13 November 2026

PHUKET WEEKLY UPDATE

No152/13112026







Supporting the Next Generation of Hospitality Professionals

Last week, the Phuket Hotels Association visited Phuket Vocational College to interview students applying for PHAB scholarships.

The initiative, supported by our Education Committee, aims to expand educational opportunities and nurture the next generation of hospitality professionals.



Celebrating Progress in Gender-Inclusive Workplaces

Congratulations to Thavorn Hotels and Resorts, a Phuket Hotels Association member, on winning the Gender-Inclusive Workplace Award at the WEPs Awards, organised by UN Women Asia and the Australian Government.

A positive step forward in promoting gender equality, equal opportunities and inclusive procurement across the hospitality industry. We look forward to more projects and inclusive events next year!

THIS WEEK EVENTS







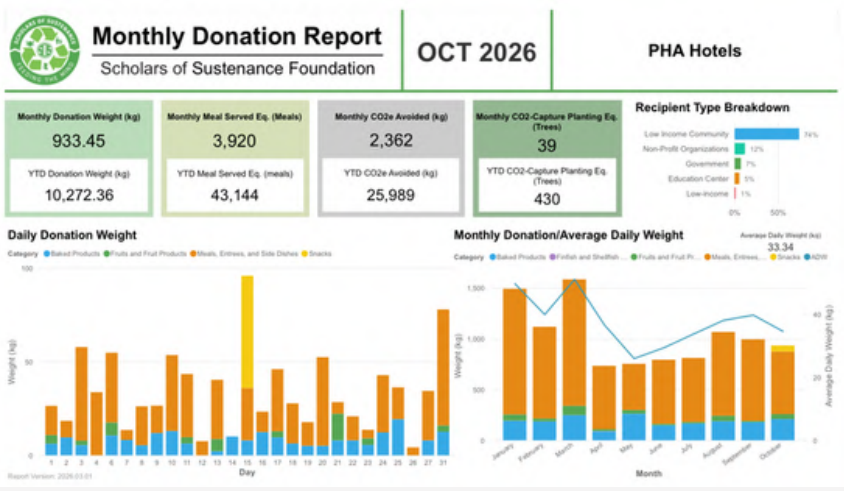


Collaboration for a Nature-Positive Future

A big thank you to Hyatt Regency Phuket Resort for inviting us to Re SEA Phase 2. Bringing together WildAid, hotel partners and local communities, the event showcased the power of collaboration and local action in protecting nature.

Great to hear from expert speakers representing Hyatt, Pullman, Anantara Hotels & Resorts, Marriott and Phuket Technical College. A wonderful reminder of what we can achieve when hotels and communities work together towards a more sustainable future.

OCTOBER FOOD DONATION REPORT





Food Donated by Phuket Hotels Association Member Hotels and redistributed. in the community-
For info or to participate:- please contact exec.dir@phukethotelsassociation.com

ANNOUNCEMENT



Cornell General Managers Program (GMP) Scholarship 2026 is Closing SOON!

LAST CHANCE — Cornell GMP Scholarship 2026!

Time is running out to apply for this exceptional opportunity for hotel members in leadership roles. The scholarship includes two online Cornell certificate courses and a residential week at Cornell University, Ithaca, New York. Don't miss this potentially life-changing opportunity. Apply now!

Eligibility: Thai nationals only

Application Deadline: 25 November 2026

Apply now HERE

UPCOMING EVENTS



PHOODIE Festival 2026 - Phuket's First Premium Culinary Festival! STARTS IN 7 DAYS!
Get ready to savour Phuket! Discover 6 exciting culinary themes, explore Phuket's best restaurants and bars, and collect stamps in your PHOODIE Passport from 20–27 November.

More details **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



PHUKET NEW ERA; PROPERTY – HOSPITALITY – LIFESTYLE LANDSCAPE

Phuket is entering a new phase of economic development, supported by international investment and a growing pipeline of hospitality, retail, wellness and residential projects. According to C9 Hotelworks, the island recorded 6.13 million international passenger arrivals between January and September 2026, generating approximately THB400 billion in tourism revenue. Major developments include the 40% expansion of Central Festival, the THB50 billion Synthesis Ark Phuket mixed-use project and the collaboration between Minor International and Gardens of Eden. Meanwhile, 5,517 hotel keys across 30 properties are in the development pipeline, with 85% carrying international brands. Phuket also has approximately 45,027 residential units across 403 projects, while a further 2,004 branded residences are expected from 2027 onwards.

For more information

CHINESE TOURIST ARRIVALS IN THAILAND FALL 13.6% IN OCTOBER AFTER EMBASSY SAFETY WARNING



Chinese arrivals to Thailand fell 13.6% year-on-year to 308,942 in October 2026, partly following a safety warning issued by the Chinese embassy on October 16. The advisory highlighted risks including kidnappings, transport security and ongoing scam networks. The decline also reflected the post-Golden Week travel slowdown and flooding in Bangkok. Despite the October drop, China remained Thailand's largest source market in the first 10 months of 2026, with 4.24 million arrivals, up 12.4% year-on-year. Thailand is now focusing on safety communications and targeted travel campaigns to rebuild confidence and stimulate demand ahead of the peak tourism season.

For more information

THAILAND STRENGTHENS BALKAN TOURISM LINKS WITH NEW SOFIA–PHUKET FLIGHTS AND ROMANIAN TRADE PARTNERSHIPS

Thailand is strengthening tourism links with Bulgaria and Romania through a new direct Sofia–Phuket flight and targeted travel trade partnerships. GullivAir launched a weekly seasonal service on 5 November, operating a 240-seat Airbus A330-200. Meanwhile, TAT organised a familiarisation trip for 12 Romanian tour operators, including business meetings with Thai tourism businesses in Phuket and Krabi to promote multi-destination travel across Phuket, Krabi and Phang-nga. Thailand welcomed 97,655 visitors from the Balkans between January and October 2026, up 5.42% year-on-year. Romania recorded 41,758 arrivals (+5.4%), while Bulgaria contributed 15,029 (+8.1%), highlighting growing opportunities to diversify Thailand's European source markets.



For more information

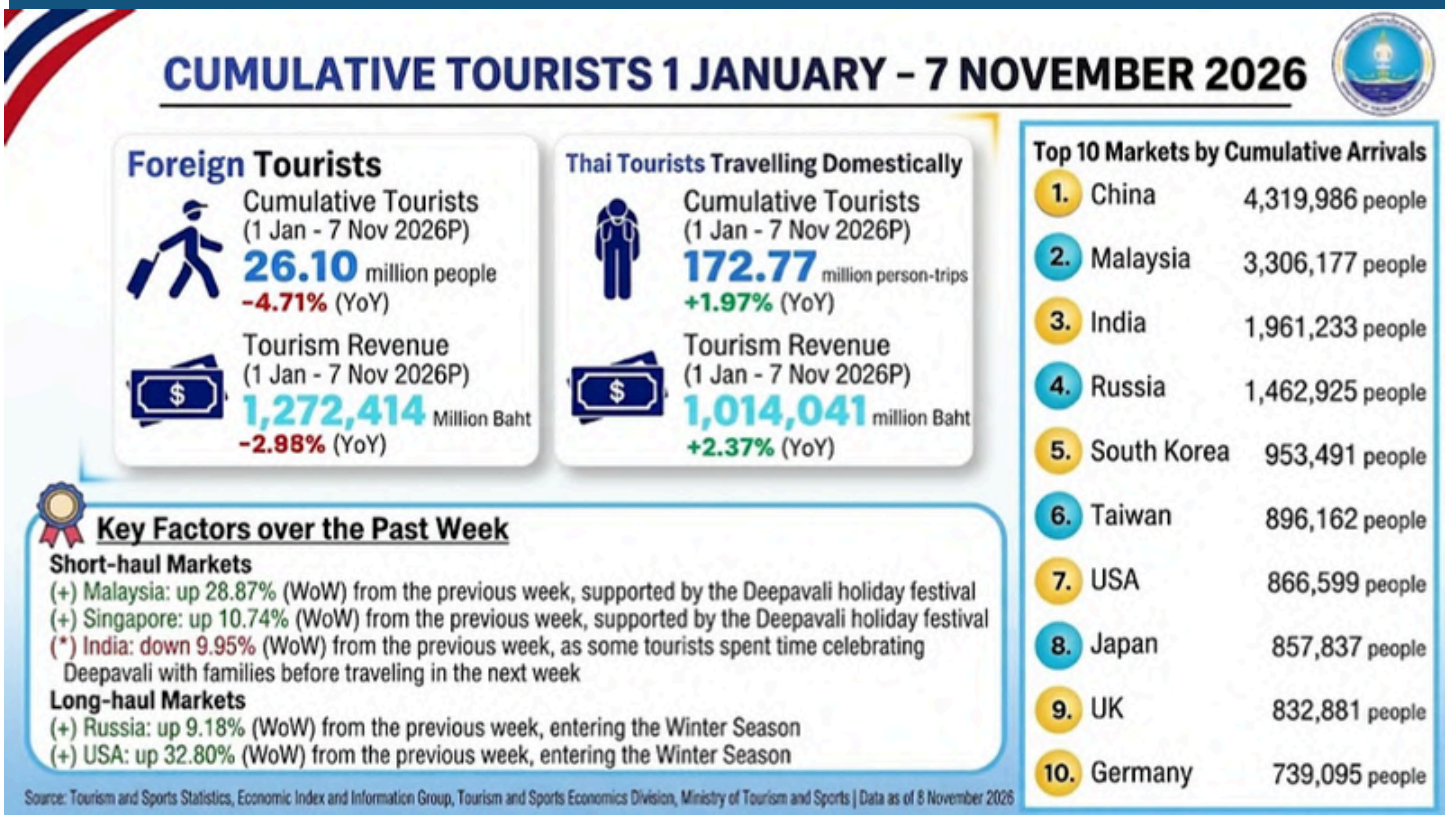
THAILAND CONFIRMS FIVE EXEMPTIONS TO ALCOHOL SALES BAN ON BUDDHIST HOLIDAYS



Thailand has revised its alcohol control regulations, allowing alcohol sales at five categories of venues during five major Buddhist holidays, effective 7 November 2026. The exemptions apply to international airport passenger terminals, licensed entertainment venues, hotels, designated entertainment-style establishments in tourist areas and approved venues hosting major national or international events. Other establishments remain subject to the alcohol sales ban on Makha Bucha, Visakha Bucha, Asalha Bucha, the beginning of Buddhist Lent and the end of Buddhist Lent. Eligible businesses must also implement screening procedures, maintain public safety and prevent access to alcohol by minors. The revised rules replace the previous notification issued in May 2025.

For more information

THAILAND TOURISM MARKET UPDATE



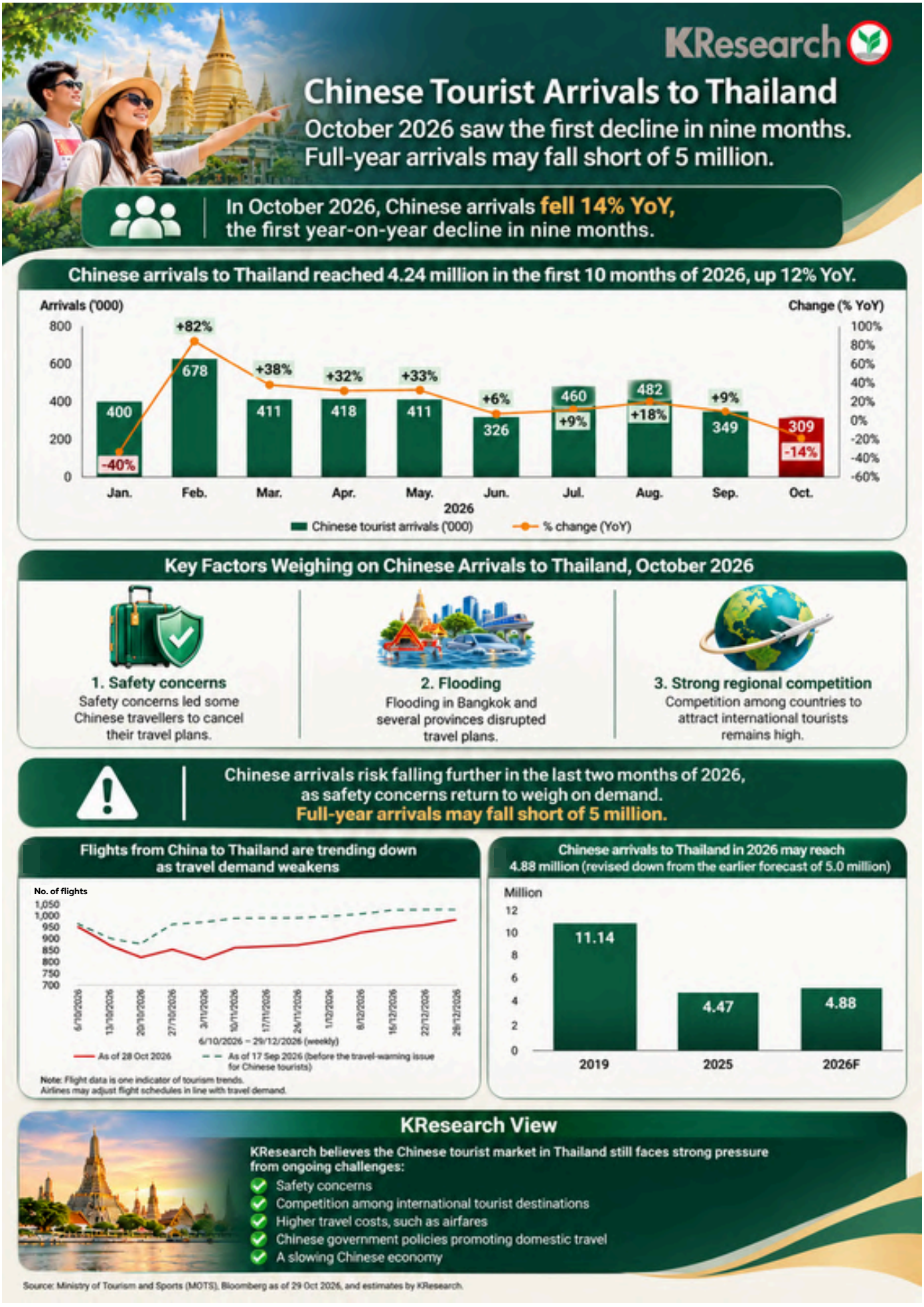
Thailand Weekly Tourism Situation

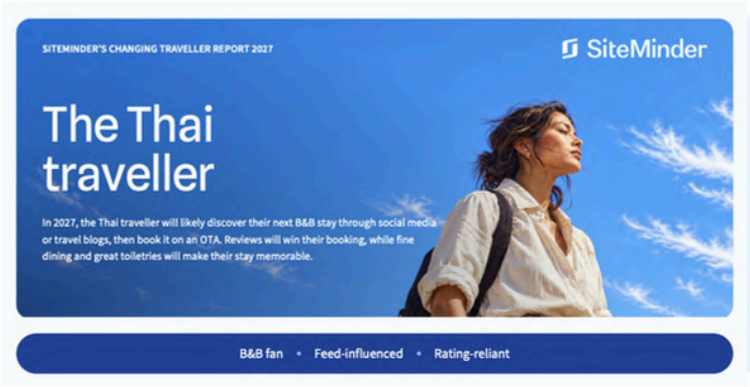
amazing THAILAND

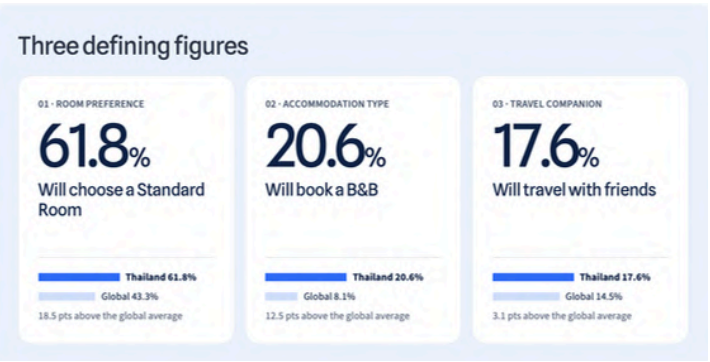
Week 1 of November (1-7 Nov 2026)

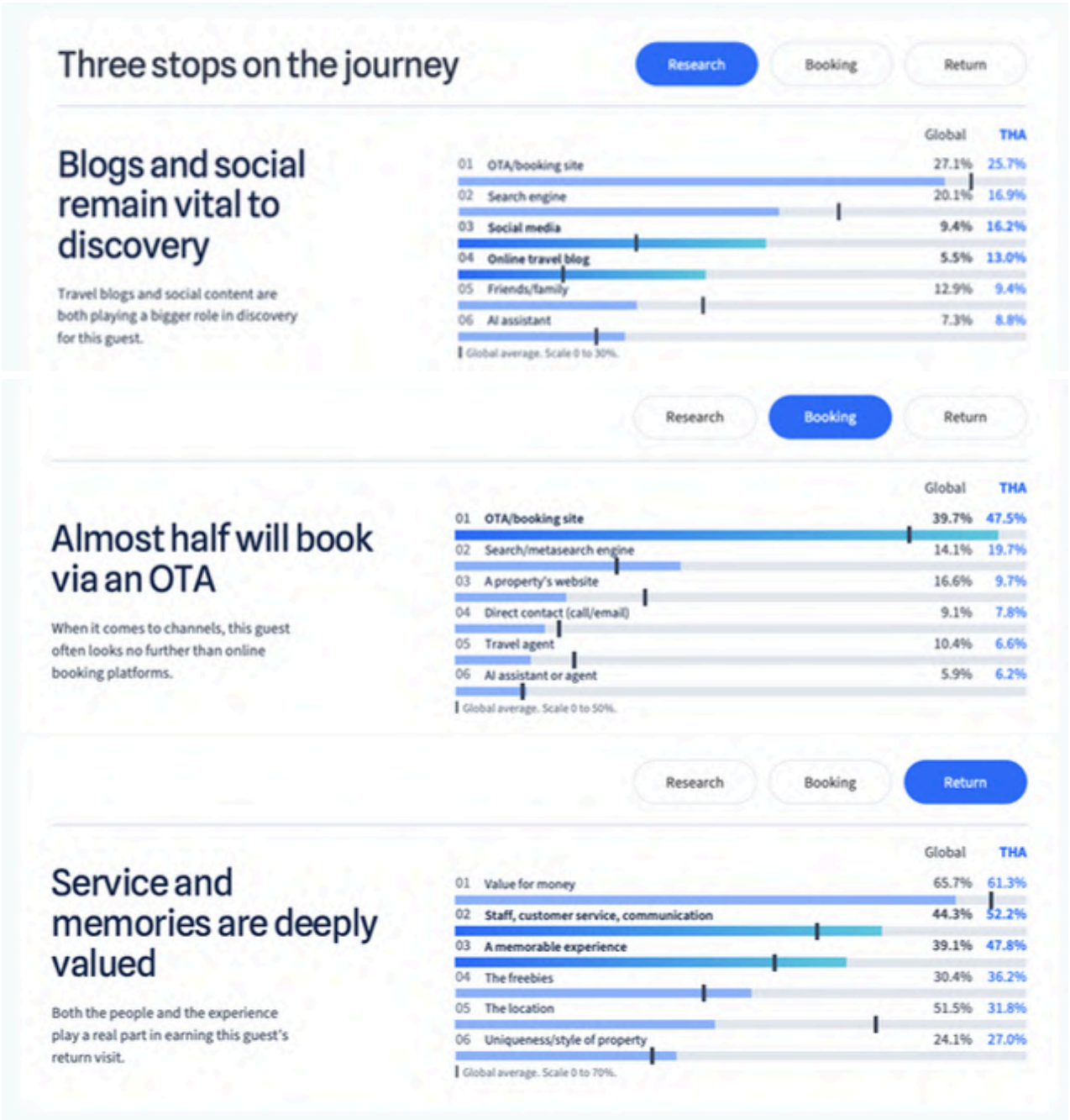


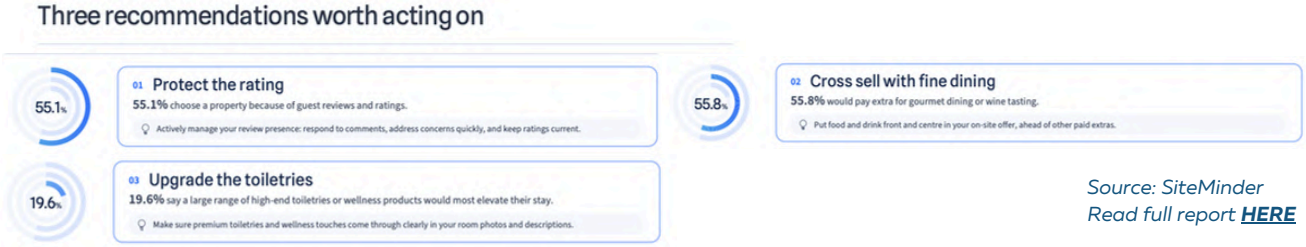
- **Arrivals jumped 18.15% this week.** Thailand welcomed 636,432 visitors. That is 97,771 more than last week, or about 90,919 a day.
- **Long-haul led the gain for a sixth week in a row.** Far markets rose 20.94% to 274,712 as the winter season began. Russia rose 9.18% to 48,584 and stayed #3. The US jumped 32.80% to 28,234 and stayed #5. But compared with last year, the Americas are still down 19.62% and Europe is down 1.40%. A weak economy and higher airfares are the main reasons.
- **Short-haul grew strongly.** Nearby markets rose 16.12% to 361,720, helped by the Deepavali holiday. Malaysia stayed #1 at 79,693 (+28.87%). China rose 46.88% to 75,610 (#2). Singapore rose 10.74%. India fell 9.95% to 36,816 (#4) as many people stayed home to celebrate with family before travelling.
- **Next week should see more long-haul growth as winter holidays begin.** Short-haul may slow now that Deepavali is over. Three things to watch are the economy, consumer confidence and airfares. Year to date: 26.10 million arrivals (-4.71% YoY) and 1,272,415 million Baht in revenue.


KResearch
Chinese Tourist Arrivals to Thailand
October 2026 saw the first decline in nine months.
Full-year arrivals may fall short of 5 million.
In October 2026, Chinese arrivals fell 14% YoY,
the first year-on-year decline in nine months.
Chinese arrivals to Thailand reached 4.24 million in the first 10 months of 2026, up 12% YoY.
Arrivals ('000)
Change (% YoY)
800
600
400
200
0
100%
80%
60%
40%
20%
0%
-20%
-40%
-60%
400
678
411
418
411
326
460
482
349
309
+82%
+38%
+32%
+33%
+6%
+9%
+18%
+9%
-40%
-14%
Jan.
Feb.
Mar.
Apr.
May.
Jun.
Jul.
Aug.
Sep.
Oct.
2026
Chinese tourist arrivals ('000)
% change (YoY)
Key Factors Weighing on Chinese Arrivals to Thailand, October 2026
1. Safety concerns
Safety concerns led some Chinese travellers to cancel their travel plans.
2. Flooding
Flooding in Bangkok and several provinces disrupted travel plans.
3. Strong regional competition
Competition among countries to attract international tourists remains high.
Chinese arrivals risk falling further in the last two months of 2026,
as safety concerns return to weigh on demand.
Full-year arrivals may fall short of 5 million.
Flights from China to Thailand are trending down as travel demand weakens
No. of flights
1,050
1,000
950
900
850
800
750
700
6/10/2026
13/10/2026
20/10/2026
27/10/2026
3/11/2026
10/11/2026
17/11/2026
24/11/2026
1/12/2026
8/12/2026
15/12/2026
22/12/2026
29/12/2026
6/10/2026 – 29/12/2026 (weekly)
As of 28 Oct 2026
As of 17 Sep 2026 (before the travel-warning issue for Chinese tourists)
Note: Flight data is one indicator of tourism trends. Airlines may adjust flight schedules in line with travel demand.
Chinese arrivals to Thailand in 2026 may reach 4.88 million (revised down from the earlier forecast of 5.0 million)
Million
12
10
8
6
4
2
0
11.14
4.47
4.88
2019
2025
2026F
KResearch View
KResearch believes the Chinese tourist market in Thailand still faces strong pressure from ongoing challenges:
Safety concerns
Competition among international tourist destinations
Higher travel costs, such as airfares
Chinese government policies promoting domestic travel
A slowing Chinese economy
Source: Ministry of Tourism and Sports (MOTS), Bloomberg as of 29 Oct 2026, and estimates by KResearch.









Source: SiteMinder
*Read full report **HERE***

USEFUL ARTICLES

ENGLISH

[Southeast Asian countries find tourist targets hard to reach amid global uncertainty]

[2026 holiday travel preview: Trip goers stretch budgets, turn to tech]

[Hotels Hand AI to Everyone Except the Frontline, Why AI Agents Aren't Booking Rooms Yet, What Makes a Luxury Stay Worth the Price?]

THAI

[ชวนเอกชนจับมือสร้าง Longevity Economy ดึงต่างชาติอยู่ยาว กระจายรายได้เมืองรอง ขับเคลื่อนเศรษฐกิจไทย]

[ททท.ปักหมุดไทย ท่องเที่ยวคุณภาพสูง ปี 2570 ชูยุทธศาสตร์ 'คุณค่าเหนือปริมาณ']

[CPN-MINOR ปักหมุดมิกซ์ยูส-Branded Residence ภูเก็ต ตอกย้ำจุดหมายปลายทางลักชัวรีฮับ]

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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"

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Christoph Weidemann	Director, Vice President

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Natthawadee Wongpanya	



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