

**PHUKET HOTELS ASSOCIATION
GENERAL MANAGER'S MEETING**

GUEST SPEAKERS



SIRIWAN SEEHARACH
DIRECTOR OF TOURISM
AUTHORITY OF THAILAND,
PHUKET OFFICE



PATTARAPORN MUNMUANG
MARKET TEAM MANAGER
BOOKING.COM



OXY ONG
SALES, SOUTHERN & SOUTHEAST ASIA
STR | COSTAR GROUP

SEPTEMBER 23
3:00 PM – 6:30 PM

**FOR MEMBERS BY
INVITATION ONLY**



Phuket Hotels Association General Manager's Meeting 3/2026

Join us for our 3rd Quarter GMs meeting for a chance to catch up on ALL the news!

23rd September, 3:00–6:00 PM at The Slate Phuket

[Register HERE](#)



Plant-Forward Excellence

A big thank you to [M Social Phuket](#) for hosting the Plant-Forward Excellence session, and to the [Lever Foundation](#) for such an informative and inspiring workshop.

This [Phuket Hotels Association](#) members workshop explored how plant-forward dining can elevate the guest experience, advance sustainability and create new opportunities to grow F&B revenue.

Very interesting – and increasingly relevant for hotels, with GSTC requirements now placing greater emphasis on plant-based menu options, including a target of 30% plant-based menu offerings.



PHOODIE Meets Chef Luca

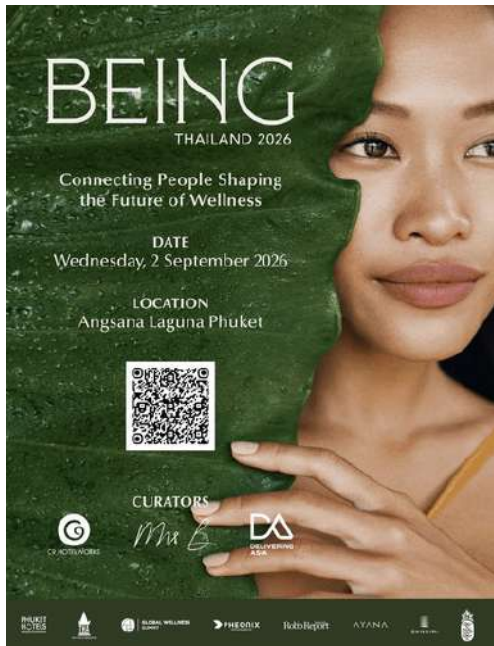
The PHOODIE Festival team met with Chef Luca De Negri, Area Director of Culinary Operations, SEA & ANZ, [Rosewood Phuket](#) at the Red Sauce Restaurant.

Chef Luca, showcased how food can look and taste great, be fresh and locally sourced whilst supporting the local community, have a great story and improve health and well-being.

We are delighted he will support the Nutrition Lab theme at the PHOODIE Festival, 20–29 November 2026. PHOODIE is a celebration of gastronomy so stay tuned – there are some superb things cooking!

UPCOMING EVENTS

21 August 2026



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

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](#)



WE RISE Together Business Matching

👉 A new opportunity to discover potential business partners is here! UN Women WE RISE Together 2.0 invites buyers from the hospitality, tourism, and service sectors to join the Business Matching activity and connect directly with Women-Owned Businesses (WOBs) and Gender-Responsive Enterprises (GRES).

🌟 This activity provides an opportunity for buyers to:

- Discover products and services that meet your business needs
- Connect with capable and market-ready businesses
- Exchange procurement needs and requirements directly with suppliers
- Explore opportunities for future partnerships and business collaboration

Date: 8 September 2026

Venue: Angsana Laguna Phuket 08:30-12:00 hrs.

💡 During the activity, buyers will participate in 1-on-1 Business Matching sessions with businesses, with approximately 15 minutes allocated for each meeting.

🌱 Join us to discover new business partners, explore inclusive sourcing opportunities, and build meaningful business connections for the future.

Register [HERE](#)



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 WELCOMES 19.76M TOURISTS DESPITE 2.9% DECLINE

Thailand welcomed 19.76 million foreign tourists from January 1 to August 15, generating an estimated THB 957.62 billion in tourism revenue, despite arrivals declining 2.91% year on year. China remained the largest source market with 3.33 million visitors, followed by Malaysia, India, Russia and South Korea. Weekly arrivals fell 3.79% to 612,643 during August 9–15, as both short- and long-haul markets weakened with the summer holiday season winding down. China and Malaysia recorded declines, while India and Japan continued to grow. The Ministry expects arrivals to slow further next week as peak summer travel ends.

For more information

THAILAND ACCELERATES SUVARNABHUMI AIRPORT UPGRADES AHEAD OF PEAK SEASON



Thailand is accelerating upgrades at Suvarnabhumi Airport to ease congestion and improve international arrivals. The Immigration Bureau plans to expand automated passport gates to passengers from 31 additional countries by the end of August, potentially covering 6.5 million more short-term visitors annually. During peak periods, international arrivals can reach 5,000–6,000 passengers per hour. Airport authorities will restructure immigration halls and adjust staffing to improve passenger flow. Meanwhile, officials are warning travellers about unofficial Thailand Digital Arrival Card (TDAC) websites that charge fees or risk identity theft, stressing that official TDAC submission remains free.

For more information

YEAR-END EVENTS LIFT THAILAND TOURISM OUTLOOK AS ARRIVALS FALL LESS THAN FORECAST

Thailand's tourism slowdown is easing, with foreign arrivals declining 2.9% year on year from January 1 to August 8, 2026, less than previously forecast. The year-end outlook is improving as European and Middle Eastern travellers return during high season, airfares decline and airlines offer promotions. Major events, including the IMF–World Bank Annual Meetings, Tomorrowland Thailand and New Year celebrations, are also expected to support arrivals and spending. However, regional competition remains a challenge, with Vietnam, Malaysia and Indonesia gaining market share. Weaker economies in South Korea and Indonesia, alongside a 2.1% reduction in advance flight schedules, continue to weigh on demand.



For more information

FOREIGN VISITORS TO PAY FLAT 450 BAHT TOURISM FEE UNDER NEW THAILAND PLAN



Thailand may introduce a flat 450-baht tourist entry fee for all foreign visitors arriving by air, land or sea, replacing the previous proposal of 300 baht for air arrivals and 150 baht for land and sea. The revised plan has received committee support and will undergo a 30-day public consultation before Cabinet approval. Collection could begin in the first quarter of 2027, with air arrivals introduced first, followed by land and sea entry. Revenue would support tourism infrastructure, visitor insurance and safety, attraction development, research and staff training. Payment options may include airline tickets, online platforms, apps and entry-point kiosks.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE INTERNATIONAL TOURIST ARRIVALS 1 JANUARY – 15 AUGUST 2026



INTERNATIONAL TOURISTS BY NATIONALITY



NUMBER OF INTERNATIONAL
TOURISTS (CUMULATIVE)

19.75 million
-2.91% (YoY)



RECEIPTS FROM INTERNATIONAL
TOURISM (CUMULATIVE)

957,618 million THB
-2.75% (YoY)

THAI TOURISTS TRAVELING IN THAILAND



NUMBER OF THAI TOURISTS
(CUMULATIVE)

127.23 million trips
+2.08% (YoY)



RECEIPTS FROM THAI TOURISM
(CUMULATIVE)

734,996 million THB
+1.88% (YoY)

TOP 10 INTERNATIONAL SOURCE MARKETS BY CUMULATIVE ARRIVALS

1.	China	3,330,481	visitors
2.	Malaysia	2,496,831	visitors
3.	India	1,456,696	visitors
4.	Russia	1,140,441	visitors
5.	South Korea	729,367	visitors
6.	Saudi Arabia	658,573	visitors
7.	Taiwan	657,248	visitors
8.	United States	649,779	visitors
9.	Japan	617,112	visitors
10.	Germany	563,970	visitors

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



KEY FACTORS DURING THE PAST WEEK

- (*) **Short-haul markets:** increased during the school holiday period (Summer Holiday) in China and travel to Malaysia before the school holiday period in conjunction with Maulidur Rasul Day, a public holiday at the beginning of the school holidays.
- (*) **Long-haul markets:** a continuous increase in tourist arrivals, especially from European markets during the Summer Holiday period.



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



Data as of
16 August 2026



Thailand Weekly Tourism Situation



WEEK 33 / 9–15 AUGUST 2026

#	Country	Visitors	WoW	Rank
1	China Unchanged	123,410	-4.02% (WoW)	Unchanged
2	Malaysia Unchanged	60,049	-5.05% (WoW)	Unchanged
3	India Unchanged	41,047	+4.67% (WoW)	Unchanged
4	Japan Unchanged	30,666	+13.71% (WoW)	Unchanged
5	South Korea Unchanged	25,858	+5.78% (WoW)	Unchanged

BUSINESS INTELLIGENCE

HOTEL BUSINESS OPERATOR SENTIMENT INDEX



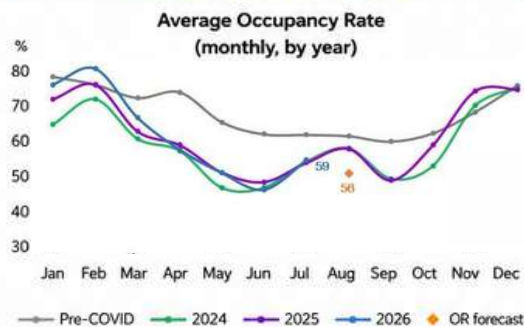
Survey of 117 hotel operators, conducted 14–31 July 2026

JULY 2026

Average occupancy rate in July 2026 increased from the previous month across all hotel categories and all regions, supported by seasonal factors, including school holidays in several countries. However, for Q3 2026, most hotel operators expect revenue to decline year-on-year, particularly in the Southern region, due to lower tourist arrivals and price competition that remains intense across hotel categories. Nevertheless, around 1 in 4 hotels, particularly 4-star and above hotels, expect revenue to increase YoY by lowering room rates by running discount promotions on room rates to attract customers, while some operators with a service-led selling point can raise room rates without affecting their existing customer base.

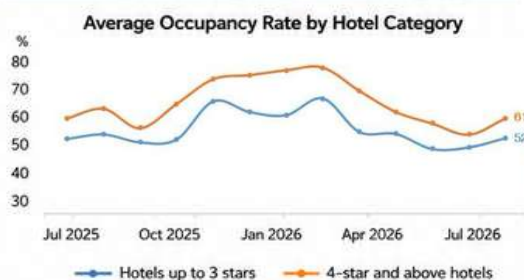
AVERAGE OCCUPANCY RATE (OR)

July 2026 average occupancy rate was 59%
August 2026 forecast: 56%,
below the same period last year

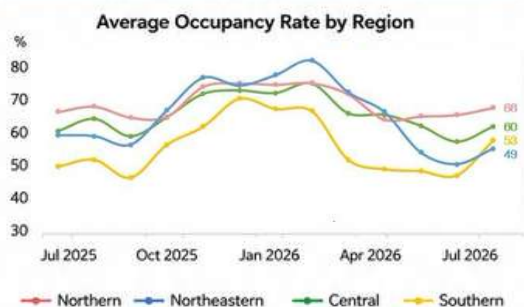


*Pre-COVID calculated from average OR data for 2017–2019 from the Ministry of Tourism and Sports.

OR in July 2026 increased from the previous month across all hotel categories



OR in July 2026 increased from the previous month across all regions



Note: No data for the Western region due to insufficient responses.

HOTEL BUSINESS REVENUE

Q3 2026 Hotel Business Revenue (YoY)

- Revenue for most hotel businesses is expected to decline YoY in Q3 2026, particularly among hotels up to 3 stars. Hotels in the Southern region are expected to be more affected, with revenue declining more than other regions.
- However, around 1 in 4 hotels, particularly 4-star and above hotels, expect revenue to increase YoY by lowering room rates by running discount promotions on room rates to attract customers, while some operators with a service-led selling point can raise room rates without affecting their existing customer base.

Revenue Change by Hotel Category — Q3 2026 (YoY)

Unit: % of respondents

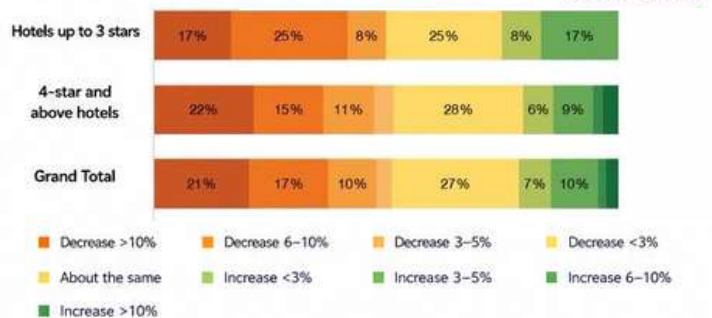


AVERAGE ROOM RATE PER DAY (ADR)

About half of hotel businesses across all categories expect average room rates per day to decline YoY in Q3 2026, particularly in the Southern region, reflecting continued price competition compared with the same period last year.

Average Room Rate per Day Change — Q3 2026 (YoY)

Unit: % of respondents



Source: Hotel Business Operator Sentiment Survey, Thai Hotels Association (THA) in collaboration with the Bank of Thailand (BOT)



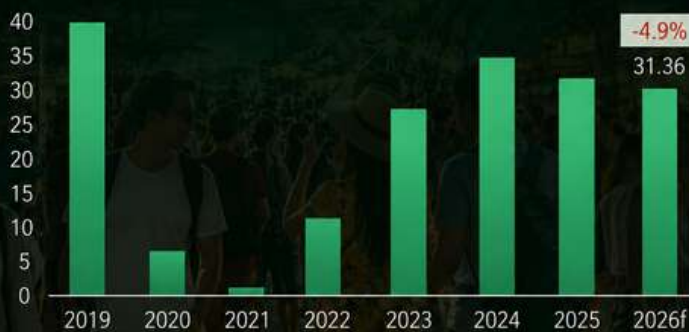
Data as of
9 August 2026

KResearch

THAILAND TOURISM IN 2026 FOREIGN ARRIVALS EXPECTED TO BE LOWER THAN PREVIOUS YEAR DUE TO MARKET HEADWINDS IN Q4

International Tourist Arrivals to Thailand in 2026

Unit: Million, % (YoY)



Download full paper here

Source: Tourism Intelligence Center, Tourism Authority of Thailand (TAT), as of August 2026

2026: Foreign arrivals to Thailand expected to contract less than previously forecast, supported by year-end demand

Provided the Middle East situation does not escalate to the point of disrupting international travel, it should support Thailand's inbound market over the remainder of 2026, particularly arrivals from the Middle East and Europe.

Several negative factors remain, however. Kasikorn Research Center now sees foreign arrivals to Thailand contracting 4.9% year-on-year for full-year 2026, to 31.36 million (previous forecast: 30 million). Foreign tourism receipts are forecast at THB 1.54 trillion, down 3.2% year-on-year.

Full Article (in Thai) [HERE](#)

Source: KResearch

USEFUL ARTICLES

ENGLISH

[Thailand tourism arrivals fall 3.19% as Vietnam gains ground](#)

[Asia Pacific Hotel Investment](#)

[Asia Pacific branded residences set for 97% growth by 2032 - Savills](#)

THAI

[ต่างชาติเที่ยวไทยทะลุ 19 ล้านคนแล้ว เปิด 5 ชาติเข้าไทยสูงสุด](#)

["ไทยเที่ยวไทย พลัส" คาดเริ่มโครงการ เดือนตุลาคม 2569 หมนเวียนกว่า 5,000 ล้านบาท](#)

[ทุนใหญ่วางทัพโรงแรมหรูยึดกรุงเทพฯ-ภูเก็ต ดักต่างชาติสายเปย์-เร่งยึดทำเลเกิดใหม่](#)

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
Thanachat Dechacho

Executive Director
Asst. Administrative Manager
Event Support
Event Executive

Advisory Board

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

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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

(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
Christoph Weidemann
Levent Bilgir

General Manager, The Slate
Resort Manager, V Villas Phuket
General Manager, Angsana Laguna Phuket
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



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