Siam Legal Phuket Highlights Phuket?s Push to Attract High-Value European Tourists Through Paris Roadshow

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Siam Legal Phuket has highlighted Phuket?s latest international tourism initiative following the ?Phuket Roadshow to Paris 2026,? noting the province?s continued shift toward attracting higher-value, long-stay international visitors and business travelers.

The roadshow, held on February 26, 2026, at Pavillon Wagram in central Paris, was led by the Phuket Tourist Association together with provincial officials and key tourism agencies, including the Thailand Convention and Exhibition Bureau (TCEB) and the Tourism Authority of Thailand (TAT). The event brought together more than 50 European travel companies to strengthen Phuket?s positioning as a premium global destination.

According to officials, the initiative reflects a broader transition in Thailand?s tourism strategy, with a growing emphasis on visitor quality, length of stay, and overall economic contribution. Phuket is being positioned as a hub for Meetings, Incentive Travel, Conventions and Exhibitions (MICE), targeting business travelers and high-spending tourists from Europe.

A key development discussed during the roadshow was the potential expansion of direct flights between Paris and Phuket through Air France. Officials described this as a potential ?game changer,? particularly for improving accessibility for European travelers and supporting tourism during the low season.

?This initiative reflects a clear shift toward attracting long-stay and higher-value visitors to Phuket,? said Omar O Manee, Senior Legal Advisor at Siam Legal. ?As Phuket continues to position itself as a premium destination, we are also seeing increased interest from foreign nationals exploring longer-term stays, whether for business, remote work, or lifestyle purposes.?

The Phuket law firm noted that this shift is closely aligned with the growing relevance of Thailand?s long-term visa programs. Options such as the Destination Thailand Visa (DTV), which is designed for remote professionals and individuals participating in Thai soft power activities, and the Thailand Privilege Visa, which offers a structured long-term residency solution, are increasingly being considered by individuals seeking to base themselves in destinations like Phuket.

The firm further emphasized that infrastructure development, improved international connectivity, and targeted tourism campaigns often coincide with evolving immigration frameworks that support extended stays and repeat visitation.

?Phuket?s positioning as a premium destination naturally complements Thailand?s long-term residency options,? Omar added. ?For individuals who initially arrive as tourists or business visitors, there is often a transition toward longer stays once they recognize the lifestyle and infrastructure available.?

Phuket?s continued investment in international outreach, combined with potential improvements in flight connectivity and MICE-driven tourism, reinforces its role as one of Thailand?s primary gateways for foreign visitors, investors, and expatriates.

Foreign nationals considering relocating to Phuket or extending their stay in Thailand are encouraged to seek professional guidance to understand available visa options, compliance requirements, and long-term planning considerations. Consulting with experienced legal and immigration professionals can help ensure alignment with current regulations and evolving policies.

Siam Legal, with over 20 years of experience and offices in Bangkok, Phuket, Chiang Mai, and Pattaya, provides comprehensive legal services to both local and international clients in Thailand, with a focus on

business law, property transactions, immigration, and regulatory compliance.

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Siam Legal Phuket

Siam Legal Phuket provides litigation, immigration, family law, contract drafting, real estate conveyancing, and corporate services. Our lawyers assist foreign clients with effective, cost-efficient legal strategies in Southern Thailand.

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