

**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 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**

**PHUKET HOTELS ASSOCIATION**

**COURTYARD**  
Phuket Town

**CREATIVE CONCEPT**

**PHAB ∞ Infinity- Only 2 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∞**

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.

## THIS WEEK EVENTS



### PHAB Food Sponsors meeting

Only TWO weeks to go until the live PHAB Infinity ∞ event at Courtyard by Marriott Phuket Town ✨ Behind this incredible evening is an amazing team of chefs, mixologists, hoteliers, sponsors, and event organisers from hotels and local businesses across Phuket – all coming together to create the magic.

From outstanding food and beverage experiences to unforgettable entertainment and exciting live auctions, this annual extravaganza is truly a night not to be missed.



### Sustainable and Wellness Tourism event

Phuket Hotels Association joined the Sustainable Wellness and Tourism Expert Consultation at Courtyard by Marriott Phuket Town. This event was organised by The World Bank Group and was a fascinating session



### POST-CONFERENCE GSTC MEETING

Following the energy and momentum of the GSTC Conference Phuket 2026, Bjorn Courage, President of the Phuket Hotels Association, and Jayne MacDougall, Executive Director, sat down with Randy Durband, Chief Executive Officer of the Global Sustainable Tourism Council, for a forward-looking discussion on the future of sustainability in Phuket and beyond.

**THIS WEEKS' NEWS UPDATE**

**TOURISM MINISTER TO CHARGE B1,000 DEPARTURE LEVY**

Thailand's Tourism and Sports Minister, Surasak Phanchaoenworakul, plans to introduce a 1,000-baht departure levy on outbound Thai travelers to support domestic tourism. The measure is backed by the existing Emergency Decree on Departure Levy BE 2526 (1983), which remains legally valid and allows charges of up to 5,000 baht per trip. Previously set at 500 baht, the fee was later revoked but may soon return pending cabinet approval. With around 10 million outbound Thai travelers annually, the levy could generate up to 10 billion baht per year, funding subsidies for domestic travel through a co-payment scheme. Officials believe it will not significantly impact outbound travel demand, as airfare and exchange rates remain the primary factors influencing travel decisions.

***For more information***



**CHINESE TRAVELLERS FLOCK TO CENTRAL ASIA AS FLIGHT BOOKINGS SOAR 120% ON PRE-COVID LEVELS**



Central Asia is rapidly emerging as a key destination for Chinese travellers, driven by strong air traffic growth, expanded flight connectivity, and deepening economic ties under China's Belt and Road Initiative. Passenger traffic to the region rose 59.3% in 2025, with airline frequencies already exceeding pre-pandemic levels by 120%. Unlike traditional markets, demand is supported not only by tourism but also by business, trade, education, and VFR travel, creating more stable flows. Countries such as Uzbekistan and Kazakhstan are gaining appeal due to affordability and visa access. As airlines launch new routes, the region is positioning itself as a competitive alternative to traditional destinations.

***For more information***

**THAILAND TO REVERT VISA-FREE LIST TO 57 COUNTRIES, SCRAP 60-DAY SCHEME FOR 93 NATIONS**

Thailand is set to tighten its visa policy by reverting to a 57-country visa-free list, replacing the broader 60-day exemption granted to 93 countries in 2024. The proposed rollback, led by Tourism and Sports Minister Surasak Phanchaoenworakul, aims to strengthen visitor screening and address misuse of long-stay privileges for non-tourism purposes. The shift aligns with a broader strategy to reposition Thailand toward high-value, sustainable tourism rather than volume-driven growth. Authorities note that most tourists stay under 30 days, with longer visits better suited to existing visa categories. The proposal, coordinated with the Foreign Ministry, is expected to be submitted to the Cabinet for approval.



***For more information***

**CENTRAL PATTANA, CHINA MOBILE INTERNATIONAL LAUNCH SMART TOURISM PUSH FOR CHINESE VISITORS**



Central Pattana has partnered with China Mobile International and JegoTrip to introduce digital travel privileges for Chinese tourists across 14 shopping centres in Thailand. The initiative targets digitally connected travellers by integrating trip planning with retail, dining, and lifestyle experiences through JegoTrip, a travel super-app linked to China Mobile's extensive user base of over 1 billion subscribers. The campaign aims to strengthen Thailand's tourism recovery by capturing high-value Chinese FIT travellers, who increasingly seek seamless, tech-enabled journeys. Central Pattana expects the collaboration to drive higher footfall and spending, particularly in key tourist destinations, supporting a shift toward more sustainable, quality-driven tourism growth.

***For more information***

# THAILAND TOURISM MARKET UPDATE

## Number of tourists 1 JAN - 26 APR 2026



**Number of tourists**  
(1 JAN - 26 APR 2026)

**11,364,781 people**

**-3.40% (YOY)**

### Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	1,836,916
2	Malaysia	1,228,057
3	Russia	849,367
4	India	805,208
5	South Korea	465,702

### IMPORTANT FACTORS DURING THE PAST WEEK

(+) Recovery in travel among short-haul tourist markets

(\*) Ongoing tensions in the Middle East directly impacting tourists from the region, as well as European travellers transiting through the Middle East, leading to trip cancellations or delays

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

### Top 5 source markets in Week 4\* of April 2026



1	China	Stable	102,493	+37.31%
2	Malaysia	Stable	73,571	+20.91%
3	India	Stable	45,811	-1.45%
4	Russia	Stable	26,015	-15.32%
5	Taiwan	Up from 11	18,482	+41.93%

\*Week 4 (this week) covers the period 20-26 April 2026

Source : Economics Tourism and Sports Division

Information as of 28 Apr, 2026

[For more information](#)

Thailand's tourism showed a weekly rebound, supported by strong recovery in short-haul markets. Total international arrivals reached 536,401 visitors, up 15.42% week-on-week (+71,681), with average daily arrivals of 76,629 visitors.

#### Key trends:

- Short-haul markets drove growth, led by China (+37.31%) and Malaysia (+20.91%)
- Taiwan recorded strong growth (+41.93%), moving into the top five source markets
- Russia (-15.32%) and India (-1.45%) declined week-on-week

#### Outlook:

- Continued growth expected from regional holidays and improved travel conditions
- Government measures, including safety campaigns and travel facilitation, to support demand
- External risks remain from Middle East tensions affecting long-haul travel flows

# THAILAND TOURISM

SITUATION, 1ST QUARTER 2026 (JAN - MAR 2026)



## RECEIPTS

# 728

BILLION BAHT  
-0.40% (Y-o-Y)

### INBOUND

JAN - MAR 2026

NUMBER

# 9.31

MILLION  
-2.43%  
(Y-o-Y)

RECEIPTS

# 453

BILLION BAHT  
-1.93%  
(Y-o-Y)

### DOMESTIC

JAN - MAR 2026

NUMBER

# 51.20

MILLION TRIPS  
+2.05%  
(Y-o-Y)

RECEIPTS

# 275

BILLION BAHT  
+2.21%  
(Y-o-Y)

### OCCUPANCY RATE

JAN - MAR

# 74.90

PERCENT  
-0.01

### NUMBER OF GUEST ARRIVALS

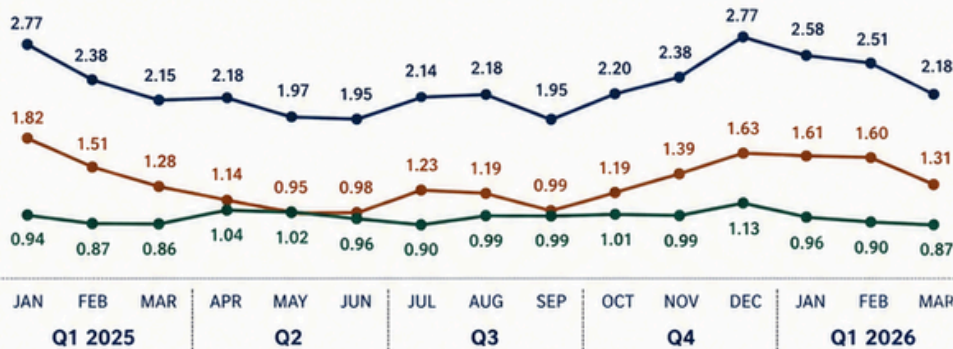
JAN - MAR

# 45.35

MILLION  
+0.48%  
(Y-o-Y)

## TOURISM REVENUE IN 2026 (MONTHLY)

Unit: Hundred Billion Baht



## HIGHLIGHTS OF THAILAND TOURISM IN Q1 2026

### INTERNATIONAL TOURISM

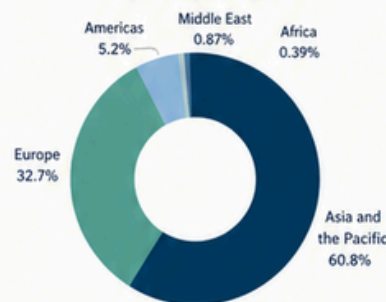
From January 1 – March 31, 2026

Thailand welcomed 9.31 million international visitors from January to March 2026, down 2.43% year-on-year. Growth was driven by short-haul markets, particularly China, while several long-haul markets such as Russia, Germany, and the UK reached new highs. Key drivers included increased flight capacity, government tourism support, and improved travel confidence. However, geopolitical tensions in the Middle East have impacted long-haul connectivity, affecting both Middle Eastern and European travel flows. Overall, strengthened tourism management and destination development continue to support Thailand's positioning as a high-quality destination.

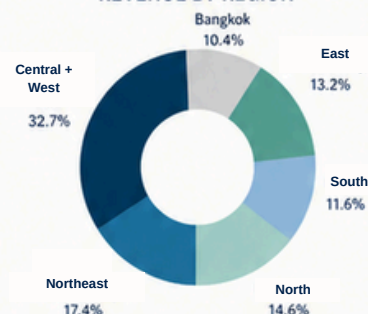
### DOMESTIC TOURISM

Domestic tourism continued to expand, supported by government stimulus measures such as the "We Travel Together" program, alongside marketing campaigns including "Travel to Local, Love Local" and Amazing Thailand Ambassador initiatives. Growth was further driven by long holiday periods, particularly during Chinese New Year, and improved transport infrastructure, including new routes such as the M81 Bang Yai-Kanchanaburi motorway. These factors strengthened travel confidence and supported domestic demand across key and emerging destinations.

### SHARE OF INTERNATIONAL TOURISM REVENUE BY REGION



### SHARE OF DOMESTIC TOURISM REVENUE BY REGION



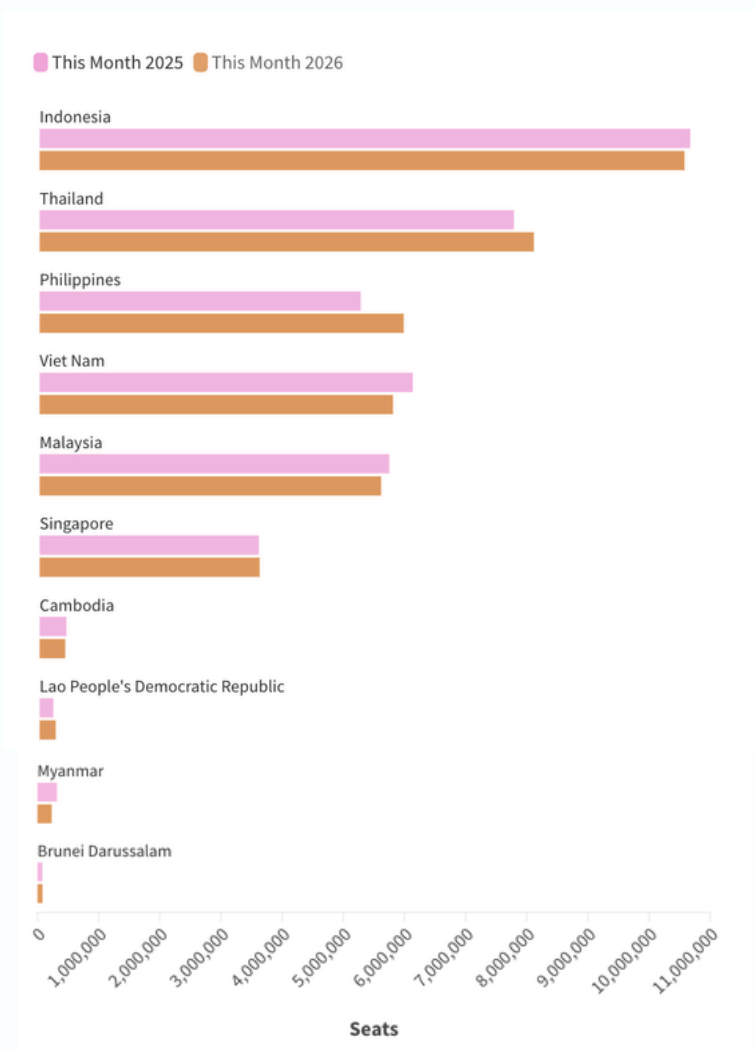
### TOP 5 INTERNATIONAL TOURIST MARKETS Q1 2026

By Number of Arrivals	By Tourism Revenue
1. China	1. China
2. Malaysia	2. Russian Federation
3. Russian Federation	3. India
4. India	4. United Kingdom
5. Korea (Republic of)	5. Germany

### TOP 5 DOMESTIC TOURISM MARKETS Q1 2026

By Number of Trips	By Tourism Revenue
1. Bangkok	1. Bangkok
2. Chonburi	2. Chonburi
3. Kanchanaburi	3. Chiang Mai
4. Phetchaburi	4. Chiang Rai
5. Prachuap Khiri Khan	5. Prachuap Khiri Khan

Source: As of April 22, 2026, Tourism and Sports Economics Division, Ministry of Tourism and Sports



### WHICH COUNTRY IN SOUTHEAST ASIA HAS MOST FLIGHT CAPACITY (DOMESTIC + INTERNATIONAL)?

- Indonesia remains the largest Southeast Asia market in April 2026 with 10.3m seats, despite a decrease in capacity of 0.9% compared to April 2025.
- Thailand is the next largest market in Southeast Asia with 7.9m seats, a 4.2% increase in capacity vs last year.
- Capacity in Vietnam and Malaysia declined this month by 5.3% and 2.4% respectively vs April 2025, following several months of growth.
- Volume-wise capacity increased most in the Philippines, where 687k seats were added - an increase of 13.4% vs last year.

Source: OAG

## USEFUL ARTICLES

### ENGLISH

[Thailand strengthens strategic tourism partnership with China during Wang Yi visit and meeting with Thai Prime Minister](#)

[All the biggest trends in luxury hospitality in Asia this 2026](#)

[Thailand strengthens global leadership in sustainable tourism](#)

### THAI

[จ่อยกเลิกฟรีวีซ่า 60 วัน ท่องเที่ยวฯ ทบทวนหนัก หวังคุมคุณภาพนักท่องเที่ยว](#)

[สงครามอิหร่าน-สหรัฐฯ กระทบนักท่องเที่ยวต่างชาติ ไตรมาสแรกปี'69 ฐบ 2.43%](#)

[‘โรงแรมสีเขียว’ ทางรอดที่ยั่งยืนของท่องเที่ยวไทย](#)

## 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, 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



**CONTACT US**

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