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PHAB∞

DATING BLONDES

MAY 16 2026

COURTYARD BY MARRIOTT PHUKET TOWN

DINE, DRINK, DANCE & MAKE A DIFFERENCE

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IT'S TOMORROW
Have you got YOUR tickets?
Just a few remaining!

✨ **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](#) or call 0896452576





FACES OF THE FUTURE 125 Scholarships for Thai Hospitality Students by the Non-Profit Phuket Hotels Association

GIVING BACK TO THE PHUKET COMMUNITY

Our Goal
Through this special fundraising event, the Phuket Hotels Association aims to finance 125 hospitality scholarships and traineeships, exclusively for the benefit of Phuket residents. This enables us to give back to the communities in which we live and work, and also provide higher education for those who would have otherwise been denied it.

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**

THIS WEEK EVENT



Building Inclusive Supply Chains in Phuket’s Tourism Industry

The “Her Business, Your Hotel: Building Inclusive Supply Chain in Phuket” event brought together stakeholders from the tourism and hospitality sector to exchange perspectives and explore collaborative approaches toward building more inclusive and sustainable supply chains.

The session also highlighted the importance of strengthening partnerships and advancing practical pathways to support long-term sustainability initiatives within the industry. Organised by UNWomen and Phuket Hotels Association and hosted by Cassia Phuket- this is the beginning of something BIG!

THIS WEEKS' NEWS UPDATE

DBD, DSI TEAM UP AGAINST FOREIGN NOMINEE FIRMS IN KEY THAI TOURIST AREAS

Thailand is intensifying its crackdown on foreign “nominee” businesses, particularly in key tourism destinations such as Koh Samui, Koh Pha-ngan, Phuket, Pattaya, and Hua Hin. The Department of Business Development (DBD) and the Department of Special Investigation (DSI) have identified 34 high-risk companies, mainly in real estate and tourism-related sectors, for further investigation. Authorities are also preparing stricter checks on shareholder funding sources before company registration. In Surat Thani, more than half of registered companies involve foreign joint investment, with French, British, Russian, Israeli, and Chinese investors among the largest groups. The government views nominee structures as a growing economic and business security concern.

[For more information](#)

HOTELS STRUGGLING, TOURISTS SPENDING LESS: THAILAND'S TOURISM INDUSTRY FEARS TOUGH MONTHS AHEAD



Thailand's tourism industry is facing growing pressure as international arrivals and visitor spending continue to weaken. Foreign arrivals declined by 7% year-on-year in April, while hotels and tourism businesses reported lower occupancy and reduced spending from travelers. In Pattaya, hotel occupancy during the low season has fallen to 30–40%, well below the typical 60–70% range. Businesses on Bangkok's Khao San Road also saw hotel bookings remain over 20% lower than last year after Songkran. Tourism operators are calling on the government to introduce support measures, including airfare subsidies, international events, and free public broadcasts of the 2026 FIFA World Cup to help stimulate demand.

[For more information](#)

NEW LAND BRIDGE HITS SPEED BUMP

Researchers from Chulalongkorn University Transportation Institute have raised concerns over Thailand's proposed Land Bridge project, questioning its ability to compete with established regional shipping routes and generate the expected economic returns. The THB900 billion project aims to connect the Gulf of Thailand and the Andaman Sea through ports, railways, roads, and pipelines across Chumphon and Ranong. Experts argued that the current model relies heavily on transshipment activity rather than supporting Thai exports directly, while warning of high investment risks, environmental impacts, and public debt concerns. Academics and environmental groups have also called for greater transparency, with more than 100,000 signatures collected in a petition urging the government to review the project.



[For more information](#)

THAI TOURISM OFFICIALS AIMING FOR 50% HOTEL OCCUPANCY RATE THIS YEAR

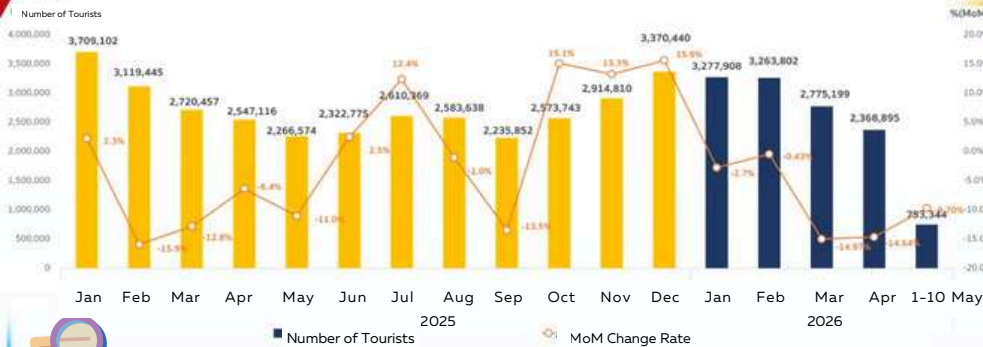


Thailand's tourism authorities are targeting a 50% hotel occupancy rate this year to support the sector's recovery following the easing of travel restrictions. According to the Tourism Authority of Thailand (TAT), hotel occupancy fell sharply from 29% in 2020 to just 14% in 2021. The government is focusing on attracting high-spending travelers, with average tourist spending expected to reach around THB62,580 per trip. Officials also aim to increase airline seat load factors above 70% to encourage more international flights into Thailand. Tourism operators continue to call for easier travel procedures and stronger efforts to attract year-round visitors from regional markets such as India, Malaysia, Singapore, and Indonesia.

[For more information](#)

THAILAND TOURISM MARKET UPDATE

Number of tourists 1 JAN - 10 MAY 2026



Number of tourists (1JAN - 10 MAY 2026)

12,439,148 people

-3.43% (YOY)

Top 5 number of tourists

Rank	Country	Number of Tourists
1	China	2,065,504
2	Malaysia	1,390,497
3	India	898,961
4	Russia	895,557
5	South Korea	496,437

IMPORTANT FACTORS DURING THE PAST WEEK

(+) Building confidence in safety, implementing travel stimulus measures, and improving ease of travel.

(*) A slowdown in travel following the long holiday period, combined with unrest in the Middle East, has led to a decline in flight numbers and rising airfares.

Number of International Tourists: Weeks 1- 4 April to Week 2 of May 2026

Top 5 source markets in Week 2* of May 2026



Rank	Country	Change	Number of Tourists
1	China	Stable	93,831
2	Malaysia	Stable	69,612
3	India	Stable	46,271
4	Russia	Up from 5	20,578
5	Laos	Up from 9	14,585

*Week 2 (this week) covers the period 4-10 May 2026

Source : Economics Tourism and Sports Division

Information as of 12 May, 2026

[For more information](#)

Thailand's tourism arrivals softened week-on-week following the Labor Day holiday period. Total international arrivals reached 472,757 visitors, down 21.42% (-128,853), with average daily arrivals of 67,537 visitors.

Key trends:

- China remained the largest source market with 93,831 visitors, followed by Malaysia (69,612) and India (46,271)
- Most key markets recorded declines, led by China (-30.37%), Malaysia (-25.01%), and Russia (-19.65%)
- India showed relatively resilient performance with a smaller decline of -2.55% week-on-week
- Ongoing Middle East tensions continued to impact flight volumes and increase airfares

Outlook:

- International arrivals are expected to stabilize in the coming weeks, supported by improved energy market conditions and easing airfare pressure
- Government measures promoting safety, travel stimulus campaigns, and ease of travel initiatives continue to support tourism demand
- Thailand recorded cumulative international arrivals of 12.4 million visitors as of 10 May 2026, generating approximately THB607 billion in tourism revenue.

TOURISM

SITUATION IN APRIL 2026

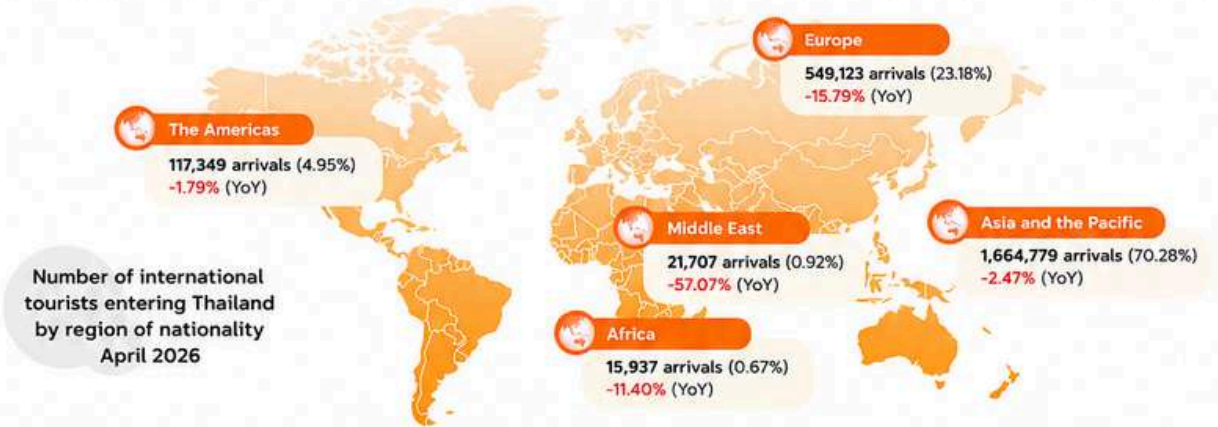


NUMBER OF VISITORS (MILLION)
2.37
 % CHANGE (Y-O-Y)
-7.00%



REVENUE (BILLION BAHT)
117
 % CHANGE (Y-O-Y)
+2.94%

INBOUND APRIL



Country	Arrivals	Revenue (million baht)	Key Factors
CHINA	418,291 (+31.86%)	21,920	<ul style="list-style-type: none"> Top provinces: Bangkok, Chonburi, Phuket Long Labor Day holiday at month-end; Chinese government travel advisory against Japan amid China-Japan tensions; Songkran festival events across multiple Thai provinces Call-center scam issues including kidnapping of Chinese nationals for forced labor, affecting Thailand's tourism image; US-China trade war and prolonged property crisis
MALAYSIA	309,942 (-14.53%)	5,846	<ul style="list-style-type: none"> Top provinces: Songkhla, Bangkok, Yala Long month-end holiday during Labor Day period; Songkran festival events across multiple Thai provinces Safety concerns in southern border provinces
INDIA	206,641 (+0.17%)	8,029	<ul style="list-style-type: none"> Top provinces: Bangkok, Chonburi, Phuket Indian New Year holidays across multiple states Competition from rival markets, particularly Vietnam and Malaysia; rising fuel costs increasing travel expenses
RUSSIAN FEDERATION	137,592 (-11.41%)	8,346	<ul style="list-style-type: none"> Top provinces: Bangkok, Phuket, Chonburi Start of beach-province tourism season in Thailand; long holiday during Spring and Labor Day period Competition from rival markets, particularly Vietnam, Egypt, and Turkey; US-Israel-Iran conflict affecting international travel, especially flights transiting through the Middle East
UNITED KINGDOM	85,059 (-22.84%)	6,100	<ul style="list-style-type: none"> Top provinces: Bangkok, Phuket, Surat Thani Long Easter holiday including Easter school break US-Israel-Iran conflict affecting international travel, particularly flights transiting through the Middle East; rising fuel costs increasing travel expenses

NUMBER OF INTERNATIONAL TOURISTS ARRIVING IN THAILAND BY YEAR 2019, 2024-2026P



Note: Data as of 4 May 2026 Source: Ministry of Tourism and Sports and Sports Authority of Thailand

BUSINESS INTELLIGENCE

Hotel Business Operator Sentiment Index

Based on the opinions of hotel business operators



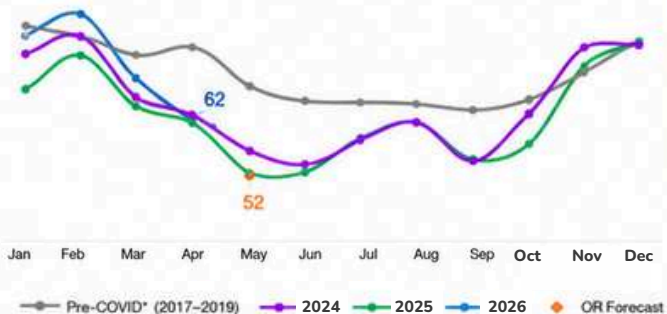
April 2026

Survey of hotel business operators across Thailand: 134 responses
Survey period: 16–30 April 2026

The April 2026 occupancy rate decreased YoY. Looking at the overall Q2/2026 outlook, more than half of hotel operators expect total foreign tourist arrivals to decline compared to last year, particularly the long-haul segment where more than half forecast a drop of over 10% YoY, driven primarily by Middle East unrest. However, around 10% of hotels may see some benefit from Chinese and short-haul tourists showing an upward YoY trend, partly due to travelers switching destinations to Thailand instead of other countries.

Occupancy Rate

April 2026: OR averaged 62%, down from the previous month and the same period last year. The May 2026 forecast stands at 52%, below the previous year.



* Calculated from the average OR in 2017–2019 representing the pre-COVID period.

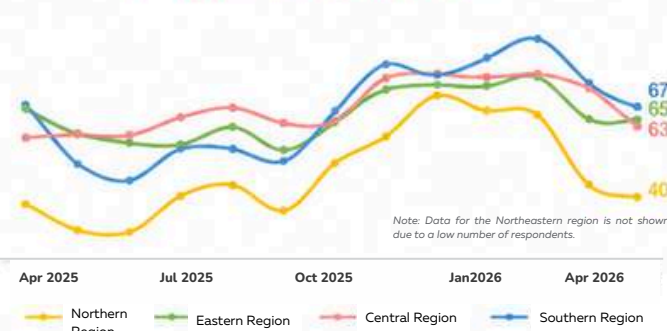
OR for April 2026 was stable for hotels rated ≤3 stars, while ≥4-star hotels adjusted downward

Average occupancy rate by hotel star rating



OR in April 2026 adjusted down from the previous month in many regions

Average Occupancy Rate (OR) by Region

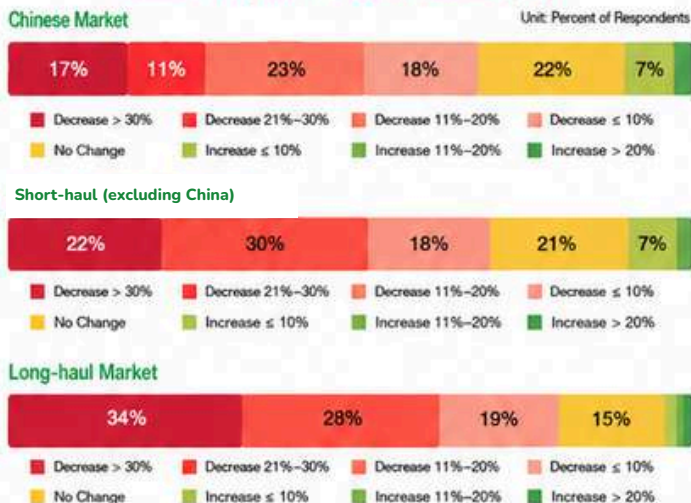


Note: Data for the Northeastern region is not shown due to a low number of respondents.

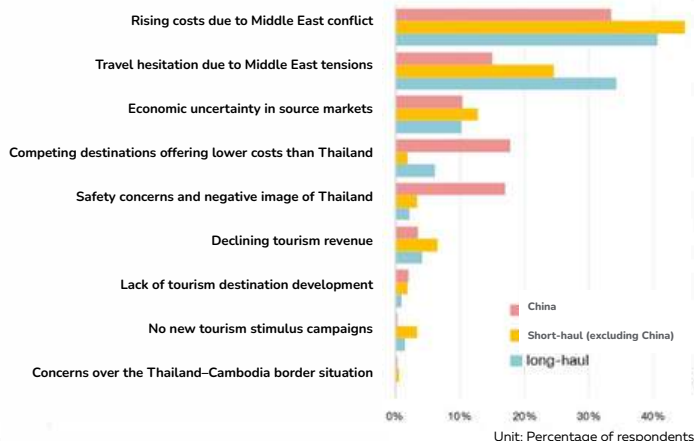
Foreign Tourist Arrivals Outlook

- Hotel operators, particularly ≥4-star properties, expect overall foreign tourist arrivals in Q2/2026 to decline YoY. The long-haul segment is forecast to drop by more than 10% YoY, primarily due to Middle East unrest driving up travel costs (e.g. airfare increases) and weakening travel sentiment
- However, around 10% of operators — particularly ≤3-star hotels — expect Chinese and short-haul arrivals to increase YoY, partly because safety concerns in competing destinations have eased and travelers are switching destinations to Thailand.

Outlook on Key Tourist Markets in Q2/2026 (YoY)



Reasons for the decline in foreign tourists



Source: Hotel Business Confidence Survey by the Thai Hotels Association (THA) in collaboration with the Bank of Thailand.



The 10 Cheapest Countries to Visit According to Kiplinger

- 1  Indonesia
- 2  Poland
- 3  Thailand
- 4  Vietnam
- 5  South Africa
- 6  Turkey
- 7  Mexico
- 8  Costa Rica
- 9  Portugal
- 10  Dominican Republic

Source: Kiplinger

Do not re-upload

THE 10 CHEAPEST COUNTRIES TO VISIT

According to Kiplinger, these are the 10 cheapest countries to visit right now, offering incredible culture, food, scenery, and value for travelers worldwide.

The ranking is based on estimated average daily costs after arrival, including mid-range accommodation and food expenses for one person. Flight price comparisons were based on recent fares generally booked 1-3 months in advance from Chicago O'Hare International Airport to maintain a consistent benchmark.

USEFUL ARTICLES

ENGLISH

[How Independent Hotels Can Improve AI Travel Visibility and Direct Bookings in 2026](#)

[The new design-led hotels that should be on your radar](#)

[The Future of Hotel Technology: 30 Key Trends for 2026](#)

THAI

[สมว.ท่องเที่ยวฯ ลุยยกเลิก 'ฟรีวีซ่า' ชาวต่างชาติ ปรับลดวันพำนักในไทย](#)

[Koncierge+ ถอดรหัส 'โรงแรมยุคใหม่' ปลดล็อก สกิลเอาตัวรอด ฝ่ามรสุมรุมเร้า 'ท่องเที่ยว'](#)

[ททท.เปิดมุมมองเมืองไทย ผ่าน 10 เส้นทาง Live Here](#)

Information sources

Bangkok Post

MOTIS

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.

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"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

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Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

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Affiliates

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