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Corporate Travel 2026



BEYOND COMPLEXITY:
MASTERING SINGAPORE'S EVOLVING DISTRIBUTION LANDSCAPE



JUN LAI
SVP Business Growth
Derbysoft

THAILAND

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EDUCATION & NETWORKING

For Commercial Hoteliers





Beyond Complexity: Mastering Thailand's Evolving Distribution Landscape

Top Inbound Market

Thailand welcomed **33 million** international visitors in 2025, These foreign travelers generated **48 billion USD**. Despite a drop in total visitors from top-tier markets, revenue generation remained strong. China retained the top revenue spot despite a 33% drop in arrivals, while India (+22% revenue) and the UK (+21% revenue) proved to be high-growth, high-value markets.

Top 5 Source Markets (by Visitors)

- Malaysia:** ~4.5 million (-9%)
- China:** ~4.5 million (-34%)
- India:** ~2.5 million (+17%)
- Russia:** ~1.9 million (+9%)
- South Korea:** ~1.6 million (-17%)

Top 5 Source Markets (by Revenue)

- China:** ~8.0 billion USD (-32%)
- Russia:** ~3.6 billion USD (+10%)
- India:** ~3.0 billion USD (+23%)
- Malaysia:** ~2.8 billion USD (-16%)
- United Kingdom:** ~2.4 billion USD (+22%)

Record-Breaking Markets

Despite the overall decline, the following markets reached **new historical highs**:

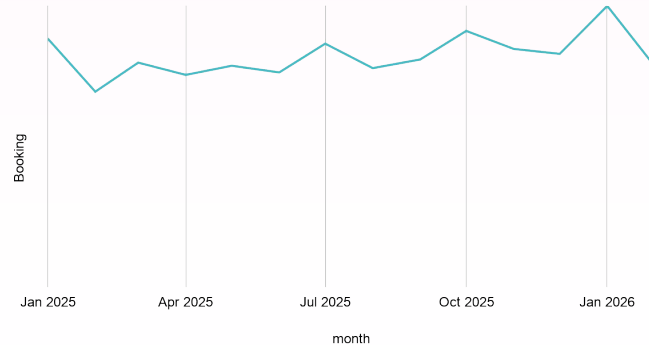
- India
- Russia
- United Kingdom
- Germany
- France

Source: [The Ministry of Tourism and Sports](#)

Demand Trends

Early data for 2026 shows upward movement. Combined bookings for January and February are up 13% versus last year.

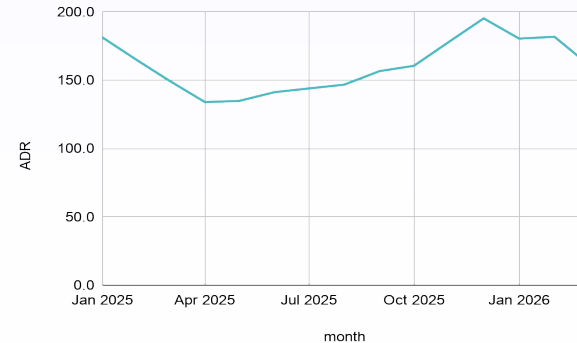
Bookings



Source: DerbySoft

ADR has trended upward since April, positioning the market for peak performance during the high season (December–February)

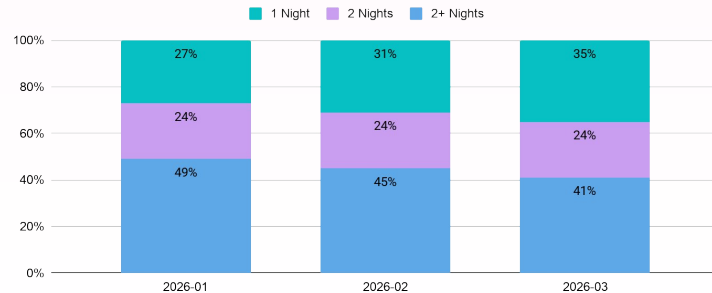
ADR



Booking Behaviors

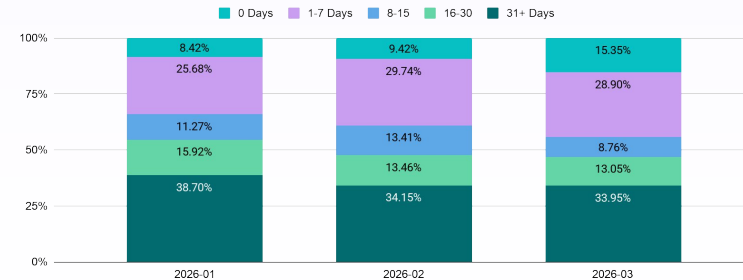
The majority of Q1 2026 bookings (45%) are for extended stays of 3 nights or more, highlighting demand for longer trips, though short breaks (1-2 nights) still comprise a significant 54% of the mix.

Length of Stay of Filter Date



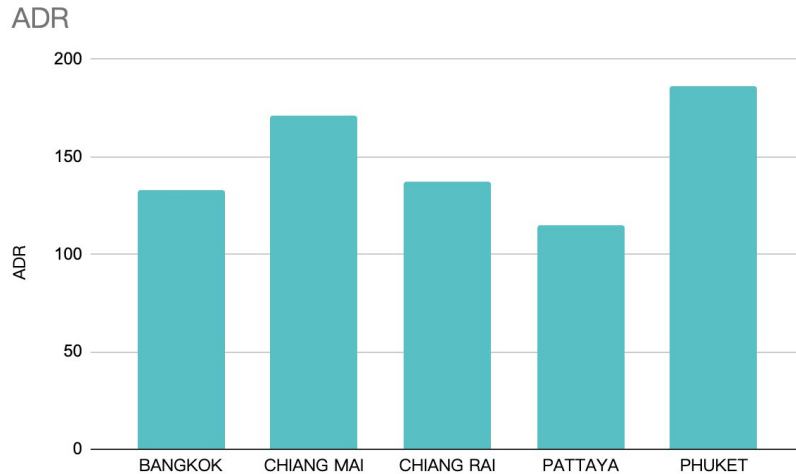
Lead time trends: One-month advance bookings account for approximately 35% of reservations, compared to 10% from last-minute travelers.

Booking Windows of Filter Date



Source: DerbySoft

Major City Comparison



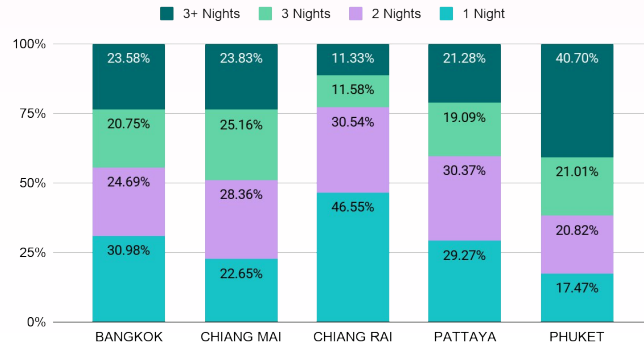
Among the five cities, Phuket recorded the highest ADR, while Pattaya had the lowest. Bangkok ranked in the middle

Source:DerbySoft

Major City Comparison

In Phuket, 40% of bookings are for stays of 3 nights or more. By contrast, short stays dominate in Chiang Rai, where 46% of bookings are for a single night.

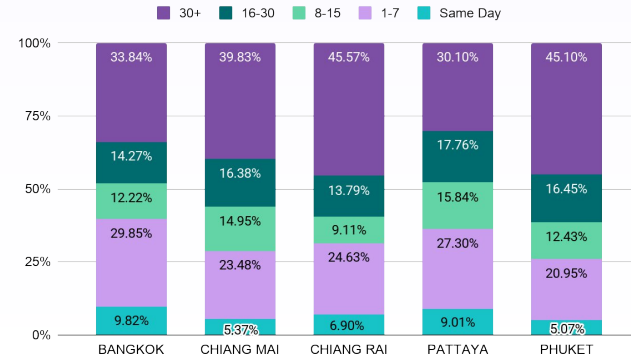
LoS



Source: DerbySoft

Advance planning is prevalent in key markets: more than 45% of travelers booking Phuket and Chiang Mai secure their stays at least one month ahead of arrival.

Booking Window



Top 10 Channels

Beyond major channels, key regional players like Seera, Dida also show significant growth, emerging as critical new opportunities.

Top booking channels

- 1 Booking.com
- 2 agoda
- 3 Ctrip
- 4 Expedia
- 5 make my trip

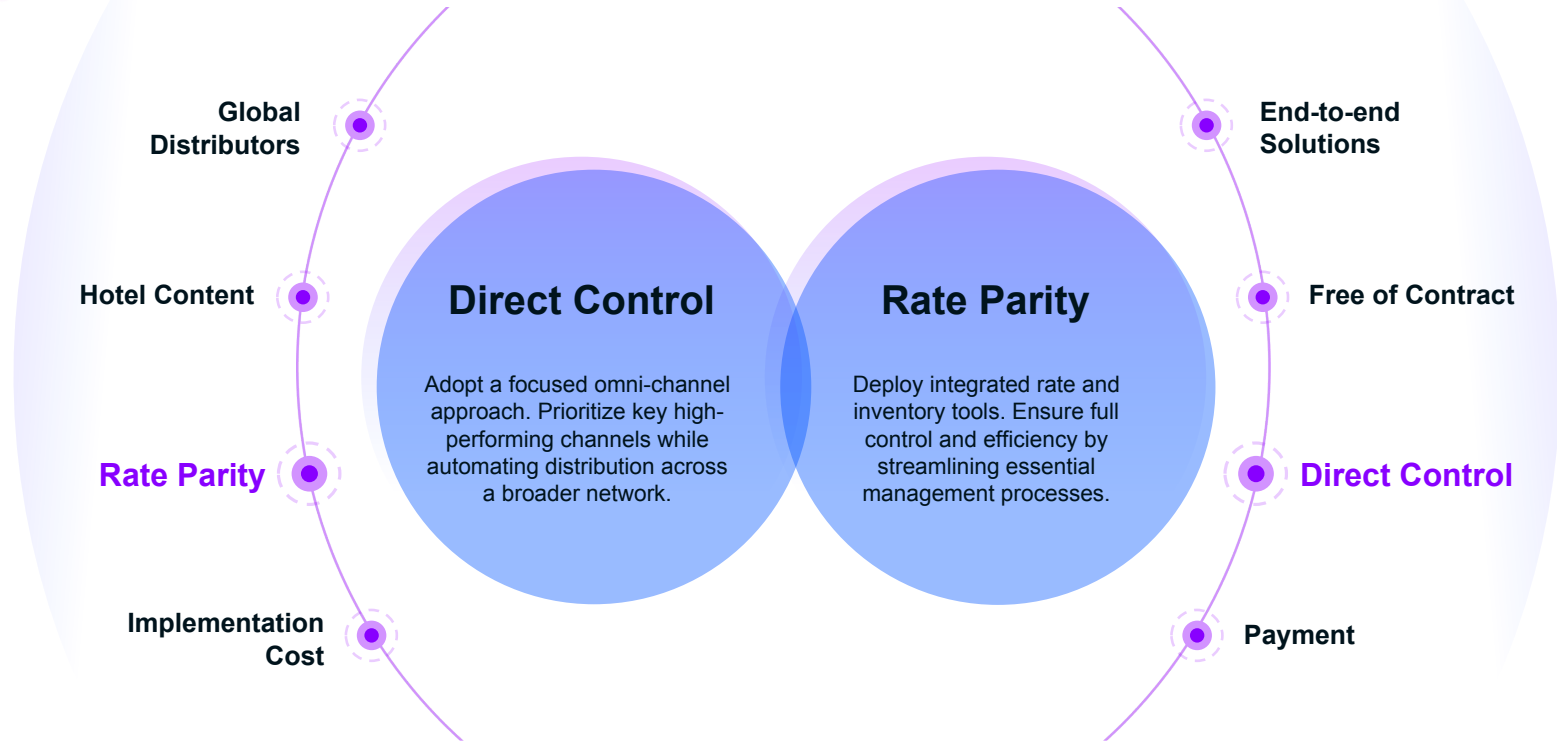


Growing channels

- 1 hotelbeds
- 2 سيرا SEERA
- 3 ديدا DIDA
- 4 HIS
- 5 tiket.com

Source: DerbySoft

Takeaways



Thank you!



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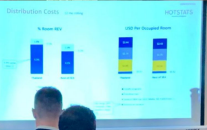
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