



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)76 619 518



FREE CPR & AED
Training for the Phuket hotels Association Member
Learn Life-Saving Skills & Get Certified

THE TRAINING INCLUDES

- Basic CPR for Adults and Infants
- Choking First Aid Guidance
- Automated External Defibrillator (AED) Use

LED BY
Dr. Suksan Kumnuaisilp
Emergency Physician
Conducted in Thai and English!

Limited Seats Available!
Scan the QR CODE to secure your spot today.

EVENT DETAILS
Friday, July 31, 2026
Time 13:00-16:00
3rd Floor, King Carl Gustaf's Conference Room
Bangkok Hospital Phuket (Samsong)

Contact Us: Call 1719 | Email: Phuket.Expatcard@bangkokhospital.com

▲ 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.

Register [HERE](#)

▶ Basic Life Support CPR/AED Training

A free CPR certificate training and part of the Waves of Safety Campaign. Training in Thai & English

Register [HERE](#)

UPCOMING EVENTS



PHIST 2026

PHIST EVENT
MONDAY
7TH SEPTEMBER

ANGSANA LAGUNA PHUKET
TIME 09:00 - 18:00

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

WORKSHOPS
GREEN PRODUCT EXPO
INSPIRING TALKS
IDEAS, INSPIRATION AND INNOVATION

ORGANISER: PHUKET HOTELS ASSOCIATION
CONTENT BY: G-SHOTELWORKS, GREENVIEW

QR CODE

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](#)



INTRODUCTION TO GSTC HOTEL CERTIFICATION
INTRODUCTORY WEBINAR FOR PHUKET HOTELS ASSOCIATION MEMBERS

แนะนำมาตรฐาน GSTC
สำหรับโรงแรมและกระบวนกรรับรองมาตรฐาน
เป็นมิตรสิ่งแวดล้อมสำหรับสมาชิกสมาคมโรงแรมภูเก็ต

COMPLIMENTARY PARTICIPATION / ฟรีค่าลงทะเบียน

Date / วันประชุม: July 30, 2026 (Thursday) / วันพฤหัสบดีที่ 30 กรกฎาคม 2569

Time / เวลา: 10:00-12:00 Thailand time / 10:00-12:00 น. ตามเวลาประเทศไทย

Format / รูปแบบ: Online webinar + Q&A / ออนไลน์พร้อมถาม-ตอบ

Language / ภาษา: Webinar - Thai / Q&A session - Thai / English, with Thai interpretation support
สำหรับสมาชิกของพันธมิตร - ภาษาไทย / อังกฤษ - จีน
- ภาษาไทย / ภาษาอังกฤษ พร้อมการสนทนาแบบแปลภาษาทันที

Audience / ผู้เข้าร่วมงาน: Green Champions and relevant hospitality sustainability stakeholders / Green Champions และผู้มีส่วนเกี่ยวข้องด้านความยั่งยืนในอุตสาหกรรม

Webinar focus / เนื้อหาหลักของเว็บินาร์:
This webinar will introduce Phuket Hotels Association members, particularly hotel Green Champions and sustainability-focused team members, to the GSTC Hotel Standard v4.0 and the pathway to GSTC certification. Through selected examples of criteria and indicators, UCLSL experts will explain how the Standard is structured, what hotels are expected to demonstrate, and how the certification process works in practice. The session is designed as a concise, practical introduction for hotel teams involved in sustainability implementation, followed by an open Q&A discussion.

เว็บินาร์นี้จะแนะนำสมาชิกสมาคมโรงแรมภูเก็ต โดยเฉพาะ Green Champions ของโรงแรม และทีมที่เน้นด้านความยั่งยืนในโรงแรมให้รู้จักกับมาตรฐาน GSTC Hotel Standard v4.0 และแนวทางสู่การรับรองมาตรฐาน GSTC โดยการใช้ตัวอย่างจากเกณฑ์และตัวชี้วัดบางส่วน เพื่อช่วยทำความเข้าใจและกระบวนการรับรองมาตรฐาน ซึ่งทั้งโรงแรมและโรงแรมที่สนใจจะขอรับรอง

เว็บินาร์จะครอบคลุมเนื้อหาเกี่ยวกับโครงสร้างของมาตรฐาน ข้อกำหนดที่โรงแรมต้องปฏิบัติตาม และขั้นตอนการดำเนินการขอรับรองมาตรฐาน

UCLSL experienced professionals, local experts, and GSTC lead auditors ผู้เชี่ยวชาญของ UCLSL ผู้เชี่ยวชาญท้องถิ่น และหัวหน้าผู้ตรวจประเมินโรงแรม GSTC

Delivered by / ดำเนินการโดย: UCLSL

SCAN THE QR CODE TO REGISTER
สแกน QR code เพื่อลงทะเบียน

QR CODE

Introduction to GSTC hotel certification

This webinar on 30 July introduces Phuket Hotels Association members and affiliates, especially Green Champions and sustainability teams, to the GSTC Hotel Standard v4.0 and the pathway to GSTC certification. UCLSL experts will explain the Standard's structure, key requirements, and certification process through practical examples, followed by an open Q&A.

In a similar event in June we had more than 80 people join in the webinar – if you missed that session and want to really know more about GSTC and certification, how to get started along that pathway or the next steps – join this session – Thai Language– and hear what the experts say.

Register [HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND TARGETS OVER 33 MILLION TOURISTS UNDER QUALITY STRATEGY

Thailand welcomed 14.03 million international visitors during the first five months of 2026, maintaining arrivals above 14 million for the third consecutive year despite global economic uncertainty and intensifying competition. The Ministry of Tourism and Sports continues to promote its "Value over Volume" strategy, focusing on attracting higher-quality visitors, increasing tourism revenue, improving service standards, and supporting sustainable tourism. Thailand's appeal was further reinforced by Koh Samui being named Best Island 2026 in the Asia-Pacific region. The island welcomed more than 1 million foreign visitors in the first quarter of 2026, generating over THB25.5 billion in tourism revenue.

For more information

THAI TOURISM WORRIES AS CHINESE RESUME TRIPS TO JAPAN

THAILAND LAUNCHES HEALTH EXCELLENCE 2026 TO STRENGTHEN GLOBAL HEALTH AND HEALING TOURISM

TOURISM AUTHORITY OF THAILAND EXPANDS 'PAY LIKE A LOCAL' CROSS-BORDER QR PAYMENT INITIATIVE

Thailand has launched Thailand Health Excellence 2026, a national initiative led by the Tourism Authority of Thailand (TAT) and public and private partners to strengthen the country's position as a global health and wellness destination. Built around three pillars—Medical Excellence, Science-Based Wellness, and Science-Based Local Wisdom—the programme promotes integrated health and healing experiences through 10 Signature Health Journeys. New initiatives include Surf Therapy in Phang Nga and expanded partnerships with healthcare and travel providers to improve access for international visitors. The campaign reflects growing demand for wellness-focused travel and aims to position Thailand as a leading destination for medical, wellness, and long-stay health tourism.



For more information



Thailand's Tourism Authority (TAT) is expanding cross-border QR payments nationwide through its "Pay Like a Local" initiative to make digital payments more convenient for international visitors and support local businesses. The system enables travellers from key Asian markets, including China, Singapore, Malaysia, South Korea, and Hong Kong, to pay using their home banking apps and e-wallets without exchanging cash. Supported by the Bank of Thailand, major banks, and payment providers, the initiative follows a successful pilot in Udon Thani and will be promoted through merchant roadshows and international marketing, reinforcing Thailand's position as a digital-friendly tourism destination.

For more information

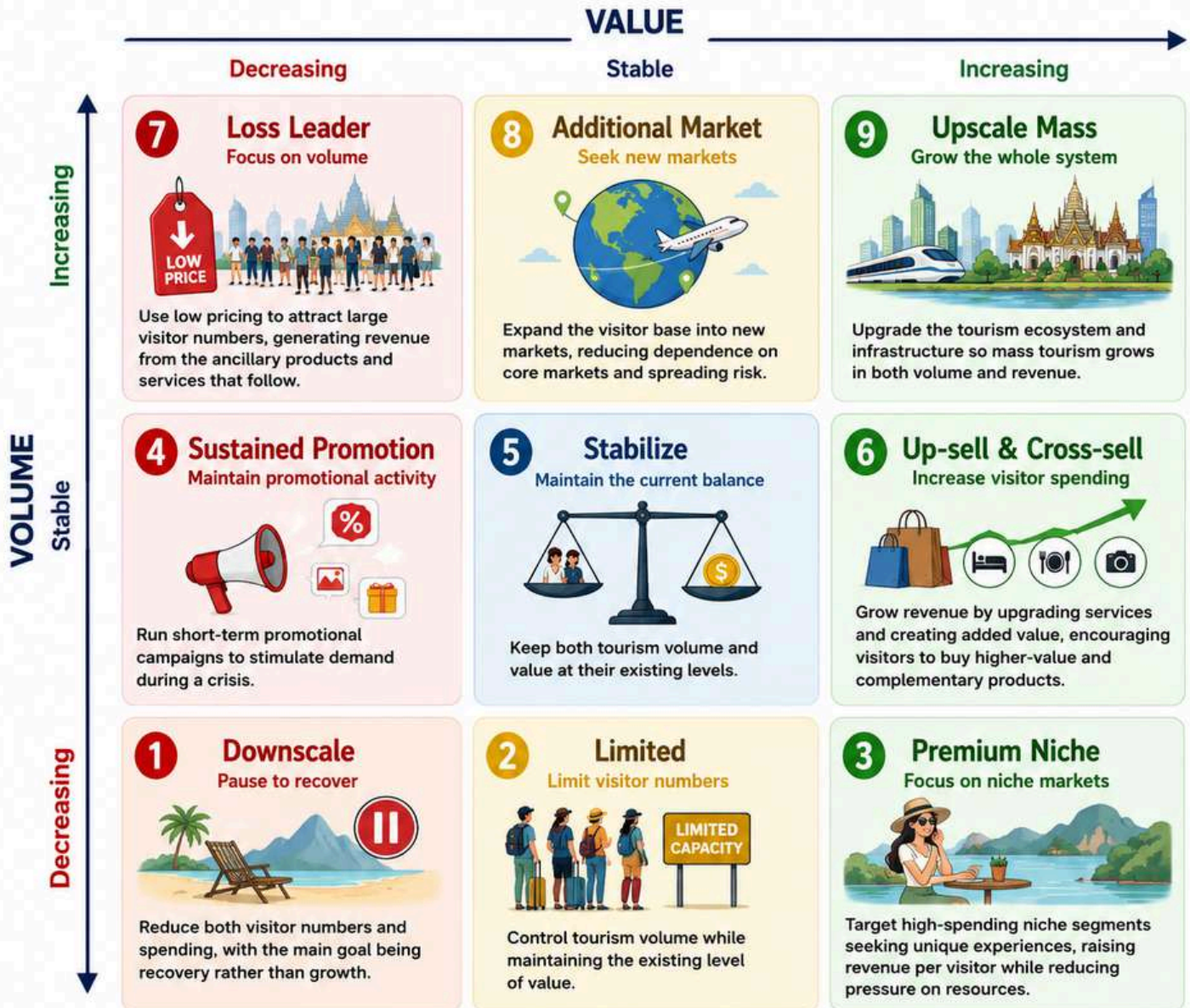
The Tourism Authority of Thailand (TAT) is monitoring the possible resumption of Chinese group tours to Japan, as increased competition could affect Chinese arrivals to Thailand in the second half of 2026. While restrictions may be eased, uncertainty remains, and TAT is adjusting its marketing strategy accordingly. The agency has already lowered its 2026 forecast for Chinese visitors to around 5 million due to the impact of Middle East tensions on air travel. Despite this, Thailand recorded 2.5 million Chinese arrivals as of June 20, up 17% year-on-year, and remains confident the market will continue to grow amid strong regional competition.

For more information

Volume vs Value



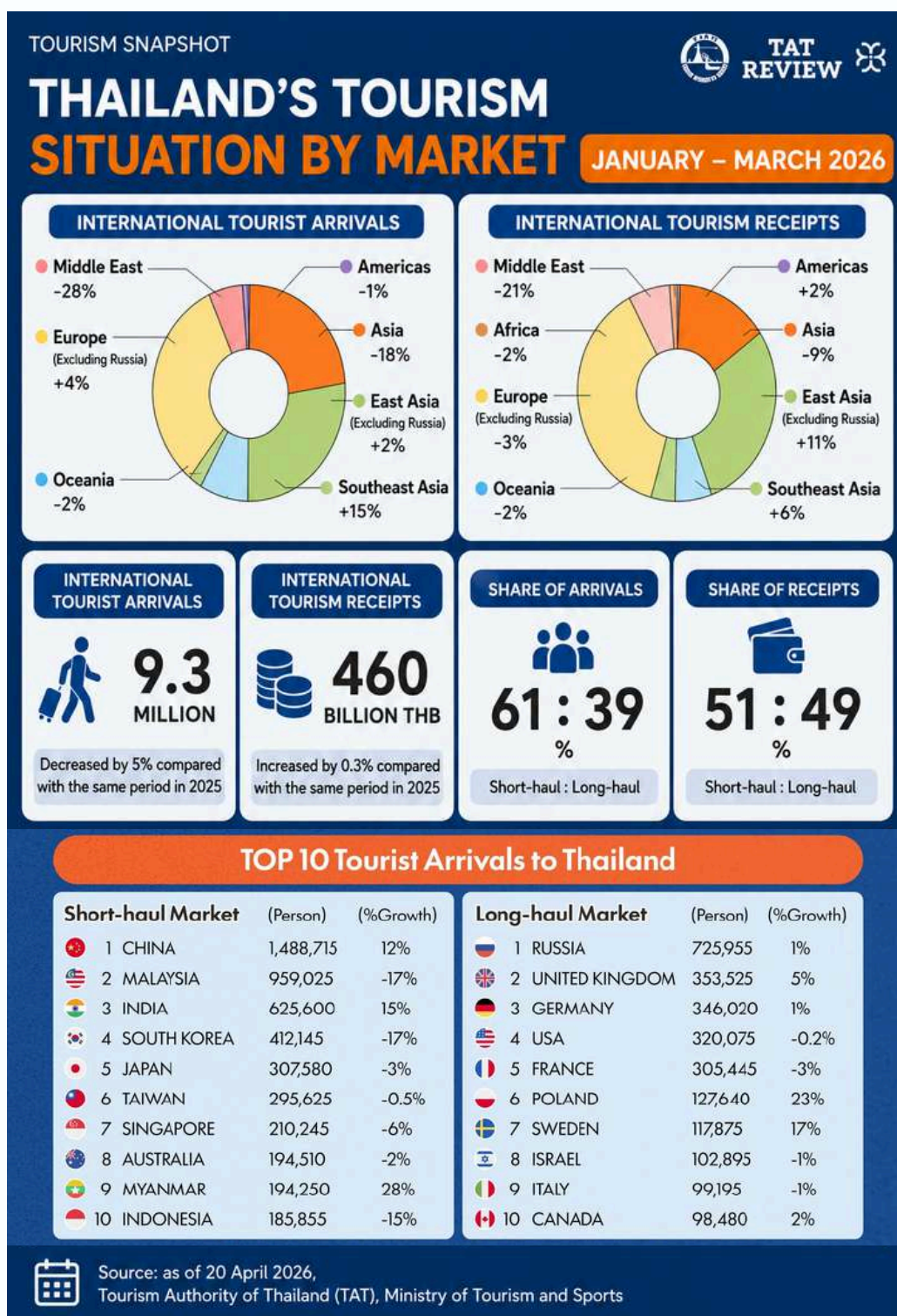
9 Strategies for Rebalancing Thailand's Tourism



Source: Summary based on the article
"Don't Save Every Tree"
 by Assoc. Prof. Dr. Kogkrit Nanthasomsri
 Go Green | TAT Review Magazine



Thai tourism faces a long-standing contradiction: policy promotes "Value over Volume," prioritising visitor quality and sustainability, yet success is still measured by arrival numbers and total revenue, quietly pulling the market back toward "Volume over Value." This "torn between two" dilemma is false. Mapping the reduce, maintain, and increase options for both dimensions yields nine strategies, from Downscale (Boracay's closure) and Limited (Machu Picchu) to Premium Niche (Bhutan) and Upscale Mass (Dubai). Destinations and operators should mix these into a context-fit "strategy portfolio." But real change requires shifting metrics from volume toward net revenue, carrying capacity, and community wellbeing.



Thailand's Q1 2026 (Jan–Mar) international tourism softened slightly, with 9.3 million arrivals (–5%) but receipts holding roughly flat at 463.5 billion THB (+0.3%), as long-haul markets spent more per head. A baht that strengthened about 8% against the dollar, higher costs versus rivals, safety worries, and Middle East conflict all weighed on demand, while Chinese New Year, concert/fan-meet travel, and OTA promotions helped. Q2 (Apr–Jun) is forecast to recover.

Key points:

- Growing: Northeast Asia (+2% arrivals, +11% receipts, led by China), South Asia (+15%, India strong), Europe's Nordics/Poland.
- Declining: ASEAN (–18%, Ramadan effect), Middle East (–28%), Americas, Oceania.
- Q2 forecast: 7.6M arrivals (+6%), 349 billion THB (+13%), lifted by Songkran, Easter overlap, and world-class events.

APAC IVAs and Forecasts



Top Destinations 2028

-  **China**
159.5M
-  **USA**
77.0M
-  **Türkiye**
61.6M

Note: IVAs = International Visitor Arrivals | 2025 IVAs are estimated, not actual.

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www.PATA.org

The Numbers Behind Asia Pacific's Tourism Growth – China's Volume, Vietnam's Velocity

PATA, with PolyU's RCDTT, released its Asia Pacific Visitor Forecasts 2026–2028 Mid-Year Update. Arrivals across 39 destinations are projected at 714.9 million in 2026, rising to 789.2 million by 2028, or 115.6% of 2019 levels. Vietnam leads the top-10 destinations with 31.2% growth (2025–2027), reaching 27.8 million, followed by Macao, Japan, and Hong Kong. China stays largest at 157.8 million but grows just 2.2%. Thailand recovers to pre-pandemic levels only by 2028. China remains the top outbound market with nearly 127 million arrivals in 2027. Risks include geopolitical tension and fuel costs.

Read more [HERE](#)

USEFUL ARTICLES

ENGLISH

[Hotel Mobile Check-In: Faster Guest Arrivals](#)

[Five Trends Every Hotel Leader Needs to Watch in 2026](#)

[TAT welcomes EVA Air's new Washington DC service as North America access to Thailand expands](#)

THAI

[“สุรศักดิ์” ของบ 3 พันล้าน ปลุกท่องเที่ยวไทย ปัน “เที่ยวช่วยไทยพลัส” 1 ล้านสิริ](#)

[ท่องเที่ยวไทยโตไม่หยุด! 5 เดือนแรกต่างชาติพุ่ง 14 ล้านคน](#)

[‘ททท.’ ลุยโรดโชว์เจาะตลาดแอฟริกา ขยายฐานนักท่องเที่ยว 2 แสนคนต่อปี](#)

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
Brett Wilson
Christoph Weidemann

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

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Event Support

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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

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Julian Lowry
Jirarat Ninpradub (Pui)
Michiel De Kleer

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

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Wasan Keatkaew
Doeke Bonga
Phinyo Thanbunphairach

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Hotel Manager, MSocial Hotel Phuket
General Manager, The Kee Resort and Spa
Resident Manager, Dusit Thani Laguna 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

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(Co-Chair) Pannaphat Lapa
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Serge Cuyper
Christoph Weidemann
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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

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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

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