

PHIST Sustainability Spotlight Awards 2026.
Presented by **tuu**

Your hotel is invited to enter.

The PHIST Sustainability Spotlight Awards return in 2026 with a **brand-new** evidence-led format, presented by **Phuket Hotels Association** and **Tuu**. This year, hotels will run a six-week sustainability campaign, submit results, and create a 60-second hero video to showcase real impact.

Awards will recognise **Outstanding Sustainability Storytelling, Biggest Measurable Impact, Big Idea, Small Hotel, Best Community Impact Story, Best Future-Focused Campaign** and **People's Choice**.

Every entrant also receives a complimentary **Tuu Sustainability Snapshot**.

Campaign: 22 June–31 July 2026
Submit by: 7 August 2026

Enter the Awards using the QR code here or visit tuu.eco/phist2026

PHIST 2026 | Organiser: 10 PHUKET HOTELS ASSOCIATION | Presenter: **tuu**

PHIST Sustainability Spotlight Awards 2026 – presented by Phuket Hotels Association and Tuu.

Phuket hotels are invited to run a six-week sustainability campaign, submit a short brief and results pack, and produce a 60-second hero video showcasing real impact. Awards span six categories including Biggest Measurable Impact, Best Community Impact Story, and People's Choice. Open to PHA member hotels, no entry fee.

In order to join this competition, it is important to register early. We suggest you register **NOW**.

Join in or follow the campaigns [HERE](#)

UPCOMING EVENTS

PHUKET HOTELS ASSOCIATION GENERAL MANAGER'S MEETING

GUEST SPEAKERS

BILL BARNETT
Managing Director
C9 Hotelworks

DAVID JOHNSON
CEO
Delivering Asia

OXY ONG
Sales, South & Southeast Asia
STR

JUNE 17
3:00 PM – 6:30 PM

FOR MEMBERS BY INVITATION ONLY

Phuket Hotels Association General Managers Meeting

Join our upcoming Q2 GMs meeting planned for 17 June at Holiday Inn Resort Phuket in Patong.

Listen to market updates, communication trends and find out what is happening in Phuket and Beyond! Network with your hospitality community.

Register [HERE](#)

UPCOMING EVENTS



Phuket Green Day 2/2026

Join the Phuket Hotels Association’s Green Day on Friday, 5 June 2026, in celebration of World Environment Day. Volunteers across Phuket will take part in island-wide beach and street clean-ups to help protect and care for our beautiful island. Participants may join selected clean-up locations or organize their own activity. Register [HERE](#)



PHIST 2026

Join PHIST 2026 for a day of workshops, inspiring talks, and a green product expo focused on ideas, inspiration, and innovation in sustainable tourism and hospitality.

Register [HERE](#)



PHOODIE Phuket Food Festival

The Phuket Hotels Association proudly presents PHOODIE Festival 2026 – Phuket Hotels Associations first landmark culinary festival. 🍴🌟

Bringing together top hotels, restaurants, chefs, and culinary talents from Phuket, Phang Nga, and beyond.

Register [HERE](#)



ANNOUNCEMENT

Finnway Survivor Camp 2026

Runs 6–31 July at Finnway International School Phuket, welcoming kids ages 3–12 for four weeks of tribes, challenges, and outdoor adventure. Multi-week and family discounts available, plus an optional Explorer English add-on for ages 6–12.

Register [HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND WELCOMES 13.4M FOREIGN TOURISTS AS WEEKLY ARRIVALS RISE 10.95%

Thailand welcomed 13.43 million foreign tourists between January 1 and May 24, 2026, generating an estimated THB653.99 billion in tourism revenue, according to the Ministry of Tourism and Sports. International arrivals declined 2.78% year-on-year, although weekly arrivals improved due to holiday travel demand and stronger flight connectivity. Tourism and Sports Minister Surasak Phanchaoenworakul said China remained Thailand's largest source market with 2.24 million visitors, followed by Malaysia, India, Russia, and South Korea. Increased regional travel, additional airline services, and family travel during school holidays helped support tourism momentum during the week.

For more information



TOURISM OPERATORS BACK 30-DAY VISA RETURN



Thailand's tourism operators in Phuket and Pattaya have supported the government's decision to restore the 30-day visa-free stay policy, saying it would help reduce illegal foreign-run businesses and discourage low-spending long-stay visitors. Authorities said the policy adjustment is part of a broader effort to streamline Thailand's visa system and strengthen immigration controls. Industry leaders noted that 30 days is sufficient for regular tourists, while investors and business travellers can use other visa categories. Operators also argued that shorter stays encourage higher-spending visitors, as tourists staying three to seven days typically spend more on accommodation, dining, and activities compared with budget-conscious long-stay travellers.

For more information

EXTORTION SCANDAL HITS CHINESE BOOKINGS

Chinese tourists are again showing signs of losing confidence in travelling to Thailand after a police extortion case involving Chinese nationals in Sa Kaeo went viral on Chinese social media. The incident, which involved police officers accused of kidnapping and extorting five Chinese citizens, prompted the Chinese embassy in Bangkok to call for a transparent investigation and stronger law enforcement. The Association of Thai Travel Agents (Atta) said travel agents have already seen cancellations and slower new bookings from China. Industry operators warned that continued negative discussion on Chinese social media could significantly affect arrivals, although Thailand still targets 7 million Chinese visitors this year.



For more information

MIDDLE EAST SEAT CAPACITY PLUMMETS

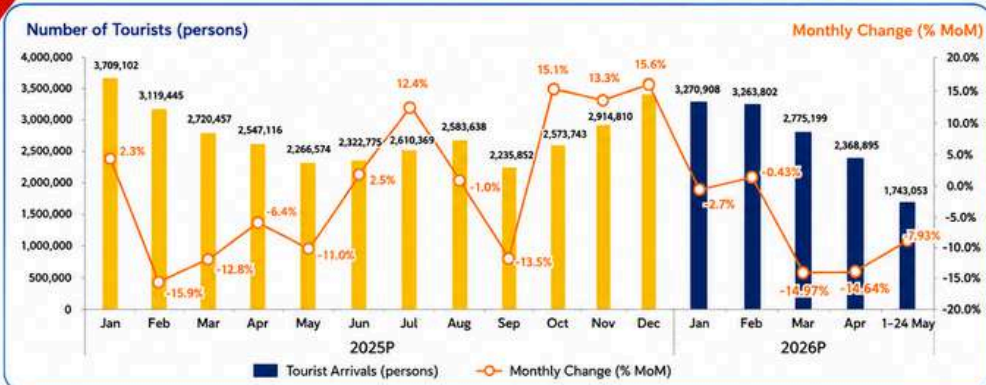


Monthly airline seat capacity between the Middle East and Thailand has declined by 33.7% compared with levels before the Gulf war, as airlines reduced services amid regional uncertainty. The Tourism Authority of Thailand (TAT) said travellers from the Middle East are delaying bookings and adopting a wait-and-see approach, despite strong underlying travel demand. Thailand recorded 103,053 arrivals from the Middle East during the first four months of the year, down 32% year-on-year. However, Phuket continues to attract demand from long-stay and luxury travellers. To support recovery, the TAT plans marketing campaigns with airlines and online travel agents while targeting high-potential markets such as Saudi Arabia and emerging African markets.

For more information

THAILAND TOURISM MARKET UPDATE

Cumulative Tourist Arrivals 1 January – 24 May 2026



Cumulative Tourist Arrivals
(1 Jan – 24 May 2026)

13,428,857 visitors

-2.78% (YoY)

Top 5 Source Markets

1.		China	2,237,215 visitors
2.		Malaysia	1,552,217 visitors
3.		India	1,003,993 visitors
4.		Russia	928,774 visitors
5.		South Korea	525,550 visitors

Key Factors During the Past Week

- Consecutive public holidays in several countries across both short-haul markets such as South Korea and Hong Kong, and long-haul markets such as the United States, encouraged more outbound travel.
- British Airways (the UK's national carrier) increased flights to Thailand during the summer season, encouraging more arrivals from the UK market.
- Increased family travel during school holidays in Malaysia and India contributed to higher travel demand.

Source: Tourism Statistics and Sports Information Group, Tourism and Sports Economics Division. Data as of 26 May 2026.

THAILAND TOURISM SNAPSHOT Top 5 Source Markets | Week 4 of May 2026

Rank	Movement	Country	Arrivals (Persons)	Change from Previous Week
1	↑ UP FROM #2	Malaysia	92,275	+32.87%
2	↓ DOWN FROM #1	China	85,317	-1.25%
3	— UNCHANGED	India	55,033	+10.07%
4	↑ UP FROM #5	Taiwan	17,318	+8.08%
5	↑ UP FROM #6	USA	16,937	+7.46%

*Week 4 covers the period 18 -24 May 2026

- Total arrivals this week:** 520,536 visitors, up 51,363 (+10.95%) from the previous week. Daily average ~74,362.
- Short-haul rebounded:** Driven by Indian and Malaysian family travel during school break, plus holiday travel from South Korea and Hong Kong.
- Long-haul grew (+11%):** British Airways added direct UK–Thailand flights through summer, lifting UK and US arrivals.
- Cumulative YTD (1 Jan – 24 May):** 13.4 million arrivals, generating ~THB 653,986 million in tourism revenue.
- Outlook next week:** Expected uptick, supported by Eid al-Adha holidays across the Middle East and Asia; normalizing energy prices in Thailand; and the Trusted Thailand safety campaign.



New Visa Measures Reflect Focus on Quality Tourists

1 New Visa Measures — Limited Impact on Foreign Tourist Direction, as Many Countries Have Bilateral Agreements with Thailand

Visa Category	Previous Measures (before Cabinet Resolution 19 Nov 2026)	New Measures (Cabinet Resolution 19 Nov 2026)	4 Months of 2026		
			Tourists (millions)	% YoY	% Share
Visa Exemption	60-day stay — 93 countries	30-day stay — 54 countries	6.21	-5.4%	53.1%
		15-day stay — 3 countries	0.02	25.0%	0.2%
Visa on Arrival (VoA)	—	15-day stay — 4 countries	0.84	10.9%	7.2%
Bilateral Visa Exemption	90-day stay — 5 countries	90-day stay — 5 countries	0.52	-17.2%	4.4%
	30-day stay — 9 countries	30-day stay — 9 countries	3.52	1.9%	30.1%
	14-day stay — 2 countries	14-day stay — 2 countries	0.50	-9.2%	4.3%
Countries Not Under These Conditions	—	—	0.08	-42.0%	0.7%

Source: Department of Consular Affairs, Ministry of Foreign Affairs; Secretariat of the Prime Minister; MOTS; and KResearch

2 May 2026 — Foreign Tourist Arrivals to Thailand Improved from April 2026, Following Temporary Ceasefire Between US–Israel and Iran

1 Jan – 24 May 2026: Foreign tourist arrivals totaled 13.4 million, a contraction of 2.8% (YoY)

Monthly YoY Change

(Unit: millions of people, % YoY)



Source: MOTS and KResearch

3 Tourist Arrivals from the Middle East and ASEAN Declined

Regional YoY Change



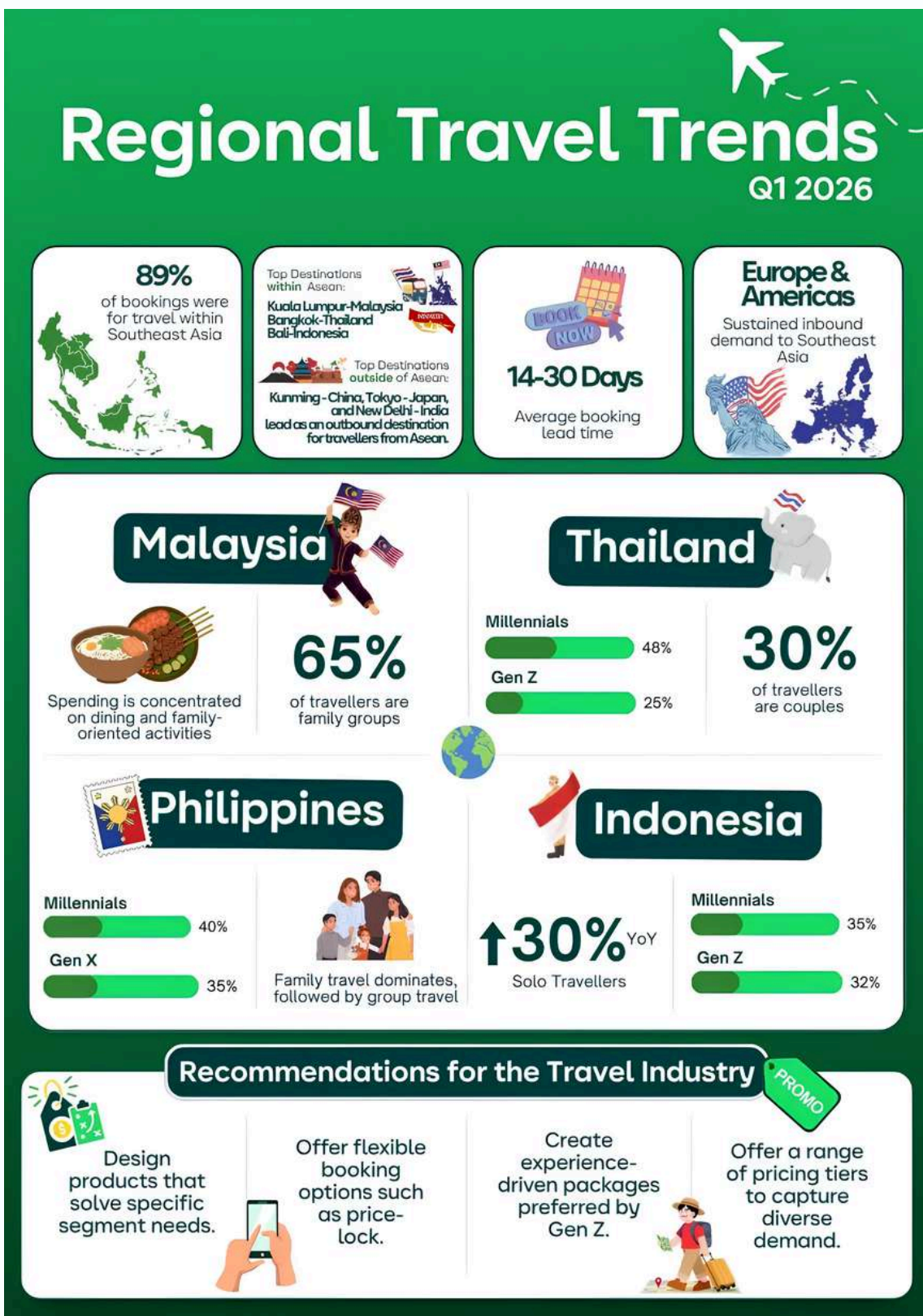
4 KResearch’s Perspective

For the remainder of 2026, the foreign tourist market visiting Thailand faces increasing negative factors, including:

- Geopolitical conflicts:** The situation in the Middle East and the Russia–Ukraine war remain fragile.
- Energy crisis:** Energy prices remain elevated, including risks of oil shortages in some countries.
- Competition in the tourism industry:** Tourists are choosing destinations that offer value for money and safety.
- Spread of communicable diseases:** Such as outbreaks of Ebola, COVID, and Hanta viruses.



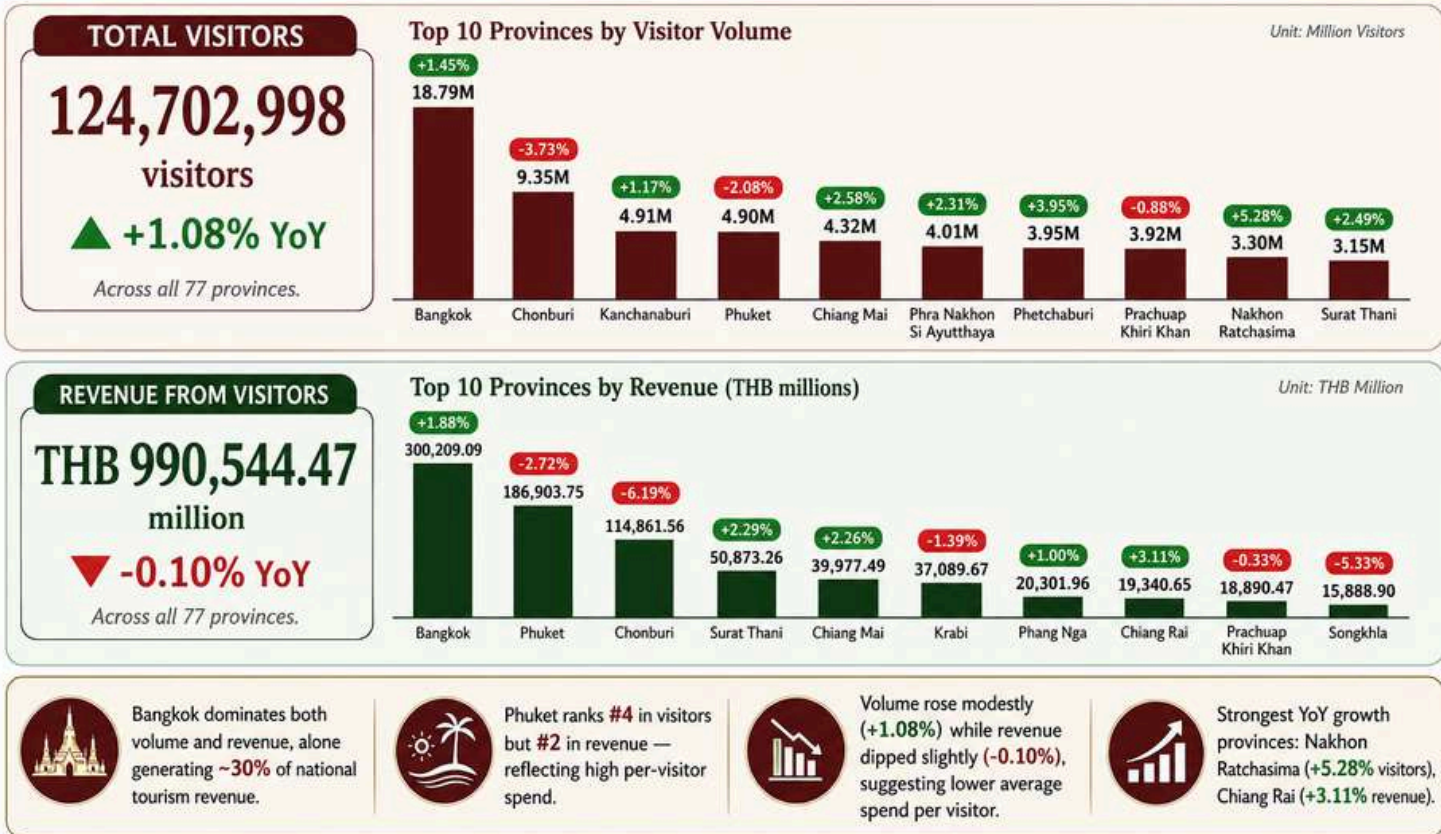
These factors may cause full-year 2026 foreign tourist arrivals to Thailand to decline to around 30 million people.



This AirAsia MOVE infographic captures Q1 2026 regional travel behaviour, where 89% of bookings were intra-ASEAN and average lead times sat at just 14–30 days. Thailand stands out as one of the region's strongest digital travel markets: Millennials make up 48% of users and Gen Z another 25%, while 30% of Thai travellers journey as couples. Thai consumers book the shortest in ASEAN – averaging only 21 days ahead – reflecting a sharp habit of waiting for promotions and comparing prices. Malaysia, the Philippines and Indonesia complete the regional picture, each with distinct demographic and family-travel profiles.

Thailand Provincial Tourism Snapshot — January to April 2026 (Preliminary)

Source: Ministry of Tourism and Sports



Visitors refer to persons traveling for tourism and other purposes, such as visiting friends or relatives, including both overnight and same-day visitors. Accommodation may include hotels and other lodging establishments, relatives' or friends' homes, and other types of accommodation.

USEFUL ARTICLES

ENGLISH

[Marriott Bonvoy report highlights shifting hotel loyalty trends across Asia-Pacific](#)

[Amid an uncertain world, travelers shift plans but not intent](#)

[7 top trends in luxury hotel in Asia in 2026](#)

THAI

[วิชาใหม่คัดเกรดตัวคุณภาพ ท่ามกลางมรสุมภูมิรัฐศาสตร์ลดทอนเที่ยวปี 69](#)

[“Tomorrowland Thailand” คาดเงินสะพัดทะลุ 3 หมื่นล้านบาท หุ่นเศรษฐกิจและอุตสาหกรรมท่องเที่ยวไทย](#)

[กรมการท่องเที่ยว เปิดเวที “From DOT to Destination” ดันผู้ประกอบการท่องเที่ยวสู่มาตรฐานยั่งยืน](#)

Information sources

- Bangkok Post
- MOTS
- IHA
- IAI
- 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

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Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Sulaiya Ritto	Administrative Manager
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support

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Affiliate Ambassador

Patrik Ilstam

Eden Beach Resort and Spa, Ocean Breeze Resort Khao Lak

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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