



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

GUEST SPEAKERS



SIRIWAN SEEHARACH
DIRECTOR OF TOURISM
AUTHORITY OF THAILAND,
PHUKET OFFICE



NATCHANIT UDOMSUB
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**





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- See you on Wednesday!!

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

52% OF THAI HOTELIERS SURVEYED EXPECT UNDER 32M FOREIGN ARRIVALS IN 2026

The Thai Hotels Association (THA) and Bank of Thailand reported that 52% of surveyed hotel operators expect fewer than 32 million foreign arrivals in 2026, indicating an incomplete tourism recovery. Average hotel occupancy rose to 64% in August, supported by seasonal demand, with Central and Southern Thailand recording the strongest gains. However, forward Q4 bookings remained below 2025 levels, particularly from Chinese travellers. Short-haul markets continued to drive demand, while economic pressures and rising costs led to more cautious spending and shorter stays. Hotels also reported growing labour shortages affecting service quality. Operators called for government support through tourism promotion, lower operating costs, financing, workforce development, and improved safety and infrastructure.

For more information

CHINESE GOLDEN WEEK EXPECTED TO BRING 250,000 VISITORS AND 11.5BN BAHT TO THAILAND



Thailand expects around 250,000 Chinese visitors during the 2026 Golden Week period, generating an estimated THB11.5 billion in tourism revenue. Visitor numbers are projected to rise 24% year-on-year, while revenue could increase 37%, highlighting stronger potential from higher-value travellers. Average stays are expected to increase from eight to 13 days as travellers combine the Mid-Autumn Festival and National Day holidays. October bookings are up 16%, while flight searches from China have risen 24%. Increased direct flights and a weaker baht are also supporting demand. TAT's Nihao Month campaign will encourage longer stays and higher spending.

For more information

TOURISM STIMULUS LIKELY TO BE POSTPONED UNTIL APRIL

Thailand's planned "Thai Tiew Thai Plus" domestic tourism stimulus scheme may be postponed until April 2027, as officials question its effectiveness during the high season. Tourism and Sports Minister Surasak Phanchaoenworakul said the 4-billion-baht programme, covering one million travel entitlements, could be introduced after the New Year holiday to maximise economic impact. The scheme would subsidise accommodation by 1,500 baht per night for up to five nights and provide daily co-payment vouchers of up to 2,000 baht. Officials noted that hotels are already near full occupancy during the high season, limiting the programme's additional benefits. Further consultations with private-sector operators are planned.



For more information

CHINA'S INBOUND TOURISM REVENUE PROJECTED TO REACH B15TN BY 2040

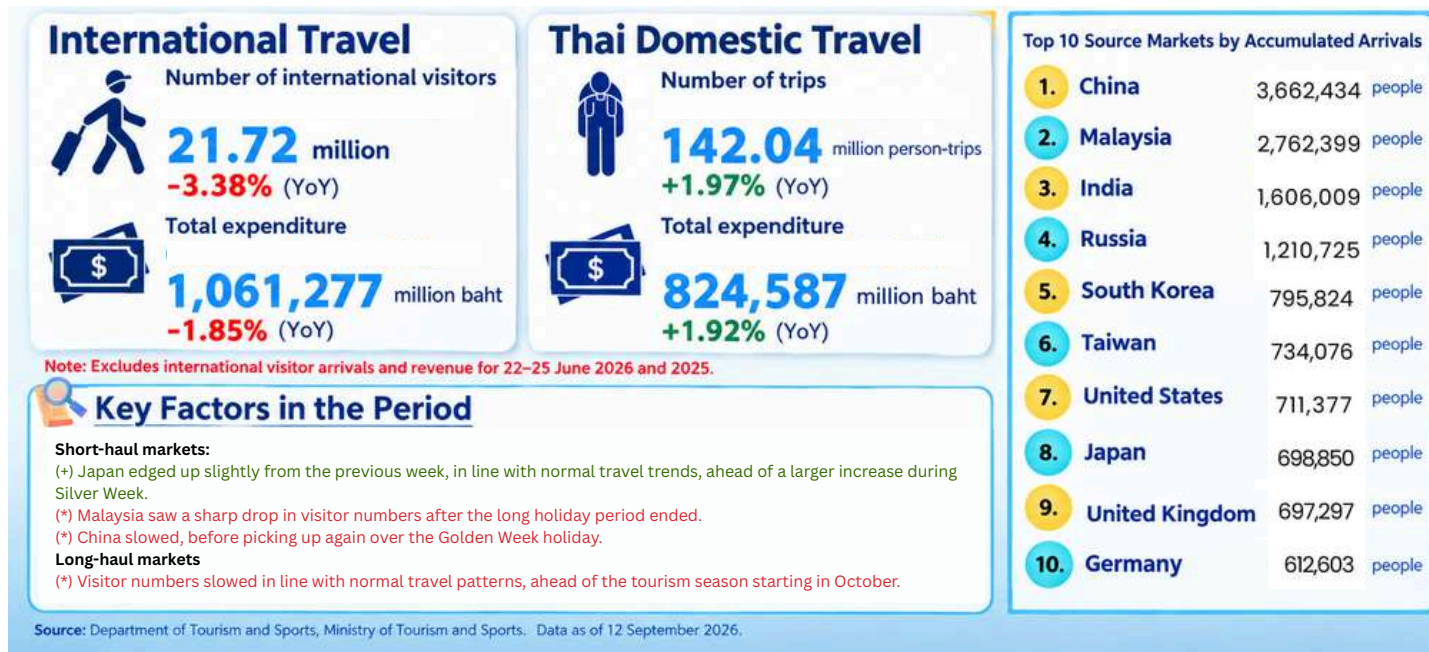


China's inbound tourism revenue is forecast to reach US\$470 billion by 2040, more than doubling its current contribution to the economy, according to UBS. The Swiss bank expects inbound tourism to grow at a compound annual rate of 8.9% from 2025, reaching 1.5% of GDP and around 15% of global tourism spending by 2040. China's visa-free access has expanded significantly since 2023, while international flight capacity is expected to rise. UBS also forecasts inbound arrivals to grow 4.7% annually, supported by competitive travel costs, improved accessibility and growing demand for hotels, dining and shopping among international visitors.

For more information

THAILAND TOURISM MARKET UPDATE

Accumulated Tourist Arrivals, 1 January – 12 September 2026



Thailand Weekly Tourism Situation



Week 2 of September (6–12 Sep 2026)

Top 5 International Visitor Markets to Thailand

# Rank	Market	Arrivals	% change WoW	Rank movement
1	China	65,380	-10.42%	↑ up from #2
2	Malaysia	53,638	-27.96%	↓ down from #1
3	India	39,857	+1.88%	— unchanged
4	Japan	19,628	+4.91%	↑ rank up
5	Russia	18,154	+4.03%	↑ up from #6

- **Malaysia gave back the whole holiday gain** – 53,638, -27.96%, down 20,814 in one week.
- **China reclaimed #1 while still falling** – 65,380, -10.42%. The rank changed because Malaysia fell faster, not because anyone grew.
- **China + Malaysia shed 28,417**, against gains of only 2,356 from India, Japan and Russia combined.
- **Singapore's rank-11-to-5 jump lasted one week** – now out of the top 5, replaced by Russia (18,154).

BUSINESS INTELLIGENCE

Hotel Business Operator Sentiment Index

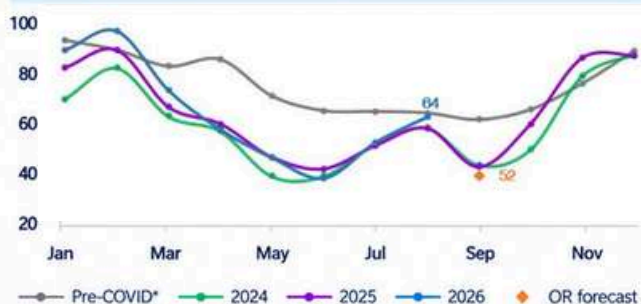
August 2026

Survey of 123 accommodation businesses, conducted 14–31 August 2026

The occupancy rate in August 2026 rose from the previous month among hotels rated 4-star and above across several regions, supported mainly by seasonal factors. Looking ahead, most operators expect the recovery in foreign tourist numbers to remain incomplete: 52% of hotel businesses estimate that foreign arrivals in 2026 will be fewer than 32 million, below last year's level. This is consistent with Q4 2026 forward bookings running below the previous year, particularly from the Chinese market.

Average Occupancy Rate (OR)

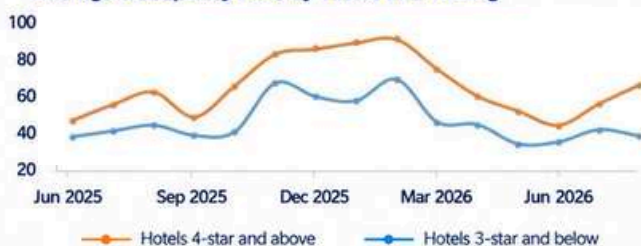
The average occupancy rate in August 2026 stood at 64%, while the forecast for September 2026 is 52%, close to the same period last year.



* Calculated from average OR data for 2017–2019 from the Ministry of Tourism and Sports.

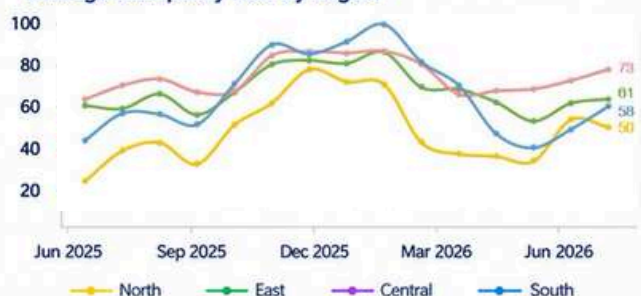
August 2026 OR rose from the previous month among hotels rated 4-star and above, while hotels rated 3-star and below declined.

Average Occupancy Rate by Hotel Star Rating



August 2026 OR rose from the previous month across several regions, particularly the South.

Average Occupancy Rate by Region



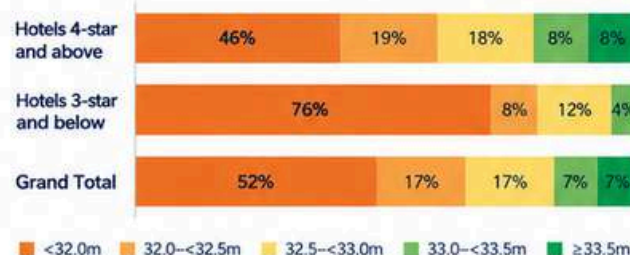
Northeast data not shown due to an insufficient number of respondents.

Total Foreign Tourist Arrivals, 2026

Hotel businesses at different star ratings hold differing views on tourism conditions. Among hotels rated 3-star and below, as many as 76% expect foreign arrivals to fall below 32 million, reflecting concern over the pace of the tourism recovery. However, some hotels rated 4-star and above in the Central and Southern regions still expect foreign arrivals to reach 33 million or more, reflecting relatively stronger confidence in the outlook for inbound tourism in those areas.

Forecast of total foreign tourist arrivals, 2026

Unit: % of respondents

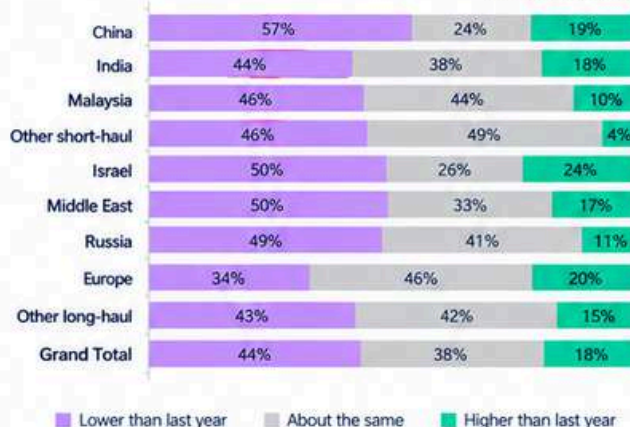


Q4 2026 Forward Bookings

Nearly half of hotel businesses report Q4 2026 forward bookings below the previous year, particularly from Chinese travellers, indicating that momentum from foreign tourists in the final quarter may slow relative to last year. That said, some areas — particularly the Central and Southern regions — will still be supported by Israeli travellers, whose forward bookings are clearly higher year-on-year than those of other nationalities.

Q4 2026 Forward Bookings by Guest Nationality (YoY)

Unit: % of respondents



Source: Accommodation Business Operator Sentiment Survey, conducted by the Thai Hotels Association in collaboration with the Bank of Thailand.

seasiastats.com

Top Beach Destinations in Asia 2026

Rank Cities

1	 Thailand
2	 Philippines
3	 Maldives
4	 Indonesia
5	 India
6	 Sri Lanka
7	 Cambodia
8	 China
9	 Vietnam

Source: Travel and Tour World (TTW)

Thailand tops the ranking of best beach destinations in Asia for 2026, with the Philippines following in second place. Maldives holds third place, while Indonesia and India round out the top five leading coastal spots across the region.

Sri Lanka takes sixth position, followed by Cambodia in seventh place. China ranks eighth, while Vietnam completes the top nine list, highlighting popular tropical escapes and scenic coastlines available for travelers throughout Asia.

Source: TTW and Seasiastats

USEFUL ARTICLES

ENGLISH

[Why Human Connection Is Hospitality's Next Wellness Frontier](#)

[Hotel guest satisfaction up across every segment in 2026: JD Power](#)

[7 budget priorities to turn your hotel F&B from amenity to main revenue driver in 2027](#)

THAI

[รมต.ประกาศเลื่อน ไทยเที่ยวไทยพลัส จากเดิมจะเริ่มต.ค.69 ไปเป็นเดือนเม.ย.70 ใช้บ 4 พันล้าน](#)

[ทีเอชเอ คาดต่างชาติเที่ยวไทยหลดเป้า หวัง ไทยเที่ยวไทยพลัส 2569 เพิ่มยอดเข้าพัก](#)

[ลิซ่า Amazing Thailand Ambassador nnn. สร้างไวรัล ท่องเที่ยวไทยทะลุ 400 ล้านครั้ง](#)

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

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

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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

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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.

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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

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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

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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

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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