

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

DATING 13 BLONDES

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

PHUKET HOTELS ASSOCIATION | COURTYARD by Marriott | CREATIVE CONCEPT

**One week to go!
Have you got YOUR tickets?**

🌟 **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.

UPCOMING EVENT

Organized by **NTCC 25th Anniversary** | Hosted by **SANSIRI PHUKET + Society**

SUSTAINABLE LIVING IN ACTION
NTCC x Sansiri Networking Night

Thursday, 14 May 2026 | 16.00 - 20.00 (See schedule)

The Society Phuket
188 Logoon Rd, Choeng Thoi, Thalang, Phuket

16.00 **Registration**
Welcome Coffee & Tea
Visit The Society Sansiri's Sales Gallery and explore show units.

17.00 **Experience Sharing**
"Living Sustainably: Designing Homes for Healthier Living"
Followed by Q&A Session

18.30 - 20.00 **Networking**

NTCC Members FREE | Co-Chamber Members THB 300.- | Non-Members THB 500.-

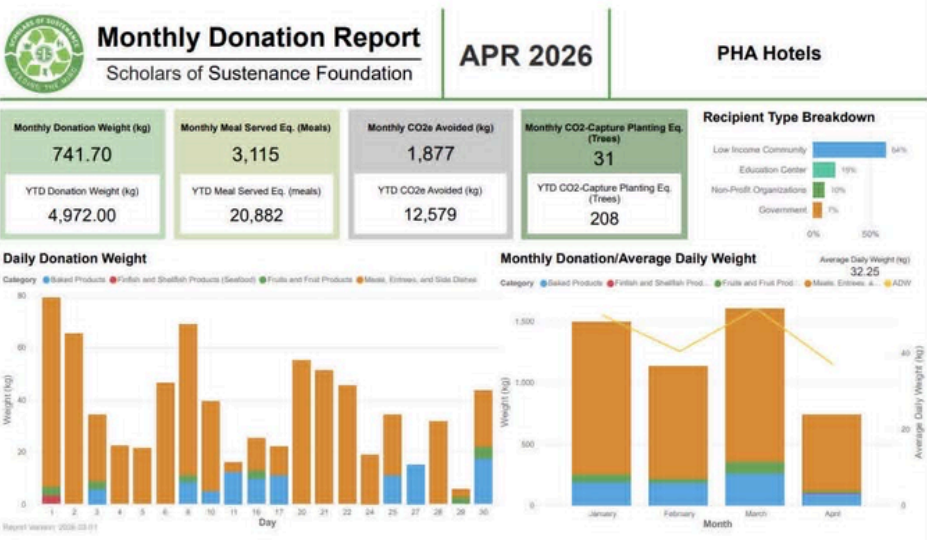
Partners & Supporting chambers: @ignify, PHUKET HOTELS ASSOCIATION, BeluThai, CAKCHA, EAB, Finance Thai, SwissThai, etc.

SUSTAINABLE LIVING IN ACTION
NTCC x Sansiri Networking Night

Join the Netherlands-Thai Chamber of Commerce and Sansiri Phuket for an evening of sustainability and networking at The Society, featuring insights on sustainable living, design for well-being, and exclusive access to Sansiri's show units, followed by a relaxed networking session with refreshments.

Register [HERE](#)

APRIL FOOD DONATION REPORT



Food Donated by Phuket Hotels Association Member Hotels and redistributed in the community-
 For info or to participate:-
 please contact
exec.dir@phukethotelsassociation.com

ANNOUNCEMENT

Green Hotel Plus 2026 – Open for Applications

กรมการท่องเที่ยว **GREEN HOTEL PLUS**
Department of Tourism

การตรวจประเมินและรับรองผู้ประกอบการที่พักเพื่อการท่องเที่ยวคุณภาพมาตรฐานสากล ประจำปี 2569

ขอเชิญ ผู้ประกอบการที่พัก
เข้าร่วมโครงการยกระดับผู้ประกอบการท่องเที่ยวสู่มาตรฐานสากลอย่างยั่งยืน

คุณสมบัติผู้เข้าร่วมโครงการ

- สถานประกอบการที่พักที่พัฒนาเพื่อการท่องเที่ยว ที่อยู่ในบริการรับรองมาตรฐานการท่องเที่ยวไทย หรือมาตรฐานโรงแรมสีเขียวอาเซียนของกรมการท่องเที่ยว และเป็นไปตามที่กรมการท่องเที่ยวกำหนด
- ไม่อยู่ระหว่างถูกพักดำเนินคดีหรือถูกตรวจลงโทษเรื่องร้องเรียนด้านสิ่งแวดล้อมจากท้องถิ่นที่สถานประกอบการโรงแรมนั้นตั้งอยู่

สมัครเข้าร่วมโครงการ ได้ตั้งแต่ วันที่ - 31 พฤษภาคม 2569
 รับจำนวนจำกัด 100 แห่ง
 ขอสงวนสิทธิ์ในรับสมัครเมื่อมีผู้สมัครครบตามจำนวน **ฟรี!** ไม่เสียค่าใช้จ่าย

สอบถามรายละเอียดเพิ่มเติมได้ที่: คุณนันทกร สุภษา (G) | 02 184 2728-32 | greenhotelplus2026@gmail.com

The Department of Tourism, Ministry of Tourism and Sports, invites accommodation operators to join the Green Hotel Plus Assessment and Certification Program – elevating Thai hospitality to international sustainability standards.

Eligibility:

1. Must be certified under the Thailand Tourism Standard or ASEAN Green Hotel Standard by the Department of Tourism.
2. Must not be under any environmental complaint or investigation from the local authority.

Apply [HERE](#) by 31 May 2026. Limited to the first 100 establishments · Free of charge

THIS WEEKS' NEWS UPDATE

EXPERT WANTS REVAMP OF FREE VISA POLICY

A marketing analyst supports the proposed cancellation of Thailand's 60-day visa-free policy, arguing it could improve visitor screening and strengthen the country's tourism image. While the policy helped drive post-pandemic recovery, it has also enabled illegal work, criminal activity, and the growth of low-value "zero-dollar" tourism. The analyst noted this has contributed to overtourism and weakened Thailand's appeal to high-spending travellers. He recommends a more selective visa approach based on reciprocity, alongside new measures such as travel fees to fund tourism infrastructure and services. Balancing different tourist segments remains important, while targeting higher-value visitors for long-term sustainability.

For more information



THAILAND PLANS MANDATORY HEALTH INSURANCE FOR TOURISTS TO CLOSE TREATMENT COST GAP



Thailand is considering introducing mandatory health insurance for foreign visitors to address unpaid medical bills and strengthen healthcare security. Public Health Minister Pattana Promphat said the policy aims to reduce the financial burden on the system caused by tourists and foreign workers unable to cover treatment costs. Premium levels are under review but will be kept affordable to avoid discouraging travel, while ensuring adequate coverage and confidence in accessing care. The initiative also supports Thailand's positioning as a high-quality medical destination, alongside broader efforts to improve healthcare access in border areas and enhance efficiency in attracting foreign investment.

For more information

THAILAND'S FIRST TOUGH MUDDER BOOSTS SPORTS TOURISM WITH 2,000 RUNNERS, B150M IMPACT

Thailand's first globally licensed Tough Mudder event in Pattaya attracted over 2,000 participants from more than 20 countries and generated over THB150 million in economic activity, supporting the country's sports tourism strategy. Held at Wisdom Valley in Chonburi, the event marked a milestone in Thailand's ability to host international endurance competitions. Featuring 5K and 15K obstacle courses, the event emphasized teamwork, fitness, and experience-based travel. Organisers reported strong turnout and positive outcomes, reinforcing Pattaya's potential as a hub for global sporting events while delivering economic benefits to local businesses and the wider tourism sector. The event also supports government efforts to position Thailand as a leading destination for active and experiential travel.



For more information

NUDGING HOTELS TO JOIN THE GREEN TRANSITION.

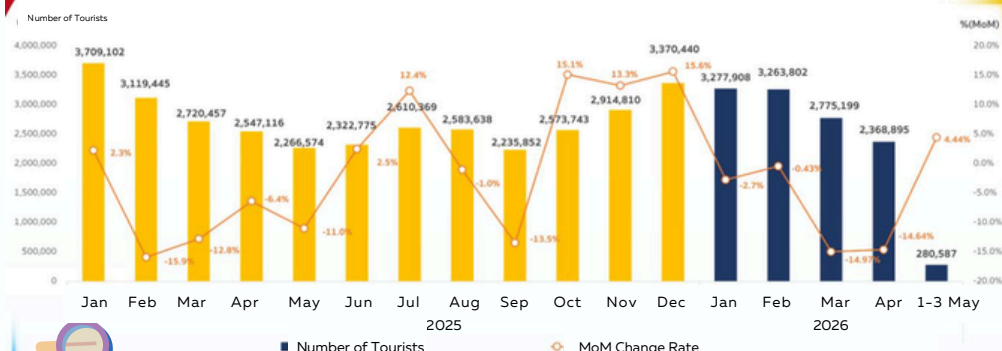


Thailand's tourism sector is facing increasing pressure from global and domestic challenges, prompting a shift toward sustainability as a key growth strategy. The Bank of Thailand has launched the "Green Solutions for Hotels" initiative to support operators in transitioning to environmentally sustainable practices and improving long-term competitiveness. The programme provides a structured approach across awareness, measurement, financing, and certification, supported by partnerships with public and private stakeholders. With rising global expectations and climate risks, sustainability is becoming essential for access to finance and market relevance. Backed by green financing from nine banks, the initiative aims to strengthen resilience and future-proof Thailand's tourism industry.

For more information

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 3 MAY 2026



Number of tourists (1JAN - 3 MAY 2026)

11,966,391 people

-3.45% (YOY)

Top 5 number of tourists

Rank	Country	People
1	China	1,971,673
2	Malaysia	1,320,885
3	Russia	874,979
4	India	852,690
5	South Korea	484,550

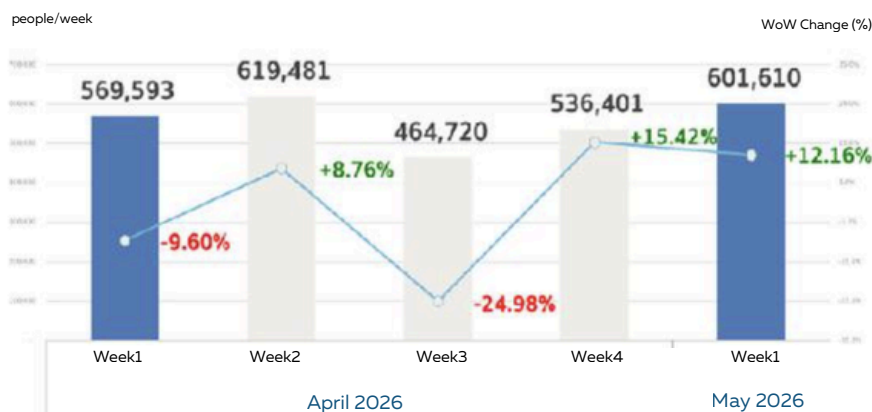
IMPORTANT FACTORS DURING THE PAST WEEK

(+) Travel during long holiday periods (Labour Day) across multiple countries, particularly China, Malaysia, and Japan

(*) Ongoing tensions in the Middle East directly impacting travellers 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 April to Week 1 of May 2026

Top 5 source markets in Week 1* of May 2026



Rank	Country	People	Change (%)
1	China	134,757	+31.48%
2	Malaysia	92,828	+26.17%
3	India	47,482	+3.65%
4	Japan	32,168	+105.13%
5	Russia	25,612	-1.55%

*Week 1 (this week) covers the period 27 April - 3 May 2026

Source : Economics Tourism and Sports Division

Information as of 5 May, 2026

[For more information](#)

Thailand's tourism continued to grow week-on-week, supported by strong short-haul demand. Total international arrivals reached 601,610 visitors, up 12.16% (+65,209), with average daily arrivals of 85,944 visitors.

Key trends:

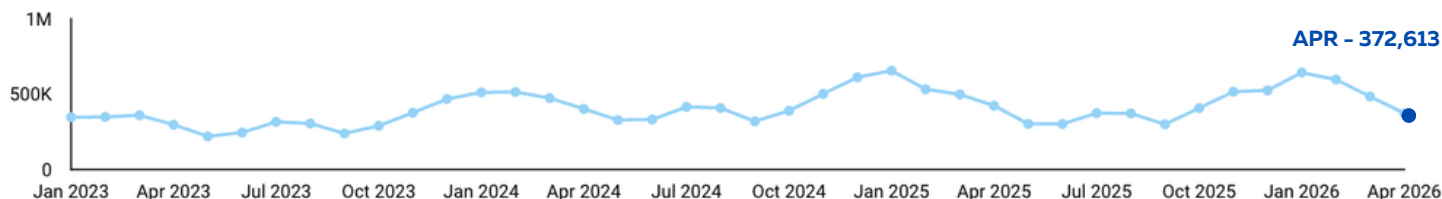
- Short-haul markets remained the main driver, particularly China (+31.48%) and Malaysia (+26.17%)
- Japan surged (+105.13%), supported by Golden Week travel, moving into the top four markets
- India recorded moderate growth (+3.65%), while Russia declined slightly (-1.55%)

Outlook:

- Growth may moderate in the coming week, though supported by improved travel conditions and government measures
- Ongoing support from safety campaigns and travel facilitation initiatives
- External risks persist from Middle East tensions impacting long-haul travel flows

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – MAR 2026



Note: Data is missing for June 23-24, 2024, June 9, and 1-23 Dec 2025.

Top 10 by Nationality

APR 2025

Continent	Nationality	Number
1. Europe	Russia	98.7K
2. Asia	India	45K
3. Asia	China	37K
4. Europe	United Kingdom	29.7K
5. Oceania	Australia	29.2K
6. Europe	Germany	20.3K
7. Europe	France	14.8K
8. Asia	Malaysia	12.4K
9. Asia	Israel	11K
10. America	United States	10.7K

APR 2026

Continent	Nationality	Number
1. Europe	Russia	82.9K
2. Asia	India	52.2K
3. Asia	China	39.2K
4. Oceania	Australia	28.9K
5. Europe	United Kingdom	21K
6. Europe	France	19K
7. Asia	Malaysia	13.3K
8. Europe	Germany	13.1K
9. Asia	Korea	10.1K
10. America	United States	9K

Top 10 Countries by Flight Origin

APR 2025

Country	Number
1. Russia	79.4K
2. United Arab Emirates	51.6K
3. India	45.1K
4. China	43.1K
5. Singapore	41.6K
6. Malaysia	35.8K
7. Qatar	25.9K
8. Hong Kong	22.9K
9. Australia	16.3K
10. South Korea	9.3K

APR 2026

Country	Number
1. Russia	70.4K
2. India	53.2K
3. Malaysia	38.2K
4. China	37.5K
5. Singapore	37.2K
6. United Arab Emirates	32.8K
7. Australia	17.9K
8. Hong Kong	16K
9. South Korea	13.6K
10. Germany	8.3K

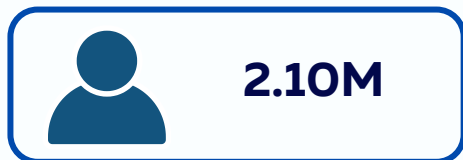
Source: Travel Link. Data as of 4 Mar 2026

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-APR 2025



JAN-APR 2026



Top 10 by Nationality

JAN-APR 2025

	Continent	Nationality	Number
1.	Europe	Russia	528.1K
2.	Asia	China	234K
3.	Asia	India	177.7K
4.	Europe	United Kingdom	107.7K
5.	Europe	Germany	96.8K
6.	Oceania	Australia	90.6K
7.	Europe	France	80.4K
8.	Asia	Kazakhstan	74.4K
9.	Asia	Malaysia	48.5K
10.	America	United States	46.7K

JAN-APR 2026

	Continent	Nationality	Number
1.	Europe	Russia	499.6K
2.	Asia	China	249K
3.	Asia	India	207.2K
4.	Europe	United Kingdom	104K
5.	Europe	France	88.6K
6.	Europe	Germany	88.5K
7.	Oceania	Australia	88.2K
8.	Asia	Kazakhstan	70K
9.	Asia	Korea	55.6K
10.	Asia	Malaysia	48.1K

Top 10 Countries by Flight Origin

JAN-APR 2025

	Country	Number
1.	Russia	401.6K
2.	China	280K
3.	United Arab Emirates	210.8K
4.	India	187.7K
5.	Singapore	184.1K
6.	Malaysia	145.7K
7.	Qatar	117.8K
8.	Hong Kong	83.3K
9.	Kazakhstan	74.7K
10.	Unknown	66.3K

JAN-APR 2026

	Country	Number
1.	Russia	386.5K
2.	China	275.6K
3.	India	225.6K
4.	United Arab Emirates	181.6K
5.	Malaysia	154.7K
6.	Singapore	149.4K
7.	Hong Kong	76K
8.	Qatar	73.6K
9.	Kazakhstan	67.3K
10.	South Korea	65.8K

Note: Data is missing for June 23-24, 2024, June 9, and 1 -23 Dec 2025.

Source: Travel Link. Data as of 4 Mar 2026



The Best Beaches in the World According to The World's 50 Best Beaches

- 1  Entalula Beach, Philippines
- 2  Fteri Beach, Greece
- 3  Wharton Beach, Australia
- 4  Nosy Iranja, Madagascar
- 5  East Beach, Vomo Island, Fiji
- 6  Shoal Bay East, Anguilla
- 7  Dhigurah, Maldives
- 8  Playa Balandra, Mexico
- 9  Koh Rong, Cambodia
- 10  Donald Duck Bay, Thailand

Source: THE WORLD'S BEST BEACHES

Do not re-upload

THREE THAI BEACHES MAKE WORLD'S 50 BEST LIST

Thailand secured three spots in the World's 50 Best Beaches 2026 ranking, led by **Donald Duck Bay** in the Similan Islands, which placed 10th. Located in Mu Koh Similan National Park, the beach is known for its distinctive granite boulders and clear waters, making it a popular snorkelling destination. **Paradise Beach** on Koh Kradan in Trang ranked 23rd, while **Freedom Beach** in Phuket placed 27th, recognised for its secluded atmosphere. The rankings highlight Thailand's strong appeal for natural, high-quality coastal destinations.

USEFUL ARTICLES

ENGLISH

[Hotels Market Size, Share & Industry Analysis](#)

[Asia Hotel Hospitality Shifts as Accor CDO Reveals Brand Conversion Trends](#)

[Hotel bookings sink — airlines and tourism hit by oil crisis](#)

THAI

[เทรนด์ท่องเที่ยวปี 69 มองหาที่พักมีคุณภาพ อาหารเข้าดี เผย เทรนด์ใหม่ “Pet-Friendly” โดดเด่น](#)

[ท่องเที่ยวแพ่ว สรุศักดิ์ หวังเป้าต่างชาติ เหลือ 30 ล้านคน ลุ้นรายได้รวม 1.3 ล้านล้าน](#)

[Traveloka ชื่นไทยรอจังหวะ จองดีเทลที่สุดคุ้มช่วง ‘Double Day’ ดันยอดใช้งานพุ่ง 49%](#)

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, 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, Mamaka Phuket Tapestry Collection by Hilton, 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, Thanypura 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

☎ 076 619 518

✉ info@phukethotelsassociation.com