

THIS WEEK EVENTS



Q2 General Managers meeting

It's a full house at the Phuket Hotels Association for the Q2 General Managers meeting at Holiday Inn Resort Phuket. Thank you to all who joined the meeting and to our members and affiliates for your support of initiatives as well as our advisors for your amazing support and guidance.

We are one great big team!

All photos [HERE](#)



The Phuket Hotels Association had the pleasure of meeting with the team from **Temasek Polytechnic** during their recent visit to Phuket. We enjoyed exploring opportunities for collaboration, including potential internships for students, and discussing a range of topics related to hospitality education and industry partnerships. We look forward to continuing the conversation and identifying ways to work together in the future.



2025 Cornell Scholarship

Mr. Phinyo Thanbunphairach from Dusit Thani Resort Phuket and recipient of the 2025 Phuket Hotels Association Cornell Scholarship, has arrived in Ithaca to begin the final in-person component of the prestigious General Managers Program (GMP) at Cornell University. The scholarship was generously donated by [Montara Hospitality Group](#). Having already completed two certificate courses online, Phinyo is now embarking on the final stage of the program. We look forward to hearing about his experiences and key learnings upon his return. Congratulations, Phinyo, and best wishes for a successful program.

UPCOMING EVENTS



**ความยั่งยืนระดับสากล
สำหรับธุรกิจโรงแรม**

มาตรฐาน GSTC สำหรับการท่องเที่ยว
อย่างยั่งยืน

ยกระดับมาตรฐานการบริหารจัดการของคุณด้วยกรอบ
มาตรฐาน GSTC ที่ได้รับการยอมรับระดับโลก
เรียนรู้กลยุทธ์เชิงปฏิบัติการเพื่อเสริมสร้างผลการ
ดำเนินงานด้านความยั่งยืน และวางแผน
โรงแรมของคุณให้เป็นผู้นำการท่องเที่ยว

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

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

หัวข้อที่คุณจะได้เรียนรู้

- ✓ ภาพรวมมาตรฐาน GSTC สำหรับธุรกิจโรงแรม
- ✓ ข้อกำหนดสำคัญและ
การประยุกต์ใช้
- ✓ การประเมินความพร้อม

เหมาะสำหรับใคร

- ✓ เจ้าของโรงแรมและผู้บริหาร
- ✓ ผู้บริหารด้าน Sustainability
- ✓ ทีมงานด้านสิ่งแวดล้อม (Green Team)

วิทยากร

คุณราชนันท์ ศิวศิริภักดิ์
Certification Production
Manager,
Bureau Veritas (Thailand) Ltd.

ลงทะเบียนเข้าร่วม



ปิดรับลงทะเบียน
19 มิถุนายน 2569

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chayada.watongkha@bureauveritas.com

International Sustainability Standards for Hotels: GSTC Certification Framework

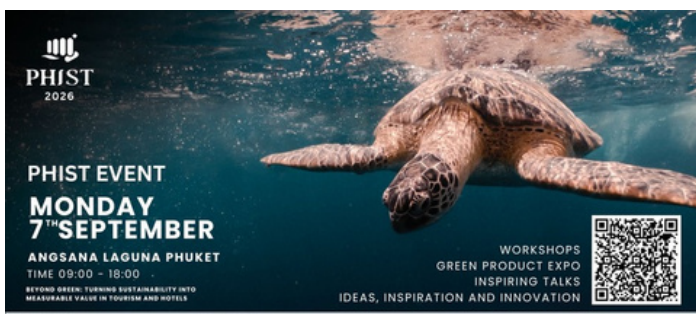
Join this online seminar in Thai Language provided by Bureau Veritas Thailand for Phuket Hotels Association to learn about the Global Sustainable Tourism Council (GSTC) standards, key requirements, implementation strategies, and readiness assessment for hotels pursuing sustainable tourism practices.

26 June 2026

09:00–12:00 (GMT+7)

Online via Microsoft Teams (Thai language).

Register [HERE](#)



PHIST 2026

**PHIST EVENT
MONDAY
7TH SEPTEMBER**

ANGSANA LAGUNA PHUKET
TIME 09:00 - 18:00

BEYOND GREEN: TURNING SUSTAINABILITY INTO
MEASURABLE VALUE IN TOURISM AND HOTELS

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

TOURISM MINISTRY REAFFIRMS THAILAND IS SAFE FOR RUSSIAN TOURISTS

Thailand's Ministry of Tourism and Sports has reaffirmed that the country remains a safe destination and is fully prepared to welcome Russian visitors, following a travel advisory issued by Russia urging greater caution. Tourism Minister Surasak Phanchaoenworakul said there has been no noticeable impact on flights, hotel bookings, or tourism activities, with authorities continuing to monitor the situation alongside the private sector. Russia remains one of Thailand's most important source markets, with nearly 1.9 million arrivals in 2025. In the first five and a half months of 2026, more than 979,000 Russian tourists generated over THB58 billion in tourism revenue.

For more information

13 ANDAMAN TOURISM GROUPS SEEK INDIA VISA-FREE REVIEW TO KEEP THAI EDGE



Thirteen tourism and business associations from Phuket, Krabi, and Phang Nga have urged the government to reconsider ending visa-free entry for Indian visitors, warning that the move could weaken Thailand's competitiveness in the MICE and destination wedding segments. While supporting tighter controls on visa misuse, the private sector argues that the THB2,000 Visa on Arrival fee could discourage travelers and event organizers from choosing Thailand. Indian arrivals have risen steadily, exceeding 2.5 million in 2025, while destination weddings in the Andaman region generated more than THB8 billion between 2023 and 2025. Industry groups are calling for visa exemptions, fee waivers, and faster visa processing.

For more information

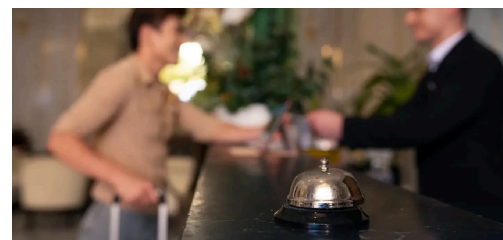
WHY IS THAILAND'S HOTEL BUSINESS STILL HOT DESPITE LOWER OVERALL INVESTMENT?

Thailand's hotel investment market remains resilient despite transaction values easing to an estimated THB60–70 billion in 2026 from previous peaks above THB100 billion. According to Colliers Thailand, improving hotel performance and rising asset values continue to attract investors, particularly in Bangkok, Phuket, Pattaya, Krabi, and Chiang Mai. Bangkok occupancy reached 75.2% in the first quarter, while new supply over the next three years will be concentrated in the luxury segment. Demand is increasingly driven by high-spending independent travelers rather than large tour groups. Although geopolitical risks and higher financing costs have slowed deal activity, quality assets in prime locations continue to offer strong long-term growth potential.



For more information

THAI HOTELS SEE Q4 RECOVERY HOPES AFTER US-IRAN DEAL CALMS OIL AND FLIGHT CONCERNS

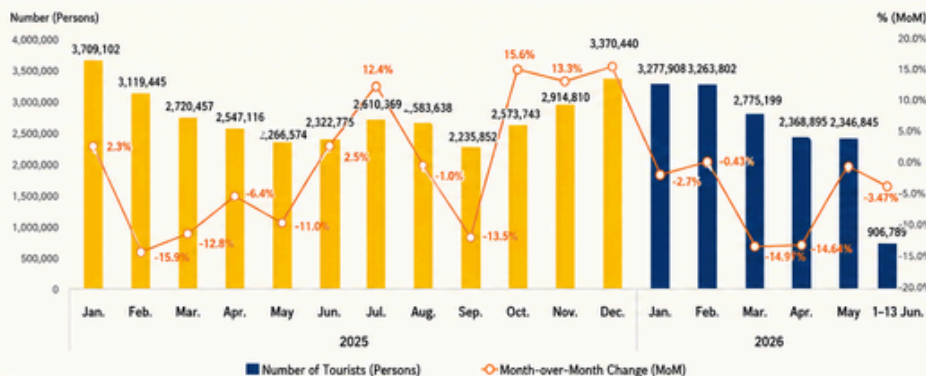


Thailand's hotel industry is optimistic that the planned US-Iran peace agreement and the reopening of the Strait of Hormuz will help restore travel confidence, ease fuel costs, and support a recovery during the fourth-quarter high season. According to the Thai Hotels Association (THA), improved sentiment could encourage airlines to resume cancelled routes and normalize travel conditions. While foreign arrivals in the third quarter are still expected to remain below last year's levels, operators anticipate stronger performance later in the year. Average hotel occupancy in May fell to 56% as low season and Middle East tensions weighed on demand, though conditions are expected to gradually improve.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE NUMBER OF TOURISTS: 1 JANUARY – 13 JUNE 2026

CUMULATIVE NUMBER OF TOURISTS
(1 Jan. – 13 Jun. 2026)

14,939,438 PERSONS

- 2.82 % (YoY)

TOP 5 NATIONALITIES (HIGHEST TOTAL)

1.	China	2,454,702	PERSONS
2.	Malaysia	1,910,926	PERSONS
3.	India	1,144,557	PERSONS
4.	Russia	979,955	PERSONS
5.	South Korea	563,002	PERSONS

KEY FACTORS DURING THIS PERIOD

- (*) The start of the school holiday in Malaysia drove a surge in tourists, particularly from family groups, traveling to Thailand via land border crossings.
- (*) The impact of the decrease in the number of tourists originating from key source markets with high spending potential.

Source: Tourism and Sports Data Center, Ministry of Tourism and Sports

Data as of 15 June 2026

WEEKLY INTERNATIONAL
TOURIST ARRIVALS

From Week 4 of May to Week 2 of June 2026

Top 5 Nationalities with the Highest
Number of Tourists
In the first 2 months of Jun. 2026

1	Malaysia	81,083 persons	Rank unchanged	-33.36% (MoM)
2	China	77,721 persons	Rank unchanged	+13.01% (MoM)
3	India	47,131 persons	Rank unchanged	-0.52% (MoM)
4	Singapore	25,329 persons	Rank unchanged	+24.33% (MoM)
5	United Kingdom	19,190 persons	Up 6 ranks	+9.52% (MoM)



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Source: Tourism and Sports Data Center, Ministry of Tourism and Sports

Data as of 15 June 2026

*Week 2 covers the period 7-13 June 2026

5 Global Travel Trends

From Envision 2026 by Trip.com Group

KEY INDUSTRY STATISTICS


1.5 billion
international
travelers in 2025


+60 million
increase from
the previous year


10%
of global GDP
generated
by tourism


US\$11.6 trillion
in economic
value


366 million
tourism-related
jobs worldwide



1 From Choosing a Destination to Choosing a Reason for the Trip

Travelers increasingly seek meaningful experiences rather than focusing solely on the destination.



Entertainment-related bookings: **+60%**



Attraction segment bookings: **+30%**



2 AI Becomes a Travel Assistant Throughout the Entire Journey

AI supports travelers from planning to post-trip activities.



AI adoption rate in customer service exceeds **50%**



Customer service contacts per order reduced by **30%**



3 Content Marketing Evolves from "Inspiring Desire" to "Driving Bookings"

Digital content increasingly influences booking decisions.



More than **100 million** impressions



GMV reaches **16 million**



Reaching over **170** markets



4 The Future of Travel Is a Seamless Connected Journey

Travel services are becoming more integrated.



International rail ticketing in 2025 grew **60%+**



Rail ticket volume increased by more than **600%** between 2019 and 2025



5 Platforms Play an Increasingly Important Role in Tourism

Travel platforms are creating significant economic value.



Trip.com Group created more than **US\$160 billion** in value for partners



Cross-border OTA bookings account for **60%**



Outbound hotel and air bookings are at **140%** of 2019 levels (40% above 2019)



Source: Envision 2026 by Trip.com Group

BUSINESS INTELLIGENCE

Hotel Business Operator Sentiment Index

May 2026

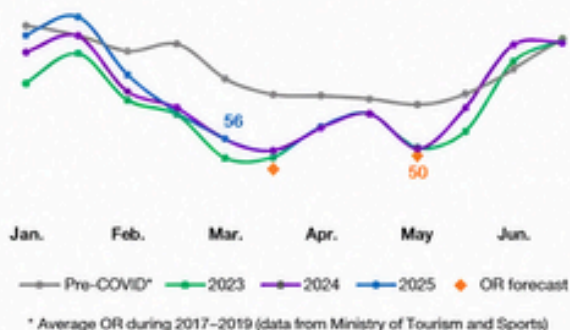
Survey results from 154 hotel operators
conducted between 13–31 May 2026



Occupancy rates in May 2026 declined from the previous month as the market entered the low tourism season. Tensions in the Middle East also pressured travel demand. Looking ahead, most hotel operators expect Q3 2026 revenue to decline year-on-year due to lower tourist arrivals, while total costs have risen compared with the period before the conflict, particularly fuel, raw materials, and electricity. Nevertheless, more than 50% of operators reported tighter liquidity, though still at a level sufficient to sustain operations. Around 70% expect Q4 2026 foreign tourist arrivals to return close to pre-conflict levels.

Average Occupancy Rate (OR)

Average occupancy in May 2026 stood at 56%, down from the previous month. The projected occupancy rate for June 2026 is 50%.



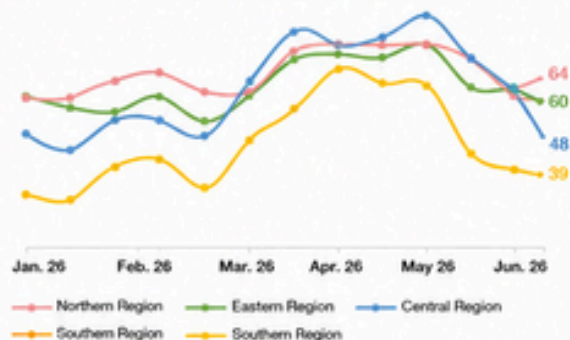
May 2026 occupancy declined from the previous month across all hotel star categories.

Average Occupancy Rate by Hotel Star Rating



May 2026 occupancy declined in several regions, particularly Southern Thailand.

Average Occupancy Rate by Region



Note: Northeastern region data are excluded due to insufficient sample size.

Source: Hotel Business Operator Confidence Survey conducted by the Thai Hotels Association in collaboration with the Bank of Thailand.

Hotel Business Conditions

Most hotel operators expect Q3 2026 revenue to decline year-on-year, particularly hotels in Southern Thailand, mainly reflecting lower international arrivals. However, around one in ten hotels still expect revenue growth. This partly reflects Thai tourists increasingly choosing domestic travel, especially to nearby areas and provinces, to limit spending after travel costs such as car fuel and airfares rose.

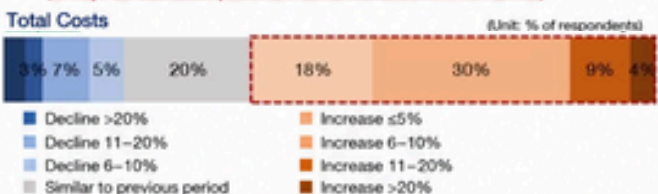
Hotel Revenue Outlook for Q3 2026 (YoY)

(Unit: % of respondents)



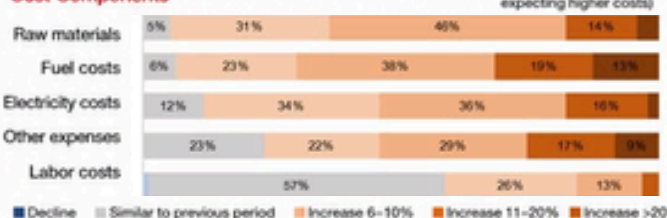
More than half of hotel businesses expect total costs over the next three months to increase compared with the period before the Middle East conflict, with most anticipating increases of 6–10%, mainly driven by fuel, raw materials, and electricity costs.

Total Cost Outlook for the Next Three Months (Compared with the period before the Middle East conflict)



Cost Components

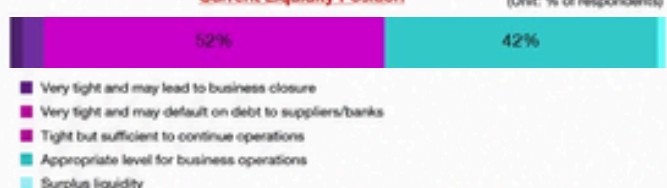
(Unit: % of respondents expecting higher costs)



Most hotel businesses continue to have sufficient liquidity to operate. Around 40% reported liquidity at an appropriate level for business operations, while more than 50% indicated that, although liquidity has tightened, it remains adequate to sustain operations.

Current Liquidity Position

(Unit: % of respondents)



World Tourism Market Share 2025



Unit: person

RANK	COUNTRY	POPULATION
1	FRANCE	104 million
2	SPAIN	97 million
3	UNITED STATES	78 million
4	CHINA	73 million
5	ITALY	59 million
16	THAILAND	33 million

Source: World Travel & Tourism Council, UN Tourism, Visit Per Year, LRC Bagagerie, Euromonitor, UNESCO, Spanishvoyage, Britannica, BBC, Medium, Ramble Worldwide, Vietnam Tour, India Traveller, Bengot, Exeter International.

In 2025, the global tourism industry was valued at THB 380 trillion, accounting for 9.8% of the world economy and growing 4% year-on-year. More than 1.5 billion international travelers generated over THB 61 trillion in economic value worldwide.

France remained the world's leading destination with 104 million visitors, followed by Spain (97 million), the United States (78 million), China (73 million), and Italy (59 million).

Emerging destinations such as Vietnam, Albania, and Uzbekistan recorded strong growth and are gaining international recognition as future tourism hotspots.

Thailand ranked 16th globally with 33 million international arrivals. However, growth slowed compared to previous years, highlighting increasing competition and changing market dynamics.

While Thailand continues to benefit from its strengths in food, nature, and culture, sustaining long-term growth will require a shift toward more value-driven and experience-focused tourism.

USEFUL ARTICLES

ENGLISH

Thai Tourism Stocks Rally on Positive Travel Momentum After US-Iran Reach Peace Agreements

The travel trends of 2026, and what it means if you are heading to Thailand

Unpack '26 Summer Travel Trends: Domestic Demand Rises and Hotel Prices Drop in Popular International Destinations

THAI

**ททท. ดันไทยสู่ศูนย์กลางอีเวนต์โลก บูรณาการ
เอกชนป็นเศรษฐกิจการ เดินทางโตตลอดปี**

‘โรงแรมไทย’ เฮอร์ ‘สหรัฐ-อิหร่าน’ ยุติสงคราม ลุ้น ‘นักท่องเที่ยวต่างชาติ’ คัมแบ็กไฮซีซั่น Q4/69

ไทยปกหมดับเวลเนสโลก

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
Daniel Muery
Brett Wilson
Christoph Weidemann

President
Director, Secretary - General
Director, Treasurer
Director, Vice President

Phuket Hotels Association Core Team Jayne

MacDougall
Sulaiya Ritto
Wanwisa Chununsri
Nuthamat Phetsawee

Executive Director
Administrative Manager
Asst. Administrative Manager
Event Support

Advisory Board

Bill Barnett
Sumi Soorian
Boon Yongsakul
Sears Jivavisitnont
Eric Ricaurte
Sukhchaensingh (Sam) Sethi
David Johnson
Michael Massey

Environment Committee

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(Co-Chair) Anucharaporn Tongluan
Vincent Delsol
Mongkudh Makaramanee
Alexandre Huet

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

Education Committee

(Chair) Bart Callens
Julian Lowry
Jirarat Ninpradub (Pui)
Michiel De Kleer

General Manager, SAii Laguna Phuket
General Manager Le Meridien Phuket Beach Resort
General Manager, Le Meridien Phuket Mai Khao Beach Resort
General Manager, Holiday Inn Resort Phuket, Patong.

Government Liaison Committee

Wasan Keatkaew
Philip Walker
Doeke Bonga

Hotel Manager, MSocial Hotel Phuket
General Manager Amora Beach Resort
General Manager, The Kee Resort and Spa

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 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

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