



PHIST 2026 – THANK YOU

Thank you for joining us at PHIST 2026! We truly appreciate your time, support and energy. It was wonderful to connect, exchange ideas and share a meaningful day together. We hope you enjoyed the event as much as we did. We look forward to welcoming you back for PHIST 2027!

All photos and presentation [HERE](#)

THIS WEEK EVENT

**Business Match Event**

Phuket Hotels Association and PHIST were pleased to support the Business Match event at Angsana Laguna Phuket, organised by UN Women in collaboration with SE Thailand and supported by the Australian Government. The event connected hotel buyers with local women-owned and women-led businesses, creating new opportunities for partnerships and growth. We also got time to meet with the Tourism Authority of Thailand Team.

UPCOMING EVENTS

**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

**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](#)

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

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 STIMULUS SCHEME EXPECTED TO START NOV 1

Thailand is preparing a new "Thai Tiew Thai Plus" tourism stimulus scheme, offering 1 million entitlements under a THB 3.5 billion budget, subject to Cabinet approval on September 22. The programme is planned to launch on November 1, with public and hotel registrations expected to open in October.

Eligible participants will receive hotel subsidies of up to THB 1,500 per night for a maximum of five nights. Co-payment vouchers will also provide THB 1,500 for spending in major destinations and THB 2,000 in secondary destinations, covering spas, restaurants, taxis and diving services. The scheme is expected to generate at least THB 58 billion in economic activity.

For more information

THAILAND FOREIGN TOURIST ARRIVALS PASS 21 MILLION IN 2026



Thailand welcomed 21.28 million international visitors from January 1 to September 5, 2026, generating approximately THB 1.04 trillion in tourism spending. Arrivals declined 3.12% year-on-year.

China remained the largest source market with 3.60 million visitors, followed by Malaysia (2.71 million), India (1.57 million), Russia (1.19 million) and South Korea (0.78 million).

From August 30 to September 5, Thailand recorded 472,898 arrivals, down 3.78% week-on-week. Malaysia led weekly arrivals, while India and Singapore recorded stronger growth. The Ministry expects arrivals to remain broadly stable next week.

For more information

MALAYSIA, THAILAND IN CLOSE COMPETITION FOR TOURISTS

Malaysia and Thailand are competing closely for international visitors, with Malaysia recording 21.1 million foreign arrivals in 2026, slightly ahead of Thailand's 20.9 million from January to August.

China remains a key growth market for both countries. Malaysia welcomed 2.56 million Chinese visitors in H1 2026, up 17% year-on-year, while Thailand received 3.54 million, up 16%.

Malaysia recorded 42 million foreign arrivals in 2025, compared with Thailand's 33 million. The country is promoting its multicultural positioning through the Visit Malaysia campaign, while Thailand projects 34 million foreign visitors this year.



For more information

PHIST 2026 CALLS FOR A "WHOLE VILLAGE" APPROACH TO PROTECT THAILAND'S TOURISM FUTURE



Thailand's tourism industry must prioritise sustainability to secure long-term economic success, according to PHIST 2026, held at Angsana Laguna Phuket. Now in its ninth year, the event brought together over 1,000 delegates, 93 speakers and 43 exhibitors, promoting collaboration. PHIST Founder Bill Barnett stressed that sustainable tourism must be demonstrated through action, while Phuket Hotels Association President Bjorn Courage called for collective responsibility among hotels, government, businesses and communities. With climate change, air pollution, flooding, drought, extreme heat and poor waste management threatening Thailand, PHIST advocates a "Whole Village" approach focused on resilience, clean air, better waste management and measurable sustainability.

For more information

THAILAND TOURISM MARKET UPDATE

Accumulated Tourist Arrivals, 1 January – 5 September 2026



International Travel



Thai Domestic Travel



Top 10 Source Markets by Accumulated Arrivals

1.	China	3,597,054 people
2.	Malaysia	2,708,761 people
3.	India	1,566,152 people
4.	Russia	1,192,571 people
5.	South Korea	781,467 people
6.	Taiwan	718,135 people
7.	United States	697,902 people
8.	United Kingdom	686,073 people
9.	Japan	679,222 people
10.	Germany	602,542 people

Note: Excludes international visitor arrivals and revenue for 22–25 June 2026 and 2025.



Key Factors in the Period

Short-haul markets:

- (+) India – arrivals rose on the Janmashtami holiday.
- (+) Singapore – arrivals rose during the mid-year school break.
- (+) Malaysia – National Day holiday fell over the weekend.
- (*) China and Taiwan – slowing as the summer school holiday period draws to a close.

Long-haul markets

- (*) Europe – in a lull following the end of the summer school holiday period.

Source: Department of Tourism and Sports, Ministry of Tourism and Sports. Data as of 5 September 2026.



Thailand Weekly Tourism Situation



Week 36 (30 Aug – 5 Sep 2026)

Top 5 International Visitor Markets to Thailand

Week 36, 30 Aug – 5 Sep 2026

1		Malaysia	74,452 visitors	▼ -0.22% WoW
2		China	72,983 visitors	▼ -13.85% WoW
3		India	39,122 visitors	▲ +18.45% WoW
4		Japan	18,710 visitors	▼ -12.24% WoW
5		Singapore	18,027 visitors	▲ +23.69% WoW

- **472,898 arrivals this week, -3.78% WoW** (-18,558), averaging 67,557 per day.
- **Malaysia took #1 without growing** – 74,452 at -0.22%, overtaking China only because China fell -13.85% to 72,983. Gap: 1,469.
- **Short-haul and long-haul split** – short-haul -6.12% to 331,038; long-haul +2.18% to 141,860, the week's only growing segment.
- **Singapore jumped rank 11 to 5, +23.69%** (18,027); India +18.45% (39,122). Top 5 = 47.2% of the week.
- **Both holiday drivers ended at once** – summer break over for short- and long-haul, Malaysia's National Day gain expected to unwind; next week seen flat.

TOURISM

SITUATION IN AUG 2026



Ministry of Tourism and Sports



Number
(Million Persons)

2.52

%CH (Y-o-Y)
-2.64



Revenue
(Hundred Billion Baht)

1.21

%CH (Y-o-Y)
+0.81

**INBOUND
AUGUST**

**Number and Proportion of
International Tourist
Arrivals to Thailand,
August 2026**



The Americas

85,758 persons (3.41%)
+2.62% (Y-o-Y)



Europe

498,918 persons (19.84%)
+0.73% (Y-o-Y)



Middle East

123,887 persons (4.93%)
+14.85% (Y-o-Y)



Asia and the Pacific

1,788,743 persons (71.11%)
-4.87% (Y-o-Y)



Africa

18,013 persons (0.72%)
-2.64% (Y-o-Y)



CHINA



Bangkok, Phuket, Chonburi



Summer school holiday period, plus China's travel advisory on Japan amid China-Japan tensions.



Call-centre scam gangs, including abduction of Chinese nationals into such operations, which may affect Thailand's tourism image; economic slowdown from the US-led trade war and the prolonged property crisis.



MALAYSIA



Songkhla, Bangkok, Yala



Long holiday over Malaysia's Independence Day.



Concerns over unrest in Thailand's southern border provinces.



INDIA



Bangkok, Chonburi, Phuket



India's Independence Day holiday.



Competition for tourists from rival markets, especially Vietnam and Malaysia, plus higher fuel costs raising travel costs.



JAPAN



Bangkok, Chonburi, Phuket



Obon festival holidays.



Weak yen and economic slowdown from the US-led trade war, plus higher fuel costs raising travel costs.



TAIWAN



Bangkok, Chonburi, Chiang Mai



Summer school holiday period.



Call-centre scam gangs, including abduction of Taiwanese nationals into such operations, which may affect Thailand's tourism image; higher fuel costs raising travel costs.

International Tourist Arrivals to Thailand, 2019, 2024 – 2026P

Million Persons



Preliminary data as of 1 August 2026.

Source: Tourism and Sports Economics Division

High Spend, Different Stories

Looking beyond average spend in the Indian outbound market

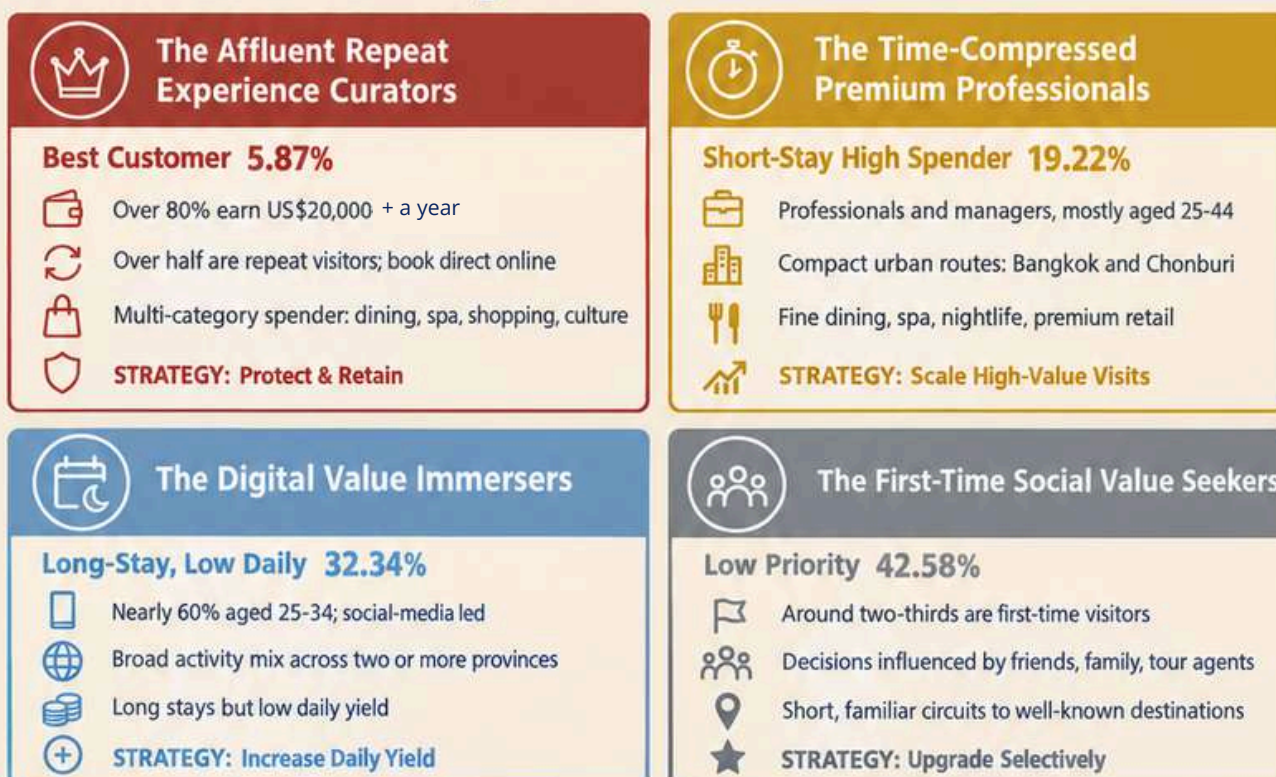
Base: 869 Indian FIT travellers surveyed, 2025 - H1 2026

One Market, Four Economic Roles

Length of Stay (x) x Daily Spend (y)

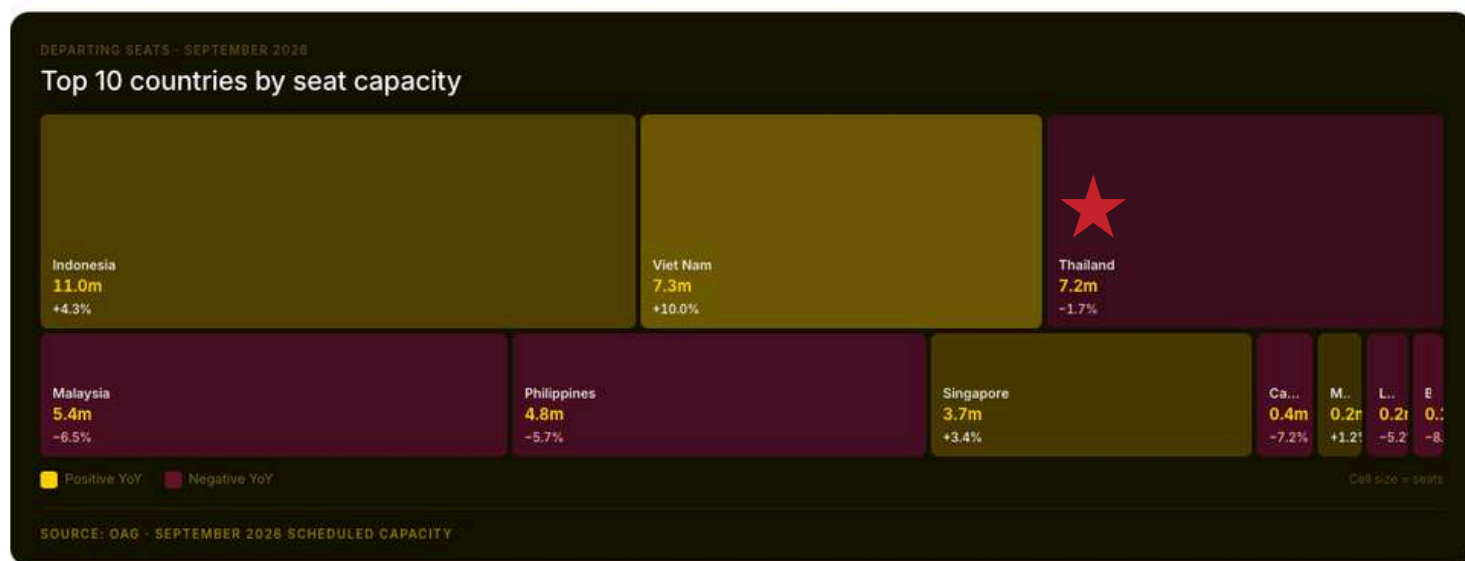


Four Roles, Four Strategies



Source: International Tourist Behaviour Analysis Survey 2026 (H1 data)

Which Southeast Asian country has the most airline seats?



Analyst note Malaysia, Philippines and Cambodia: combined 524,900 fewer seats

Capacity reduced in Malaysia, the Philippines and Cambodia with 321,900, 152,500 and 50,500 fewer seats respectively.

Indonesia remains the largest SE Asia market with 10.8m seats, an increase of 7.3% vs September 25. Thailand is the second largest market in SE Asia with 6.6m seats, a 0.2% reduction vs last year. Viet Nam is a close third largest market, growing by 9.2% to 6.4m seats. Capacity reduced in Malaysia, the Philippines and Cambodia with 321,900, 152,500 and 50,500 fewer seats respectively.

Source: OAG

Full Article [HERE](#)

USEFUL ARTICLES

ENGLISH

[What H1 2026 tells us about APAC hospitality's next chapter](#)

[Hotels Across Thailand Brace for Q3 Slump as Stimulus Nears](#)

[Thailand Shifts Luxury Strategy Toward Wellness and Gastronomy at Helentours 2026](#)

THAI

[ท่องเที่ยว-คลัง เกาะ 3,500 ล้าน แจก “ไทยเที่ยวไทย พลัส” งวดเว้นใช้สิทธิ์ช่วงปีใหม่](#)

[กกท. วางหมากใหม่การท่องเที่ยวไทย ภายใต้แนวคิด ‘The Year of Transformation’ รุกตลาดจีน-อินเดีย กระเจายนักท่องเที่ยวสู่เมืองรอง ตั้งเป้ารายได้รวมโต 5%](#)

[กกท. ลุย “อีเวนต์” ระดับโลก ปั้นรายได้ท่องเที่ยว](#)

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

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