30 October 2026

PHUKET WEEKLY UPDATE

No150/30102026



PHAB Scholarships Interviews- PHAB funds helping our community

Phuket Hotels Association last week visited มหาวิทยาลัยราชภัฏภูเก็ต (Phuket Rajabhat University) to interview students applying for PHAB scholarships.

We met 11 impressive candidates and had the opportunity to learn more about their stories, ambitions and aspirations for the future.

Our Education Committee supported the interview process and the allocation of PHAB scholarship funds, helping us invest in the next generation of hospitality talent with up to 4 years tuition support!

We wish all the candidates the very best and look forward to seeing what the future holds for them!



Meet Khun Guy, 19 years old
First-Year Student, Tourism Business Management Phuket Rajabhat University

PHAB Scholarship: Creating Opportunities for a Brighter Future

One of this year's scholarship recipients is Khun Guy, 19, who has a GPA of 3.23.

Guy's grandfather has been supporting his living and education expenses. To continue his university studies, Guy moved to Phuket and now lives on his own while pursuing his education.

Receiving the PHAB Scholarship means a lot to Guy and his family. It will help ease the financial pressure on his grandfather and allow Guy to focus more on his studies without having to worry as much about expenses.

"The scholarship means so much to me. It will help ease my grandfather's financial burden, and I'm really grateful for this opportunity. I'll do my best in my studies and work hard to achieve my dream of working in a hotel's Front Office department," Guy shared.

UPCOMING EVENTS



The Sessions: Phuket Property Exchange

The C9 Sessions returns on 3 November at SAii Laguna Phuket, exploring luxury buyers, wellness-led design, 2027 sales markets and Thailand's new Sap-Ing-Sith property right.
Featuring leading hospitality and property experts, the event is organised by C9 Hotelworks, Mrs B Group and Delivering Asia, supported by Phuket Hotels Association.
Register early!

Register **HERE**



Phuket Hotels Association General Manager's Meeting 3/2026

Join us for our 4th Quarter GMs meeting for a chance to catch up on ALL the news!

9th December, 3:00–6:00 PM at SAii Laguna Phuket

Register **HERE**

UPCOMING EVENTS



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.
Join Bjorn, Jayne, our committee and members who are speaking at this event.

Register **HERE**





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. See participating restaurants and bars:- https://www.phukethotelsassociation.com/phoodie

SAVE THE DATE and WATCH THIS SPACE!!

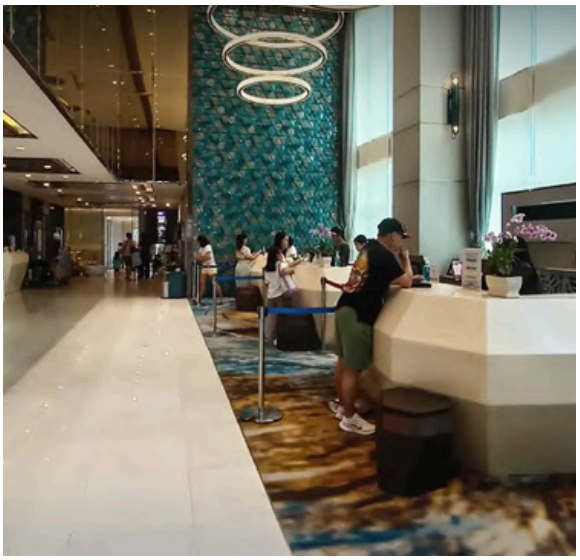


Phuket Green Day 4/2026

Join the Phuket Hotels Association's Phuket Green Day as we lead an island-wide beach and street clean-up on Friday, 4 December 2026, which coincides with Thai Environment Day and Father's 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**

THIS WEEKS' NEWS UPDATE



THAI HOTEL SECTOR FACES RISING CLOSURES AFTER WIDESPREAD LOSSES

Thailand's hotel sector is facing mounting pressure, with 148 accommodation businesses closing in the first nine months of 2026, up 42% year on year, after 51% of operators reported losses in 2025. KResearch values the sector at THB1.1 trillion in 2026, up 2.6%, but recovery remains uneven amid weak foreign demand, rising room supply and high operating costs. Average room rates are forecast to decline 0.8% in 2026. Looking ahead, 2027 occupancy could range from 69.58% to 71.69%. Operators are advised to diversify revenue, control costs and strengthen sustainability practices. Intensifying competition from alternative accommodation and climate-related risks add further uncertainty to the outlook.

For more information

TOURISM MINISTRY PROPOSES 15-DAY VISA WAIVER FOR 3 NATIONS ON OCT 27



Thailand's Ministry of Tourism and Sports plans to propose a 15-day visa exemption for travellers from Colombia, Mexico and Uzbekistan at the Visa Policy Committee meeting on November 9. The initiative aims to address visa processing delays that have disrupted travel plans and discouraged bookings. Emirates recently reported 20–30 passenger no-shows per flight from Mexico due to delayed visa approvals. Meanwhile, complex e-Visa procedures for Uzbek travellers have prompted travel agents to cancel Thailand packages in favour of destinations such as Vietnam. The proposed waiver aims to improve accessibility and support long-haul tourism arrivals.

For more information

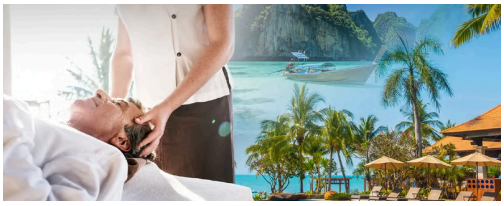
KUWAIT AIRWAYS LAUNCHES DIRECT PHUKET FLIGHTS, STRENGTHENING THAILAND'S MIDDLE EAST TOURISM MARKET

Kuwait Airways launched twice-weekly nonstop flights between Kuwait and Phuket on 27 October 2026, increasing its weekly Thailand capacity by 27.7% to 2,560 seats. The route adds 556 inbound seats, improving access to Phuket's resort, family holiday and wellness markets. Thailand welcomed 48,049 Kuwaiti visitors between January and 20 October 2026, with average spending of THB96,590 per trip and stays averaging 13.14 nights. The airline plans to increase Phuket services to four weekly flights from December 2026 to February 2027, subject to final scheduling and aircraft deployment, potentially boosting tourism demand during the winter peak season.



For more information

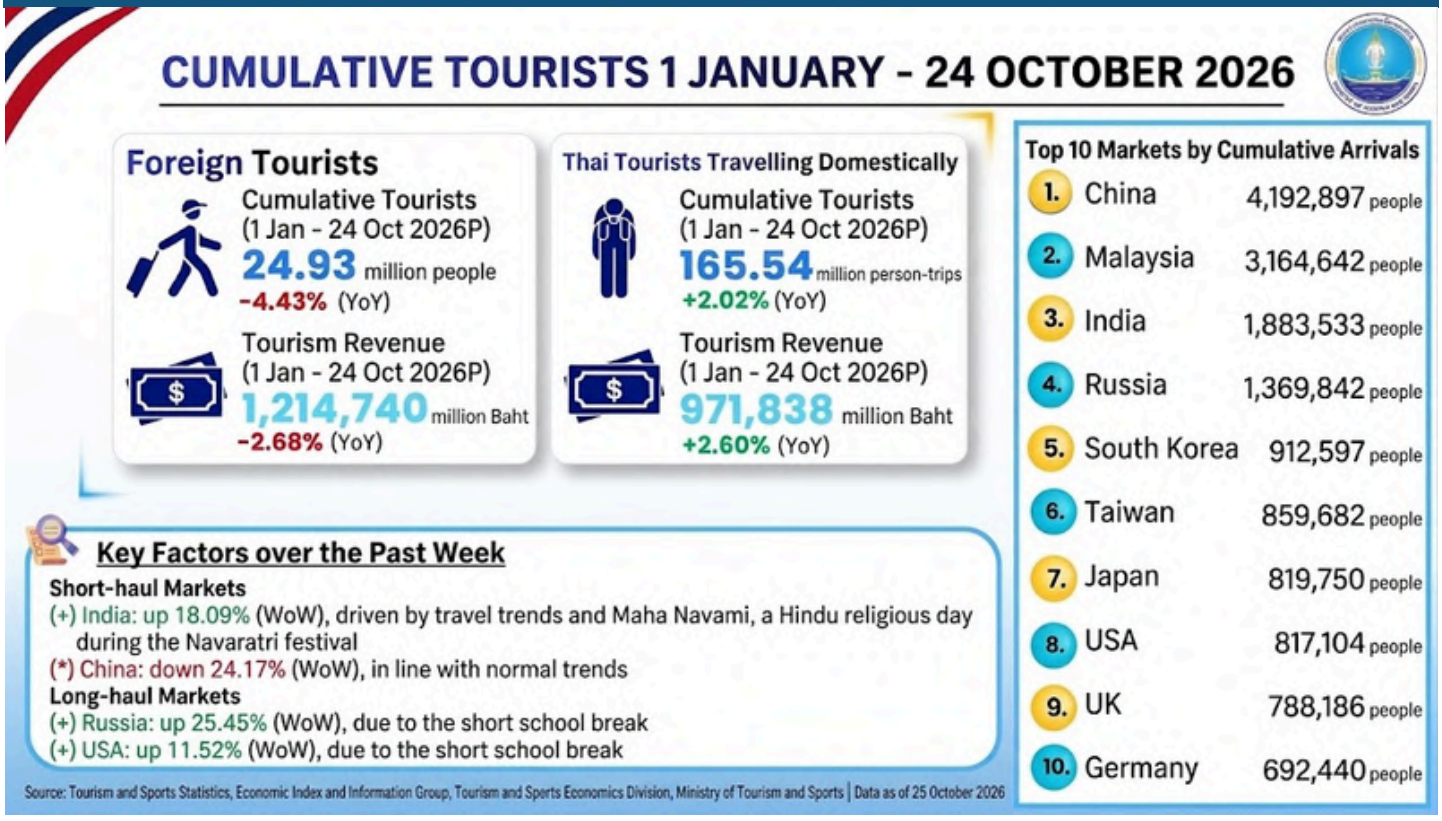
THAILAND TARGETS FIVE ASIAN MARKETS AND 6.2% GROWTH IN ASEAN TOURISM REVENUE IN FISCAL 2027



Thailand's Tourism Authority (TAT) is targeting five Asian markets—Vietnam, Malaysia, Indonesia, Singapore and Taiwan—with campaigns promoting wellness, food, shopping and Thai culture. For fiscal 2027, TAT aims to increase ASEAN visitor arrivals by 4.3% and revenue by 6.2%. Campaigns will focus on family travel in Vietnam, food and secondary cities in Malaysia, Muslim-friendly wellness in Indonesia, premium experiences in Singapore, and culinary tourism in Taiwan. The strategy integrates tourism, trade and cultural soft power to increase visitor spending and distribute income to local businesses. TAT is also promoting extended stays through seven Bangkok routes and 20 travel programmes.

For more information

THAILAND TOURISM MARKET UPDATE



Thailand Weekly Tourism Situation

amazing THAILAND

Week 4 of October (18-24 Oct 2026)

Top 5 International Tourist Arrivals in the 4th Week of October 2026

1	Malaysia (Up from Rank 2)	62,724 people	+1.02%	(WoW)
2	China (Down from Rank 1)	49,494 people	-24.17%	(WoW)
3	India (No change)	48,089 people	+18.09%	(WoW)
4	Russia (No change)	34,986 people	+25.45%	(WoW)
5	United States (No change)	20,167 people	+11.52%	(WoW)

- **Long-haul markets grew for a fourth week in a row.** They were up 12.03% to 199,954, helped by school breaks in Europe and the US and the winter season. Russia rose 25.45% to 34,986 and held #4. The US rose 11.52% to 20,167 and held #5.
- **Malaysia took #1 from China.** Malaysia rose 1.02% to 62,724. China fell 24.17% to 49,494 and dropped to #2, a normal drop after Golden Week. India rose 18.09% to 48,089 (#3), helped by Maha Navami during Navaratri. Short-haul overall fell 2.24% to 302,011.
- **Total arrivals rose 2.99%.** They were up 14,555 to 501,965, or about 71,700 a day.
- **Next week should grow** because of the winter season and more flights from India (Gaya and Guwahati to Don Mueang, Kochi and Visakhapatnam to Suvarnabhumi). Year to date: 24.93 million arrivals (-4.43% YoY) and 1,214,740 million Baht in revenue.

PHUKET
TOURISM SITUATION SUMMARY

September 2026 (B.E. 2569) · Preliminary data (P)

Total tourism revenue
January–September 2026
THB 399,955.87 million
YoY change -1.00%

Tourism revenue by visitor market
International tourists
THB 369,488.72 million
YoY change -1.22%
Thai tourists
THB 30,467.15 million
YoY change +1.80%

1 Tourism revenue overview

Total tourism revenue, January–September 2026

Total revenue
THB 399,955.87 million
YoY change -1.00%

Visitor market	Tourism revenue	YoY change
International tourists	THB 369,488.72 million	-1.22%
Thai tourists	THB 30,467.15 million	+1.80%

2 Cumulative tourism statistics: January–September 2026 (P)

Total visitors
10,251,246
YoY change -1.57%

Hotel occupancy rate
58.91%
Occupancy rate change -1.21%

Tourism revenue
THB 399,955.87 million
Revenue change
-1.00%

3 Monthly tourism statistics: September 2026 (P)

Total visitors
1,051,080
YoY change
+0.14%

Hotel occupancy rate
66.32%
Occupancy rate change
+0.48%

Tourism revenue
THB 43,741.11 million
Revenue change
-1.05%

4 Visitor composition by nationality

Visitor share, January–September 2026 (P)



Top 5 nationalities visiting Phuket
Based on the 2025 structure

1. Russia
2. China
3. India
4. United Kingdom
5. Australia

Note: These are the nationalities staying in accommodation establishments.

5 Monthly hotel occupancy rate

October 2025–September 2026 · Percentage and YoY change

Month	Occupancy rate	YoY change
October 2025	77.64%	+2.06%
November 2025	78.62%	-1.06%
December 2025	84.10%	-1.23%
January 2026	83.69%	-2.72%
February 2026	82.15%	+0.07%
March 2026	77.87%	-1.57%
April 2026	77.23%	-4.53%
May 2026	71.63%	-2.32%
June 2026	61.74%	-5.05%
July 2026	74.15%	+3.47%
August 2026	70.01%	+1.11%
September 2026	66.32%	+0.48%

6 Monthly visitor arrivals

October 2025–September 2026 · Visitor count and YoY change

Month	Total visitors	YoY change
October 2025	1,190,873	+5.99%
November 2025	1,278,020	-1.95%
December 2025	1,365,557	-0.90%
January 2026	1,318,929	-0.89%
February 2026	1,320,701	+4.53%
March 2026	1,127,519	-1.99%
April 2026	1,127,817	-3.95%
May 2026	1,088,322	-2.71%
June 2026	979,389	-6.42%
July 2026	1,135,382	-0.35%
August 2026	1,102,107	-3.44%
September 2026	1,051,080	+0.14%

7 Monthly tourism revenue

October 2025–September 2026 · THB million and YoY change

Month	Tourism revenue (THB million)	YoY change
October 2025	45,255.51	+4.35%
November 2025	50,874.47	-1.90%
December 2025	55,303.52	+2.11%
January 2026	52,806.72	+1.32%
February 2026	48,806.02	+4.76%
March 2026	41,056.80	+1.67%
April 2026	43,280.80	-3.65%
May 2026	41,391.37	-2.60%
June 2026	35,664.93	-7.00%
July 2026	47,954.93	-0.86%
August 2026	45,253.19	-2.82%
September 2026	43,741.11	-1.05%

Note: 2025 data was revised after review by the steering committee. 2026 data follows the 2025 structure.

8 Tourism situation summary

Tourism performance

From January to September 2026, Phuket had 10,251,246 visitors. This is down 1.57% year-on-year. Of these, 2,647,983 were Thai visitors and 7,603,263 were international visitors.

Tourism revenue was more than THB 399,955.87 million, down 1.00% year-on-year. Thai visitors generated THB 30,467.15 million. International visitors generated THB 369,488.72 million.

Tourism spending

The average visitor spent THB 8,700 per person per day. Thai visitors spent an average of THB 5,200 per person per day. International visitors spent an average of THB 9,200 per person per day.

These figures use the 2025 spending structure for the same period.

9 Factors supporting tourism

In September 2026, Phuket's hotel occupancy rate rose compared with the same month last year.
Events in Phuket during the month included:

1. **Por Tor Festival 2026**
   25 August – 10 September 2026 at key venues across Phuket.
2. **FOOD FUN FAIR**
   4 – 12 September 2026 at the central stage, Saphan Hin, Phuket.
3. **Kod Thai Market @ My Front Yard**
   5 – 6 September 2026 at My Front Yard Phuket.
4. **Amazing Phuket Expats in Motion**
   13 September 2026 at Andamanda Water Park, Phuket.
5. **2nd Ganesh Chaturthi Festival 2026**
   14 – 18 September 2026 in Phuket Old Town. Closing ceremony at Rawai Beach, Shri Manta Ganapati Ganesh Shrine, Rawai, Phuket.

10 Notes and source

(P) = Preliminary data
YoY = Year-on-year change

Source: Tourism and Sports Economics Division, Ministry of Tourism and Sports, Thailand

Data period: January–September 2026.
Monthly comparisons cover October 2025 to September 2026.

INTERNATIONAL TOURISM MARKET SITUATION AND TRENDS

October 2026 Forecast | BUSINESS PULSE

October 2026

Data as of 30 September 2026 | Prepared by the International Market Analysis Unit, Marketing Strategy Division, Tourism Authority of Thailand (TAT)

1 EXECUTIVE SUMMARY

1. The Chinese market is still the growth engine, driven by the Golden Week holiday.
2. Long-haul markets support the market in late October as the high season begins.
3. Negative news about flooding is hurting Thailand's image and affecting travel into Thailand.

2 TOURISM FORECAST: ARRIVALS AND REVENUE

International Tourist Arrivals (October 2026)
2.5 million
-3% YoY

Tourism Revenue (October 2026)
THB 120 billion
-3% YoY

Cumulative Jan–Oct 2026

International Tourist Arrivals	Tourism Revenue
25.7 million	THB 1.2 trillion
-4% YoY	-3% YoY

Note: *The monthly figures are October 2026 forecasts. They are compared with October 2025.*

3 TOP 5 TOURIST ARRIVAL MARKETS (October 2026 Forecast)

Short-haul (68%)

#	Market	Arrivals	Growth
1	China	495,000	+38%
2	Malaysia	262,000	-31%
3	India	192,000	-10%
4	South Korea	102,000	-25%
5	Taiwan	85,000	+2%

Long-haul (32%)

#	Market	Arrivals	Growth
1	Russia	146,000	+0.2%
2	United States	84,000	+0.1%
3	United Kingdom	80,000	+1%
4	Germany	79,000	+3%
5	France	59,000	+7%

4 FLIGHT DEMAND

FLIGHT SEARCH 44.2 million searches (-7% YoY)

Top 5 Origin Markets

Market	Search volume
India	3.3M
Malaysia	3.2M
Germany	3.0M
Japan	2.4M
China	2.0M

Highest growth: China (+27%)
Steepest decline: Korea (-58%)

FORWARD BOOKINGS -0.1% YoY

Top 5 Origin Markets

Market	Share
China	13.3%
Korea	8.6%
India	7.9%
Taiwan	6.5%
Russia	4.7%

Highest growth: Poland (+91%)
Steepest decline: Nepal (-31%)

Source: ForwardKeys, 28 September 2026.

5 REGIONAL MARKET TRENDS (by arrivals)

Growing regions

Northeast Asia	+14%
Africa	+10%
Oceania	+7%
Middle East	+7%
Europe	+3%

Slowing regions

ASEAN	-22%
South Asia	-10%
The Americas	-0.1%

6 SUPPORTING FACTORS

Mega events: IMF–World Bank Annual Meetings
The meetings support the service and tourism industries. They also create onward travel to other tourist cities after the event.

China's Golden Week
Chinese travel is expected to grow by more than 7% during 1–7 October. TAT is also running the Amazing Thailand Mid-Autumn KOLs FAM Trip to boost Chinese travel.

Concert-driven tourism
Global Pop, K-pop, T-pop, BL and GL concerts are a travel motivation for visiting Thailand. Artists include The Weeknd, Jason Mraz, PLAVE, LYKN, Nunew and LingOrm. The main groups are International Fan Travel, ASEAN & Asia Fan Tourism, and Youth/Gen Z.

Start of the high season and long-haul travel
This is the start of the key travel season for Europe, Russia and other long-haul markets, especially in late October.

7 OBSTACLES AND RISKS

Travel costs remain high
Purchasing power is weaker and tourists are spending more carefully.

Limited seat capacity
Seat capacity from India and Indonesia dropped sharply: India fell 16% and Indonesia fell by as much as 31%. Airfares also remain high.
- Overall seat capacity for Oct–Dec is expected to fall by 3% on average.

Strong competition in Asia
- **Singapore:** Uses F1 as a mega event, with "Grand Prix Season Singapore" to attract tourists.
- **Vietnam:** The "I Love Da Nang" campaign targets the Korean market directly, with more than 5,000 gifts and discounts.

Impact of flooding
Negative news about flooding in Thailand is still widely reported. This affects how tourists see Thailand and their confidence. Some tourists may delay their decisions or change their travel plans.

8 AVIATION MARKET

Seat capacity: 3.9 million seats (-3% YoY)

Top 5 Origin Markets

Market	Seats	Growth
China	688,196	+13%
India	288,398	-16%
Japan	258,690	-3%
Vietnam	238,405	+13%
Singapore	237,074	-8%

Short-haul	Long-haul
3.1 million seats (-5%)	860,000 seats (+8%)

26 NEW DIRECT FLIGHT ROUTES TO THAILAND

Routes by main city

Bangkok	14 routes (54%)
Phuket	9 routes (35%)
Chiang Mai	3 routes (11%)

Route mix: 11 long-haul routes | 15 short-haul routes

New routes by origin
- Europe (10)
- China (6)
- India (6)
- ASEAN (2)
- Australia (1)
- UAE (1)

46% of new routes fly direct to the main tourist cities of Phuket and Chiang Mai.

Source: OAG, 28 September 2026.

9 EMERGING MARKETS

Market	Outlook
Saudi Arabia	High spending power and long stays. Interested in Wellness, Medical, Luxury and Family Travel. TAT recently held a Trade Connect event.
Uzbekistan / Kyrgyzstan	Markets being actively opened up, with new buyers at TTM+ 2026.
Oman	New buyers at TTM+ 2026. One of the markets where TAT is expanding its business network.
Mexico	A Latin American market where TAT is expanding its base. New buyers at TTM+ 2026 show the chance to build long-term demand.
South Africa	Potential in Leisure, Family, Shopping and Soft Adventure travel.

10 TOP DESTINATIONS

1. Bangkok
2. Phuket
3. Chiang Mai
4. Krabi
5. Koh Samui
6. Hat Yai
7. Chiang Rai

Source: OAG, 28 September 2026.

11 SOURCES

- **Forecast and market analysis:** International Market Analysis Unit, Marketing Strategy Division, TAT
- **Flight search and forward bookings:** ForwardKeys, 28 September 2026
- **Aviation and destination data:** OAG, 28 September 2026

USEFUL ARTICLES

ENGLISH

[Phuket Market Update 2026: Tourism Revenue Holds Steady as New Supply Clusters in Bang Tao / Cherngtalay]

[Beyond headcounts: Giving visitors more reasons to spend]

[AI agents to steer $700B in corporate travel]

THAI

[ท่องเที่ยวไทยฟื้น! สัปดาห์ 18–24 ต.ค. ต่างชาติเข้า 5.02 แสนคน เพิ่ม 2.99% “อินเดีย-รัสเซีย-สหรัฐฯ” โตเด่น]

[ททท. ชวนคนไทย “บินเที่ยวทั่วไทย ฮีลใจทุกทริป” ส่วนลดตั๋วเครื่องบินในประเทศ 500 บาท]

[ไทยใช้ CDP จับอินไซต์พฤติกรรมนักท่องเที่ยว เปลี่ยนการตลาด จาก..หว่านแหสู่เป้าหมาย]

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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.

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"The Phuket Hotels Association is a nonprofit organisation comprising a broad spectrum of hotels"

Phuket Hotels Association Leadership Team

Bjorn Courage	President
Daniel Muery	Director, Secretary - General
Brett Wilson	Director, Treasurer
Christoph Weidemann	Director, Vice President

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Julian Lowry	General Manager Le Meridien Phuket Beach Resort
Jirarat Ninpradub (Pui)	General Manager, Le Meridien Phuket Mai Khao Beach Resort
Michiel De Kleer	General Manager, Holiday Inn Resort Phuket, Patong.



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Wasan Keatkaew	Hotel Manager, MSocial Hotel Phuket
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Phinyo Thanbunphairach	Resident Manager, Dusit Thani Laguna Phuket

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(Co-Chair) Roger Gibson	Cluster Director of Marketing, Avista Hotels in Phuket
David Barrett	Event Consultant, The Slate
Dhapat Chotiratnarakool	Social Media & Partnership Manager, The Pavilions Phuket
Natthawadee Wongpanya	MarCom Manager, Hyatt Regency Phuket Resort



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