20 November 2026

PHUKET WEEKLY UPDATE

No153/20112026



Advancing Inclusive Procurement in Thailand's Hospitality Sector

Thank you for including Phuket Hotels Association!
It was a pleasure to join UN Women and hospitality leaders at the Advancing Inclusive Procurement in Thailand's Hospitality Sector Leadership Breakfast at Rosewood Bangkok last week.
An insightful discussion on strengthening supplier diversity, supporting women-owned businesses and building more inclusive, gender-responsive supply chains.
Thank you to UN Women and the Australian Government, through the Mekong-Australia Partnership, for bringing the industry together. We look forward to turning these conversations into meaningful action.

UPCOMING EVENT



Green Champion 2026
Phuket Hotels Association Green Champions are invited to join this workshop to learn more about their roles, available support and resources, and ways to drive sustainability initiatives within their hotels.
The workshop also offers an opportunity to connect with fellow Green Champions, exchange ideas and share experiences.
The workshop will be conducted in Thai.

Register **HERE**

TODAY

UPCOMING EVENT



PHOODIE FESTIVAL 2026 - PHUKET'S FIRST PREMIUM CULINARY FESTIVAL! STARTS TODAY!

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**



ANNOUNCEMENT



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

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



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 STEPS UP YEAR-END PUSH TO MEET 31.5M ARRIVALS TARGET

Thailand is stepping up year-end tourism promotions to attract at least 300,000 additional foreign visitors, as international arrivals are projected to rereach 31.24 million in 2026, below the 31.5 million target. The Thailand Winter Plus campaign will focus on nine key short-haul markets, including China, Malaysia, India, South Korea and Vietnam, alongside high-value travellers. Measures include airline partnerships, charter flights, cruise and sports tourism promotions, and international marketing campaigns. For 2027, TAT targets 34 million international arrivals, supported by an additional 1.06 million airline seats and joint promotions with airlines and overseas tourism partners.

For more information

THAI CABINET ENDORSES 30-DAY VISA EXEMPTION DEAL WITH SRI LANKA



Thailand's Cabinet has endorsed a draft visa exemption agreement with Sri Lanka for ordinary passport holders, allowing visa-free stays of up to 30 days per visit, with a maximum of 90 days within a 180-day period. The agreement aims to facilitate travel, strengthen people-to-people connections and support tourism between the two countries, particularly cultural and religious tourism. Travellers intending to work, study or stay beyond the permitted period will still need to obtain the appropriate visa before arrival. The agreement will take effect 60 days after both countries complete their domestic procedures and exchange formal notifications.

For more information

PHUKET WASTE CRISIS EASES AS LANDFILL PARTIALLY REOPENS

Phuket's main waste disposal centre partially reopened on November 12 after an overflowing landfill forced a temporary suspension of rubbish deliveries on November 8. Full operations are expected to resume next week as officials work to clear the site and improve disposal capacity. The Phuket Governor has introduced five measures to address the waste crisis, including resolving delays in landfill expansion, tightening waste disposal controls and improving waste separation across all 19 local administrations. Hotels, restaurants, businesses and households are also being urged to separate organic, general and recyclable waste, as organic waste accounts for more than 60% of incoming rubbish.



For more information

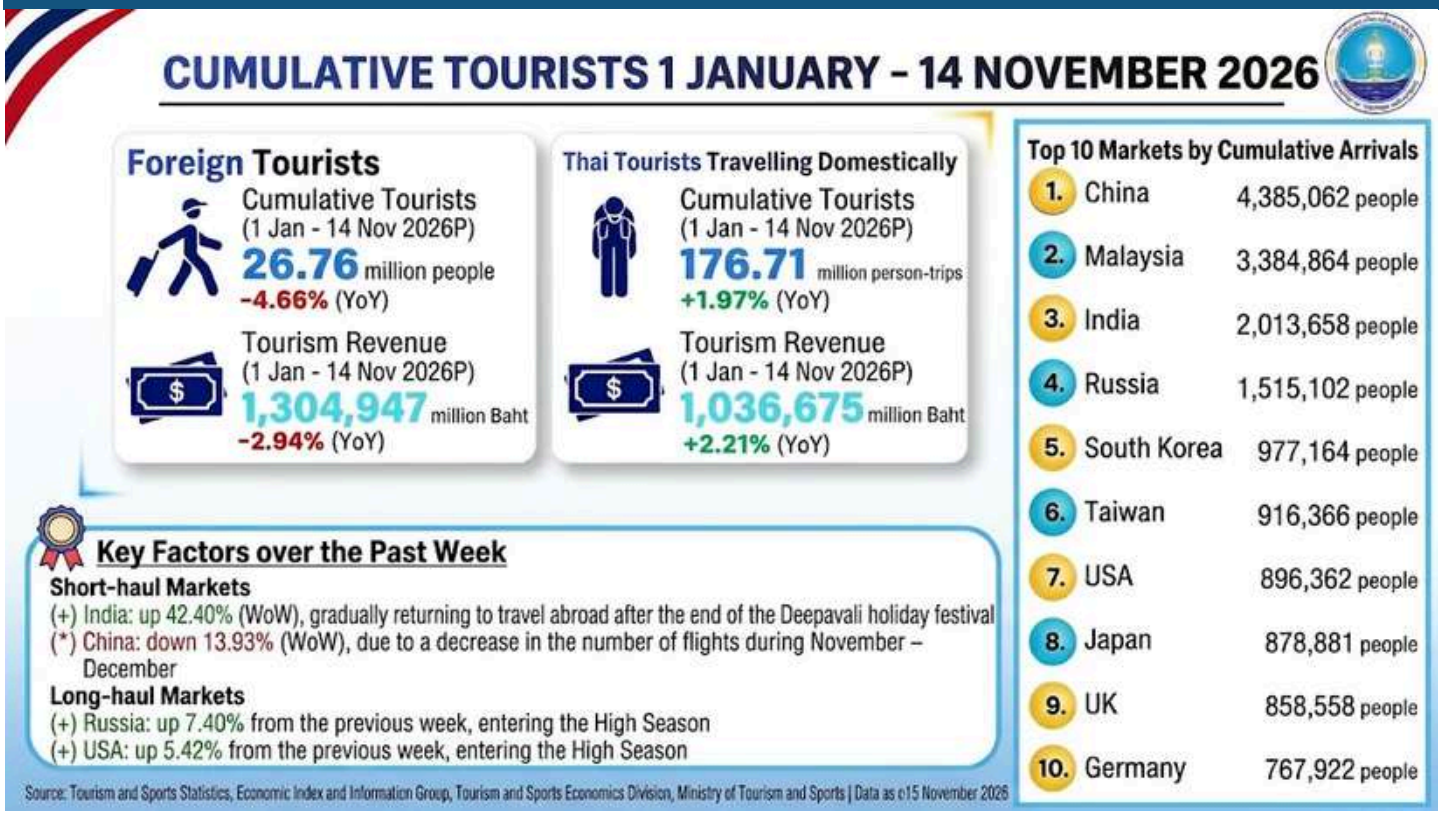
WORPT APP LETS TOURISTS SPEND CRYPTO IN THAILAND VIA PROMPTPAY, VISA PREPAID CARD



Thailand has launched WORPT, a new payment app allowing international tourists to convert cryptocurrency into Thai baht and pay for goods and services through Thai QR PromptPay or Visa Prepaid Card, without requiring a Thai bank account. Developed by Waan Exchange and Wipay under the SEC's 18-month Tourist DigiPay Regulatory Sandbox, the platform aims to attract 150,000 active users, particularly from South Korea, Japan, the Middle East and Southeast Asia. WORPT projects converting THB15 billion in digital assets into local spending and generating approximately THB1.95 billion in income for local businesses and SMEs. The initiative aims to connect digital assets with everyday transactions, broaden payment options for international visitors and support Thailand's tourism economy.

For more information

THAILAND TOURISM MARKET UPDATE



Thailand Weekly Tourism Situation

amazing THAILAND

Week 2 of November (8-14 Nov 2026)



- **Arrivals rose 4.26% this week.** Thailand welcomed 663,520 visitors. That is 27,088 more than last week, or about 94,789 a day.
- **Long-haul kept growing.** Far markets rose 7.04% to 294,039. Russia rose 7.40% to 52,177 but slipped to #4. The US rose 5.42% to 29,763 and stayed #5. Europe is showing early signs of recovery. France was down 6.32% in October, but only down 2.16% for 1–14 November compared with last year. Germany was down 6.61% in October, but is now up 0.52%.
- **Short-haul grew slightly.** Nearby markets rose 2.15% to 369,481, driven by India. India jumped 42.40% to 52,425 and moved up to #3 from #4, as many people started travelling after spending Deepavali with family. Malaysia stayed #1 at 78,687 (–1.26%). China fell 13.93% to 65,076 (#2), partly because there are fewer flights in November–December.
- **Next week should see more long-haul growth** as the winter holidays continue. Short-haul may get a boost from Japan's Labor Thanksgiving Day long weekend. Three things to watch are the economy, consumer confidence and airfares. Year to date: 26.76 million arrivals (–4.66% YoY) and 1,304,947 million Baht in revenue.

BUSINESS INTELLIGENCE

Hotel Business Operator Sentiment Index

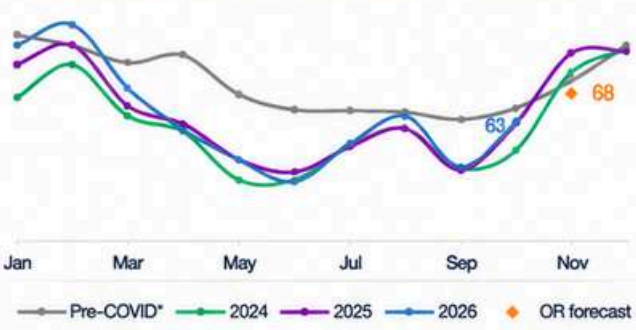
October 2026

Survey of 110 accommodation operators, conducted 14–31 October 2026

Although hotel occupancy in October 2026 rose from the previous month on seasonal factors, most hotels expect international guest numbers in Q4 2026 to decline year-on-year (YoY). Thai guest numbers are expected to remain stable or decline YoY. This is partly due to more cautious spending, especially among price-sensitive guests and those travelling on a limited budget, as travel costs rise and income becomes less certain amid economic conditions in their home countries.

Average Occupancy Rate (OR)

Average OR in October 2026 stood at 63%, with November 2026 forecast at 68%



*Calculated from average OR data for 2017–2019, Ministry of Tourism and Sports

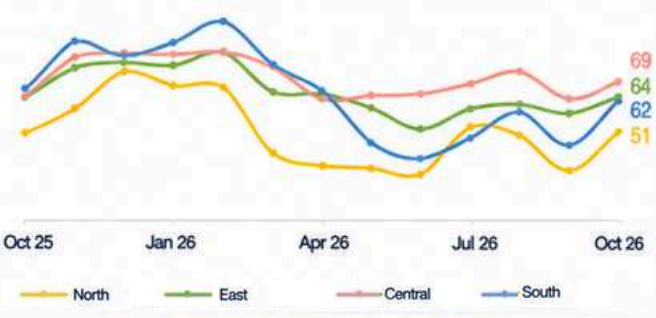
Average Occupancy Rate by Hotel Star Rating

October 2026 OR rose from the previous month across all star ratings



Average Occupancy Rate by Region

October 2026 OR rose from the previous month across all regions

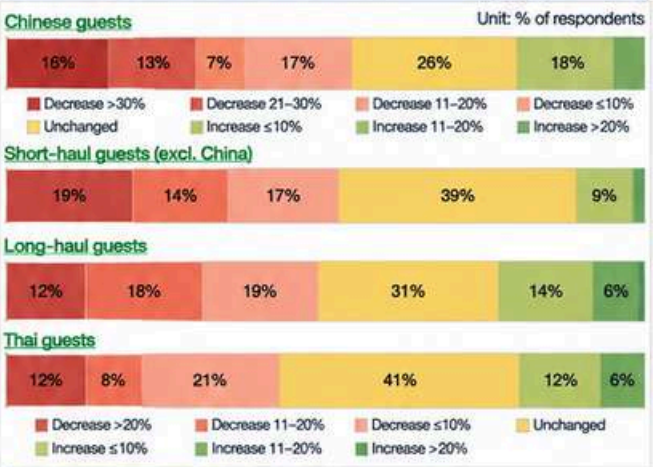


Note: Northeast data not shown due to too few respondents

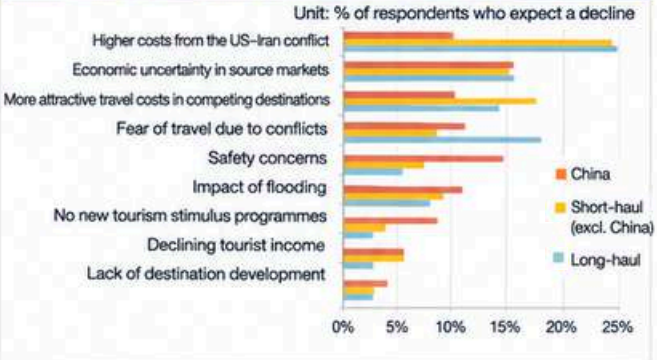
International and Thai Guest Outlook for Q4 2026

- About half of hotel operators expect total international guest numbers in Q4 2026 to decline YoY, mainly due to higher travel costs and uncertain income. Thai guest numbers are expected to remain stable or decline YoY on weaker purchasing power, with some guests facing extra costs after the recent floods, such as repair and rebuilding costs.
- Short-haul guests and Thai guests staying at hotels of 3 stars or below are travelling less and spending more carefully, as they were already price-sensitive. Some long-haul guests may switch to hotels of 3 stars or below to keep their total trip cost within their original budget as travel costs rise.
- However, some hotels expect international and Thai guest numbers to rise slightly, supported by Thailand's attractive destinations and services, such as wellness, as well as interesting local events, such as concerts.

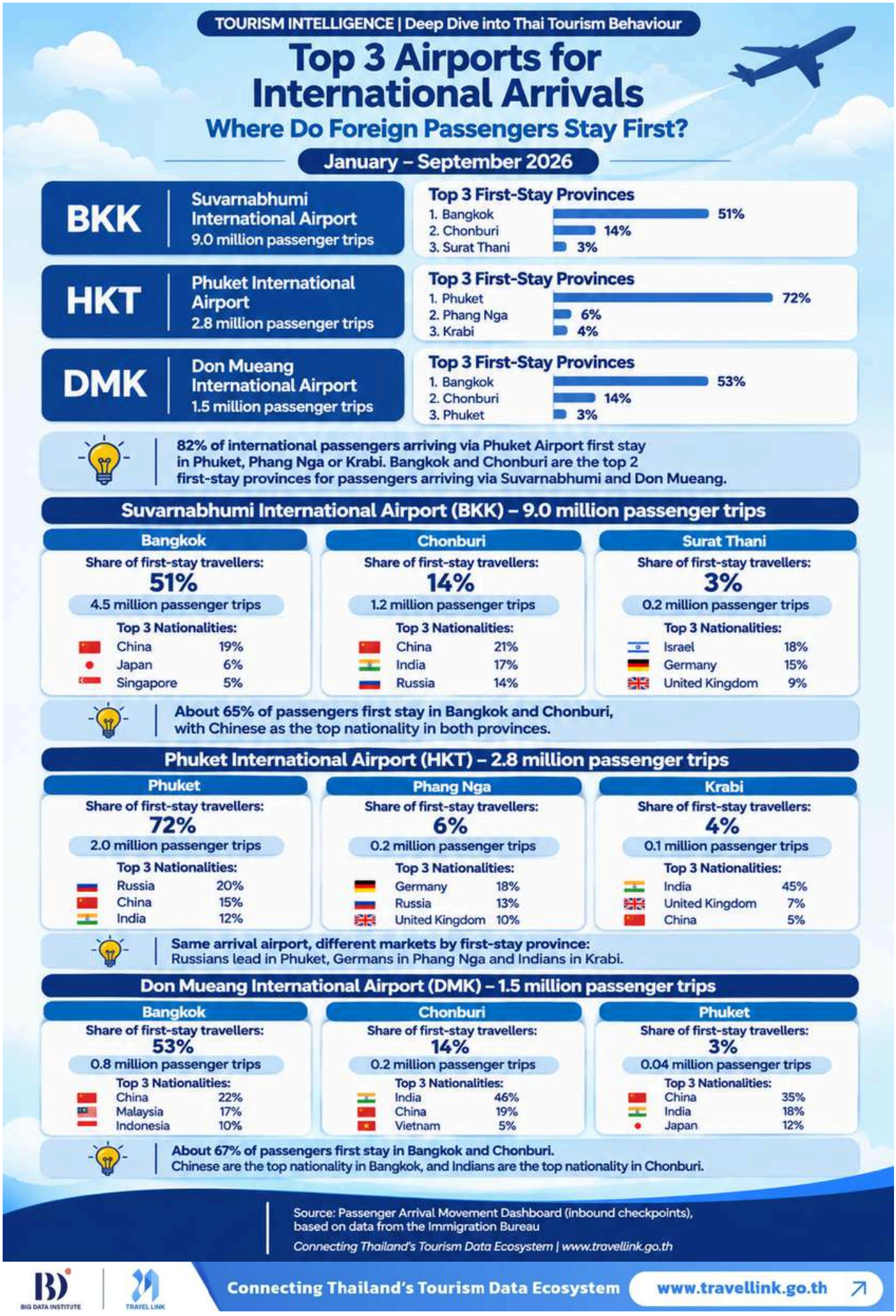
Guest Number Outlook for Q4 2026 (YoY)



Reasons for the Decline in International Guests



Source: Hotel Business Operator Sentiment Survey by the Thai Hotels Association (THA), in collaboration with the Bank of Thailand.


TOURISM INTELLIGENCE | Deep Dive into Thai Tourism Behaviour
Top 3 Airports for International Arrivals
Where Do Foreign Passengers Stay First?
January – September 2026
BKK
Suvarnabhumi International Airport
9.0 million passenger trips
Top 3 First-Stay Provinces
1. Bangkok 51%
2. Chonburi 14%
3. Surat Thani 3%
HKT
Phuket International Airport
2.8 million passenger trips
Top 3 First-Stay Provinces
1. Phuket 72%
2. Phang Nga 6%
3. Krabi 4%
DMK
Don Mueang International Airport
1.5 million passenger trips
Top 3 First-Stay Provinces
1. Bangkok 53%
2. Chonburi 14%
3. Phuket 3%
82% of international passengers arriving via Phuket Airport first stay in Phuket, Phang Nga or Krabi. Bangkok and Chonburi are the top 2 first-stay provinces for passengers arriving via Suvarnabhumi and Don Mueang.
Suvarnabhumi International Airport (BKK) – 9.0 million passenger trips
Bangkok
Share of first-stay travellers: 51%
4.5 million passenger trips
Top 3 Nationalities:
China 19%
Japan 6%
Singapore 5%
Chonburi
Share of first-stay travellers: 14%
1.2 million passenger trips
Top 3 Nationalities:
China 21%
India 17%
Russia 14%
Surat Thani
Share of first-stay travellers: 3%
0.2 million passenger trips
Top 3 Nationalities:
Israel 18%
Germany 15%
United Kingdom 9%
About 65% of passengers first stay in Bangkok and Chonburi, with Chinese as the top nationality in both provinces.
Phuket International Airport (HKT) – 2.8 million passenger trips
Phuket
Share of first-stay travellers: 72%
2.0 million passenger trips
Top 3 Nationalities:
Russia 20%
China 15%
India 12%
Phang Nga
Share of first-stay travellers: 6%
0.2 million passenger trips
Top 3 Nationalities:
Germany 18%
Russia 13%
United Kingdom 10%
Krabi
Share of first-stay travellers: 4%
0.1 million passenger trips
Top 3 Nationalities:
India 45%
United Kingdom 7%
China 5%
Same arrival airport, different markets by first-stay province:
Russians lead in Phuket, Germans in Phang Nga and Indians in Krabi.
Don Mueang International Airport (DMK) – 1.5 million passenger trips
Bangkok
Share of first-stay travellers: 53%
0.8 million passenger trips
Top 3 Nationalities:
China 22%
Malaysia 17%
Indonesia 10%
Chonburi
Share of first-stay travellers: 14%
0.2 million passenger trips
Top 3 Nationalities:
India 46%
China 19%
Vietnam 5%
Phuket
Share of first-stay travellers: 3%
0.04 million passenger trips
Top 3 Nationalities:
China 35%
India 18%
Japan 12%
About 67% of passengers first stay in Bangkok and Chonburi.
Chinese are the top nationality in Bangkok, and Indians are the top nationality in Chonburi.
Source: Passenger Arrival Movement Dashboard (inbound checkpoints), based on data from the Immigration Bureau
Connecting Thailand's Tourism Data Ecosystem | www.travellink.go.th
BIG DATA INSTITUTE
TRAVEL LINK
Connecting Thailand's Tourism Data Ecosystem
www.travellink.go.th

USEFUL ARTICLES

ENGLISH

[Thailand's Hotel Industry Faces Growing Pressure as Overtourism Threatens Profits]

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

[The Biggest Hotel And Hospitality Technology Trends For 2027]

THAI

[ท่องเที่ยวภูเก็ตแค่ทรงตัว แต่เงินทุนไม่หยุดไหล โรงแรมใหม่ 5,517 ห้องจ่อเปิด Branded Residences ครึ่งหนึ่งปักหมุดบางเทา-เชิงทะเล]

[ภูเก็ตคึกคัก! ต้อนรับนักท่องเที่ยวจากเรือสำราญ Navigator of the Seas กว่า 3,800 คน ขึ้นฝั่งท่องเที่ยว]

[Tourism War ระอุ! SCB EIC ส่องเกม 'ท่องเที่ยวไทย' ต้องปรับทัพสู้สงครามแย่งชิงนักท่องเที่ยวอย่างไร]

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

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Nuthamat Phetsawee	Event Support
Thanachat Dechacho	Event Executive

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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	



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