

JFCCT TOURISM COMMITTEE

THE WEEK IN TOURISM



THIS WEEK | 9 NOVEMBER 2026

High Season, Higher Expectations

Turning visitor growth into lasting value for Thailand



INSIDE THIS WEEK

Tourism numbers • China • Wellness • This Week in Pictures

From Andrew J. Wood, Chair



9 NOVEMBER 2026

01 / TOURISM BY THE NUMBERS

Tourism at a glance

INTERNATIONAL ARRIVALS

538,661

Previous week: 501,965

CHANGE VS PREVIOUS WEEK

▲ +36,696 visitors

+7.31% increase

▼ −16% vs same week last year

LONG-HAUL ARRIVALS

227,153

Previous week: 199,954

CHANGE VS PREVIOUS WEEK

▲ +27,199 visitors

+13.60% increase

SHORT-HAUL ARRIVALS

311,508

Previous week: 302,011

CHANGE VS PREVIOUS WEEK

▲ +9,497 visitors

+3.14% increase

YEAR TO DATE | 1 JANUARY–31 OCTOBER 2026

TOTAL ARRIVALS

25.464m

Prior total to 24 Oct: 24.926m

▼ −4.59% vs last year

TOURISM REVENUE

Bt1.241tn

Prior total to 24 Oct: ~Bt1.21tn

▼ −2.85% vs last year

Sources: Ministry figures via Khaosod English (27 Oct), The Nation (2 and 5 Nov); InnovestX (3 Nov). Checked 7 November 2026.



9 NOVEMBER 2026

02 / HIGH-SEASON READINESS

High Season: Make Every Stay Count

Three priorities for a stronger season: deliver the experience, protect returns and build future business.

1. Deliver the complete visitor experience

Match staffing to demand, coordinate transfers, deliver promised services and connect guests with local businesses. Clear information, reliable service and prompt problem-solving should underpin every stay.

2. Full rooms must deliver stronger returns

High occupancy alone does not guarantee a successful season. Monitor room yield, operating costs and spending per guest. Use thoughtful packages and added value to protect margins.

3. Turn this season into next year's business

Use high-season demand to secure repeat visits, referrals and future group bookings. Build relationships with guests and travel partners now, with particular attention to quieter months.

MEMBER ACTION FOR THE COMING WEEK

Choose one service improvement, one revenue measure and one repeat-booking action. Give each a clear owner.

COMMITTEE OBSERVATION

A successful season should leave visitors satisfied, businesses stronger and future bookings in place.



03 / CHINA, WELLNESS AND PLACE

Win confidence. Earn bookings.

Give Chinese travellers compelling reasons to choose Thailand through wellbeing, regional food, culture and trusted hospitality.

Trust. Distinctive experiences. Value.

AN EDITORIAL DIRECTION FOR THE NEXT 12-24 MONTHS

Lead with Thai wellbeing

Build clearly priced breaks around reputable spas, Thai massage, rest and gentle activity. Use wellbeing as the starting point for a richer Thai holiday.

Make quality accessible

Offer choices for families, couples and older travellers across budgets. Transparent inclusions, dependable service and trusted hospitality can build confidence alongside premium retreats.

Add flavour and heritage

Connect regional food trails, markets and cooking classes with museums, heritage walks and local makers. Give visitors a distinctive Thai experience while spreading spending to local businesses.

Make it easy to book

Offer flexible three-, five- and seven-night packages with clear inclusions, transport and useful Mandarin information. Link consumer marketing directly to bookable experiences.

ONE DAY, FOUR REASONS TO STAY

A spa morning. A regional Thai lunch. A heritage walk. Dinner with a local culinary story.

COMMITTEE OBSERVATION

Build confidence through trusted experiences. Measure spending, satisfaction and repeat visits alongside arrivals.

Editorial proposal combining the China and wellness features; itineraries are illustrative.



04 / THE HIGH-SEASON OPPORTUNITY

High season. Higher value.

Long-haul momentum, visitor spending and Bangkok after dark: three opportunities for tourism businesses.

74%

OF WEEKLY ARRIVAL GROWTH

came from long-haul markets

Bt48,700

RECEIPTS PER ARRIVAL

international tourism January-October average

31 days

VISIT THE CHAO PHRAYA

13 November-13 December Bangkok riverfront

01 Follow the long-haul momentum

Long-haul arrivals rose 13.60%, extending growth to a fifth successive week. They provided about 27,200 of the extra 36,696 visitors. Make longer-stay offers easy to buy, with well-timed transfers and local experiences.

02 Make each visit worth more

Receipts divided by arrivals give a period-wide average of about Bt48,700 per international arrival. Build on that value with quality dining, wellness and cultural experiences that spread spending beyond the hotel.

03 Give visitors another evening

Visit the Chao Phraya for a month of riverfront light, colour and sound in Bangkok. Link stays with dining, cruises and heritage experiences; clear timings and return transport can make an evening offer easier to book.

THE VALUE OF Bt1,000 MORE

An extra Bt1,000 per international arrival would add about Bt539m at the reported weekly volume. An illustrative spending scenario.

Sources: Ministry figures via The Nation (2 Nov); Thailand.go.th (29 Oct). Calculations by the editor.
Arrivals: 25-31 Oct 2026. Receipts per arrival: Jan-Oct 2026, rounded; the Bt539m scenario is illustrative.



9 NOVEMBER 2026

THIS WEEK IN PICTURES

Royal Splendour on the Chao Phraya River

The Royal Barge Narai Song Suban: Thailand’s living heritage.



Exuding an aura of formidable power: the Royal Barge Narai Song Suban.

A figure of power

The striking prow depicts Narai, or Vishnu, standing on Garuda. The gilded figures bring sacred symbolism and intricate Thai craftsmanship to the river.

A Golden Jubilee tribute

Built in 1996 to mark King Bhumibol Adulyadej’s 50 years on the throne, the 44.3-metre vessel draws on earlier royal barge designs.

A ceremonial journey

Royal barges take part in selected royal occasions, including journeys to present Kathin robes to monks. The Kathin ceremony is annual; the barge procession is not.

Living heritage

The fleet combines artistry, traditional chanting and the discipline of naval crews. It offers a distinctive expression of Thailand’s cultural identity.