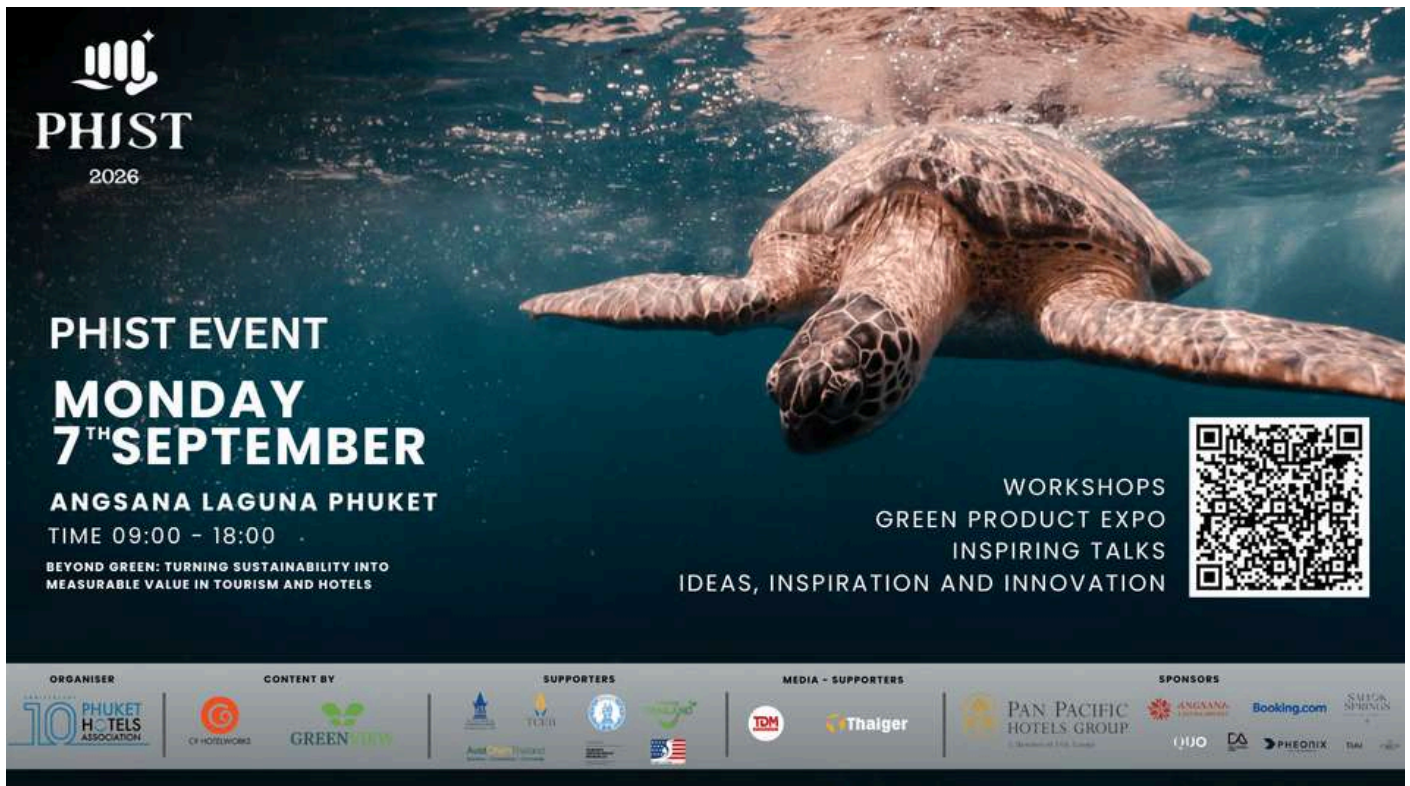


SAVE THE DATE

NEXT WEEK



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, GREENVIEWS
SUPPORTERS: Phuket Tourism, TCEA, PHIST, USAID
MEDIA - SUPPORTERS: TDM, Thaiger
SPONSORS: PAN PACIFIC HOTELS GROUP, ANGSANA, Booking.com, SAFARI, UJO, CA, PHEONIX, BAI

PHIST 2026 - ON MONDAY!!!!

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



THIS WEEK EVENT



PHOODIE Festival Comes to Phuket This November

Phuket Hotels Association met with the TAT Phuket : Tourism Authority of Thailand, Phuket Office - Director Siriwan Singharaj and Kansiree Kanjanatane, Senior Marketing Officer, to introduce the PHOODIE event scheduled for Phuket in November 20-29 this year. Already 47 restaurants are registered to be a part of the PHOODIE Festival and we hope you will watch this space!! Something new, exciting and very tasty is coming soon!



BEING 2026

Wednesday was a sensational day at BEING Thailand 2026, with great speakers, interesting exhibitors and a chill vibe as we explored yoga, sound healing, and learned more about health, wellness and longevity (amongst many other things). Congratulations to the organisers, and we're already looking forward to next year!



RISE 2026

Phuket Hotels Association was proud to support the RISE 2026 event and be amongst an inspirational group of speakers as the event explored a variety of topics focused on empowering women in the workplace.

It was a valuable opportunity to share ideas, experiences and practical approaches to creating more inclusive workplaces, supporting women's leadership and building a stronger, more equitable future for our industry.



**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**

10 PHUKET HOTELS ASSOCIATION
3 / 2026
THE SLATE

QR code

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

QR code

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](#)



PHUKET GREEN DAY

With The World Clean Up Day

Friday, 18 September 2026

Raising Awareness - the largest Phuket Clean-up day

10 PHUKET HOTELS ASSOCIATION

QR code

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.

Register [HERE](#)

UPCOMING EVENTS



Save The Date

Finance Leadership Driving Resilient Businesses



SCAN TO REGISTER

Date: Friday, 02 October 2026
Time: 8:00 AM - 4:30 PM
Venue: Courtyard by Marriott Phuket Town
Language: Morning - Thai | Afternoon - English

PARTNERSHIP WITH

Finance Leadership Driving Resilient Businesses

Join BDO in Thailand for BDO Phuket 2026: Finance Leadership Driving Resilient Businesses.

This event brings together business leaders, finance professionals, and industry specialists to explore the latest regulatory developments, emerging business challenges, and practical strategies for building resilient organisations in today's evolving business environment.

Register [HERE](#)



Resort Marketing CONFERENCE

hsmāi PHUKET HOTELS ASSOCIATION

PHUKET 7 OCTOBER 2026



REGISTER HERE

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](#)

NOVACANCY ASIA
HOTEL + ACCOMMODATION INDUSTRY EXPO
24-25 NOVEMBER 2026
OSNCC, BANGKOK

WWW.TERRAPINN.COM/NOVACANCYASIA26PHUKETHA



GET YOUR FREE VISITOR PASS

SUPPORTED BY: **PHUKET HOTELS ASSOCIATION**

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.

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, 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

TOURISM MINISTRY TO DEPORT MISBEHAVING FOREIGN TOURISTS AS NEW REGULATION TAKES EFFECT

Thailand has introduced new regulations allowing authorities to take stronger action against foreign tourists who threaten public order, disrespect Thai culture, break the law, or cause disturbances. Effective from August 28, the measures allow authorities to detain offenders, revoke their visas, and initiate immediate removal and deportation. Tourists involved in illegal entry, overstaying, illegal work or business, document fraud, or serious criminal offences may also face deportation. The Tourism and Sports Ministry will work with the Interior Ministry, Tourist Police and Immigration Bureau under a "zero tolerance" policy. Deportees may be blacklisted and permanently banned from re-entering Thailand.

For more information

THAILAND CUTS VISA-FREE STAYS FROM 60 DAYS TO 30 DAYS

THAILAND TARGETS DOUBLE TOURISM VALUE BY 2035 VIA NEW FRAMEWORK

PATTAYA PINS HOPES ON ARRIVAL OF 5,000 US SAILORS TO BOOST TOURISM



Thailand has reduced visa-free stays for tourists from 60 days to 30 days, effective September 1, 2026. Under the new Interior Ministry notification, passport holders from 60 countries and territories can enter Thailand for tourism without a visa for up to 30 days. The change replaces the 60-day exemption introduced in 2024 and aims to balance tourism promotion with national security and economic considerations. For most nationalities, land-border entries under the visa-exemption scheme are limited to twice per calendar year. However, nationals of Malaysia, Brunei, Indonesia and Singapore are exempt from this restriction.

For more information

Thailand is developing a broader visitor economy framework to generate THB 6 trillion (US\$185 billion) annually by 2035 and create at least 1.2 million jobs. The strategy moves beyond traditional tourism by recognising visitors travelling for health, education, business, weddings, film production and Work from Anywhere. Their spending supports sectors including healthcare, education, real estate, retail, transport, entertainment and digital services. Bangkok, Chiang Rai and Krabi have been selected as pilot destinations to collect visitor economy data, increase spending per visitor, retain value locally and support green growth. The framework aims to connect different sectors and improve economic value nationwide.



For more information



The USS Abraham Lincoln, carrying more than 5,000 US sailors and Marines, is set to dock at Laem Chabang in Chon Buri this Wednesday, giving its crew up to four days of shore leave in Pattaya. The visit comes as the resort city faces a challenging low season, with hotels, restaurants and bars experiencing weaker demand. Local businesses are hopeful that the crew's spending will provide a welcome boost to the tourism economy. The carrier's arrival follows more than 250 days at sea and an extended deployment linked to the conflict with Iran. Thai authorities are also preparing for increased activity across Pattaya.

For more information

THAILAND TOURISM MARKET UPDATE

Cumulative Tourist Numbers (1 January – 29 August 2026)



International Visitors



Number of international visitors
cumulative (1 Jan – 29 Aug 2026)

20.81 million

●●● -2.97% (YoY)



Tourism revenue
cumulative (1 Jan – 29 Aug 2026)

1,007,140 million Baht

●●● -2.70% (YoY)

Thai Domestic Travel



Number of Thai domestic trips
cumulative (1 Jan – 29 Aug 2026)

134.64 million trips

●●● +2.02% (YoY)



Tourism revenue
cumulative (1 Jan – 29 Aug 2026)

779,921 million Baht

●●● +1.91% (YoY)

Top 10 Source Markets (by arrivals)

1.	China	3,524,071 visitors
2.	Malaysia	2,634,309 visitors
3.	India	1,527,030 visitors
4.	Russia	1,175,121 visitors
5.	South Korea	765,842 visitors
6.	Taiwan	702,203 visitors
7.	Singapore	684,124 visitors
8.	United Kingdom	674,914 visitors
9.	Japan	660,512 visitors
10.	Germany	591,737 visitors

Note: International visitor numbers and tourism revenue cover 22–25 June 2026 and 2025.

Key Factors in the Period

Positive factors:

(+) Malacca Governor's Day, Maulidur Rasul, and National Day

Negative factors:

(*) Summer holiday season and the school break (reduced learning hours) and lower seat capacity due to aircraft adjustments

Negative factors (overseas markets):

(*) School summer holiday season in Europe

Source: Tourism and Sports Economics Division and Tourism and Sports Information Center

Data as of 30 August 2026



Thailand Weekly Tourism Situation



WEEK 35 / 23-29 August 2026

1	China ➡ Rank unchanged	83,319 visitors	-24.44% (WoW)
2	Malaysia ➡ Rank unchanged	74,633 visitors	+18.76% (WoW)
3	India ➡ Rank unchanged	33,027 visitors	-11.47% (WoW)
4	TAIWAN ⬆ Moved up 5 places	21,109 visitors	-5.30% (WoW)
5	South Korea ⬇ Moved down 4 places	19,607 visitors	-22.65% (WoW)

- **Week 35 itself:** 491,456 arrivals, -11.67% WoW (70,208/day) – the infographic shows only cumulative.
- **Market movement:** Malaysia +18.76% WoW vs China -24.44%, Taiwan -22.65%; long-haul -19.10% vs short-haul -8.36%.
- **Next-week outlook:** flat overall, India softening on reduced seat capacity, Malaysia up on National Day.
- **Short-haul vs long-haul split in absolute terms:** 352,617 vs 138,839 for the week.
- **Rank shifts:** Japan moved up to 4th, Taiwan dropped to 5th.

Half-Year Travel Signals 2026

The Thailand Experience Composer — international visitor behaviour, H1 2026 vs H1 2025.

THE HEADLINE — Three shifts point the same direction: turning inward



"Me Time" motivation

21.1%

↑ +12.0 pts
(from 9.1%)



Learning local ways of life

55.1%

↑ +15.8 pts
(from 39.3%)



Total spend per trip

THB 48,020

↑ +11.12%
(from THB 43,215)

HOW TRIPS ARE CHANGING



Solo travel

27.40%

↑ +2.74%



Travel with family

17.43%

↓ -4.46%



Average length of stay

10.15 nights



Booked via OTA

56.30%

WHERE THE MONEY GOES



Spend per day

THB 4,731

↑ +7.18%



Highest-spending market —
Middle East

THB 101,924

per person per trip

Fastest-growing categories:



1. domestic transport

+23.30%



2. accommodation

+22.74%



3. food & beverage

+11.36%



WATCH LIST — Positive momentum, two signals to watch

- Very satisfied **79.11%** ↑ +7.67% · Intend to return in 2–3 years **88.42%** ↑ +3.46%
- Say they will not return **1.73%** (from 0.25%) — highest in the US at **4.52%**
- Willing to pay more for responsible tourism **58.47%** ↓ -1.77% — sustainability may be becoming a baseline expectation rather than a reason to spend more



Source: International Tourist Behaviour Survey 2026 (H1 data),
Tourism Authority of Thailand × In-Touch Research & Consultancy.



Source: CBRE

Full Report (2026 Asia Pacific Real Estate Market Outlook Mid-Year Review) [HERE](#)

USEFUL ARTICLES

ENGLISH

[54% of Travelers Distrust Your AI Recommendations — Now What?](#)

[7 Questions to Ask Before Signing Off Your 2027 Hotel Budget](#)

[The Hidden Profit Center Hotels Have Been Ignoring](#)

THAI

[กกท. ยันลดฟรีวีซ่า 30 วัน ไม่กระทบรายได้ คัดต่างชาติคุณภาพ](#)

[กกท. พลิกเกมการท่องเที่ยวไทยปี 2570 ชู '4 แม่ไม้' ปักธงเป็น Asia's No.1 High-Value & Meaningful Destination \[Advertorial\]](#)

[รายได้ท่องเที่ยวไทยทะลุ 1 ล้านล้าน! ต่างชาติแห่เข้า 20.8 ล้านคน จีนยังคงครองแชมป์ | การเงินธนาคาร](#)

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, 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