



My Cornell General Managers Program (GMP) Experience

My Cornell General Managers Program Experience Attending the Cornell University General Managers Program was one of the most valuable development experiences of my career so far. This opportunity was made possible through very generous support of **Montara Hospitality Group** who sponsored the educational component of the scholarship. The **Phuket Hotels Association** supported visas, travel and accommodation. I am sincerely thankful to both.

The programme gave me the rare opportunity to step back from daily operations and think about leadership at a higher level. I learned that strong people management is a direct driver of hotel performance. I also learned that everything in a hotel communicates the brand, from every greeting to every interaction between departments.

The programme also showed how AI is changing the way guests discover hotels and how leaders can use it to make better decisions. The programme broadened my perspective on what world-class hospitality leadership looks like. I returned to Phuket with clearer priorities, and a stronger sense of purpose in developing the people around me. The value of this learning multiplies when it is shared with department heads, supervisors, and future leaders.

I believe this is why investing in people matters. Every participant returns as a better leader for their own property and as someone who can help raise the standard of hospitality across our island. I am grateful to Montara Hospitality Group and the Phuket Hotels Association for this opportunity, and I look forward to contributing back to our community.

Phinyo Thanbunphairach
Resident Manager, Dusit Thani Laguna Phuket
Cornell University General Managers Program, June 2026

The Phuket Hotels Association would like to extend its sincere thanks to Mr Bill Barnett for his invaluable support in securing sponsors for the Cornell GMP Scholarship since its inception. Thank you Bill!

As Khun Phinyo shared, the experience is truly life-changing. We are proud of all our Cornell Scholars who have completed the programme and continue to give back to the Phuket Hotels Association community by serving on our committees, sharing their knowledge, and paying forward the valuable insights and inspiration they gained through this exceptional opportunity.

THIS WEEK EVENTS



PHIST 2026: Coming Together

Some of the people working behind the scenes to bring PHIST 2026 to life!

The [Phuket Hotels Association](#) recently met with our venue partner, [Angsana Laguna Phuket](#), along with sponsors Alex and Elodie Radach and our event partner, Pheonix Events, to continue planning what promises to be another inspiring PHIST.

There's a huge amount happening behind the scenes, and we're looking forward to sharing it with you. If you haven't registered for [#PHIST2026](#) yet, now is the time! Registered delegates receive the latest programme updates, speaker announcements, and event news as it's released.

We can't wait to welcome you to PHIST 2026!



Phuket Hotels Association Welcomes Phuket's New Governor

The [Phuket Hotels Association](#) recently had the pleasure of meeting Phuket's new Governor, Mr. Chodnarin Koedsom, to welcome him to the island and wish him every success in his new role.

Joining the Phuket Hotels Association team were Government Liaison Committee Chairperson Philip Walker, General Manager of Amora Beach Phuket, together with his team, Doeke Bonga, General Manager of The Kee Resort & Spa, and Phinyo Thanbunphairach, Resident Manager of Dusit Thani Laguna Phuket. The meeting provided an excellent opportunity to discuss collaboration and strengthening partnerships between the public and private sectors to support Phuket's continued success.

Register **HERE**

Each attendee that passes the short exam with the course will receive a certificate from the hospital to show their participation. Training boosts the confidence of staff to assist in times of accidents and incidents and means they are more likely to engage. Annual training or refresher means these skills are current! Register [HERE](#)

Register **HERE**

UPCOMING EVENTS



July, 30, 2026 10:00–12:00

WEBINAR LANGUAGE: THAI ภาษาในการจัดเวิร์กช็อป: ภาษาไทย

INTRODUCTION TO GSTC HOTEL STANDARD & CERTIFICATION

ONLINE WEBINAR FOR PHUKET HOTELS ASSOCIATION MEMBERS FOLLOWED BY AN OPEN Q&A DISCUSSION

COMPLIMENTARY PARTICIPATION
เข้าร่วมฟรี

MORE INFORMATION AND REGISTRATION HERE
ดูข้อมูลเพิ่มเติมและลงทะเบียนได้ที่นี่

PHUKET HOTELS ASSOCIATION

Introduction to GSTC hotel certification

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

Our June session drew 80+ participants. If you missed it and want to know how to get started with GSTC certification or what comes next, join this Thai-language session. 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
CSHOTELWORKS 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](#)



NOVACANCY ASIA

HOTEL + ACCOMMODATION INDUSTRY EXPO

24-25 NOVEMBER 2026

QSNCC, BANGKOK

WWW.TERRAPINN.COM/NOVACANCYASIA26PHUKETHA

GET YOUR FREE VISITOR PASS

SUPPORTED BY: PHUKET HOTELS ASSOCIATION

Register [HERE](#)

NoVacancy Asia 2026 Event

The region's leading hotel and accommodation expo, held 24–25 November at Queen Sirikit National Convention Centre, Bangkok. Join 3,000+ attendees, 150+ exhibitors, and 170+ speakers across eight content streams covering AI, revenue, design, F&B, and more.



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, its first landmark culinary festival. 🍹✨ Bringing together top hotels, restaurants, chefs, and culinary talents from Phuket, Phang Nga, and beyond. **Just 50 restaurant spots are available, and members get one restaurant listing FREE.**

Register [HERE](#)

THIS WEEKS' NEWS UPDATE

THAILAND WELCOMES 16.21M FOREIGN TOURISTS AS SUMMER HOLIDAYS LIFT ARRIVALS

Thailand welcomed 16.21 million international visitors between January 1 and July 4, 2026, generating THB782.57 billion in tourism revenue. Although arrivals were 3.11% lower year-on-year, tourism remained a key contributor to the economy. China continued to lead as Thailand's largest source market with 2.65 million visitors, followed by Malaysia (2.11 million), India (1.24 million), Russia (1.02 million), and South Korea (596,673). The figures highlight the continued importance of Asian short-haul markets in driving Thailand's tourism recovery, while European long-haul visitors remain a valuable source of tourism spending.

For more information

TAT INTENSIFIES SECOND-HALF TOURISM CAMPAIGN AS ARRIVALS EDGE UP

TAT expects 33 million foreign visitors in 2026, a slight 0.1% increase, despite challenges from the Middle East conflict, global economic uncertainty, rising tourism competition, and value-for-money concerns. To support recovery, TAT is accelerating second-half marketing through a 3R strategy –retaining airline capacity, reshaping flight networks, and recovering key long-haul markets. The agency is also promoting wellness and luxury tourism, expanding air connectivity, and leveraging AI-driven marketing. Major events, including Tomorrowland Thailand, the World Bank Meeting, and the Royal Barge Procession, are expected to boost tourism demand.

For more information

SEAPLANE TAKEOFF GROUNDED BY REGULATIONS

Thailand has strong potential to become a regional seaplane hub, but regulatory hurdles continue to slow development, according to Siam Seaplane. The company said environmental approval requirements for water landing sites remain costly and time-consuming, delaying commercial operations despite growing demand. A newly established government committee aims to streamline approvals and improve coordination among agencies. Siam Seaplane plans to launch services in January 2027, beginning with routes linking Phuket, Krabi, Koh Phi Phi, Koh Yao Noi, and Phang Nga. The company has already received strong market interest and expects seaplane services to become a key driver of tourism connectivity to remote coastal and island destinations.



For more information

EMIRATES BOOSTS PHUKET SERVICE WITH THIRD DAILY A350 FLIGHT



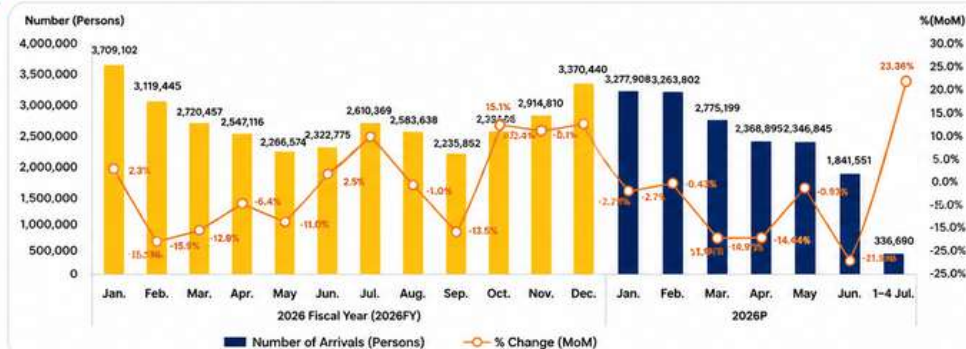
Emirates has expanded its Dubai-Phuket route to three daily flights using the new Airbus A350-900, increasing connectivity between Thailand, Europe, and the Middle East. The additional service raises Phuket operations to 21 weekly flights, supporting growing demand from European and Gulf markets. The A350 introduces Premium Economy on the route alongside upgraded Business and Economy cabins. The new daytime schedule also boosts cargo capacity for perishable goods, electronics, and general freight. The expansion reflects Emirates' continued investment in Thailand and reinforces Phuket's role as a key regional aviation and tourism hub.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE INTERNATIONAL TOURIST ARRIVALS

1 JANUARY – 4 JULY 2026



Note: *Due to the TAT data system update, international tourist arrival data for 22–25 June 2026 and 2025 are not available. The number of arrivals and receipts during those periods will be reported once the system update is completed.

KEY FACTORS DURING THE PERIOD

- (+) Entry into the summer holiday season in many countries, both short-haul markets (e.g., China, Hong Kong) and long-haul markets (e.g., France, Germany, Netherlands).



Source: Tourism and Sports Statistics Group,
Tourism Authority of Thailand



Data as of 5 July 2026

CUMULATIVE INTERNATIONAL TOURIST ARRIVALS
(1 Jan. – 4 Jul. 2026)

16,210,890 PERSONS

- 3.11% (YoY)

TOP 5 INTERNATIONAL TOURIST ARRIVALS

1. China 2,654,728 persons
2. Malaysia 2,109,956 persons
3. India 1,239,023 persons
4. Russia 1,022,483 persons
5. South Korea 595,673 persons

TOP 5 INTERNATIONAL SOURCE MARKETS (CUMULATIVE)
WEEK 1 OF JULY 2026

RANK	MARKET	ARRIVALS (PERSONS)	YOY CHANGE
1	China	2,654,728	+16.79%
2	Malaysia	2,109,956	-8.73%
3	India	1,239,023	+4.84%
4	Russia	1,022,483	-1.26%
5	South Korea	595,673	-22.91%



Photo Credit: RakDok Facebook Page

- Weekly arrivals: 533,697 foreign visitors entered Thailand in the first week of July 2026, driven by summer school-break travel across short-haul and long-haul markets.
- Cumulative arrivals (1 Jan – 4 Jul 2026): 16.21 million, down 3.11% year on year.
- Cumulative revenue: 782,569 million baht in tourism receipts.
- Market leader: China topped all markets with 2,654,728 cumulative arrivals; Russian arrivals passed 1 million for the year.

KEY FACTOR DURING THE WEEK

- (+) Summer holidays across many countries continued to support international travel demand from both short-haul and long-haul markets.



SHORT-HAUL MARKETS:
China, Hong Kong, and others



LONG-HAUL MARKETS:
France, Germany, the Netherlands, and others



NOTE:

Due to a disruption in the international visitor statistics collection system during 22–25 June 2026 (and the corresponding period in 2025), visitor arrival and tourism receipt data for those dates were not included in this week's tourism situation report.



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



Data as of
5 July 2026

*Week 1 covers the period 28 June - 4 July 2026



VISA 2026 GLOBAL TRAVEL INTENTIONS STUDY

Asia Pacific Travellers Seek Familiarity, Practicality, Flexibility

Amid Shifting Global Dynamics

Insights from over 17,000 respondents across Asia Pacific reveal how travellers are navigating uncertainty with **greater intent**.



Travellers in Asia Pacific are choosing nearby, familiar destinations while still pursuing unique experiences and personal passions.


37%

plan trips around unique local experiences, especially food and culture
vs. **29%** globally


1 in 4

would travel for major live entertainment and sporting events such as the FIFA World Cup 2026™, Formula 1™*, and K-Pop.

1

FAMILIAR FAVOURITES, BUT PASSIONS GUIDE THEM

WHERE ASIA PACIFIC TRAVELLERS TRAVELLED
(% of respondents)



TOP DESTINATIONS VISITED
(% of respondents)



PLANNED DESTINATIONS IN THE NEXT 12 MONTHS
(% of respondents)


2

AI ENABLES PRACTICAL PLANNING, DUE DILIGENCE

Travellers are planning more methodically and using AI and digital tools to research, sense-check, and prepare for uncertain travel conditions.

AI IS A KEY TRAVEL PLANNING TOOL
(% of respondents)



TOP CONCERNS BEFORE TRAVELLING
(% of respondents)


73%

bring along cards or mobile wallets on their trips.

3

TRAVELLERS LOCK IN ESSENTIALS EARLY, BUT LEAVE SPACE FOR FLEXIBILITY


79%

booked accommodations in advance of the trip


51%

booked experiences in advance


72%

of dining decisions are made after reaching their destinations


65%

of transport choices are made during the trip



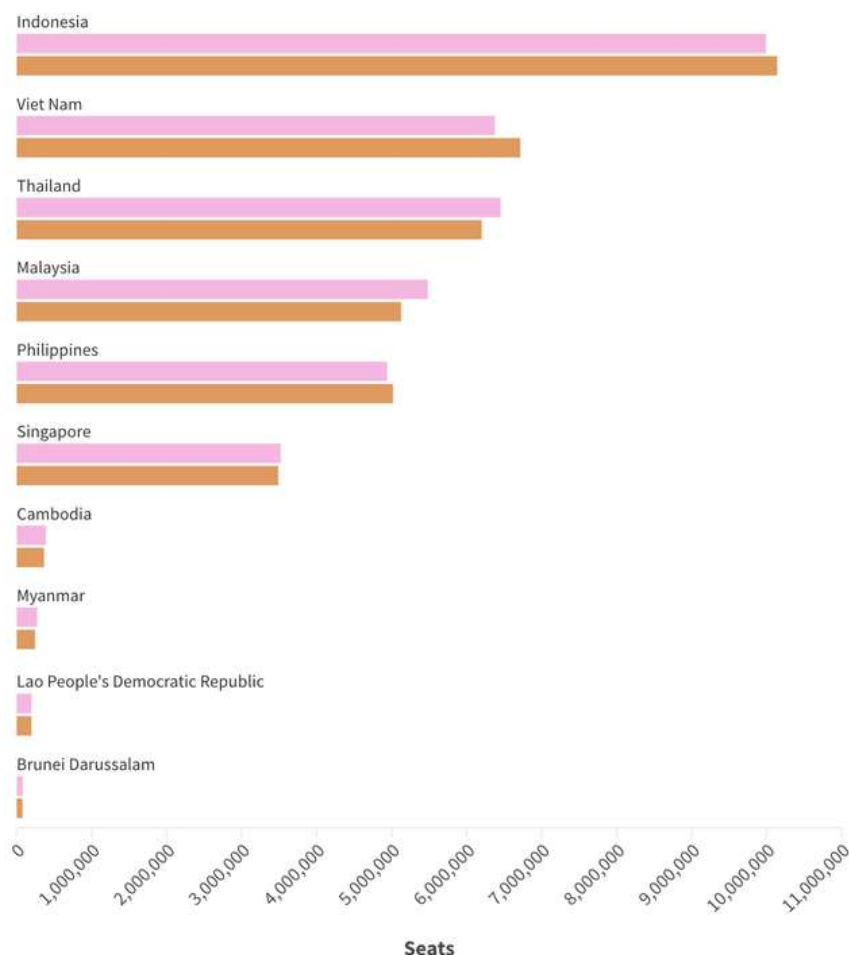
Travel in Asia Pacific is not slowing – it's becoming more **planned, purposeful, and intentional**.



Source: Visa 2026 Global Travel Intentions Study
*FORMULA 1, F1, FORMULA ONE, F1, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company.

Which country in Southeast Asia has most flight capacity (domestic + international)?

This Month 2025 This Month 2026



- Indonesia remains the largest SE Asia market with 10m seats, despite a decrease in capacity of 7% (751,800 fewer seats) compared to May 25.
- Thailand is the next largest market in the region, with 6.7m seats, despite a 4.7% reduction in capacity (335,900 fewer seats) vs last year.
- Capacity also reduced in Vietnam, Singapore and Malaysia with 522,300, 104,200 and 74,600 fewer seats respectively.
- The Philippines is bucking the trend with 6% growth to 5.7m seats. This is driven by Cebu Pacific Air, and part this is driven by the geography of the Philippines which makes air travel essential, and domestic tourism demand remains strong.

Read more [HERE](#)

USEFUL ARTICLES

ENGLISH

[TAT invites travellers to discover Blooming and Bright Amazing Thailand](#)

[Ho Chi Minh City-Phuket direct route launched, strengthening connectivity between Vietnam and Thailand](#)

[Phuket hotel licensing deadline extended](#)

THAI

[กกท.วางแผนปีมท่องเที่ยวครั้งปีหลัง ดันต่างชาติเที่ยวไทย 33 ล้านคน](#)

[ท่องเที่ยวไทยครั้งปีแรก ต่างชาติ 16.21 ล้านคน สร้างรายได้ 7.83 แสนล. ลุ้นชมเมอร์จีน-ยุโรปหมุนฟื้น](#)

[วิซ่า ซีอีโอจ่ายข้ามแดนในไทยโต 14% รุกสร้างฮับท่องเที่ยวคุณภาพ](#)

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
Wanwisa Chunuansri
Nuthamat Phetsawee

Executive Director
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

(Chair) Kanokwan Homcha-aim
(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

(Chair) Philip Walker
Wasan Keatkaew
Doeke Bonga
Phinyo Thanbunphairach

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

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 Cuyper
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



CONTACT US

☎ 076 619 518

✉ info@phukethotelsassociation.com