger economic contribution.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 19 APR 2026



Number of tourists
(1JAN - 19 APR 2026)

10,828,380 people

-3.34% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	1,734,423
2	Malaysia	1,154,486
3	Russia	823,352
4	India	759,397
5	South Korea	450,231

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Strengthening traveler confidence through enhanced safety measures, travel stimulus initiatives, and improved ease of travel

(*) Ongoing conflict in the Middle East continues to directly impact tourism, particularly affecting travelers from the region and Europe, with disruptions to travel plans and reduced mobility

Number of International Tourists: Weeks 1- 4 March to Week 3 of April 2026



*Week 3 (this week) covers the period 13-19 April 2026

Source : Economics Tourism and Sports Division

Information as of 21 Apr, 2026

Top 5 source markets in Week 3* of April 2026

Rank	Country	Number of Tourists	Change (%)
1	China	74,646	-29.92%
2	Malaysia	60,850	-32.78%
3	India	46,484	-12.80%
4	Russia	30,723	-16.29%
5	France	18,493	-8.40%

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

LET'S TALK



Global Tourism 2026 & Beyond

'Leading Tourism into Balance'

Key Takeaways from ITB Berlin Convention 2026

Global Tourism Directions Amid Challenges

In 2025, international tourist arrivals reached

1.5 billion

Expected to reach

2 billion

by 2030

OVERTOURISM

Not about volume, but too little management

Caused by **POLYCRISIS**

- Climate change
- Geopolitical instability
- AI
- Social instability

CRISIS PLAYBOOK

A practical guide to help the tourism industry respond to crises and build resilience.

AI: Building the Foundation for the Future of Tourism

Enhances visibility across the entire journey.

Enables hyper-personalization (Segment of One)

Empowers direct bookings for accommodations and attractions.

Builds trust ("Trust")

Managing Over tourism through New Market Segments

Nature Tourism

Gen Z travelers seek meaningful and responsible travel experiences.

Workation

Combines work and travel, embracing off-season opportunities.

High-Value Potential

Global tourism spending is expected to grow 8.1% in 2026.

MICE

ITB's core business segment worth **1.6 billion USD** for Berlin

The cruise market continues strong growth.

CRUISE

In 2024, international cruise passenger spending reached **29 billion USD**

LONGEVITY STAYS

43 billion USD

The fastest-growing segment, projected to be worth 1 in 6 global trips by 2050.



Southeast Asia’s hospitality sector continues to expand, with Indonesia leading in certified five-star hotels at around 380 properties, driven by strong demand in destinations such as Bali and Jakarta. Vietnam follows with 247 hotels, supported by rapid tourism growth in Hanoi and Ho Chi Minh City, while Thailand ranks third with approximately 110 properties, maintaining its position as a global tourism hub.

Malaysia holds fourth place with about 90 hotels, supported by key urban centers such as Kuala Lumpur. The Philippines (around 48 hotels) and Singapore (around 35 hotels) demonstrate strong high-end offerings despite smaller geographic footprints, with Singapore standing out for its concentration of luxury properties.

Emerging markets such as Cambodia, Myanmar, Laos, and Brunei remain more limited in supply but are gradually developing as international tourism demand continues to grow.

SOURCE: SEASIA

USEFUL ARTICLES

ENGLISH

[Thai Hotel Association Signals Low Season Pricing Strain](#)

[Asia-Pacific Strategic Outlook 2026](#)

[Thailand uses GSTC 2026 to press value-led tourism shift](#)

THAI

[เปิดตาราง บินไทย ยกเลิกไฟลต์ ในประเทศ-ระหว่างประเทศ พ.ค.69 ปรับรับต้นทุนน้ำมันสูง](#)

[Benchmark ปรึบลดเป้าหมายราคาหุ้น Booking Holdings จากแนวโน้มการท่องเที่ยว โดย Investing.com](#)

[สมว. ท่องเที่ยวเตรียมทบทวนวีซ่า 60 วัน คุมเข้มคัดกรองต่างชาติ](#)

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

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Sumi Soorian
Boon Yongsakul
Sears Jivavisitnont
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Sukhchaensingh (Sam) Sethi
David Johnson
Michael Massey

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Kanokwan Homcha-aim

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General Manager, Pullman Phuket Panwa Beach Resort
Anona Beachfront Phuket Resort
Cluster Sustainability Manager, Anantara

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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

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(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, 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

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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