



Resort Marketing Conference - HSMIAI

An inspiring day at the Resort Marketing Conference, organised by HSMIAI Asia Pacific in collaboration with the Phuket Hotels Association at M Social Phuket.

Great conversations, fresh perspectives and some fascinating insights into AI and the future of resort marketing. Thank you to HSMIAI, all the speakers and contributors, and the M Social Phuket team for bringing our industry together. [Click here for Resort Marketing Conference photos.](#)



Finding Phuket's Next Profitable Demand

Phuket's hotel leaders gathered at Dusit Thani Laguna Phuket for a practical session led by Heidi Gempel, exploring how to identify profitable demand, protect rate, stay competitive, and focus resources on the right opportunities. Thank you to Phuket Hotels Association members, Dusit Thani Laguna Phuket, and Heidi for an insightful discussion.

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/3QUOY0a>

Session 2

Date: Thursday, 15 October 2026
Time: 1:00–2:00 PM

Scan for more information on the project



Link: <https://bit.ly/3UB11ji>

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

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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
OSNCC, 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

PHUKET FESTIVAL TO DRAW 140K LOCALS

Phuket's annual nine-day Vegetarian Festival is expected to attract around 140,000 local tourists and generate more than THB1.3 billion in local economic activity, according to the Tourism Authority of Thailand (TAT). Siriwan Siharat, director of the TAT Phuket office, said the festival is one of Thailand's largest traditional events and has become a major tourism destination, particularly for international visitors. Local tourists are expected to make up the largest visitor group during this year's festival. To support visitors, the TAT Phuket office has prepared 1,800 copies of a festival guide featuring key activities and routes for daily Chinese deity processions.

For more information

THAILAND'S FOREIGN VISITOR NUMBERS UP 8.24% IN WEEK TO OCT 3

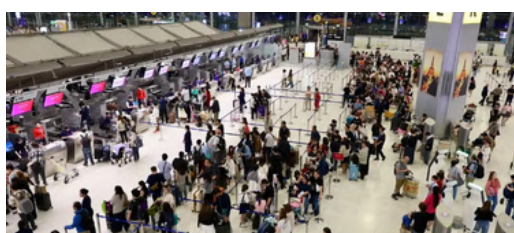


Thailand welcomed 522,532 foreign tourists from September 27–October 3, 2026, up 8.24% week on week, according to Tourism and Sports Minister Surasak Phanchaoenworakul. The increase was supported by stronger short- and long-haul demand, with regional holidays boosting travel. China led arrivals with 133,946 visitors, rising 41.98%, followed by Malaysia at 59,871, India at 46,942, Russia at 22,326, and South Korea at 21,219. From January 1–October 3, Thailand recorded 23.45 million foreign arrivals, down 3.88% year on year, while tourism revenue declined 2.26% to THB1.14 trillion. Arrivals are expected to ease after regional holiday periods end.

For more information

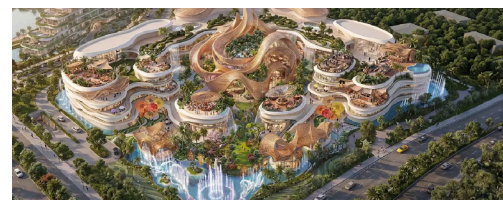
THAILAND TO OFFER FREE STOPOVER TOURS FOR TRANSIT PASSENGERS

Thailand plans to launch free short-tour packages for international transit passengers with six- to eight-hour layovers in early 2027. The pilot will operate at Suvarnabhumi, Don Mueang, Phuket and Krabi airports, offering experiences focused on culture, street food, health and wellness. The initiative is designed to allow transit passengers to explore nearby attractions before returning for connecting flights. Led by the Transport Ministry in partnership with the TAT, airlines, airports and other organisations, the programme aims to strengthen Thailand's position as an aviation hub. Officials also expect the short experiences to encourage transit passengers to return for longer holidays in Thailand.



For more information

SIAM PIWAT UNVEILS \$300M ICONPHUKET MEGAPROJECT TO DRIVE SOUTHERN GROWTH



Siam Piwat Group is investing THB10 billion in ICONPHUKET, a new retail and entertainment destination in Phuket, marking its first major commercial project outside Bangkok. The development will anchor the THB50 billion Synthesis Ark Phuket smart city, spanning more than 500 rai. Scheduled to open in 2029, ICONPHUKET will combine retail, dining, cultural spaces and 12 indoor and outdoor attractions, with more than 40% of the site dedicated to green space. The project is expected to attract 80,000–100,000 visitors daily and showcase the culture and businesses of Southern Thailand. The wider development will include residences, hotels, offices and healthcare facilities.

For more information

THAILAND TOURISM MARKET UPDATE

CUMULATIVE TOURIST ARRIVALS | 1 JANUARY – 3 OCTOBER 2026



INTERNATIONAL TOURISTS



THAI TOURISTS TRAVELING IN THAILAND



TOP 10 COUNTRIES BY CUMULATIVE TOURIST ARRIVALS

1.	China	3,999,854
2.	Malaysia	2,982,095
3.	India	1,751,485
4.	Russia	1,281,214
5.	South Korea	860,655
6.	Taiwan	805,176
7.	Japan	776,284
8.	United States	762,136
9.	United Kingdom	736,953
10.	Germany	646,023

KEY FACTORS IN THE PAST WEEK

Short-haul Markets

- (+) **China:** Tourist arrivals increased due to the National Day holiday (Golden Week), with arrivals up +41.98% (WoW).
- (+) **South Korea:** Tourist arrivals increased following National Foundation Day, with arrivals up +3.66% (WoW).
- (+) **India:** Strong travel demand for Thailand remained, with arrivals up +16.53% (WoW).

Long-haul Markets

- (+) Travel demand for Thailand from long-haul markets remained high.

Source: Division of Tourism Economics and Sports, Ministry of Tourism and Sports | Data as of 4 October 2026



Thailand Weekly Tourism Situation



Week 1 of October (27 Sep – 3 Oct 2026)

Top 5 International Visitor Markets to Thailand

1	China Same rank	133,946 tourists	+41.98% (WoW)
2	Malaysia Same rank	59,871 tourists	-0.64% (WoW)
3	India Same rank	46,942 tourists	+16.53% (WoW)
4	Russia Up from Rank 7	22,326 tourists	+14.23% (WoW)
5	South Korea Up from Rank 6	21,219 tourists	+3.66% (WoW)

- **Golden Week lifted China for a second week in a row.** 133,946 arrivals, +41.98%, up about 39,600 in one week. China's National Day holiday drove the jump.
- **China made up almost all of the week's growth.** Total arrivals rose 39,781 (+8.24%) to 522,532. China's gain was nearly the same size, so the other markets together were almost flat.
- **India and Russia kept their momentum.** India rose 16.53% to 46,942 (about +6,700). Russia rose 14.23% to 22,326 and moved up from #7 to #4. Malaysia held #2 but slipped 0.64% to 59,871.
- **South Korea returned to the top five.** 21,219 arrivals, +3.66%, up from #6, helped by National Foundation Day. Long-haul markets stayed flat ahead of high season. Next week should slow as holidays end in China, Korea, Hong Kong and Malaysia.

TTDI 2026: Thailand

Travel & Tourism Development Index



Thailand's Ranking Comparison



Thailand's Rankings by Subindex and Pillar (TTDI 2026)

 1 Enabling Environment	1.1 Business Environment	4.19	62	
	1.2 Safety and Security	4.92	95	
	1.3 Health and Hygiene	4.42	72	
	1.4 Human Resources and Labour Market	4.17	59	
	1.5 ICT Readiness	5.57	50	
 2 T&T Policy and Enabling Conditions	2.1 Prioritization of Travel and Tourism	4.30	66	
	2.2 Openness to Travel and Tourism	4.62	38	
	2.3 Price Competitiveness	4.95	42	
 3 Infrastructure and Services	3.1 Air Transport Infrastructure	5.53	19	
	3.2 Ground and Port Infrastructure	3.88	40	
	3.3 Tourist Services and Infrastructure	2.31	68	
 4 T&T Resources	4.1 Natural Resources	4.77	13	
	4.2 Cultural Resources	3.81	16	
	4.3 Non-Leisure Resources	4.61	14	
 5 T&T Sustainability	5.1 Environmental Sustainability	4.20	66	
	5.2 T&T Socioeconomic Impact	3.11	104	
	5.3 T&T Demand Sustainability	4.55	20	

Key Comparative Rankings (TTDI 2026)

Top 3 in the World

Rank	Country	Score
1	Japan	5.27
2	United States	5.23
3	Spain	5.22

Top 5 in ASEAN

Rank	Country	Score
1	Singapore	4.89
2	Indonesia	4.56
3	Malaysia	4.50
4	Thailand	4.35
5	Vietnam	4.15

Source: World Economic Forum, Travel & Tourism Development Index (TTDI) 2024 and 2026
Prepared by: Division of Tourism and Sports Economics | Data as of 1 October 2026



USEFUL ARTICLES

ENGLISH

[Ekniti defends 1,000-baht departure tax plan as ATTA objects on Oct 7](#)

[Thai locals confront the consequences of the country's decades-long tourism push](#)

[Foreign ownership concerns grow over Land and businesses on Thai islands](#)

THAI

[รัฐ-เอกชนประสานเสียงหนุนเก็บ 'ค่าธรรมเนียมนักท่องเที่ยวต่างชาติ' ดึงเม็ดเงิน 8 พันล้าน/ปี พัฒนาแหล่งท่องเที่ยวไทย](#)

[จาก High Volume สู่ High Value อนาคตท่องเที่ยวไทยต้องวัดที่คุณภาพ](#)

[กกท. พลักดันตลาด Romance Tourism เกาะตลาดคู่แต่งงานชาวอินเดีย](#)

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

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Wanwisa Chunuansri
Nuthamat Phetsawee
Thanachat Dechacho

Executive Director
Asst. Administrative Manager
Event Support
Event Executive

Advisory Board

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

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(Co-Chair) Anucharaporn Tongluan
Vincent Delsol
Mongkudh Makaramanee
Alexandre Huet

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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

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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

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
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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Logan Daley
Christoph Weidemann
Levent Bilgir

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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

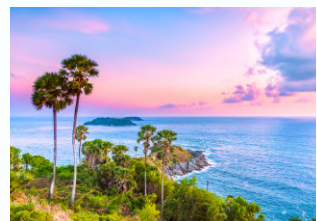
Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

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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