



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: 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**. **Entries close 12 June 2026.**

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

10 PHUKET HOTELS ASSOCIATION 2/2026
AN IHG HOTEL PHUKET

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

BUROU VERITAS **PHUKET HOTELS ASSOCIATION**

ความยั่งยืนระดับสากล สำหรับธุรกิจโรงแรม

มาตรฐาน GSTC สำหรับการท่องเที่ยว อย่างยั่งยืน

ยกระดับมาตรฐานการบริหารของคุณด้วยกรอบมาตรฐาน GSTC ที่ได้รับการยอมรับระดับโลก เรียนรู้กลยุทธ์เชิงปฏิบัติการเพื่อเสริมสร้างผลการดำเนินงานด้านความยั่งยืน และวางตำแหน่งโรงแรมของคุณให้เป็นผู้นำการท่องเที่ยว

โดย Bureau Veritas (Thailand) Ltd. และ Phuket Hotels Association
สมัครออนไลน์ | 26 มิถุนายน 2569

09:00 - 12:00 น. (GMT+7)
ผ่าน Microsoft Teams (ภาษาไทย)

International Sustainability Standards for Hotels: GSTC Certification Framework

Join this online seminar in Thai Language provided by Bureau Veritas Thailand for Phuket Hotels Association to learn about the Global Sustainable Tourism Council (GSTC) standards, key requirements, implementation strategies, and readiness assessment for hotels pursuing sustainable tourism practices.

26 June 2026
09:00-12:00 (GMT+7)
 Online via Microsoft Teams (Thai language).

Register [HERE](#)

หัวข้อที่คุณจะได้เรียนรู้

- ภาพรวมมาตรฐาน GSTC สำหรับธุรกิจโรงแรม
- ข้อกำหนดสำคัญและการประยุกต์ใช้
- การประเมินความพร้อม

เหมาะสำหรับใคร

- เจ้าของโรงแรมและทีมปฏิบัติงาน
- ผู้บริหารด้าน Sustainability
- หัวหน้าทีมด้านสิ่งแวดล้อม (Green Team)

วิทยากร

คุณทรายพร ศิวศิริการกุล
 Certification Production Manager,
 Bureau Veritas (Thailand) Ltd.

ลงทะเบียนเข้าร่วม

ปิดรับลงทะเบียน 19 มิถุนายน 2569

สอบถามข้อมูลเพิ่มเติม
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 patcharapan.kittasang@bureauveritas.com
 chaysuda.muangkitthi@bureauveritas.com

PHIST 2026

PHIST EVENT MONDAY 7TH SEPTEMBER

ANGSANA LAGUNA PHUKET
 TIME 09:00 - 18:00

WORKSHOPS
 GREEN PRODUCT EXPO
 INSPIRING TALKS
 IDEAS, INSPIRATION AND INNOVATION

ORGANISER: PHUKET HOTELS ASSOCIATION
 CONTENT BY: GREENVIEW

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. Don't miss our signature sustainability event for hospitality and Tourism. Know someone who may want a booth at the event? Let us know!!

Register [HERE](#)

PHUKET HOTELS ASSOCIATION **PHOODIE PHUKET FOOD FESTIVAL**

SAVE THE DATE!

PHUKET'S FIRST PREMIUM CULINARY FESTIVAL

20 - 29 NOVEMBER 2026
 SAVOR RESTAURANTS AND BARS FROM PHUKET, PHANG NGA, AND KRABI ALL IN ONE PLACE

9,000+ DINERS | 50+ RESTAURANTS | ONE ISLAND-WIDE STAGE

Where High-Spending Diners Discover

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. **Only 50 restaurants can participate: members, one restaurant is FREE.** Register [HERE](#)

THIS WEEKS' NEWS UPDATE

VIETNAM'S TOURISM RISE PUTS THAILAND ON ALERT

Thailand remains ASEAN's tourism leader, but Vietnam is rapidly closing the gap through stronger visitor growth, digital innovation, infrastructure investment, and more flexible visa policies. While Thailand focuses on high-value tourism, wellness, MICE, and long-stay visitors, Vietnam is pursuing volume growth supported by its planned AI-powered tourism super app and expanded visa access. Industry leaders warn that Thailand must modernise faster by strengthening traveller confidence, building a national digital tourism ecosystem, improving safety and crisis management, developing secondary destinations, and investing in tourism talent. Future competitiveness will depend on visitor value, trust, experiences, and adaptability rather than arrival numbers alone.

For more information

ASIAN TOURISTS KEEP TRAVEL PLANS IN PLACE DESPITE WAR



Despite geopolitical tensions and rising travel costs, Southeast Asian travellers, including Thais, continue to plan trips for the second half of 2026. According to AirAsia Move, demand remains strong, with most travellers favouring regional destinations within Southeast Asia and Asia-Pacific over long-haul travel. However, some are reducing travel budgets, delaying bookings until promotions appear, or taking fewer trips. Popular destinations include Kuala Lumpur, Bangkok, Bali, Tokyo, and Kunming. AirAsia Move recommends that tourism operators develop products tailored to different traveller segments and create new niche experiences, particularly in wellness tourism. Strengthening destination safety and positive messaging is also seen as essential for sustaining demand.

For more information

THAILAND PIVOT TO 'VALUE TOURISM' TESTED BY GLOBAL ECONOMIC STORMS

Thailand has introduced stricter visa regulations to enhance security and support its shift toward higher-value tourism. Key changes include reducing visa-exempt stays from 60 to 30 days for most eligible countries, limiting Visa on Arrival access to four countries, and introducing stricter stay limits for selected island nations. While the direct impact on visitor numbers is expected to be minimal, concerns remain that long-stay tourists, including retirees and medical travellers, may choose alternative destinations. At the same time, Thailand's tourism sector faces growing external challenges, with international arrivals declining 2.8% year-on-year due to weaker demand from ASEAN and Middle Eastern markets amid global economic uncertainty.



For more information

THAI AIRWAYS TOLD TO ADD FLIGHTS TO SECONDARY AIRPORTS

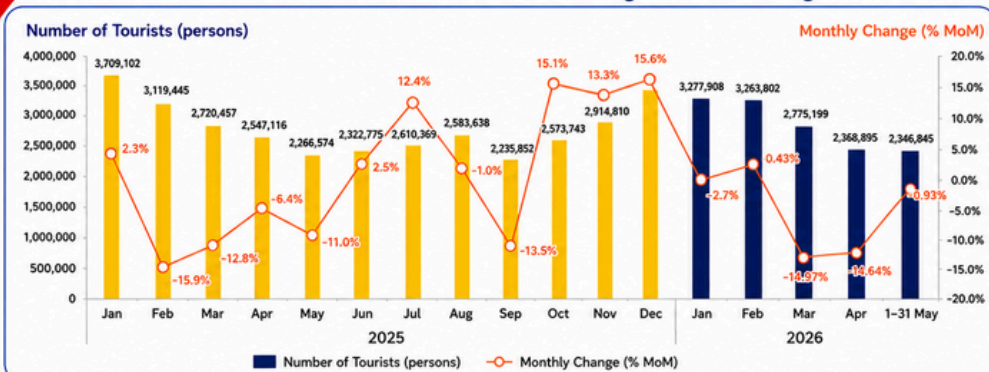


Thailand's Transport Ministry has urged Thai Airways International to expand domestic services and launch new international routes to secondary tourist destinations. The government wants more flights to destinations such as Krabi, Ubon Ratchathani, and Nakhon Si Thammarat, while exploring direct international connections from markets including Malaysia, Singapore, and Hong Kong to regional airports. The initiative aims to improve airport utilisation, distribute tourism benefits beyond major destinations, and stimulate local economies. The strategy aligns with government efforts to strengthen regional connectivity and support tourism growth in emerging destinations across Thailand.

For more information

THAILAND TOURISM MARKET UPDATE

Cumulative Tourist Arrivals 1 January – 31 May 2026



Cumulative Tourist Arrivals
(1 Jan – 31 May 2026)

14,032,649 visitors

-2.30% (YoY)

Top 5 Source Markets

1.		China	2,318,312 visitors
2.		Malaysia	1,737,938 visitors
3.		India	1,056,729 visitors
4.		Russia	946,732 visitors
5.		South Korea	539,848 visitors

Key Factors During the Past Week

(+) Positive Factor
Consecutive public holidays in several countries, including Eid al-Adha (one of the most important Islamic holidays) and Vesak Day, encouraged increased travel from short-haul markets.

(-) Negative Factor
Travel demand from long-haul markets slowed as Thailand entered the low season, resulting in softer visitor arrivals from these markets.

Source: Tourism Statistics and Sports Information Group, Tourism and Sports Economics Division, Ministry of Tourism and Sports. Data as of 2 June 2026.

Weekly International Tourist Arrivals May 2026 (Week 1 – Week 5)



Top 5 Source Markets Week 5 of May 2026

Rank	Market	Visitors	Weekly Change (%) (Compared to Previous Week)
1	Malaysia	185,721	▲ +109.53%
2	China	81,097	▼ -4.57%
3	India	52,736	▼ -4.17%
4	Singapore	22,333	▲ +32.78% (Up from rank 6)
5	Russia	17,958	▲ +7.56% (Up from rank 7)

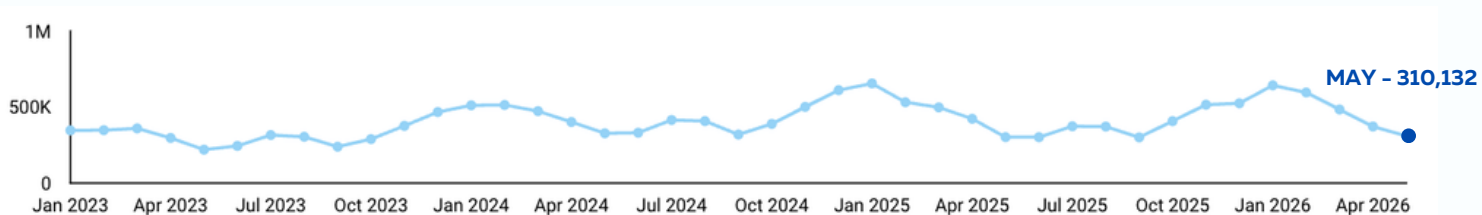
Source: Tourism Statistics and Sports Information Group, Tourism and Sports Economics Division, Ministry of Tourism and Sports. Data as of June 2026.

*Week 5 covers the period 25-31 May 2026

- Total arrivals this week:** 603,792 visitors, up 83,256 (+15.99%) from the previous week.
- Short-haul drove the gains:** Long holiday weekends – Eid al-Adha and Singapore's Vesak Day – lifted short-haul arrivals past 470,000. Malaysia surged (+109.53% WoW) and Singapore rose to the #4 source market from #6.
- But the big two softened:** China (-4.57%) and India (-4.17%) both fell week-on-week – the week's growth was holiday travel, not broad demand. China still leads YTD (2.32M), but Malaysia (1.74M) is closing fast.
- Outlook next week:** A slight dip expected as long-haul enters low season, supported by normalizing energy prices and the Trusted Thailand safety campaign.

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN 2023 – MAY 2026



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

Top 10 by Nationality

MAY 2025

Continent	Nationality	Number
1. Asia	India	57.8K
2. Europe	Russia	48.2K
3. Asia	China	31.5K
4. Oceania	Australia	22.3K
5. Europe	United Kingdom	15.6K
6. Asia	Malaysia	15.5K
7. Asia	Saudi Arabia	8.5K
8. America	United States	8.2K
9. Asia	Korea	7.5K
10. Europe	Germany	6.9K

MAY 2026

Continent	Nationality	Number
1. Asia	India	63.6K
2. Europe	Russia	44.4K
3. Asia	China	41.7K
4. Oceania	Australia	19.1K
5. Asia	Malaysia	18K
6. Europe	United Kingdom	12.3K
7. Asia	Korea	9K
8. Asia	Singapore	8.5K
9. America	United States	7.9K
10. Asia	Israel	7K

Top 10 Countries by Flight Origin

MAY 2025

Country	Number
1. India	50.3K
2. United Arab Emirates	40.2K
3. Russia	38.8K
4. Singapore	35.8K
5. Malaysia	33.1K
6. China	28.1K
7. Qatar	16K
8. Hong Kong	14.9K
9. Australia	13.2K
10. South Korea	8.1K

MAY 2026

Country	Number
1. India	59.3K
2. Malaysia	36.2K
3. United Arab Emirates	35.9K
4. China	35.9K
5. Russia	34.6K
6. Singapore	34.4K
7. Hong Kong	13.4K
8. Australia	11.8K
9. South Korea	10.9K
10. Qatar	5.7K

Source: Travel Link. Data as of 2 Jun 2026

PHUKET INTERNATIONAL AIRPORT – UPDATE ON INTERNATIONAL PASSENGER ARRIVALS

JAN-MAY 2025



JAN-MAY 2026



Top 10 by Nationality

JAN-MAY 2025

	Continent	Nationality	Number
1.	Europe	Russia	576.3K
2.	Asia	China	265.5K
3.	Asia	India	235.6K
4.	Europe	United Kingdom	123.3K
5.	Oceania	Australia	112.9K
6.	Europe	Germany	103.7K
7.	Europe	France	86.1K
8.	Asia	Kazakhstan	78.1K
9.	Asia	Malaysia	64.1K
10.	America	United States	54.9K

JAN-MAY 2026

	Continent	Nationality	Number
1.	Europe	Russia	544K
2.	Asia	China	290.8K
3.	Asia	India	270.7K
4.	Europe	United Kingdom	116.2K
5.	Oceania	Australia	107.3K
6.	Europe	Germany	95.1K
7.	Europe	France	94.4K
8.	Asia	Kazakhstan	74.2K
9.	Asia	Malaysia	66K
10.	Asia	Korea	64.6K

Top 10 Countries by Flight Origin

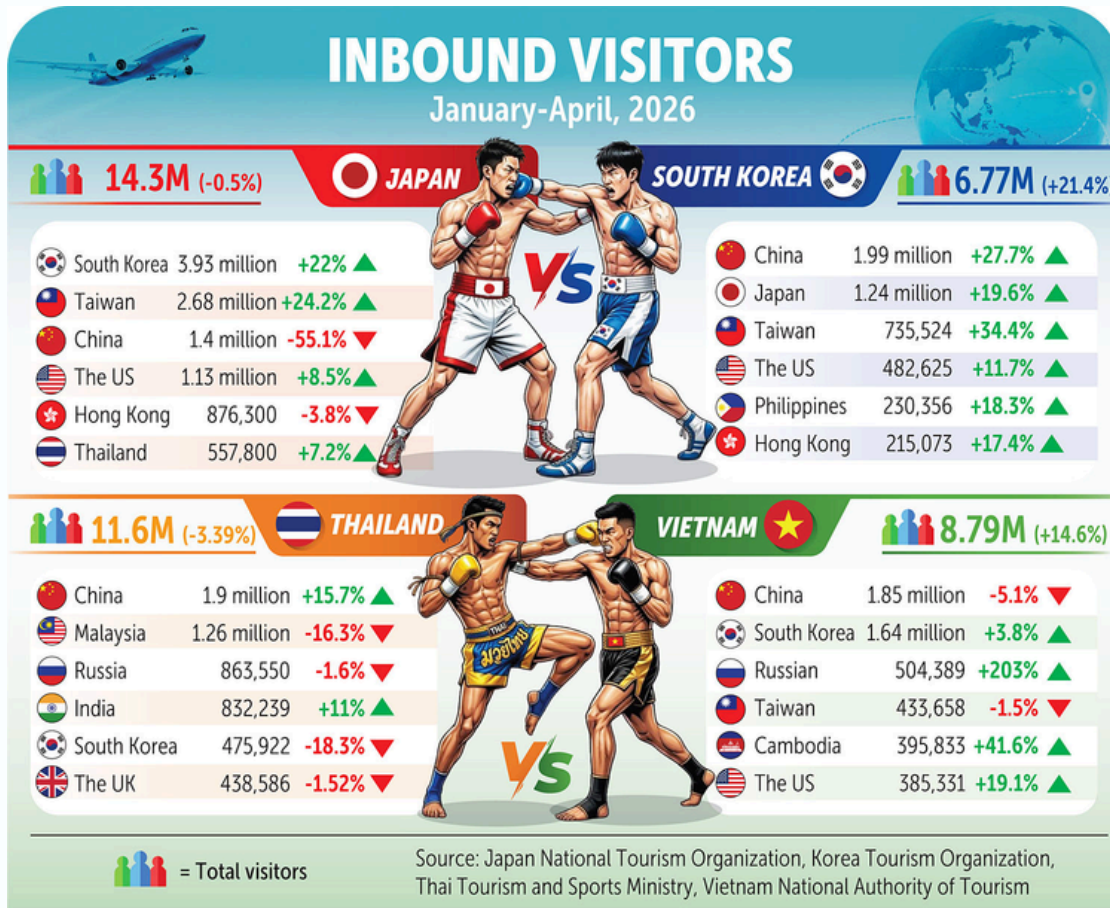
JAN-MAY 2025

	Country	Number
1.	Russia	440.3K
2.	China	308.1K
3.	United Arab Emirates	251K
4.	India	238K
5.	Singapore	219.9K
6.	Malaysia	178.7K
7.	Qatar	133.8K
8.	Hong Kong	98.2K
9.	Kazakhstan	78.5K
10.	Australia	68.6K

JAN-MAY 2026

	Country	Number
1.	Russia	421.1K
2.	China	311.5K
3.	India	284.9K
4.	United Arab Emirates	217.6K
5.	Malaysia	190.9K
6.	Singapore	183.8K
7.	Hong Kong	89.4K
8.	Qatar	79.3K
9.	South Korea	76.7K
10.	Kazakhstan	71.4K

Note: Data is missing for June 23-24, 2024, June 9, and 1-23 Dec 2025.
Source: Travel Link. Data as of 2 Jun 2026



BANGKOK POST GRAPHICS

Asian tourism is heating up: four destinations go head-to-head in inbound visitor numbers from January–April 2026, styled as boxing match-ups. Japan led with 14.3 million arrivals, followed by Thailand (11.6 million), Vietnam (8.79 million), and South Korea (6.77 million). China remained a key source market but dropped sharply in Japan.

USEFUL ARTICLES

ENGLISH

[Soaring prices during the Iran war jeopardize travel to tourism-dependent countries in Asia](#)

[Top 10 best practices for effective hotel operations management](#)

[Five Key Trends Defining Global Tourism in 2026](#)

THAI

[เที่ยวไทยปังระดับโลก! เปิดลิสต์สถานที่คว้าเกียรติยศปี 2569](#)

[New China Insights : แนวโน้มการท่องเที่ยวต่างประเทศของจีนและปัญหาการท่องเที่ยวไทย](#)

[เจาะอินไซด์ AirAsia MOVE เผยนักท่องเที่ยวอาเซียนยุคใหม่เน้น ‘จองสั้น’ และ ‘ความคุ้มค่า’](#)

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
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Sears Jivavisitnont
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David Johnson
Michael Massey

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(Co-Chair) Anucharaporn Tongluan
Vincent Delsol
Mongkudh Makaramanee

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Group Director Human Resources, Thavorn Hotels
General Manager, Pullman Phuket Panwa Beach Resort
Anona Beachfront Phuket Resort

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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

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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

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(Co-Chair) Pannaphat Lapa
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Christoph Weidemann
Levent Bilgir

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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, Mangsteem Ayurveda & Wellness Resort, Marriott's Mai Khao Resort, 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, Thanyapura 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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