

Phuket prepares for festive tourism spike during Chinese New Year

- A Monitor Desk Report

Date: 11 February, 2026



Dhaka: Thailand's top tourism destination, Phuket, is preparing to welcome a surge of visitors during the upcoming Chinese New Year celebrations, with a month-long program of events starting today aimed at boosting early-year tourism and generating over THB 600 million, equivalent to USD 18 million.

Tourism Authority of Thailand (TAT) Phuket Office Director Siriwan Siharat said the province expects an average hotel occupancy rate of 81.87% during the official Chinese New Year period from February 17 to 23.

Key highlights include the "Thailand Biennale, Phuket 2025" international contemporary art festival running until the end of April; the Wat Chalong Fair from February 16 to 22; the 29th Bay Regatta from February 18 to 22; the Phuket Lantern Festival from February 11

to March 3; and the Phuket Chinese New Year Festival "Duan Sam Ban Rao" from February 22 to 24 in Phuket Old Town.

The Chinese New Year celebrations in Old Town will showcase the province's distinctive Chinese-Phuket heritage through cultural performances, traditional ceremonies, shopping, and food activities that create a vibrant festive atmosphere.

Free rides on open-top electric trams will operate daily from 11:00 to 20:00 throughout February with boarding at Dragon Square to enhance visitor experience. The EV trams offer fresh perspectives on Phuket Town's Sino-European architecture and major viewpoints while promoting sustainable tourism.

Phuket's tourism outlook for Chinese New Year remains on a growth trajectory similar to last year. In 2025, it welcomed 14.12 million tourists and generated over THB 546 billion, equivalent to USD 16.38 billion.

V