



Phuket Hotels Association General Manager's Meeting 3/2026

Great to see so many Phuket Hotels Association General Managers together for our Q3 meeting at The Slate. Thank you to The Slate for hosting us, and to our speakers from the Tourism Authority of Thailand, Booking.com and STR CoStar for sharing their latest insights and updates. We appreciate everyone who joined and helped make the event a valuable opportunity to connect and exchange ideas.

More photos [HERE](#)



On 18 September, Phuket Hotels Association members came together across the island for Phuket Green Day, with hotel teams and guests joining clean-ups, activities and sustainability training – despite some heavy rain! Held to coincide with World Cleanup Day, the event was a great reminder that small actions can make a big difference. Thank you to all the participating hotels, teams and guests for helping keep Phuket clean, green and thriving. 

POST EVENT SUMMARY

✓ 10 locations islandwide.

Over 348 hotel staff and community members participated in cleaning activities.

✓ A total of 90 bags of garbage were collected, resulting in the removal of 650 kilograms of waste from beaches and areas where garbage can enter the sea around our beautiful island.

Due to the severe weather conditions, in addition to beach clean-ups, some hotels organized alternative activities to celebrate World Clean Up Day, including an Environmental Training Session.

Thank you to everyone who supported these activities,
and Happy World Clean up Day!

World Clean up Day is Every Day!

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 10th Anniversary

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](#)

The Resort Marketing Reset: Where Will the Next Wave of Profitable Demand Come From?



Michael Belanger VP Commercial Strategy DCH Hospitality	Prachoom Tantiprasertsuk President Thailand Incentive & Convention Assoc.	Bjorn Courage General Manager InterContinental Phuket Resort	Pariva Rustagi Sav. Dir. Sales Strategy & Performance APAC, Hilton	Ng Jing Shun Cluster Dir. Revenue Mgmt TH / LA / KH - Banyan Group
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hsmi PHUKET HOTELS ASSOCIATION *Resort Marketing* CONFERENCE **PHUKET 7 OCTOBER 2026**

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
QSNCC, BANGKOK

WWW.TERRAPINN.COM/NOVACANCYASIA26PHUKETHA



GET YOUR FREE VISITOR PASS

SUPPORTED BY: **PHUKET HOTELS ASSOCIATION**

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.

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!!

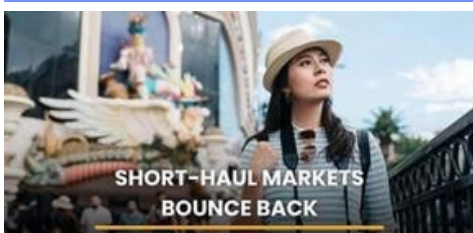
THIS WEEKS' NEWS UPDATE

TOURISM STIMULUS LIKELY TO BE POSTPONED UNTIL APRIL

Thailand's planned "Thai Tiew Thai Plus" domestic tourism stimulus scheme is likely to be postponed until April 2027, with the government seeking greater economic impact from the THB 4 billion programme. Officials said launching the scheme during the October–early 2027 high season may provide limited additional benefits, as tourism demand and hotel occupancy are already strong. The programme is expected to support one million travel entitlements, including accommodation subsidies of THB 1,500 per night and co-payment vouchers of up to THB 2,000 per day. The government plans further discussions with private-sector operators before confirming the final timing and programme details.

For more information

THAILAND TOURIST ARRIVALS TOP 22M AS MALAYSIA, JAPAN SURGE



Thailand welcomed 22.18 million foreign visitors between January 1 and September 19, 2026, down 3.67% from the same period last year, with tourism revenue reaching THB 1.08 trillion. China remained the largest source market with 3.73 million arrivals, followed by Malaysia and India. Weekly arrivals improved, reaching 464,200 from September 13–19, up 5.72% week on week. Short-haul markets led the increase, rising 8.59%, supported by stronger arrivals from Malaysia and Japan. Malaysia recorded 69,255 visitors, while Japan surged 55.36% to 30,494 during its Silver Week holiday period.

For more information

MICHELIN AWARDS KEYS TO 71 THAI HOTELS IN 2026 SELECTION

The Michelin Guide's 2026 Thai Key selection recognises 71 hotels and resorts, including six properties awarded the highest three-Key distinction. The six are Capella Bangkok, Mandarin Oriental Bangkok, The Siam, Four Seasons Resort Chiang Mai, Phulay Bay, a Ritz-Carlton Reserve, and Amanpuri Phuket. The selection includes 22 two-Key and 43 one-Key properties, with new recipients and promotions across the tiers. The awards follow anonymous inspections assessing the overall quality of the stay experience. Recognised properties range from luxury city hotels and island resorts to boutique stays reflecting Thailand's local character.



For more information

NEW STRATEGIC PLAN AIMS TO COMBAT FUEL CRISES



Thailand's cabinet has endorsed a 2026–2029 strategic plan for the Oil Fuel Fund, focusing on greater use of biofuels made from domestic agricultural materials and measures to manage fuel price volatility. The plan aims to strengthen energy security, reduce reliance on imported oil and provide tools to stabilise domestic fuel prices during crises. The Oil Fuel Fund currently subsidises diesel B7 and B20, but its deficit has reached THB 92 billion and is increasing by around THB 700 million daily. The fund is considering new borrowing of up to THB 100 billion to ease liquidity pressures, while gradually reducing subsidies remains another option.

For more information

THAILAND TOURISM MARKET UPDATE

Accumulated Tourist Arrivals, 1 January – 19 September 2026



International Travel



Number of international visitors
Accumulated (1 Jan – 19 Sep 2026)

22.18 million
-3.67% (YoY)



Total expenditure
Accumulated (1 Jan – 19 Sep 2026)
1,082,821 million baht
-1.96% (YoY)

Thai Domestic Travel



Number of trips
Accumulated (1 Jan – 19 Sep 2026)

146.51 million person-trips
+2.49% (YoY)



Total expenditure
Accumulated (1 Jan – 19 Sep 2026)
858,104 million baht
+3.28% (YoY)

Top 10 Source Markets by Accumulated Arrivals

1.	China	3,728,585 people
2.	Malaysia	2,831,654 people
3.	India	1,640,441 people
4.	Russia	1,230,256 people
5.	South Korea	811,246 people
6.	Taiwan	752,188 people
7.	Japan	729,344 people
8.	United States	724,617 people
9.	United Kingdom	708,080 people
10.	Germany	622,634 people

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



Key Factors in the Past Week

Short-haul markets

- Malaysia benefited from the Malaysia Day holiday, which fell midweek on 16 September.
- Japanese travelers visited ahead of Silver Week (21–23 September), which includes Respect for the Aged Day and Autumnal Equinox Day.
- South Korea benefited from the Chuseok holiday (24–26 September), contributing to increased travel to Thailand.

Long-haul markets

- Russia saw increased advance bookings ahead of the high season. Thailand remains a popular destination at the end of the summer, and package bookings indicate continued growth in the Russian market.

Source: Tourism and Sports Economic and Statistical Analysis Division, Ministry of Tourism and Sports. Data as of 20 September 2026.



Thailand Weekly Tourism Situation

Week 31 of 2026 (26 July – 1 August 2026)



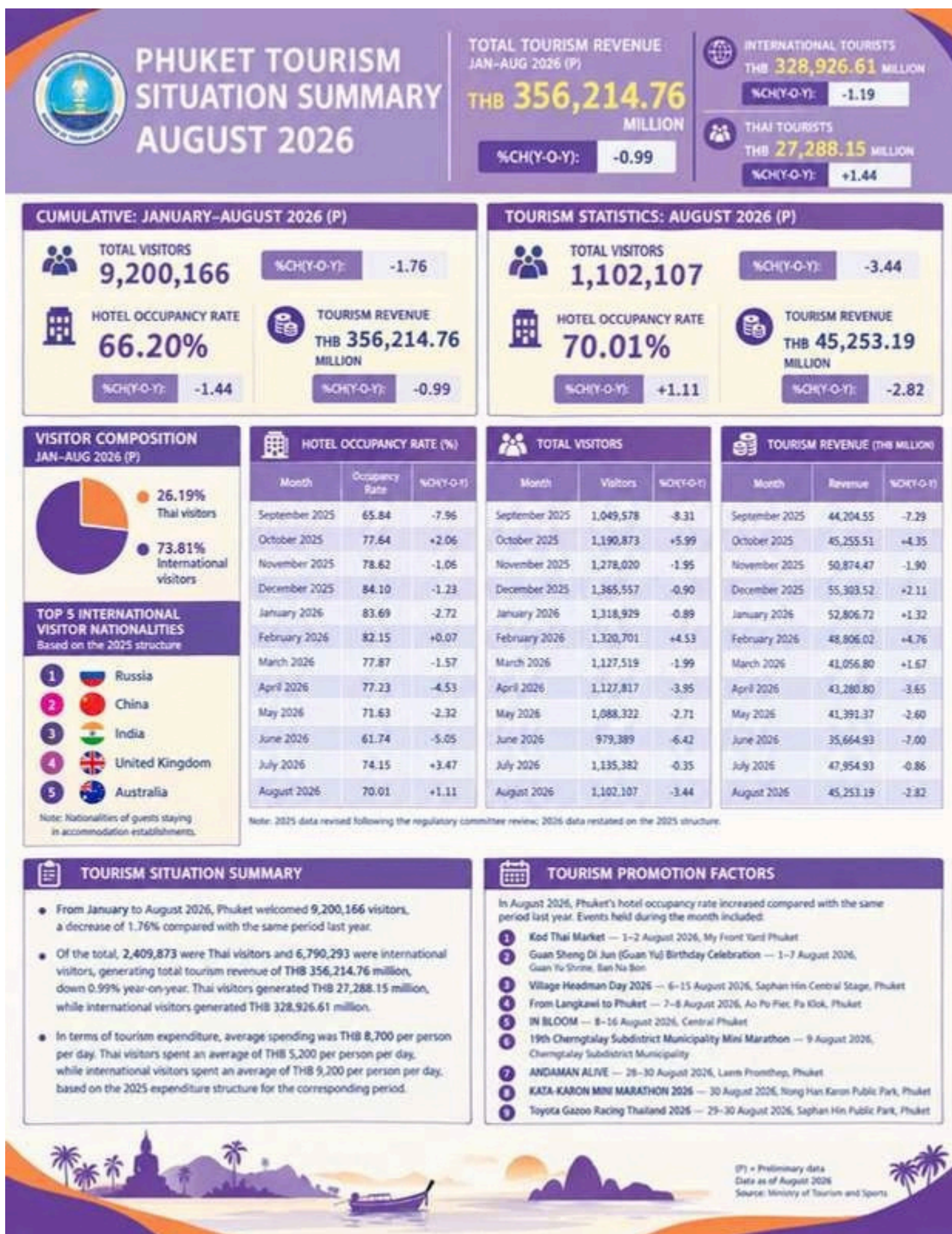
Week 3 of September (13–19 Sep 2026)

(2 – 8 August)

Top 5 International Visitor Markets to Thailand

RANK	COUNTRY	ARRIVALS	VS. LAST WEEK	MOVEMENT
1	Malaysia	69,255	+29.12%	Up from #2
2	China	66,151	+1.18%	Down from #1
3	India	34,432	-13.61%	Unchanged
4	Japan	30,494	+55.36%	Unchanged
5	Russia	19,531	+7.59%	Unchanged

- Malaysia took back #1 on the Malaysia Day holiday** – 69,255, +29.12%, up 15,617 in one week. That wins back about three-quarters of last week's 20,814 drop.
- Japan was the fastest-growing market** – 30,494, +55.36%, as travellers left early for the Silver Week holidays (19–23 Sep).
- Two holiday markets carried the whole week** – Malaysia and Japan together added about 26,500 arrivals, more than the week's total net gain of 25,131 (+5.72%).
- China slipped to #2 on flat demand** – 66,151, +1.18% (+771). The rank changed because Malaysia surged, not because China fell.





- Based on 9,896 international trips to Thailand, H1 2026. Solo, Lover and Family were the three companion types selected for deep-dive analysis.
- Companion type predicts in-trip behaviour more sharply than demographics do: it determines who decides, how much risk is acceptable, and how far ahead the trip is planned.
- Bangkok anchors roughly two-thirds of trips across all three groups. The maps diverge only after departure – solo travellers settle and radiate outward, couples link coastlines, families keep the radius manageable.
- Seasonality differs by group, which conventional high/low season framing conceals.

USEFUL ARTICLES

ENGLISH

[Hotel Distribution Is Not a Zero-Sum Game](#)

[South Korea and Thailand Keep Pace With Asia's Leading Travel Destinations as Tourism Demand Fragments by Generation](#)

[How Asia's Most Expensive Hotels Became Its Smartest Hedge](#)

THAI

[อโศกเตรียมต้อนรับ Golden Week 2026 ภูเก็ต ยอดจองพุ่ง 78%](#)

[มองจีน ใช้ Music Festival กระตุ้น การท่องเที่ยว ผ่านงาน Very Thai 2026](#)

[Solo Travel มาแรง! Gothenberg เผยกว่า 70% ของการจองเป็น ทริปเดี่ยว](#)

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

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Wanwisa Chununsari
Nuthamat Phetsawee
Thanachat Dechacho

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Asst. Administrative Manager
Event Support
Event Executive

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(Co-Chair) Anucharaporn Tongluan
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Group Director Human Resources, Thavorn Hotels
General Manager, Pullman Phuket Panwa Beach Resort
Anona Beachfront Phuket Resort
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Jirarat Ninpradub (Pui)
Michiel De Kleer

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General Manager, Le Meridien Phuket Beach Resort
General Manager, Le Meridien Phuket Mai Khao Beach Resort
General Manager, Holiday Inn Resort Phuket, Patong.

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Wasan Keatkaew
Doeke Bonga
Phinyo Thanbunphairach

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Hotel Manager, M Social Hotel Phuket
General Manager, The Kee Resort and Spa
Resident Manager, Dusit Thani Laguna Phuket

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(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

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(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

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Affiliates

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