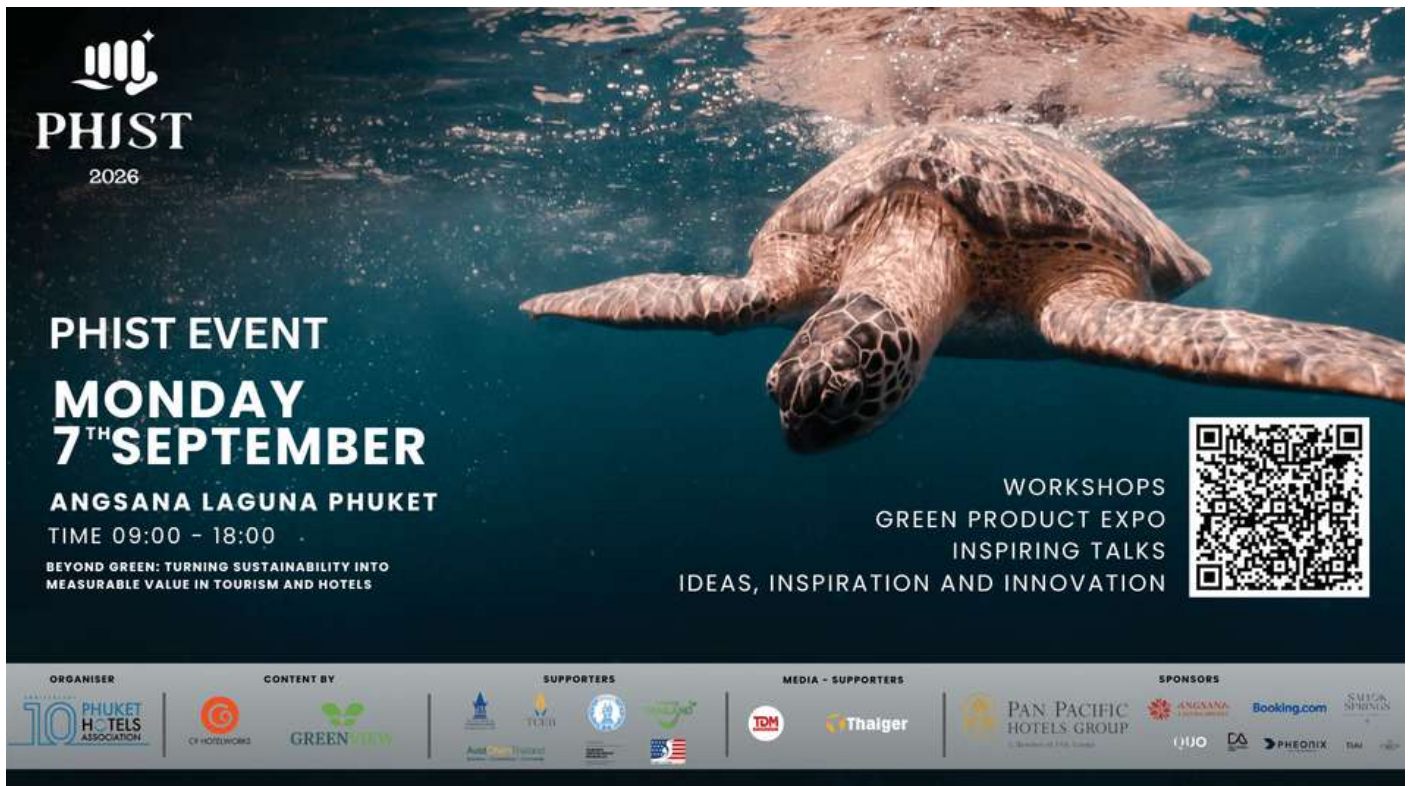


SAVE THE DATE

10 DAYS TO GO



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

QR CODE

ORGANISER: PHUKET HOTELS ASSOCIATION
CONTENT BY: CH HOTELWORKS, GREENVIEW
SUPPORTERS: Phuket Hotels Association, TCEA, Thai Green Travel, Thai Green Travel, Thai Green Travel
MEDIA - SUPPORTERS: TDM, Thaiger
SPONSORS: PAN PACIFIC HOTELS GROUP, ANGSANA, Booking.com, SAFARI, UJO, CA, PHEONIX, TAI

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

Register [HERE](#)

HIGHLIGHTS FROM 2025



SAVE THE DATE TWO EVENTS NEXT WEEK



BEING
THAILAND 2026

HOST VENUE
Angsana Laguna Phuket

DATE
Wednesday, 2 September 2026

CURATORS
C9 HOTELWORKS Mrs B DELIVERING ASIA

Connecting People Shaping the Future of Wellness

SUPPORTERS
ANGSANA LAGUNA PHUKET PHUKET HOTELS ASSOCIATION THA THE HOTELS ASSOCIATION AYANA SANSIRI PHEONIX CAREYS EVENTS WOMEN'S FOOTPRINT PRINCIPLES SOLE MO TDM RobbReport THE ART OF WELLNESS

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

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

CURATORS
C9 HOTELWORKS Mrs B DELIVERING ASIA

SUPPORTERS
SAii LAGUNA PHUKET PHUKET HOTELS ASSOCIATION FazWaz TheLifeCo AYANA SOLE MO PHEONIX CAREYS WOMEN'S FOOTPRINT PRINCIPLES TDM

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](#)

03 Thurs Sept

SAii Laguna Phuket

THB 1,000

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, SOUTH & 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](#)

BUSINESS MATCH EVENT

CONNECT. SOURCE. GROW In Phuket

- ✓ Meet local women-owned enterprises
- ✓ Discover new suppliers
- ✓ Build stronger, more inclusive and resilient supply chains



Join UN Women for a business matchmaking event
bringing together women-owned and women-led businesses
with corporate buyers and hospitality leaders
to explore gender responsive sourcing opportunities,
build business connections and expand market access.

8 September 2026

08:30 – 12:00

Angsana Laguna Phuket

Up to 2 representatives from each hotel



REGISTER NOW
BY 26 AUGUST!

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](#)

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

FOREIGNERS GIVEN A SAY ON TOURISM FEE

Thailand's government is seeking public feedback on its proposed 450-baht tourism fee for foreign visitors, with an online hearing open to both Thais and foreigners until September 28. The fee, first proposed in 2020, could generate around 14.8 billion baht annually based on last year's 33 million foreign arrivals. Funds would support tourist insurance and tourism infrastructure. Several collection methods are being considered, including a dedicated website, airport kiosks and the Thai Digital Arrival Card (TDAC). The government says the process and fund management must be transparent, with tourism operators and foreign chambers allowed to observe meetings. The proposal remains under public consultation.

For more information



THAILAND RECORDS THB984.32 BILLION IN REVENUE FROM FOREIGN TOURISTS



Thailand recorded 20.32 million foreign tourist arrivals from January 1 to August 22, 2026, generating THB 984.32 billion in tourism revenue. Arrivals were down 2.96% year-on-year, with China remaining the largest source market at 3.44 million visitors, followed by Malaysia, India, Russia and South Korea. During August 16–22, weekly arrivals fell 9.18% to 556,400 as summer holidays ended in several markets. Chinese and Japanese arrivals declined, while Malaysian and Taiwanese arrivals increased. The government expects arrivals to slow further as summer holidays end, while media coverage of unrest in Thailand's southern border provinces may also affect Malaysian tourist demand.

For more information

THAILAND REVOKES VISA OVER ALLEGED KOH SAMUI ZOO BOUNTY

Thailand has revoked the visa of a foreign tourist linked to an alleged THB 500,000 bounty against the owner of Samui Exotic Park on Koh Samui. Tourism Minister Surasak Phanchaoenworakul said the action was based on individual conduct, not nationality, stressing that Thailand welcomes tourists who respect local laws and culture. Authorities will assess misconduct cases individually and may accelerate visa revocations when necessary. The move comes amid rising tensions between some Thai residents and Israeli tourists on Koh Samui and Koh Phangan. The Tourism Authority is also working with airlines and foreign embassies to remind visitors about Thai laws, local customs and responsible behaviour.



For more information

TAT UNVEILS FOUR MOVES TO MAKE THAILAND ASIA'S TOP HIGH-VALUE DESTINATION



The Tourism Authority of Thailand (TAT) has unveiled four strategic moves under its 2027 marketing plan, targeting at least 5% tourism revenue growth and positioning Thailand as "Asia's No. 1 High-Value & Meaningful Destination". The strategy focuses on Rebalance Market Portfolio, Shape Experience Platform, Build New Growth Engine, and Transform Together. Key goals include a 60:40 visitor distribution between major and secondary destinations and ranking among Asia's top three destinations for tourist loyalty. TAT will prioritise high-value and meaningful experiences, wellness, culture, festivals, sustainability and new markets, while strengthening collaboration, data-driven decision-making and industry capabilities.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE INTERNATIONAL TOURIST ARRIVALS 1 JANUARY - 22 AUGUST 2026



INTERNATIONAL TOURISTS

Number of Arrivals

Cumulative (1 Jan - 22 Aug 2026)

20.32 million

-2.96% (YoY)

Tourism Receipts

Cumulative (1 Jan - 22 Aug 2026)

984,320 million THB

-2.72% (YoY)

THAI TOURISTS (DOMESTIC)

Number of Trips

Cumulative (1 Jan - 22 Aug 2026)

130.94 million trips

+2.05% (YoY)

Tourism Receipts

Cumulative (1 Jan - 22 Aug 2026)

757,459 million THB

+1.90% (YoY)

Top 10 Countries by Cumulative Arrivals (First 10)

1.	China	3,440,752 people
2.	Malaysia	2,559,676 people
3.	India	1,494,003 people
4.	Russia	1,158,680 people
5.	South Korea	749,202 people
6.	Taiwan	682,596 people
7.	United States	671,840 people
8.	Saudi Arabia	664,268 people
9.	Japan	639,403 people
10.	Germany	579,048 people

Note: Figures exclude international and domestic tourists for 22-25 June 2026 and 2568.

KEY FACTORS IN THE CURRENT SLOWDOWN

Short-haul markets

(+) Taiwan showed a continued expansion, increasing by 2 consecutive months.

(*) Malaysia continued to contract due to the extended holiday period overlapping with the school term break in China, the weakening of the Malaysian Ringgit against the Chinese Yuan, and India's slowdown due to reduced Seat Capacity as a result of the suspension of air services.

Long-haul markets

(*) Some European markets continued to contract due to the summer holiday period in Europe.

Source: Tourism Economics Division, Tourism and Sports Economic Bureau, Ministry of Tourism and Sports Data as of 23 August 2026



Thailand Weekly Tourism Situation



WEEK 34 / 16-22 August 2026

1	CHINA ➡ Rank unchanged	110,271 VISITORS	-10.6% (MoM)
2	MALAYSIA ➡ Rank unchanged	62,845 VISITORS	+4.66% (MoM)
3	INDIA ➡ Rank unchanged	37,307 VISITORS	-9.11% (MoM)
4	TAIWAN ⬆ Up from Rank 6	25,348 VISITORS	+13.71% (MoM)
5	JAPAN ⬇ Down from Rank 4	22,291 VISITORS	-27.31% (MoM)

Source: Ministry of Tourism and Sports of Thailand



THAILAND HOTEL MARKET OUTLOOK 2H 2026

THE NEXT WAVE OF HOTEL SUPPLY IS MOVING **UPMARKET**

New supply is not only adding rooms – it is raising the competitive benchmark.

Bangkok

Existing Market
(1H 2026)

Total Hotel Supply
105,038
Rooms

Future Pipeline
(Dated Pipeline*)

Total Pipeline
17,590
Rooms



Key Takeaways



Most of the new supply in Bangkok and Phuket is concentrated in the Luxury and Upscale segments.



More choices for guests, higher expectations, and stronger price competition across the board.



Hotels must **differentiate through product, service, experience and value creation** – not just by building new hotels.

* Dated pipeline as of 1H 2026 ** Pipeline projects with scheduled opening between 2026–2028

Phuket

Existing Market
(1H 2026)

Total Hotel Supply
47,195
Rooms

Future Pipeline
(2026–2028 Pipeline**)

Total Pipeline
9,700
Rooms



Performance Snapshot 1H 2026



Bangkok ADR (THB)

Luxury **7,010** ▲ 0.6%
Upscale **4,197** ▼ 4.4%



Phuket ADR (THB)

Market Overall ▲ 5.3%
Luxury **Softened**
Upscale **Strongest Growth**

Note: % change compares 1H 2026 vs 1H 2025

As the benchmark rises, long-term success will belong to operators who can create differentiated value and superior guest experiences.

Thailand's hotel market is becoming increasingly competitive, with revenue quality, pricing and product differentiation playing a bigger role.

One key takeaway: New hotel supply is increasingly focused on the upper-upscale and luxury segments, while existing hotels need to adapt through asset enhancement, stronger differentiation and more effective revenue management.

Read more insights in Thailand Hotel Market H1 2026 Full report [HERE](#)

Source: Knight Frank

COMMUNITY TOURISM MODEL

When Tourism Is Not Just About "Places," but About "People"



Source: Fan, Buhalis & Lin (2019), *Annals of Tourism Research*, 78; Lin et al. (2019), *Annals of Tourism Research*, 76; Woosnam & Aleshinloye (2013), *Journal of Travel Research*, 52(4). TAT

Community Tourism Model: When Travel Is About People, Not Just Places

Travel used to start with a destination. Increasingly it starts with people. TAT Academy's Community Tourism Model traces how an encounter deepens through interaction and shared activity into connection, and how repeated connection becomes community. Three dimensions shape how far a traveller goes: what motivates the trip, whether they stay inside the tourist bubble or step outside it, and how they relate to the destination. For Thai operators, the question changes. Not what to build for visitors to look at, but what to design for visitors to take part in. The payoff is attachment, return visits, and word of mouth.

USEFUL ARTICLES

ENGLISH

[Beyond arrivals: Thailand rewrites the rules for tourism growth in 2027](#)

[Southeast Asian regenerative tourism stalls as governments prioritise arrival numbers over green goals](#)

[Southeast Asia's tourism boom brings a new challenge: Managing overtourism](#)

THAI

[ท่องเที่ยวไทยส่งสัญญาณปรับฐานรับปลายทางดีขึ้น! ยอดสะสมยังแรงแตะ 20.3 ล้านคน](#)

[อัปเดตไทยเที่ยวไทยพลัส 2569 เช็กความคืบหน้าก่อนวางแผนเที่ยว](#)

[ประชาพิจารณ์ 'ค่าเหยียบแผ่นดิน' 450 บาท 'วิเคราะห์' ย้ำโปร่งใสบริหารกองทุนหมื่นล้าน](#)

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

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
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



CONTACT US

☎ 076 619 518

✉ info@phukethotelsassociation.com