



BDI Hackathon 2026

Bjorn Courage, President of the Phuket Hotels Association, attended the BDI Hackathon 2026: PRO AT Phuket on behalf of the Association. The event highlighted the growing role of innovation and collaboration in shaping the future of tourism, bringing together industry leaders, government, academia, and technology experts to explore practical solutions for the sector.

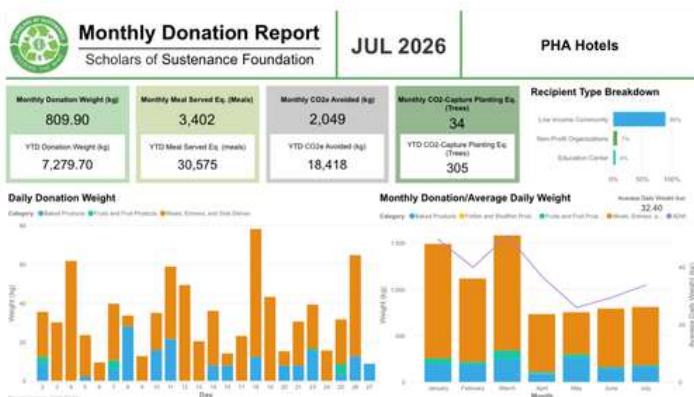


Introducing PHOODIE Festival

Phuket Hotels Association was delighted to be invited to the Phuket Chamber of Commerce meeting to introduce PHOODIE Festival – Our inaugural food festival scheduled for November 2026—amongst other exciting activities!

We're incredibly grateful for the amazing enthusiasm, support and interest from everyone in attendance. It was fantastic to see so much excitement for bringing Phuket's unique food scene together and celebrating the people, restaurants and culinary talent that make our island so special in the gastronomy space!

PHOODIE Festival is just getting started – and we can't wait to share what's coming!



JULY FOOD DONATION REPORT

Food Donated by Phuket Hotels Association
Member Hotels and redistributed.

in the community-

For info or to participate:- please contact
exec.dir@phukethotelsassociation.com

LEVER PHUKET HOTELS ASSOCIATION

PLANT-FORWARD EXCELLENCE

Designed for Phuket hotel leaders in F&B, sustainability, and marketing



WEDNESDAY 19 AUGUST 2026
10:00 AM – 12:00 PM
(Registration starts at 9:30 AM)
at M Social Hotel Phuket

Free admission. Advance registration required.
Phuket's Guest Chef on Plant-forward menu

Access Strategies to:
✓ Develop guest experience
✓ Strengthen sustainability
✓ Drive F&B revenue



Plant-Forward Excellence

M Social Hotel Phuket hosts Plant-Forward Excellence on 19 August 2026, a free members workshop on using plant-forward dining to elevate guest experience, advance sustainability, and grow F&B revenue. Advance registration required.

*Now a GSTC requirement for a 30% plantbased menu!

Register [HERE](#)

BEING

THAILAND 2026

Connecting People Shaping the Future of Wellness

DATE
Wednesday, 2 September 2026

LOCATION
Angsana Laguna Phuket




CURATORS
Mr. B. CA

PHUKET HOTELS ASSOCIATION | PHUKET WELLS | PHUKET DAY | PHUKET REGION | AYTHA | GASTRO |

BEING 2026

BEING 2026 is the second edition of Thailand's only dedicated B2B wellness conference, a full-day, complimentary event built for the professionals and businesses shaping the future of wellness in hospitality and beyond. Connecting people, shaping the future of wellness. Phuket Hotels Association will be there!

Register [HERE](#)




RISE 2026

Reshaping Hospitality by Empowering Women

Half Day Program

An inspiring half day program dedicated to advancing women in hospitality through leadership, mentorship, and meaningful industry dialogue.

03 Thurs Sept | **2:00 pm - 5:00 pm** | **Sail Laguna Phuket** | **1000 THB**

PHUKET HOTELS ASSOCIATION | PHUKET WELLS | PHUKET DAY | PHUKET REGION | AYTHA | GASTRO |

RISE 2026

RISE 2026 is Thailand's dedicated platform for advancing women across hotels, hospitality, and tourism. A three-hour gathering in Phuket on 3 September 2026, for women leading the industry and those just beginning their journey. We support RISE!

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 PHUKET WELLS | GREEN VISION

SUPPORTERS PHUKET DAY | PHUKET REGION | AYTHA | GASTRO

MEDIA - SUPPORTERS TDM | Thaiger

SPONSORS PAN-PACIFIC HOTELS GROUP | ANGLIA | Booking.com | PHUKET WELLS | PHUKET DAY | PHUKET REGION | AYTHA | GASTRO

PHIST 2026 - Register NOW!

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. Be a part of **YOUR** Sustainable Learning event for Hospitality & Tourism!!

Register [HERE](#)

UPCOMING EVENTS

Register [HERE](#)**Phuket Green Day 3/2026**

Join the Phuket Hotels Association's Green Day as we lead an island-wide beach and street clean-up on Friday, 18 September 2026, which coincides with The World Clean Up Day

We have identified several beach locations across the island that may be convenient for you and your team to volunteer. Alternatively, you can organize a clean-up at your own chosen location—just let us know where and when.

**2026 RESORT MARKETING CONFERENCE ASIA**

Join hospitality leaders as they unpack what's next in Marketing, Branding, PR, Digital, and Commercial Management for resorts across Asia Pacific. Hear from experts who are redefining how resorts attract, convert, and retain guests in an era driven by data, design, and experience. 7th October, 2026 at M Social Hotel Phuket.

Register [HERE](#)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.

**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.

SAVE THE DATE and WATCH THIS SPACE!!

THIS WEEKS' NEWS UPDATE

THAILAND PROPOSES FOREIGN VISITOR FEE AND TRAVEL SUBSIDY

Thailand plans to launch the Thai Travel Thai Plus domestic tourism subsidy in September, with a THB1.75 billion budget offering 500,000 entitlements. The four-month scheme will cover 50% of eligible spending, capped at THB3,000 per entitlement, with each participant eligible for up to five entitlements. Meanwhile, the government is proposing a foreign visitor fee, with the rate and launch date yet to be confirmed. Revenue would support tourism-site development, visitor insurance and safety, and environmental restoration. The measures aim to strengthen domestic tourism while creating sustainable funding for Thailand's tourism infrastructure and destinations.

For more information

THAILAND TO RAMP UP CREATIVE CITIES DRIVE



Thailand aims to secure UNESCO Creative Cities Network (UCCN) recognition for two new destinations every two years, targeting at least 35 recognised cities by 2037. The country currently has nine UCCN cities, including Phuket as its first, recognised as a City of Gastronomy in 2015. Potential 2027 candidates include Pattaya, Chanthaburi and Si Sa Ket. Dasta expects UCCN recognition to increase tourism revenue by 10–30%, while encouraging higher visitor spending and new experiences. Community-based tourism is also expanding, with 45 communities generating THB137 million in 2025, up 22.3% year-on-year.

For more information

CHINESE TOURIST BITTEN BY LION CUB AT PHUKET CAFE PAYS FOR OWN RABIES SHOTS

A Chinese tourist was reportedly bitten by a lion cub during a paid interaction at a Phuket café, breaking the skin. Staff reportedly said the cub was vaccinated and that a rabies injection was unnecessary, but the tourist chose to receive the vaccine independently. The incident has reignited concerns in China over the safety of animal cafés offering close encounters with big cats. Thai health guidance treats bites or scratches that break the skin as potential rabies exposure. Lions are controlled wildlife in Thailand, requiring permits and registration, while previous enforcement cases have highlighted concerns over unregistered animals and improper operations.



For more information

CALL FOR MORE HELP FOR ILLEGAL PHUKET HOTELS



Phuket tourism operators are urging the Interior Ministry to extend its hotel registration consultation programme and renew regulations allowing certain non-hotel buildings to obtain hotel licences. Operators say many unlicensed businesses want to comply but fear prosecution or closure. The Phuket Tourist Association estimates that around 70% of hotels remain illegal, highlighting concerns over safety, building standards and unfair competition. Operators are calling for a grace period to improve properties while maintaining strict safety requirements. They also want stronger action against deliberately illegal hotels, nominee businesses and unlawful daily rentals, while extending temporary regulations until the new Hotel Act is approved.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE INTERNATIONAL VISITOR ARRIVALS 1 JANUARY – 8 AUGUST 2026



INTERNATIONAL TOURISTS BY NATIONALITY



NUMBER OF INTERNATIONAL
TOURISTS (CUMULATIVE)

19.15 million
●●● -2.93% (YoY)



RECEIPTS FROM INTERNATIONAL
TOURISM (CUMULATIVE)

927,697 million THB
●●● -2.90% (YoY)

THAI TOURISTS TRAVELING IN THAILAND



NUMBER OF THAI TOURISTS
(CUMULATIVE)

123.53 million trips
●●● +2.12% (YoY)



RECEIPTS FROM THAI TOURISM
(CUMULATIVE)

712,533 million THB
●●● +1.86% (YoY)

TOP 10 INTERNATIONAL SOURCE MARKETS BY ARRIVALS

1.	China	3,207,071	visitors
2.	Malaysia	2,436,782	visitors
3.	India	1,415,649	visitors
4.	Russia	1,120,755	visitors
5.	South Korea	703,509	visitors
6.	Saudi Arabia	644,491	visitors
7.	Taiwan	633,767	visitors
8.	United States	633,238	visitors
9.	Japan	586,446	visitors
10.	Germany	548,073	visitors

NOTE: Figures do not include arrivals and tourism receipts of foreign tourists on 22–25 June 2026 and 2025.



KEY FACTORS DURING THIS PERIOD

- + Short-haul markets showed growth, supported by the summer holiday period in China and ongoing travel during the school break, such as Yama no Hi and the Obon Festival in Japan, as well as Independence Day in India and other public holidays in various countries.
- + Long-haul market recovery, driven by continuous promotional campaigns in collaboration with airline partners.



Source: Tourism and Sports Statistics Group, Economics Division,
Ministry of Tourism and Sports



Data as of
9 August 2026



Thailand Weekly Tourism Situation

Week 31 of 2026 (2 – 8 August)



TOP 5 COUNTRIES BY CUMULATIVE ARRIVALS

1	China	3,207,071	visitors	+16.15% (YoY)	3	India	1,415,649	visitors	+2.04% (YoY)
2	Malaysia	2,436,782	visitors	-10.55% (YoY)	4	Russia	1,120,755	visitors	-0.82% (YoY)
					5	South Korea	703,509	visitors	-24.20% (YoY)

- **Short-haul carried the week:** It was 66% of arrivals but around 84% of the week-on-week gain. Strong momentum, narrow and holiday-driven base.
- **The jump is smaller than it looks:** 90,967 arrivals per day this week against a YTD average of roughly 88,600. Only about 2.6% above Thailand's own 2026 pace, so no real breakout.
- **China is the only market growing on both frames:** Up 20.34% for the week and 16.15% YTD. Now 2.0x Malaysia weekly versus 1.3x cumulatively, meaning it is actively taking share back.
- **South Korea is the structural problem:** The only top-5 market down this week at -5.17%, and the worst cumulative print at -24.20%. Falling on both frames points to demand, not timing.

TOURISM

SITUATION IN JUL 2026



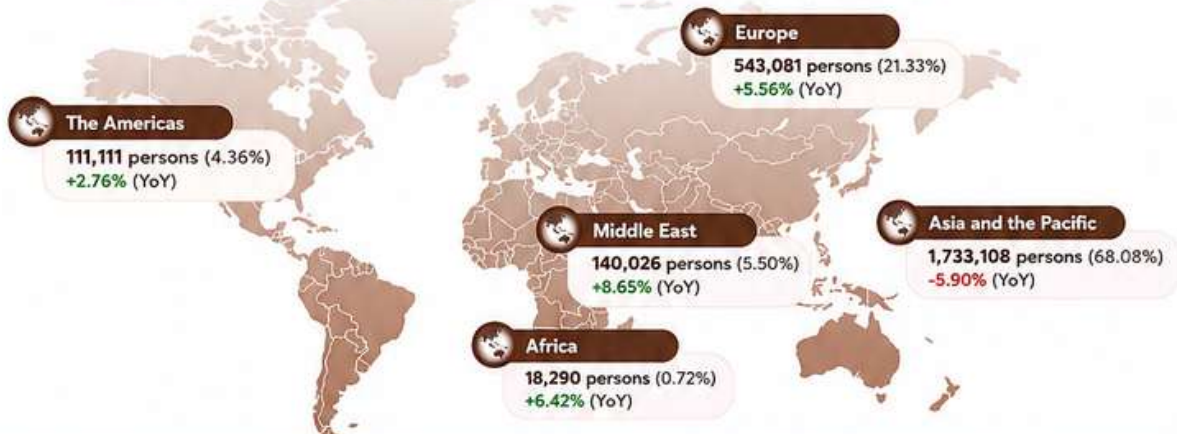
Arrivals (million)
2.54
%CH (Y-o-Y)
-2.48



Receipts (THB billion)
125
%CH (Y-o-Y)
0.53

INBOUND JULY

Number and share of international tourists arriving in Thailand, July 2026



CHINA

- 459,750 persons (+9.26%)
- 24,820 million baht
- Bangkok, Phuket, Chonburi
- Summer school holidays, together with the Chinese government's advisory to its citizens regarding travel to Japan amid tensions between China and Japan
- Call-centre scam gangs, including the abduction of Chinese nationals to work for them, which may affect the image of tourism; together with the economic slowdown caused by the US-led trade war and the protracted property crisis

MALAYSIA

- 307,147 persons (-14.27%)
- 7,921 million baht
- Songkhla, Bangkok, Yala
- Public holidays for the birthday of the Sultan or of the state governor in certain states
- Concern over unrest in the southern border provinces

INDIA

- 150,985 persons (-20.24%)
- 5,530 million baht
- Bangkok, Chonburi, Phuket
- Holidays for the Jagannath Rath Yatra festival and Guru Purnima in several states
- A battle for tourists with competing markets, particularly Vietnam and Malaysia, together with higher fuel costs affecting the cost of travel

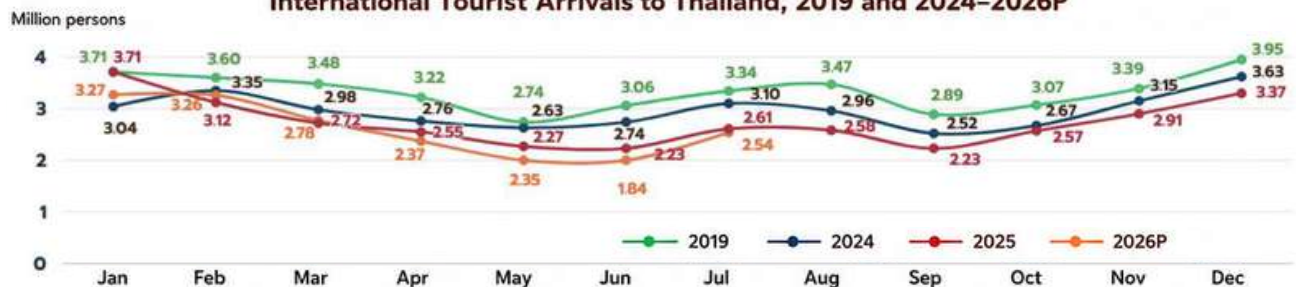
TAIWAN

- 97,393 persons (+14.03%)
- 3,314 million baht
- Bangkok, Chonburi, Chiang Mai
- Summer school holidays
- Call-centre scam gangs, including the abduction of Taiwanese nationals to work for them, which may affect the image of tourism; together with higher fuel costs affecting the cost of travel

KOREA (REPUBLIC OF)

- 87,847 persons (-32.56%)
- 3,042 million baht
- Chonburi, Bangkok, Phuket
- Summer school holidays, together with the Constitution Day holiday
- The economic slowdown caused by the US-led trade war, together with higher fuel costs affecting the cost of travel

International Tourist Arrivals to Thailand, 2019 and 2024-2026P



Note: Preliminary data for July 2026 Source: Tourism and Sports Economics Division



Agoda Reveals Europe's 2026 Summer Travel Interest to Asia

Top Searched Destinations in Asia, 2026

1 Thailand

2 Indonesia

3 Japan

4 Vietnam

5 Malaysia

Top Inbound European Travelers, 2026

1 France

2 Germany

3 United Kingdom

4 Netherlands

5 Spain

Top Searched Cities in Asia, 2026

1 Bangkok

2 Bali

3 Koh Samui

4 Tokyo

5 Pattaya

Thailand Dominates as Top Summer Destination for European Travelers, Agoda Data Reveals

Agoda data shows Thailand remained Europe's top Asian summer destination for the second consecutive year, based on accommodation searches for July–August 2026. Bangkok ranked first among individual destinations, while Koh Samui climbed to third and Pattaya ranked fifth, giving Thailand three destinations in Asia's top five. At country level, Indonesia ranked second, followed by Japan, Vietnam and Malaysia. Germany, France and the Netherlands remained the leading European markets for Thailand. Meanwhile, interest in emerging destinations grew, with searches for India, South Korea and Vietnam increasing 14%, 13% and 12%, respectively.

Source: Agoda [Full Article HERE](#)

USEFUL ARTICLES

ENGLISH

[Why more tourists aren't enough](#)

[The Wealth Report, 2026](#)

[Asia's Best Design Hotels for Lighting Lovers](#)

THAI

[“ไม่ยั่งยืนเขาไม่ซื้อ” ท่องเที่ยวไทยจะขายยังไฉ่ ใน วันที่แค่สวยไม่พอ](#)

[ผู้ประกอบการท่องเที่ยวตราดชี้รัฐบาลต้องเร่งออก แคมเปญไทยเที่ยวไทยหลังท่องเที่ยวทรุด เน้นใช้ เชื้อไข่ง่ายและทำช่วงโลว์ซีซั่น](#)

[ขง 'ไทยเที่ยวไทยพลัส'กระตุ้นท่องเที่ยวกรีนซีซั่น เดินหน้าเก็บค่าเหยียบแผ่นดิน](#)

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
(Co-Chair) Roger Gibson
David Barrett
Dhapat Chotiratnarakool
Natthawadee Wongpanya

Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort
Cluster Director of Marketing, Avista Hotels in Phuket
Event Consultant, The Slate
Social Media & Partnership Manager, The Pavilions Phuket
MarCom Manager, Hyatt Regency Phuket Resort

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, Himm 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

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