



WAVES OF SAFETY
Phuket Hotels Association
Life Safety Campaign

Campaign Period: Now – 31 July 2026

In support of World Drowning Prevention Day – 25 July 2026

- Join our Waves of Safety campaign, raising awareness around water and life safety in alignment with World Drowning Prevention Day. As hospitality leaders on an island destination, we have a shared responsibility to protect lives through education, training, and proactive safety measures.
- We encourage hotels to host activities such as CPR training, water safety demos, and guest/staff awareness initiatives throughout July. Please share your plans and outcomes with us by 31 July 2026.

Together, let's make safety visible—and lifesaving. Scan QR Code here to participate in the campaign

Email : Info@phukethotelsassociation.com Phone : +66 (0)78 619 518

SCAN TO REGISTER

WAVES OF SAFETY 2026

In the monsoon season, water-related accidents can increase, making this an important time to review training, safety audits, and emergency drills across your property.

The key message is simple: drowning is preventable. Prevention requires awareness, vigilance, preparation, and effective emergency response from all departments—not just lifeguards and security teams, but also leadership, operations, guest services, engineering, and recreation staff.

We encourage all members to support this campaign and strengthen water safety for guests and staff. If your property is hosting training open to others, please share it on the Member Events page of our website.

Drowning is preventable. Stay safe.

ANNOUNCEMENT



2026 ASIA-PACIFIC WEPs AWARDS

For exemplary practice embracing the Women's Empowerment Principles (WEPs) in Asia-Pacific

Application deadline extended to 20 July!

APPLY NOW

[ASIAPACIFICWESAWARDS.ORG](https://asiapacificwepsawards.org) #WEPsAwards

ORGANIZED BY
UN WOMEN GENDER ACTION LAB

Australian Aid

UN WOMEN

GOAL 5: GENDER EQUALITY

🏆 Is your business taking action promoting gender equality and women's empowerment? Applications are still open for [the UN Women 2026 Asia-Pacific WEPs Awards](#), a flagship initiative of the UN Women Gender Action Lab: Innovation and Impact for Gender Equality in the Asia-Pacific, powered by the [Women's Empowerment Principles \(WEPs\)](#).

With more than 2,000 applications submitted from 1000+ companies across 20 Asia-Pacific countries during the 2020-2024 cycles, the Asia-Pacific WEPs Awards is the leading regional initiative for private sector organizations to showcase their efforts for gender equality and inspire others to take action. Applications are accepted from businesses of any size and sector from all Asia-Pacific countries and will be open until the 20th of July.

To read more, visit the [website](#) and click here to [apply now!](#)

UPCOMING EVENTS



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](#)



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 REVIVAL PLANS TAKE SHAPE

Thailand is considering a 15-day visa exemption for Indian travellers and extending 30-day visa-free entry to all European Union countries as part of efforts to support tourism growth. The government believes easing geopolitical tensions could help foreign tourism revenue in 2026 match last year's THB1.53 trillion generated from 32.9 million visitors. Meanwhile, a new phase of the domestic tourism co-payment scheme is planned for October, offering subsidies for one million room nights. Industry leaders have welcomed the initiative, urging a focus on weekday travel and secondary destinations, while also calling for the return of tax incentives to stimulate domestic spending.

For more information

THAILAND FOREIGN TOURIST ARRIVALS TOP 15 MILLION AS CHINA LEADS



Thailand welcomed 15.45 million international visitors between January 1 and June 20, 2026, generating THB745.4 billion in tourism revenue. China remained the largest source market with 2.54 million arrivals, followed by Malaysia, India, Russia, and South Korea. During the week of June 14–20, foreign arrivals increased by 4.4% to 508,133 visitors, supported by the Dragon Boat Festival holidays in China, Hong Kong, and Taiwan, as well as a midweek holiday in Malaysia. Chinese visitors ranked first in weekly arrivals, while Taiwan moved up to fifth place, reflecting continued momentum in key Asian markets.

For more information

THAILAND LUXURY HOTELS DRAW GLOBAL INVESTORS AS WEALTH TOURISM RISES

Thailand's luxury hotel sector is increasingly attracting global investors as high-end properties evolve into resilient, long-term investment assets. According to JLL, luxury hotel transaction value across Asia-Pacific reached US\$2.1 billion in 2025, highlighting strong investor confidence. In Thailand, limited supply and rising demand from wealthy travelers are supporting asset values and higher room rates, with ultra-luxury hotels commanding nearly THB15,000 per night. The sector is also shifting toward "lifestyle luxury," emphasizing wellness, culture, and personalized experiences. New landmark developments and international brands are strengthening Bangkok's position as one of Asia's leading luxury hospitality destinations.



For more information

PHUKET CONSIDERS TRIPLING HOTEL TAX RATE



Thailand's tourism industry may face higher accommodation costs as Phuket authorities consider raising the provincial hotel tax from 1% to 3% of room rates to boost funding for local development and tourism promotion. The increase could generate around THB1 billion annually, with revenues potentially reaching THB1.5 billion if unregistered hotels are brought into the tax system. Officials said the additional funds would support marketing activities and infrastructure improvements aimed at increasing visitor arrivals to 14 million per year. The proposal also seeks to improve tax compliance among unregistered properties and promote the island's long-term sustainable development.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE NUMBER OF TOURISTS: 1 JANUARY – 20 JUNE 2026

CUMULATIVE NUMBER OF TOURISTS
(1 Jan. – 20 Jun. 2026)

15,447,571 PERSONS
- 2.78% (YoY)

TOP 5 NATIONALITIES (HIGHEST TOTAL)

1.	China	2,538,498 persons
2.	Malaysia	1,992,324 persons
3.	India	1,188,190 persons
4.	Russia	996,840 persons
5.	South Korea	576,404 persons



KEY FACTORS DURING THIS PERIOD

- The continuous long weekend during the international Dragon Boat Festival in China, Hong Kong, and Taiwan.
- The mid-term school holiday in Malaysia led to an increase in tourist arrivals from Malaysia.



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

Data as of 21 June 2026

WEEKLY INTERNATIONAL TOURIST ARRIVALS

Week 5 of May – Week 3 of June 2026 • Unit: persons

TOP 5 SOURCE MARKETS
WEEK 3 OF JUNE 2026

RANK	MARKET	ARRIVALS (PERSONS)	WoW CHANGE	RANK MOVEMENT
1	China	83,796	+7.82%	↑ from #2
2	Malaysia	81,398	+0.39%	↓ from #1
3	India	43,633	-7.82%	unchanged
4	Singapore	24,225	-4.36%	unchanged
5	Taiwan	21,043	+18.23%	↑ from #7



KEY FACTORS DURING THE WEEK

- **Long-haul outpaced short-haul this week** — growth skewed toward distant markets, not the regional base.
- **Holiday-driven, not structural** — the lift rode one-off public holidays rather than sustained demand.
- **Pullback expected next week** as markets pause post-holiday; India faces added pressure from fewer flights.



Source: Tourism Statistics and Information Group, Tourism Economics Division, Office of the Permanent Secretary, Ministry of Tourism and Sports

Data as of
23 JUNE 2026

*Week 3 covers the period 14-20 June 2026



INTERNATIONAL TOURISM MARKET OUTLOOK

June 2026



FORECAST

International Tourist Arrivals



2.1
million visitors
(-9%)
compared with June 2025

“Tourism demand is expected to soften due to the fragile global economy and high travel costs. In addition, the FIFA World Cup 2026 is likely to divert both travel demand and airline capacity.”

Note: June 2026 international visitor arrivals are estimated based on historical travel patterns and airline seat capacity. Source: TAT Marketing Strategy Division.

TOURIST ARRIVALS – TOP 5 SOURCE MARKETS



Short-Haul Markets (79% of total)

Market	Arrivals	YoY
China	380,000	+24%
Malaysia	319,000	-20%
India	208,000	+1%
Singapore	98,000	-9%
South Korea	82,000	-17%



Long-Haul Markets (21% of total)

Market	Arrivals	YoY
United States	80,000	-2%
Russia	71,000	-4%
United Kingdom	50,000	-16%
France	28,000	-6%
Germany	27,000	-22%

Note: (+/-) indicates growth compared with June 2025.

FORWARD LOOKING

Flight Searches



Unit: million searches

Advance air ticket bookings to Thailand increased by 2% compared with June 2025.

Source: ForwardKeys, 25 May 2026.

Market	Searches	YoY
Malaysia	3.5 million	+2%
India	3.1 million	-5%
United States	2.4 million	+10%
Germany	2.2 million	+21%
Japan	2.1 million	-13%

FLIGHT PLANS – Five New Direct Routes to Thailand

Short-Haul: 4 Routes

- Philippines (1 route)
 - Philippines AirAsia: Cebu – Bangkok
- Vietnam (1 route)
 - Thai VietJet Air: Ho Chi Minh City – Bangkok
- India (2 routes)
 - Air India Express: Bangalore – Phuket
 - Thai VietJet Air: Kolkata – Bangkok

Long-Haul: 1 Route

- Saudi Arabia (1 frequency)
 - Saudi Arabian Airlines: Jeddah – Hat Yai

Notes: New routes (May 2026) compared with April 2026. Airline data source: OAG, 24 May 2026.

SEAT CAPACITY DECLINES

Total Airline Seats

3.5
million seats
(-1%)
compared with June 2025

Recovered to
81%
81% of May 2019
levels

Prepared by the International Market Analysis Unit,
Marketing Strategy Division, Tourism Authority of Thailand.



Data as of 26 May 2026.



FACTORS INFLUENCING INTERNATIONAL TOURIST TRAVEL

June 2026



SUPPORTING FACTORS

1. TAT's Joint Campaigns with Partners to Attract International Visitors to Thailand



Pride Month 2026

Targeting the LGBTQ+ segment, particularly from Europe, through Pride Month activities in:

- Bangkok
- Chiang Mai
- Krabi

Thailand Travel Mart Plus (TTM+) 2026

Held at the Nongnuch Pattaya International Convention and Exhibition Centre, Chonburi

10–12 June 2026

- More than 800 buyers and tourism operators
- Participants from over 50 countries
- Expected to generate over 11,000 business appointments

2. Global Concerts Boost Foreign Visitor Arrivals

Entertainment tourism continues to strengthen Thailand's position as a concert destination, stimulating travel and spending through the "travel to follow artists" trend.

Key source markets include:



Examples



Daniel Caesar – Son of Sperry Tour

IMPACT Arena

9 June 2026



NMIXX World Tour in Bangkok

UOB LIVE EMSPHERE

13 June 2026



Travel searches to Thailand from short-haul markets exceeded
4.5 million searches during early June 2026.

HEADWINDS

1. Shift in Destination: Competition from FIFA World Cup 2026



The mega sporting event (11 June – 19 July 2026) is expected to attract long-haul travellers to North America, particularly:

- United States
- Canada
- Mexico

Impacts:

- Airlines may reallocate capacity to North American routes, potentially pushing up long-haul airfares.
- Football fans in Europe and the Americas may postpone or shift their travel plans to Asia.

2. WHO Disease Outbreak Alerts



Ebola

The World Health Organization has classified Ebola as a disease with a high risk of cross-border transmission. This may affect public health confidence and travel planning, especially among travellers with greater concerns about health and safety.



3. Policies Encouraging Domestic Travel



China The government is promoting domestic tourism through support measures worth more than RMB 1 billion, along with nationwide tourism campaigns.



India The government has urged citizens to "tighten their belts" to support the economy, asking them to avoid unnecessary overseas travel, including weddings held abroad.



Prepared by the International Market Analysis Unit,
Marketing Strategy Division, Tourism Authority of Thailand.



Data as of 26 May 2026.

THAILAND MICE STATISTICS OVERVIEW

1st Half of Fiscal Year 2026

(October 2025 – March 2026)

International MICE Market

Number of
International MICE Travelers

610,714 PAX



Unit: Travelers (PAX)

Total revenue generated
from international MICE travelers

34,200 Million Baht



Unit: Revenue (Million Baht)

TOP 5: Source Market of International MICE Travelers (PAX)

1		China	183,644
2		India	160,979
3		Malaysia	79,525
4		Singapore	24,886
5		South Korea	20,265

Number of International MICE Events by Region (Events)

1	Bangkok & Central Region	922
2	Southern Region	187
3	Northern Region	122
4	Eastern Region	101
5	Northeastern Region	17

Total **1,349**

Note: The figures presented are forecast estimates for 1st Half of Fiscal Year 2026 (October 2025 – March 2026), based on current market trends and available data.

International MICE: 34,200 Million Baht in Six Months

Thailand's MICE sector posted strong first-half results for fiscal 2026 (October 2025 – March 2026), welcoming over 610,714 international MICE travellers and generating 34,200 million baht in economic activity in just six months, reaffirming the country's standing as a global MICE destination.

Key takeaways for strategists:

- Incentives led all segments with 190,412 travellers and 11,059 million baht in revenue, signalling high spending power and traveller quality.
- China and India remained top markets, together accounting for over 56% of all MICE arrivals.
- International events grew across MICE cities; while Bangkok stays central, gains in the South and North point to wider economic distribution.

THE BANGTAO EFFECT

REDEFINING PHUKET'S INTERNATIONAL COASTAL HUB



Nine hotels and nine branded residences from seven global brands will deliver 1,640 hotel keys and 1,649 branded residence units in Bangtao between 2026 and 2030, alongside the POP Phuket mall and the North London Collegiate School (NLCS). Arriving together, hotels, residences, retail and education form the infrastructure of a global lifestyle district, repositioning Bangtao from resort coastline to Phuket's international community hub.

BANGTAO DEVELOPMENT PIPELINE



The pipeline covers hotels, residences, retail and education, every component of a functioning international community

Source: C9 Hotelworks Market Research

PROJECT PIPELINE

Hotels & Residences	Brands	No. of Keys / Units	Opening / Completion Year
Standard Phuket Bangtao	Hyatt	217 keys	2027
Standard Residences Bangtao	Hyatt	188 units	2026
Holiday Inn Express & Suites Phuket Bangtao	IHG	350 keys	2027
voco Phuket Bangtao	IHG	175 keys	2028
Staybridge Suites Phuket Bangtao	IHG	344 keys	2027
Ganya Phuket & Residences	Banyan Group	94 keys + 70 units	2030
Peylax Phuket, Autograph Collection Hotel	Marriott International	126 keys	2030
Peylax Phuket Autograph Collection Residences Phase 1 & 2	Marriott International	263 + 145 units (Ph 1/2)	2028 / 2030
Belaguna Lake Residences - Phase 1	Banyan Group	140 units	2030
Belaguna Golf Residences	Banyan Group	61 units	2029
Layan Verde - Phase 1	TBA	66 keys + 93 units	2028
Layan Verde - Phase 2	Dust Collection	103 keys + 295 units	2028
Layan Verde - Phase 3	Dust Residences	386 units	2029
Mamaka Phuket, Tapestry Collection by Hilton*	Hilton	165 keys	2026
ETRO Residences	ETRO	8 units	2027
Retail	Brands	Size	Opening Year
POP Phuket Community Mall	Central Group	5,490 Sq.m.	2026
Education	Brands	No. of Students	Opening Year
NLCS Phuket International School	North London Collegiate School	1,000 (Ph 1) / 1,500 (Ph 2)	2028

18
OPENINGS

The pipeline remains robust from 2026 through 2030. The first openings come in 2026 with Mamaka, Standard Residences, and POP Phuket mall.

Source: C9 Hotelworks Market Research

BRANDS



Bangtao is no longer drawing hotel groups alone: fashion (ETRO) and retail (Central Group) are now expanding in the district.

Source: C9 Hotelworks Market Research

FUTURE OUTLOOK

1:1

ONE RESIDENCE FOR
EVERY HOTEL KEY



Delivery peaks in 2028, when five projects including the NLCS campus open within a single year.



IHG alone delivers 869 hotel keys by 2028, the largest commitment of any brand in the pipeline.



The planned Phase II expansion of Phuket International Airport adds capacity toward 2030, just as the Bangtao pipeline completes.

Source: C9 Hotelworks Market Research



North Bangtao Bay / Layan has two large-scale mixed-use developments combining hotels and branded residences, currently in early-stage development and underpinned by a stable undeveloped land bank in the area.

Source: C9 Hotelworks Market Research

The Bangtao Effect analyses how Phuket's Bangtao coastline is repositioning from a resort destination into an international coastal hub. C9 Hotelworks research finds nine hotels and nine branded residences from seven global brands will deliver 1,640 hotel keys and 1,649 branded residence units between 2026 and 2030, a near 1:1 ratio that adds one residence for every hotel key.

Read more [HERE](#)

USEFUL ARTICLES

ENGLISH

[Why The Most Visible Faces In Asian Tourism Still Fight For True Strategic Power](#)

[Set-Jetting: The Travel Trend Turning Screen Dreams into Real Journeys](#)

[Asia Branded Residences 2026](#)

THAI

[ดิงนักท่องเที่ยว! กลุ่มใหม่! ททท. จับมือ AirAsia MOVE ลงนาม 3 ปี ใช้ข้อมูลเชิงลึกการตลาดท่องเที่ยวไทย](#)

[เราเที่ยวด้วยกัน-เที่ยวไทยคนละครึ่ง ลุ้นรีเทิร์น รัฐจ่อแจก 3,000 บาท](#)

[อ่านเกมท่องเที่ยวไทย ผ่านสายตา Marc Begassat](#)

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

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General Manager, Ibis Styles Phuket Bangtao

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Affiliates

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