PHUKET WEEKLY UPDATE

No151/06112026



PHOODIE PHUKET FOOD FESTIVAL 2026 - OFFICIAL MEDIA LAUNCH

On 1 November 2026, Phuket Hotels Association officially launched PHOODIE PHUKET FOOD FESTIVAL 2026 at Casa Boho, Hyatt Regency Phuket Resort, bringing together media representatives, social media influencers, industry partners, and hospitality leaders to introduce the festival and its upcoming activities.

The event welcomed a wide range of media representatives and social media influencers, who helped promote PHOODIE through their social media channels, sharing event highlights and spreading awareness of the upcoming festival to a wider audience.

The PHOODIE Media Launch welcomed many media representatives and social media influencers, who joined us to celebrate the launch and help spread the word about PHOODIE 2026. Following the event, many shared photos, highlights, and posts across their social media channels, helping us reach a wider audience and build excitement for the upcoming festival.

- PHOODIE Road Map: 20–27 November 2026
- PHOODIE Meet: 28 November 2026 | Limelight Phuket Town

Discover participating restaurants, bars and festival experiences here:
https://www.phukethotelsassociation.com/phoodie
We look forward to seeing everyone out and about, discovering new flavours and celebrating the best of Phuket's food and beverage scene!

More photos **HERE**

ANNOUNCEMENT



Cornell General Managers Program (GMP) Scholarship 2026 is Now Open!
We are pleased to announce that applications for the 2026 Cornell GMP Scholarship are now open to hotel members in leadership roles.
This amazing scholarship is life-changing for the recipient and includes 2 complete online certificate courses at Cornell and one in-person residential week at the GMP Course, Cornell University, Ithaca, New York.

Eligibility: Thai nationals only

Application Deadline: 25 November 2026

Apply now 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**



UPCOMING EVENTS



Unlock Your Frontline. Grow Your TRevPAR

A practical workshop for GMs and hotel leaders on turning frontline training into lasting revenue results. It covers how the best hotels motivate and develop their front desk and F&B teams, which incentives work, and the simple daily routines that drive results. We are also going to talk about key KPIs to look at when driving high performing frontline teams.

Register **HERE**



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**



Phuket Hotels Association General Manager's Meeting 4/2026

Join us for our 4th Quarter GMs meeting for a chance to catch up on ALL the news, including a 30 minute session on *AI in Hospitality: the Why, the What and the How*

9th December, 3:00–6:30 PM at SAii Laguna Phuket

Register **HERE**

THIS WEEKS' NEWS UPDATE



THAILAND TARGETS THB4 TRILLION IN TOURISM REVENUE UNDER NEW DRAFT PLAN

Thailand is advancing its Fourth National Tourism Development Plan (2028–2032), targeting THB4 trillion in tourism revenue and a top-30 global ranking in the Travel & Tourism Development Index. The strategy focuses on upgrading tourism products and infrastructure, attracting high-spending visitors and distributing income more widely to local communities. Key priorities include developing cruise terminals and yacht marinas, expanding international markets, promoting year-round provincial tourism and improving e-Visa services. The government also aims to strengthen regional tourism routes, support local businesses and farmers, and improve airport entry processes to enhance Thailand's competitiveness and drive sustainable tourism growth.

For more information

THAILAND AND RUSSIA EXPLORE TOURISM GROWTH BEYOND BEACH HOLIDAYS



Thailand and Russia are exploring opportunities to strengthen two-way tourism through improved air connectivity, digital travel services and diversified tourism products beyond traditional beach holidays. In 2025, Thailand welcomed nearly 1.9 million Russian visitors, up 8.8% year on year, making Russia its fourth-largest source market and largest in Europe. Key opportunities include reducing language barriers, improving travel accessibility and developing medical, educational and business tourism. Discussions at the Russian-Thai Investment Forum 2026 also highlighted greater cooperation between airlines, travel platforms, tourism authorities and private businesses to expand visitor flows and distribute tourism benefits across more destinations.

For more information

PHUKET AIRPORT BAN ON TEMPORARY TOUR DESKS CONCERNS RUSSIAN OPERATORS

More than 10 Phuket tour operators have raised concerns over a new airport restriction banning temporary counters used to coordinate Russian charter arrivals. The companies say the desks have supported passenger checks and hotel transfers for over 10 years, helping manage 10–20 daily charter flights carrying 300–400 passengers each during high season. Operators warn the change could cause passenger confusion, disrupt transfers and affect Phuket's reputation as an international tourism destination. They are calling on airport management to review the policy and work with the tourism sector on a practical solution ahead of the high season.



For more information

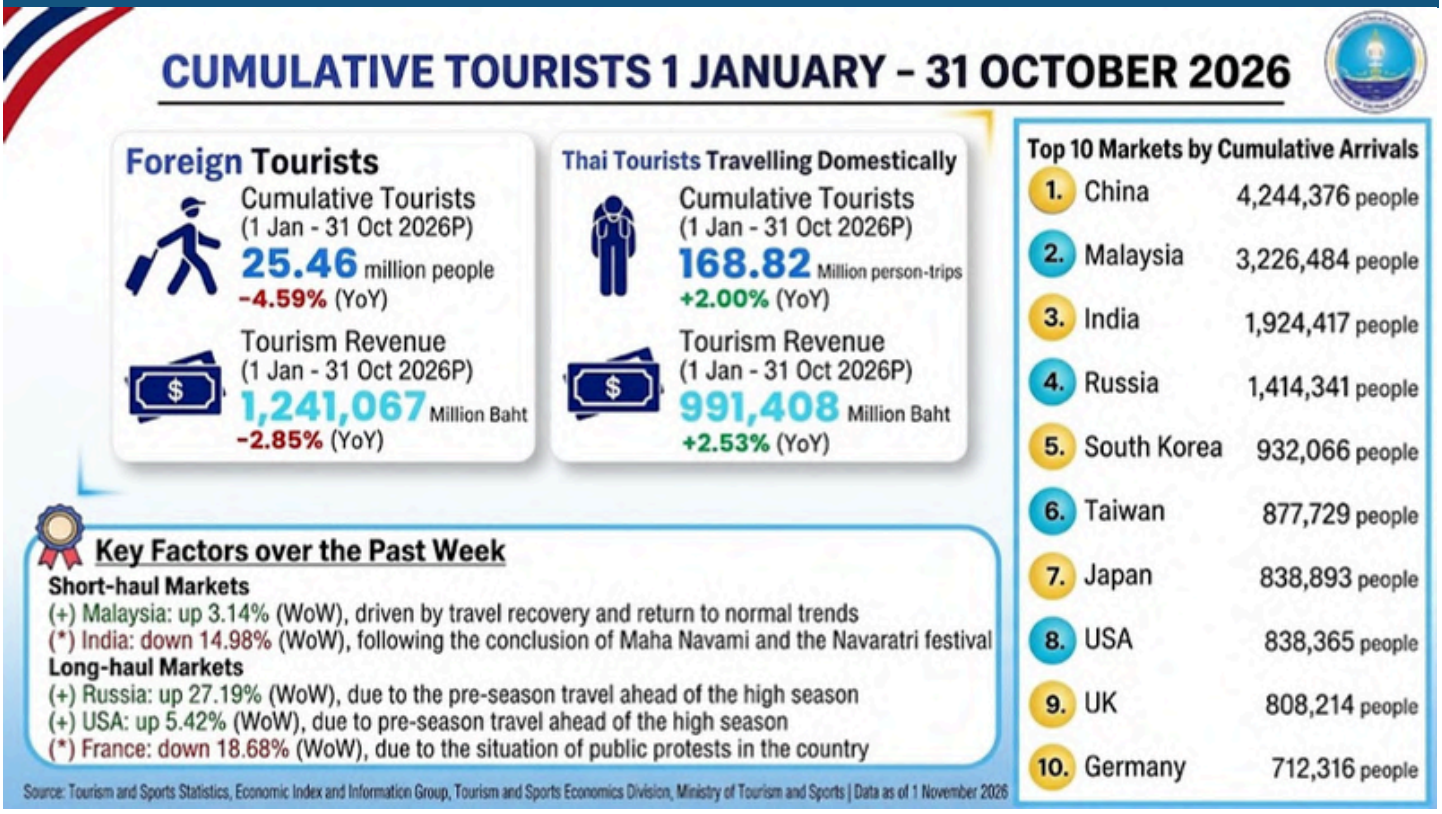
TAT TO SHOWCASE THAI HEALING TRADITIONS AS PHUKET PREPARES FOR GLOBAL WELLNESS SUMMIT 2026



Phuket will host the Global Wellness Summit 2026 from 10–13 November at Angsana Laguna Phuket, welcoming approximately 600 international wellness leaders, investors and health experts. Her Majesty Queen Suthida is scheduled to preside over the opening ceremony on 11 November. Organised by the Department of Thai Traditional and Alternative Medicine, with TAT and other agencies as co-hosts, the summit aims to position Thailand as a global health and healing destination. The programme will showcase Thai traditional healing, wellness innovation and tourism experiences, supporting the growth of high-value wellness tourism and local business opportunities.

For more information

THAILAND TOURISM MARKET UPDATE



Thailand Weekly Tourism Situation

amazing THAILAND

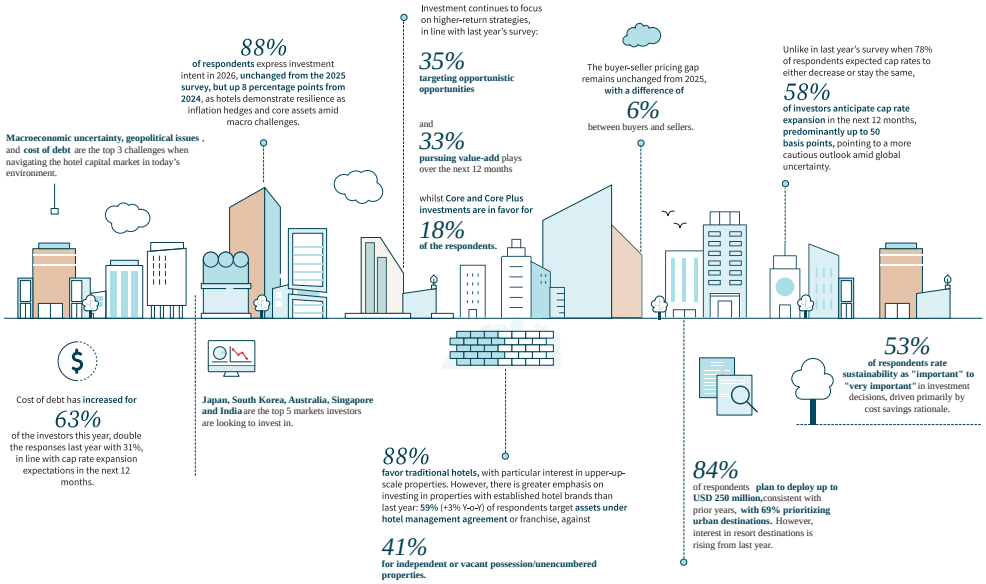
Week 5 of October (25-31 Oct 2026)



- **Arrivals jumped 7.31% this week. T**hailand welcomed 538,661 visitors. That is 36,696 more than last week, or about 76,950 a day.
- **Long-haul led the gain for a fifth week in a row.** Far markets rose 13.60% to 227,153 as people got ready for the November winter holidays. Russia climbed 27.19% to 44,499 and moved up to #3. The US gained 5.42% to 21,261 and stayed #5. France fell 18.68% because of protests at home and slid from #11 to #16.
- **Short-haul picked up again.** Nearby markets grew 3.14% to 311,508 as travel went back to normal after the holiday break. Malaysia stayed #1 at 61,842 (-1.41%). China rose 4.01% to 51,479 (#2). India dropped 14.98% to 40,884 and fell to #4 after Maha Navami and Navaratri ended.
- **Next week should see more long-haul growth** as winter holidays begin. Two things to watch are protests in Europe and fewer flights on some routes, mainly from Russia. Year to date: 25.46 million arrivals (-4.59% YoY) and 1,241,067 million Baht in revenue.



The Pacific Asia Travel Association's Annual Tourism Monitor 2026 reports that international visitor arrivals across 44 Asia Pacific destinations reached 239.0 million in early 2026, up 2.9% year-on-year and recovering to 96.3% of 2019 levels. In 2025, arrivals across 46 destinations reached 700.2 million, or 99.3% of pre-pandemic levels. Vietnam and South Korea outperformed, with arrivals exceeding 2019 levels by 44.5% and 28.4%, respectively. Thailand recorded 15.9 million arrivals in early 2026, down 4.9% year-on-year, highlighting uneven recovery and the need to strengthen connectivity, diversify source markets and pursue sustainable tourism growth.



APAC Hotel Investors' Sentiment Survey 2026/2027

- Asia Pacific hotel transaction volume reached USD 12.0 billion in 9M 2026, up 50% year on year
- Full year 2026 is expected to reach around USD 15.0 billion, up 35-40%
- Japan remained the most liquid market, with 39% of volume (USD 4.7 billion), followed by Mainland China and Australia
- Buyers are looking past gateway cities to regional markets, hotel-to-living conversions and non-consensus plays

USEFUL ARTICLES

ENGLISH

[Future of Wellness 2027: Inside the $2.7 trillion takeover]

[Your Next Five-Star Concierge Might Be AI — and These Luxury Hotels Are Already Proving It]

[Why Hilton calls this Asian country the fastest-growing tourism market]

THAI

[จี้รัฐปลดล็อกท่องเที่ยว ลุ้นปี 70 ต่างชาติเข้าไทย 34 ล้านคน]

[รัฐบาลเตรียมเปิด “100 เดียว เที่ยวทั่วไทย” กระตุ้นท่องเที่ยววันธรรมดา]

[สุรศักดิ์ รับ ‘น้ำท่วมภูเก็ต’ กระทบเศรษฐกิจแต่ไม่มาก หวังอีเวนต์ปลายปีดันท่องเที่ยว]

SPONSORED ADVERTISING

Friendly Note: The advertisement below is a paid placement and not part of Phuket Hotels Association events or activities. If you'd like to share your business with our community, please get in touch at exec.dir@phukethotelsassociation.com



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

Phuket Hotels Association Core Team

Jayne MacDougall	Executive Director
Wanwisa Chunuansri	Asst. Administrative Manager
Nuthamat Phetsawee	Event Support
Thanachat Dechacho	Event Executive

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(Co-Chair) Anucharaporn Tongluan	Group Director Human Resources, Thavorn Hotels
Vincent Delsol	General Manager, Pullman Phuket Panwa Beach Resort
Mongkudh Makaramanee	Anona Beachfront Phuket Resort
Alexandre Huet	Amari Phuket

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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
Doeke Bonga	General Manager, The Kee Resort and Spa
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	



Membership Committee

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(Co-Chair) Pannaphat Lapa	Resort Manager, V Villas Phuket
Logan Daley	General Manager, Angsana Laguna Phuket
Christoph Weidemann	General Manager, Doubletree by Hilton Phuket Banthai Resort
Levent Bilgir	General Manager, Ibis Styles Phuket Bangtao

Affiliate Ambassador

Patrik Ilstam	Eden Beach Resort and Spa , Ocean Breeze Resort Khao Lak

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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, Krabi La Player Resort., Le Meridien Khao Lak Resort & Spa

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