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Asia Travel Markets Analyst
Phocuswright

Welcome Address: Pey Mayandi Jackie Douglas	10:30 am
Keynote: The New Era of Discovery: A Practical Look at What's Next for Resort Marketing Mark Shrivves	10:45 am
The Resort Marketing Reset: Where Will the Next Wave of Profitable Demand Come From? Michael Belanger Prachoom Tantiprasertsuk Bjorn Courage Pariva Bustagi Ng Jing Shun	11:05 am
What Does AI See? Phuket's Resort Visibility Revealed Sumrithe Seemman Pimpisa Sukpasert	11:40 am
Beyond the Stay: Creating Resort Experiences Guests Remember, Share and Buy TBC	11:55 am
When Everyone Has the Same Data, Pricing Stops Being the Advantage Michael Shrivves	12:10 am
HSMAI and Phuket Hotels Association Happenings Jayne MacDougall Glen Cross	12:25 pm
LUNCH BREAK	1:00 pm
China: Culture, Technology and Future Travel Trends Gary Bowerman	2:05 pm
The Modern Resort Guest Journey: AI, Automation & the Connected Experience Discussion: Kanchanattap	2:30 pm
Beyond the Room Key: From Hotel Restaurant to Dining Destination Pimpisa Sukpasert Roger Gibson Dhapat Chotiratnarakool Natthawadee Wongpanya	2:45 pm
Will Guests Find You? AI Search Visibility 2.0: What's Changed and What Matters Now John Q.A.	3:10 pm
Beyond the Last Click: Finding and Creating Incremental Resort Demand Mark Shrivves	3:25 pm
The 360° Guest: How AI Gives Hotels a Memory That Pays Off Bryce	3:40 pm
Afternoon Tea & Partner Showcase	4:00 pm
PRIZE WHEEL	4:30 pm
Award Winning Case Study from the Bell Pool Villas Mahmet Ayhan	4:45 pm
The Shifting Map of Asian Travel: Where Will Phuket's Next Guests Come From? Dr. Jens Thraenkle	4:55 pm
From Amenity to Revenue: Making Resort Experiences Easier to Sell Glen Cross Benjamin Seibel Maria Southemontien	5:15 pm
The New Luxury Resort Guest: Status, Privacy, Wellbeing or Cultural Connection? Jack Widaddo Laurence Onfroy Mark Wong Heidi Gempel	5:35 pm

Resort Marketing Conference

It's less than ONE week to go until the Resort Marketing Conference 2026!

The line-up is complete, the agenda is set, and the conversations shaping the future of resort marketing are ready to begin.

The Resort Marketing Conference brings together hotel commercial leaders, marketers, industry experts, and innovators for one day dedicated to the marketing and commercial performance of resort properties.

Across the program, expect practical perspectives, fresh ideas and strategic insights into the issues shaping resort marketing & commercial strategy today – and what's coming next.

Registration includes a buffet lunch, afternoon tea, and networking drinks & canapés.

Join us and be part of the conversation

Where: M Social Hotel Phuket When: 7th October 2026 Time: 10:30am – 6:30 pm

(6:30 – 7:30 pm networking drinks & canapés) FREE for Phuket Hotels Association members!

Register [HERE](#)

Take a look at the Agenda [HERE](#)

THIS WEEK EVENTS



Professional Baby Sitter Care & Child Safety Training

Knowing how to respond in an emergency matters when caring for children.

Phuket Hotels Association members recently joined our annual practical training on childcare, nutrition, CPR and first aid, delivered with Bangkok Hospital Siriroj.

Participants who complete the practical assessments receive a certificate, helping hotel teams respond with confidence when it matters most.

Thank you to Bangkok Hospital Siriroj and all participating hotels and staff.



PHOODIE Festival Coming to Phuket This November

We met in Phuket Town at the [TAT Phuket : Tourism Authority of Thailand, Phuket Office](#) to discuss the exciting PHOODIE Festival coming to Phuket in November.

This amazing NEW [Phuket Hotels Association](#) event will run for 9 days from 20 November to 28 November- with restaurants around Phuket participating and a final evening at [Limelight Phuket](#).

The Tourism Authority of Thailand expressed great interest in this new and exciting project.

UPCOMING EVENTS



Employing 100 Thailand

An inclusive employment project connecting persons with disabilities (PWD) to meaningful work through training, internship placements, and employer capacity building.

The Employing 100 Thailand project is hosting two online information sessions. These sessions will provide further details about the project, including the project timeline, training programme, the support available to participating hotels, and the next steps.

Session 1



Date:
Thursday, 8 October 2026



Time:
1:00–2:00 PM

Scan to register



Link: <https://bit.ly/3QU0Y0a>

Session 2



Date:
Thursday, 15 October 2026



Time:
1:00–2:00 PM

Scan for more information on the project



Link: <https://bit.ly/3UB1tli>

You only need to attend one session. These are information sessions and participation does not constitute any commitment.



Steps

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Employing 100 – Hotel Participation Expression of Interest

Employing 100 is a Steps initiative supporting pathways to meaningful employment for persons with disabilities (PWD) in Phuket through employer partnerships and supported internship opportunities.

This short survey will help us understand your organisation's experience, interest, and capacity to support inclusive employment and host interns aged 18+ with disabilities.

The survey takes approximately 5 minutes and does not commit your organisation to participation. Interested organisations will be invited to a short information session to learn more and explore potential collaboration.

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.

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

VIRGIN SET TO BEGIN FLIGHTS TO PHUKET

Thailand's Prime Minister Anutin Charnvirakul met Virgin Atlantic's Chief Commercial Officer Dave Geer in London ahead of the airline's first-ever direct service to Phuket. Launching on 18 October 2026, the seasonal route will operate three times weekly between London Heathrow and Phuket, creating the only direct service between the two destinations. The new connection is expected to support UK tourism to Phuket and the wider Andaman region, including Phang Nga, Khao Lak, Krabi and Koh Lanta. The route will target winter-sun, luxury, wellness, adventure and multi-centre travel, with flights operated by a Boeing 787-9 through 27 March 2027.

For more information

PHUKET RANKS NO 1 IN 2026 CANADIAN WELLNESS TRAVEL VOTE



Phuket has won the wellness category of Air Canada Vacations' 2026 Travellers' Top Picks Awards, following a vote by Canadian travellers. The award was presented on September 22 in Toronto, where Phuket received the most votes in the wellness category. More than 1.3 million votes were cast across the 10 award categories. Thailand welcomed 180,510 Canadian visitors from January 1 to September 21, 2026, up 2.35% year on year, making Canada its ninth-largest long-haul source market. The Thai government and Tourism Authority of Thailand plan to expand health and wellness partnerships, supporting the country's broader value-led tourism strategy.

For more information

THAILAND RISES 10 PLACES TO 38TH IN WEF'S 2026 TOURISM INDEX

Thailand climbed 10 places to rank 38th out of 110 economies in the World Economic Forum's 2026 Travel & Tourism Development Index (TTDI). Its score increased 5.6% to 4.35, making Thailand the sixth-fastest improver globally. Within ASEAN, Thailand ranked fourth, behind Singapore, Indonesia and Malaysia. Malaysia rose 13 places, while Vietnam and Laos recorded faster score growth. Southeast Asia accounted for five of the 10 fastest-improving economies, highlighting stronger regional tourism development. However, Thailand's score remained below global leaders, with Japan ranking first at 5.27. WEF also highlighted rising travel costs, labour shortages and the need for investment in infrastructure, people and sustainable tourism development.



For more information

TWO US WARSHIPS TO BRING OVER 5,000 PERSONNEL TO PHUKET IN OCTOBER



Thai police met with US Embassy officials in Phuket on September 29 to coordinate preparations for the arrival of US military personnel. Two US Navy ships, USS George H.W. Bush and USS Delbert D. Black, are scheduled to dock at Phuket Deep Sea Port from October 5-10, bringing approximately 5,120 personnel. A LINE group has been established to support faster communication and coordination between agencies. Police also briefed US military personnel and crew on Thai laws and regulations. The meeting focused on strengthening cooperation, maintaining order and facilitating the ships' visit to Phuket.

For more information

THAILAND TOURISM MARKET UPDATE

Accumulated Tourist Arrivals: 1 January – 26 September 2026



International Travel



Thai Domestic Travel

Top 10 Source Markets by Accumulated Arrivals
(1 January – 26 September 2026)

1.	China	3,822,928	people
2.	Malaysia	2,891,908	people
3.	India	1,680,725	people
4.	Russia	1,249,801	people
5.	South Korea	831,716	people
6.	Taiwan	776,323	people
7.	Japan	754,197	people
8.	United States	737,114	people
9.	United Kingdom	718,379	people
10.	Germany	631,899	people

Note: Figures include tourists and revenue from 22–25 June 2026 and 26–28 September 2026.

Key Factors in the Past Week

Short-haul markets

(+) Taiwan: Visitors grew strongly because of the Mid-Autumn Festival holiday. Numbers rose 33.25% from last week.

(+) China: Visitors grew because the Mid-Autumn Festival gave a 3-day long weekend. Many people also travelled early, before China's National Day holiday (Golden Week) next week. Numbers rose 42.62% from last week.

(*) Japan: Visitors slowed after the Silver Week holiday ended. Numbers fell 18.50% from last week.

(*) Malaysia: Visitors dropped after the Malaysia Day holiday ended. Numbers fell 13.00% from last week.

Long-haul markets

(*) Overall visitor numbers slowed. Most travellers are waiting for the high season in October

Source: Ministry of Tourism and Sports. Data as of 27 September 2026.



Thailand Weekly Tourism Situation



Week 4 of September (20–26 Sep 2026)

Top 5 International Visitor Markets to Thailand

1	China	94,343 people	+42.62% (WoW)
	Up from rank 2		
2	Malaysia	60,254 people	-13.00% (WoW)
	Down from rank 1		
3	India	40,284 people	+17.00% (WoW)
	Rank unchanged		
4	Japan	24,853 people	-18.50% (WoW)
	Rank unchanged		
5	Taiwan	24,135 people	+33.25% (WoW)
	Up from rank 6		

- **China is back at #1 on the Mid-Autumn holiday.** 94,343 arrivals, +42.62%, up 28,192 in one week. Many travellers also left early for next week's Golden Week.
- **China alone was bigger than the week's whole gain.** Its 28,192 extra arrivals beat the total net gain of 18,551 (+4.00%). Without China, arrivals would have dropped by about 9,600.
- **Malaysia and Japan gave back their holiday gains.** Malaysia fell to 60,254 (-13.00%, -9,001) after Malaysia Day. Japan fell to 24,853 (-18.50%, -5,641) as Silver Week ended. Malaysia lost more than half of last week's 15,617 gain.
- **Taiwan joined the top five for Mid-Autumn.** 24,135 arrivals, +33.25%, up from #6. South Korea also grew 32.73% during Chuseok, but it is still outside the top five.

TRAVEL & TOURISM DEVELOPMENT INDEX 2026

GLOBAL TOURISM REACHES NEW HIGHS

✈ International tourist arrivals

2025

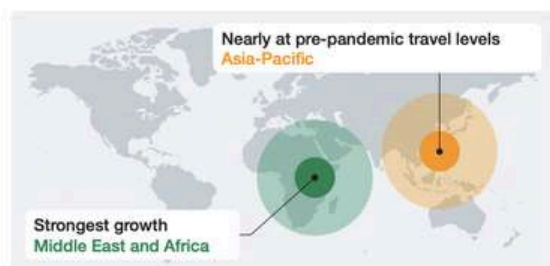
1.5 billion

2024

▲ +5%

2019

▲ +4.4%



💰 Total economic contribution of travel and tourism (including direct, indirect and induced effects)

2025

\$11.6 trillion

2024

▲ +4.1%

2019

▲ +8.7%

Worldwide jobs supported (2025)

366 million



One in every nine jobs globally

Sources: UN Tourism and World Travel & Tourism Council (WTTTC)

International tourist arrivals reached a record 1.5 billion in 2025, up 5% on 2024 and 4.4% above 2019 levels. Growth was strongest in the Middle East and Africa, while Asia-Pacific continued to close the gap with pre-pandemic travel levels.⁴

The total economic contribution of travel and tourism (T&T), including direct, indirect and induced effects, reached a record \$11.6 trillion in 2025, up 4.1% on 2024 and 8.7% compared with 2019. This was equivalent to nearly 10% of global GDP. This output has supported 366 million jobs worldwide, representing around one in every nine jobs globally.⁵

Sector economic growth was supported by growing leisure and business travel spending. Accounting for more than 80% of traveller spending, leisure spending increased by 3.5% to \$6.1 trillion in 2025. Supported by the return of in-person meetings, conferences and events, business travel spending climbed 4%, reaching \$1.5 trillion worldwide over this period.⁶

Domestic travel remained the largest source of demand in 2025, accounting for 73.6% of total traveller spending and valued at \$5.6 trillion, up 3.7% on 2024. This was slightly faster than growth in international visitor spending, which increased by 3.2% to \$2 trillion.⁷ In many economies, this domestic base has helped sustain tourism businesses and infrastructure, providing a buffer against volatility in international demand.

The resilience of international arrivals and traveller spending during 2025 is notable given inflation in tourism services and a backdrop of economic and geopolitical uncertainty.⁸

These pressures intensified from late February 2026, when the conflict in the Middle East escalated, affecting global travel networks. Airspace closures, security concerns and restrictions across parts of the Middle East disrupted a critical aviation corridor linking Europe, Asia, Australia and Africa, with knock-on effects on flight times, fuel costs, airfares, schedules and traveller confidence. In April 2026, traffic (revenue passenger kilometres) carried by Middle Eastern carriers contracted by 46.6% year on year, dragging global air traffic down by 3.4% – the first contraction since the post-pandemic recovery.⁹

The Middle East conflict illustrates how quickly geopolitical disruptions can affect T&T through interconnected transport networks. Localized shocks can have wider operational and commercial consequences, particularly when they affect major aviation corridors. Climate-related disruptions have also become increasingly visible. During the summer of 2026, severe heatwaves and wildfires affected parts of southern Europe, including Spain and France.¹⁰ Despite these disruptions, travel demand continued to recover. International tourist arrivals increased by 2% in the first quarter of 2026, with growth in every region except the Middle East. This underlines the sector's underlying resilience.¹¹

🔄 The resilience of international arrivals and traveller spending during 2025 is notable given inflation and geopolitical uncertainty.

This report is the World Economic Forum's Travel & Tourism Development Index 2026. It ranks 110 countries on how ready they are for travel and tourism. It shows that tourism hit a record high in 2025, with 1.5 billion international trips. Japan is ranked #1, and Asia-Pacific is the region that improved the most. Thailand moved up to #38. The report also covers the big challenges, like rising travel costs, staff shortages, overcrowding and climate risks. It ends with five priorities for countries that want to grow tourism in a smart way. If you want to read more, you can download the full report [HERE](#)

THAILAND DOMESTIC TOURISM SITUATION

TOTAL VISITORS

January–August 2026 (P)

INCREASE +1.55
241,278,025 PEOPLE
 77 PROVINCES



TOP 10 PROVINCES

Visitor Revenue

Visitor Revenue (Million Baht)
 % Change



Total Visitor Revenue

January–August 2026 (P)

Increase +1.08
1,920,964.71
 million baht
 Total across 77 provinces



TOP 10 PROVINCES

Highest visitor revenue

Visitor revenue (million baht)
 % Change



USEFUL ARTICLES

ENGLISH

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

[2026 Update: Phuket Luxury Tourism is Here to Stay](#)

[Thailand Hotels Brace for a Stormy Final Quarter](#)

THAI

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

[บรรยากาศงาน Healing Economy เมื่อการท่องเที่ยวต้องมีความหมายและช่วยจิตใจได้ด้วย \[ADVERTORIAL\]](#)

[ท่องเที่ยวไทยทะลุ 22 ล้านคน ต่างชาติน้อยลง 3.65% ลุ้นสัปดาห์นี้คึกคัก รับวันหยุดจีน-เกาหลีใต้-ฮ่องกง](#)

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

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Director, Secretary - General
Director, Treasurer
Director, Vice President

Phuket Hotels Association Core Team

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Nuthamat Phetsawee
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Asst. Administrative Manager
Event Support
Event Executive

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Boon Yongsakul
Sears Jivavisitnont
Eric Ricaurte
Sukhchaensingh (Sam) Sethi
David Johnson
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(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

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(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

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(Co-Chair) Roger Gibson
David Barrett
Dhapat Chotiratnarakool
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Director of Marketing and Communication, Pullman Phuket Panwa Beach Resort
Cluster Director of Marketing, Avista Hotels in Phuket
Event Consultant, The Slate
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MarCom Manager, Hyatt Regency Phuket Resort

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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, Krabi La Player Resort.



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