

TRAVEL BUSINESS ANALYST

Markets • Marketing • Strategy

ASIA PACIFIC • APRIL 2010

Market Monitor

Percentage change unless noted otherwise. Latest months listed first. Sources not shown are usually relevant principals. E=estimate, P=provisional, TBA=Travel Business Analyst.

- World Travel Industry Index: Jan +7E; Dec +5E; Nov +2P; Oct +0.7; Sep +0.7; Aug -1.5; Jul -2.4; Jun -6.3; May -8.4; Apr -2.4; Mar -10.3; Feb -11.2; Jan -6.7. TBA.
- World airport passengers; ttl, intl: Dec +5.0 +5.1; Nov +4.4 +2.8; Oct +1.4 -0.7; Sep +1.3 -1.8; Aug -0.7 -3.0; Jul -1.4 -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7. ACl.
- World air traffic, RPKs: Jan +6.4; Dec +4.5; Nov +2.1; Oct +0.5; Sep +0.3; Aug -1.1; Jul -2.9; Jun -7.2; May -9.3; Apr -3.1; Mar -11.1; Feb -10.1. IATA.
- World hotel occupancy, pts: Jan +4.9; Dec +2.7; Nov +1.2; Oct -2.0; Sep +0.6; Aug -3.3; Jul -3.4; Jun -6.9; May -8.6; Apr -9.4. TBA.
- World travel stocks index, on 100: Feb 66; Jan 66; Dec 65; Nov 60; Oct 57; Sep 58; Aug 58; Jul 53; Jun 48; May 48; Apr 43; Mar 35; Feb 35; Jan 40. TBA.
- World visitor arrivals: Dec +2.0; Nov +2.1; Oct +1.4; Sep -1.0; Aug -2.4; Jul -3.2; Jun -7.6; May -10.7; Apr -1.6; Mar -12.8; Feb -10.1; Jan -7.6. WTO.
- AsPac airlines seat sales: Dec +12.4; Nov +8.3; Oct +1.9; Sep +4.6; Aug +3.0; Jul -3.1; Jun -13.5; May -12.4; Apr -4.0; Mar -8.7; Feb -13.3; Jan -6.9. AAPA.
- AsPac airport passengers; ttl, intl: Dec +13.2 +14.6; Nov +9.2 +9.5; Oct +6.7 +3.8; Sep +9.0 +5.8; Aug +9.5 +3.2; Jul +4.6 -3.1; Jun -0.1 -11.3; May -2.0 -10.9; Apr +1.4 -2.7; Mar -2.1 -8.8; Feb -5.0 -13.1; Jan -0.4 -6.6; Dec -4.8 -9.9. ACl.
- AsPac air traffic, RPKs: Jan +6.5; Dec +8.0; Nov +5.1; Oct +0.9; Sep +2.1; Aug -1.6; Jul -7.6; Jun -14.5; May -14.3; Apr -8.6; Mar -14.5; Feb -12.8; Jan -8.4. IATA.
- AsPac hotel occupancy, pts: Jan +8.5; Dec +8.4; Nov +5.1; Oct +0.2; Sep -2.9; Aug -2.8; Jul -3.8; Jun -9.4; May -10.4; Apr -9.8; Mar -11.7. TBA.
- AsPac travel stocks index, on 100: Feb 83; Jan 85; Dec 82; Nov 76; Oct 74; Sep 74; Aug 73; Jul 73; Jun 65; May 68; Apr 56; Mar 49; Feb 46; Jan 51. TBA.
- AsPac visitor arrivals: Dec +5.7; Nov +6.6; Oct +3.4; Sep +4.4; Aug +3.3; Jul -5.5; Jun -7.7; May -10.1; Apr -0.8; Mar -6.7; Feb -10.4; Jan -4.8. WTO.
- Air France seat sales, Asia: Jan +1.0; Dec -0.7; Nov -1.6; Oct -4.3; Sep -3.9; Aug -3.5; Jul -5.8; Jun -10.2; May -10.9; Apr -7.0.
- Australia resident departures: Dec +13.8; Nov +20.0; Oct +19.6; Sep +9.2; Aug +8.5; Jul +17.0; Jun +4.9; May +2.4; Apr +8.0; Mar -6.3. PATA.
- Australia visitor arrivals: Dec +6.0; Nov +2.5; Oct +6.4; Sep +9.0; Aug -0.9; Jul -12.8; Jun -4.7; May -1.6; Apr +7.4; Mar -4.9; Feb -2.8; Jan +2.7. NTO.
- Bali visitor arrivals: Nov +15.3; Oct +16.6; Sep +15.0; Aug +18.6; Jul +21.1; Jun +11.5; May +13.8; Apr +21.9; Mar +5.2; Feb -9.2; Jan +17.7; Dec +13.5. PATA.
- Bangkok airport visitor arrivals: Nov +39.5; Oct +15.0; Sep +16.6; Aug -5.8; Jul -15.8; Jun -22.9; May -26.2; Apr -15.7; Mar -16.9. PATA.
- British Airways seat sales, AsPac: Jan -8.6; Dec -7.7; Nov -23.2; Oct -21.8; Sep -17.7; Aug -13.1; Jul -11.4; Jun -16.8; May -19.2; Apr -9.1; Mar -11.9.
- Cathay Pacific seat sales: Jan +0.4; Dec +5.0; Nov +1.5; Oct -3.9; Sep -2.0; Aug +3.8; Jul -9.9; Jun -18.1; May -7.5; Apr +8.8; Mar -3.2; Feb -7.4.
- China citizen departures, estimates: Dec +15.6; Nov +13.8; Oct +20.6; Sep +9.4; Aug +8.6; Jul -16.4; Jun -16.8; May -18.2; Apr -3.1; Mar +1.8; Feb -14.2. TBA.
- China foreign visitor arrivals: Dec +9.9; Nov -1.0; Oct -7.6; Sep -1.4; Aug +5.5; Jul -0.5; Jun -10.2; May -17.0; Apr -19.2; Mar -22.9; Feb -12.9. PATA.
- China Southern seat sales: Feb +17.6; Jan +7.0; Dec +18.0; Nov +13.9; Oct +11.6; Sep +10.6; Aug +32.9; Jul +14.1; Jun +19.7; May +10.6; Apr +5.0.
- Dubai airport passengers: Dec +14.5; Nov +12.6; Oct +11.7; Sep +19.5; Aug +10.7. ACl.
- Eva Air seat sales: Jan +16.1; Dec +21.9; Nov +17.4; Oct +5.6; Sep +9.7; Aug +11.2; Jul +6.6; May -0.6; Apr +3.3; Mar -1.7; Feb -12.7; Jan -7.1.
- Fiji visitor arrivals: Oct +7.2; Sep +4.5; Aug -6.3; Jul -1.4; Jun -13.3; May -16.1; Apr -7.4; Mar -22.7; Feb -20.6; Jan -27.6; Dec +1.4; Nov +0.0. WTO.

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World, Europe, Germany

Outbound travel

Reports from IPK, which produces the ITB World Travel Trends Report (sponsored by ITB Berlin), on outbound worldwide, Europe, and Germany, and from FUR, on holiday travel from Germany.

• IPK reckons its surveys cover markets producing 90% of the world outbound market. In 2008 it added surveys in Chile, Mexico, and Peru.

Although IPK's studies track outbound travel, the company frequently reproduces data from the WTO (which tracks inbound travel), and mixes the two. More than most, IPK knows these measures are not the same - outbound travel counts do not match, and are smaller than, inbound travel counts. But as with much of IPK's data, the user must discover the caveats himself.

Key findings:

• **Worldwide outbound.** IPK stopped reporting total number of trips after 2007 (when it reported 790mn) - although it mixes outbound and inbound with alacrity. Its reported 4% fall in 2009 (compared with 2% growth in 2008) appears to be an inbound measure. Worse, its continents breakdown is based on arrivals, not departures; this shows 2% fall (+1%) in Asia Pacific, -6% (+1%) in Europe, and -4.5% (+4%) in the Americas.

• **Europe outbound.** Trips down 6% to 395mn (+2% in 2008, +5% in 2007); overnights down 12% to 3.50bn (0%, +5%); spending down 13% to US\$461bn (+2%, +7%; at US\$1 to €0.72). For 2009, these result in a trip-length of 9 nights (down 5%), trip-spend US\$1167 (-5%), spend-per-night US\$135 (+1%).

Holidays (representing 71% of the total) fell 5%, business fell 8%, but VFR (which might have looked likelier to hold in an economic slowdown) fell 10%. Short-trips (1-3 nights) increased 1% but longer-trips fell 10%. In theory, and relatively, a short-trip costs more per-day than longer ones. Air travel fell 8%; only increase was in car travel (+1%).

Longhaul travel fell 10% (compared with +2% in 2008 and +8% in 2007) to 47mn trips. Of the main markets, see Table 1, the UK fell fastest, by 12%.

IPK has also detailed findings on low-, medium-, and high-spend - but has mis-categorised this into per-trip spend rather than per-night spend. As a result, most longhaul travellers end up in the high-spend, and

Table 1

Outbound trips from Europe markets, 2009

Market	No,mn	Growth,%
Germany	73	-4
UK	56	-12
France	31	-1
Netherlands	23	-5
Italy	22	-5
Russia	18	-12
Spain	17	-8

Notes: TBA estimates from IPK data. Source: IPK, ITB, Travel Business Analyst.

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MARKET OUTLOOK

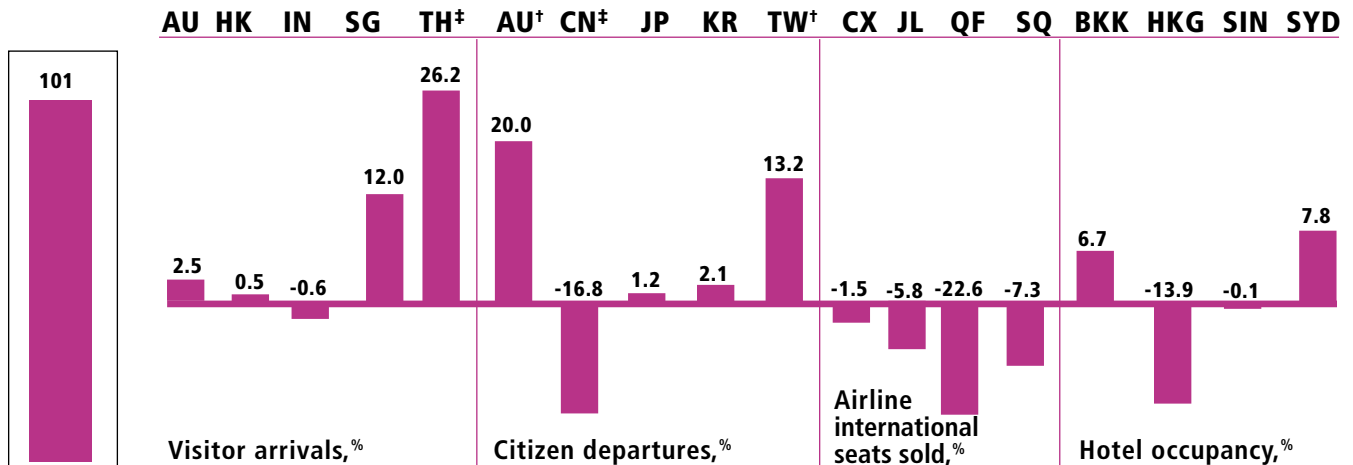
Headlines

Commentary on tables

- **Barometer.** Overall travel index ahead! Only 1%, but given the economic recession, significant nevertheless. If this growth is maintained for three months - our travel-business definition equivalent of economy's two consecutive quarters of GDP movement to define economic recession or growth - then the industry is 'officially' out of recession.
- **Inbound trends.** Forecast for next 12-month period - *China* leaps forward to 21mn, *Hong Kong* and *Singapore* unchanged, but *Thailand* returns to growth (but probably not for much longer as social/political disturbances weaken the inbound potential).
- **Outbound trends.** Forecast for next 12-month period - *China* (our estimates) gets back to growth, *Japan* tops 15mn, and *Korea* and *Taiwan* each top 8mn.
- **Forecasts.** The WTO expects a return to growth this year.

Barometer

Percentage growth in latest matching month* available; November 2009



Notes: See Master Notes, page 6. Top 4/5 in each category, in order of size. BKK = Bangkok, HKG = Hong Kong, SIN = Singapore, SYD = Sydney. *Compared with same month, previous year. †Residents. ‡Estimate by Travel Business Analyst. A = Base 100 at same month last year. Source: see relevant tables on following pages.

Visitor arrival trends*, next 12 months

Source	Number, x1000
China	20,703
Hong Kong	10,355
Singapore	9,708
Thailand	13,527

Notes: *Statistical base on past performance; aggregates for latest 3 and 6 months, and full calendar year. Source: NTOs, Travel Business Analyst.

Citizen departure trends*, next 12 months

Source	Number, x1000
China [‡]	34,144
Japan	15,297
Korea	8,105
Taiwan	8,169

Notes: *Statistical base on past performance; aggregates for latest 3 and 6 months, and full calendar year. †By residence. ‡Estimate. Source: NTOs, Travel Business Analyst.

Official* travel industry forecasts

Item	Date†	Forecast	Source
World visitor arrivals, '10	Jan	+3-4%	WTO
Lombok visitors, '12	Jan	438k	STO
Japan visitors, '10	Jan	8m, +19%	JTBF
US hotel occ/rate, '10	Jan	55%/\$94	Smith
US hotel occ/rate, '11	Jan	56%/\$96	Smith
Bangkok airport pax, '19	Jan	73m	AOT
Airlines loss, '10	Jan	\$2.8b	IATA
Airlines traffic (RPK), '10	Jan	+5.6%	IATA
Abacus, bookings	Jan	+3-5%	company
Hyatt hotels in India, by '14	Dec	add 5	company
Bangkok airport passengers, '19	Dec	73mn	AAT
China's car rental market, cars/revenue, '15	Dec	300k/\$2.6b	PCW
Centara hotels, by '15	Nov	65, now 23	company
Dusit hotels in India, by '13	Nov	add 5	company
Park Hotels, Singapore, by '13	Nov	add 10-12	company
Taiwan-China flights, by Jun	Nov	600/wk	industry
China arrivals in Taiwan, '10	Nov	1mn	industry
World visitor arrivals, '09	Oct	-5%	WTO
World visitor arrivals, '10	Oct	+1-3%	WTO
World visitor spending, '09	Oct	-6/8%	WTO
Sri Lanka visitor arrivals, '09	Oct	393-500k	DMO
Sri Lanka visitor arrivals, '09	Nov	465k	TBA
Sri Lanka visitor arrivals, '10	Oct	500k	DMO
Sri Lanka visitor arrivals, '11	Oct	800-1000k	DMO
Sri Lanka visitor arrivals, '16	Oct	2.5m	DMO
Amari, (undated) hotels	Oct	40 (now 11)	company

Notes: All \$s are US\$. †When forecast made. Source: *Management statements or documentation from relevant authority.

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Asia: GPO Box 12761, Hong Kong, China. Tel: (852)-2507-2310, Fax: (33-4)-9449-0949, Email: TBAoffice@gmail.com

Europe: 46 Blvd des Arbousiers, 83120 Ste Maxime, France. Tel: (33-4)-9443-8160, Fax: (33-4)-9449-0949, Email: TBAoffice@gmail.com

Editor: Murray Bailey. Business Development Managers: Raymonde Perpignani, Simmey Wong.

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contd from p1 – World, Europe, Germany

Table 2

Longhaul holiday trips from Germany, mn

Year	Trips,mn	Share,%
2009	4.2	6.5
2005	3.9	6.1
2000	4.4	7.0
1995	4.5	6.9

Source: FUR.

most short-haul in low-spend. For this reason, we have not further analysed IPK's findings.

Many reports comment that older travellers

are travelling more. IPK echoes that sentiment, although its data does not show this. Over 2004-8, travel by those over 55 increased 21% (giving it a current share of 26%), but the much-bigger 15-54-years group increased 17%. Not surprisingly, leisure accounts for the largest share of travel by seniors - 71%. But perhaps it is a surprise that business takes an 11% share, which is not much below the 15% for the whole Europe market.

- **Germany outbound.** International trips were down 4% in 2009 (flat in 2008, +2% in 2007) at 73mn; overnights down 10% (only total-including-domestic given in 2008; up 5%, +5% in 2007) at 641mn; spending -6% (total; +6%, +1%) at US\$86mn, US\$1189 per trip, US\$137 per night.

In categories, holiday travel fell 4%, VFR and other private (13mn, compared with 10mn for business) -4%, business -5%.

- **2010 forecasts.** IPK expects Asia outbound to grow 4%, North America outbound to fall 5%, and Europe outbound to fall or grow 1%.

- **Outbound Germany.** Significantly different from IPK data above, rival FUR finds longhaul holiday travel from Germany increased in 2009, by 5%, the same growth rate as in 2008. Yet according to general sentiment and comment, longhaul travel was hit harder than shorthaul. FUR's data, and many others we have seen, indicate the opposite to market sentiment.

Another surprise is that despite a fall in the number of travellers, see Table 3, there was an increase in the number of

Table 3

Outbound holiday travel from Germany, mn

Year	Travellers	Growth, %	Trips	Growth, %	Trips/traveller
2009	49.0	-0.8	64.8	1.3	1.32
2000	44.0	-1.0	62.2	-0.6	1.41
1990	43.2	32.5	54.6	NA	1.26

Source: Studienkreis für Tourismus to 1999, FUR from 2000.

trips. And this in a slow-travel year!

(FUR - Forschungsgemeinschaft Urlaub und Reisen, an independent association of users of travel research - measures only holiday trips for those aged above 14, and for trips at least five days. Shorter leisure trips, business travel etc, are not included.)

FUR counted 44mn international holidaymakers leaving Germany in 2009, the same as in 2008. And the market's travel propensity (based on all travel, including domestic Germany) remained at 76% of the population; it was 74% in 2005, the same 76% in 2000, but 78% back in 1995. This indicates that the famed Germany outbound market - at least as far as international travel is concerned - could be in steady decline.

The 1.32 trips per traveller was an increase on 2008, but the 2004 rate of 1.41 was a 10-year-high.

There is not much encouraging data for spending either. In 2009, spending on international trips increased 2% to US\$1349, but that was below the US\$1372 in 2006. However, in terms of daily spend, the US\$102 is the highest.

That said, currency exchange rate swings can cause great complications in interpreting spending figures and they are best considered a guide only.

Interview

Maldives president

Paraphrased comments on the travel business from the president of the Maldives', Mohamed Nasheed, conducted at ITB Berlin:

- We will do away with the tourism board. It will be public/private operation; the government will pay around 50% of budget. [This is the promotional body, the Maldives Tourism Promotion Board; the ministry of tourism remains untouched.]

- The government will do anything to bring the Maldives to the attention of the market - that is why we conducted one cabinet meeting underwater. The advertising spend value of that must have been over US\$100mn.

- We don't feel we should go over 1mn tourists. We will reach that in next 3/4 years.

- We (the world) must regain the eco-mantle. There has been some negative press, but it is downright silly to say that the Himalayan glaciers are not melting. We have only one planet [so we should look after it].

- I am optimistic about climate change. I think there will be solutions. There will be a point when humanity decides

they need to do something about it. The most climate-change-aware country is Germany.

- I believe others will see in the next 4/5 years. I see it the same as the 1960s mass demonstrations. Politicians will act only when the people want them to act. It is not an election issue. In China, nothing is an election issue. In the US it is the opposite - 'no climate change' is the issue.

- Others. We do not see neighbours as competitors. We have 97 resorts in operation; 64 are planned.

Asean

Tourism rethink

Asean (Association of Southeast Asian nations; 10 countries) often draws parallels between itself and the European Union - in the political sense. The travel business part of Asean - Aseanta, the Asean Tourism Association, similar to a grand governmental tourism marketing body - also does.

But although Asean has been pushing 'Visit Asean' for some time, in some ways since it was formed in 1971, the EU has never tried to get travellers to 'Visit EU'. The reason, presumably, is that few people - if any - want to visit the EU. Some might want to visit Europe, or France and Germany and Turkey, but not the 'EU'.

Asean may now understand this, and that few if any travellers want to 'visit Asean'. Many, however, may want to visit some of the destinations in Asean, and some Asian destinations not in Asean. But perhaps the most important realisation has not yet happened - the fact that to get travellers to visit Asean is almost a hopeless case is not a negative reflection on the destinations themselves. Or, indeed, on Asean as a political body.

- **Website.** The change at Asean has come about with a new travel portal for the 10 Asean destinations. This website is no longer 'Visit Asean' or similar, but 'SoutheastAsia.org' (SEA), with a tagline, following a visitor-impact study - 'Feel the Warmth'.

(A report on the new website was included in March's Net Value. Subscribers to any other newsletter or report from the Travel Business Analyst group will be sent a complimentary copy of this report on request.)

The obvious and major shortcoming with the new SEA set-up is that the site should be '.com' and not '.org'. The owners of '.com' did not want to sell, and will now presumably profit greatly if Asean's SEA venture works.

The second shortcoming, also a major one, is that 'Visit' or 'Travel' are not in the website name, but probably will be in the search request by would-be travellers. Management says it is currently about 10th on search engine - not bad for a start, but expected to get better.

However, given these circumstances/shortcomings, it would have been better to have chosen 'travel' as the domain, rather than '.org', which is usually used by political, governmental, or educational sites.

- **Organisation.** Perhaps surprisingly, the creation of SoutheastAsia.org is funded by the US government. The structure is complex.

Asean and the US signed an agreement in 2006, with US agency AID working through a body named ACE (Asean Competitiveness Enhancement). There are additional links - ACE was designed and funded by US AID's Regional Development Mission in Asia. ACE's work is in travel and textiles/apparel. The ACE project is part of a broader Asean-US program launched in 2006, where the US agreed to support Asean in its aim to become a community similar to the European Union, by 2015. The ACE project itself is managed by another company, Nathan Associates.

The SEA promotional activity will be online only, as this is cheaper. Funding is believed to be US\$7.8mn (fixed in US\$) but that covers both the travel and textiles programs and for five

2010 visitor estimates/targets for Asean destinations

Destination	No,mn	Growth,%	Destination	No,mn	Growth,%
Brunei	NA	14	Myanmar	0.8	10
Cambodia	2.3	NA	Philippines	3.1	3
Indonesia	6.75-7	5-8	Singapore	11.5-12.5	19-29
Lao	2.1	11	Thailand	15.0-15.5	7-10
Malaysia	24	NA	Vietnam	4.2	11

Notes: Some qualifications in text. Source: TTG Asia, Travel Business Analyst.

years - even though the SEA program is said to be for just three years.

After three years, SEA will be handed over to Asean. That might not be a good idea. Asean may be a good political organisation, but its travel-related activity has been weak and ineffective. Aseanta says it was not able to develop a travel website itself because it did not have the money to fund it.

There may be other reasons. As just one example, the executive in charge reportedly did not know how much his marketing budget was, although he could name what support was offered! As another example, some leading Aseanta executives say Visit Asean was launched in 2001, others in 2005.

But the start for SEA has not been easy either. Launched at ATF, the SEA site programmed a second launch - which it said was the major one - at ITB Berlin in March.

That Berlin launch was a failure in that fewer than 10 media attended. ITB had 7000 registered in the 'media' category (although the qualifications are not monitored closely), but it is diffi-

cult to attract more than 20 writers to secondary events.

Perhaps Aseanta and ACE were not aware of the size of ITB Berlin and the difficulty of creating any sizeable impact. Unfortunately, part of the reason for the small turnout was the small pulling power in Europe of 'Asean' or even 'Southeast Asia'.

- **Asean Tourism Forum.** Other developments:

- Expectations in terms of visitor arrivals in Asean destinations for this year are generally high - even given that growth is measured against a slow 2009. See table.

- ATF-host Brunei, which stopped counting visitors five years ago, has started again, by counting airport arrivals. Its estimated 14% growth is for that traffic.

- Malaysia's 2010 target is currently the same as 2009 actuals because the government has not yet approved a new figure. But as 60% of the total comprises land arrivals from Singapore and Thailand residents, the figures are not comparable with the other destinations.

- The outlook for Philippines looks low - growth is the same as that achieved in 2009.

- Singapore forecasts giant growth, more than recovering the loss in 2009.

- A proposal to establish a joint-Asean airline was dismissed, thankfully. Operationally, it would be possible; commercially, it would be a disaster.

ZERO

An occasional column/section/report on the travel business and the environment

Meeting Green

- **Adelaide** Convention Centre, due to stage a Clean Energy Council meeting next month, claims "continual reduction of energy consumption". This seems to stretch belief - because given current technical limitations, reduction has to stop somewhere.

ACC also relies a lot on offset (which we term 'live-bad-feel-good'). For a Clever Green conference in February, it planted trees to offset the 10 tonnes of CO2 emissions generated by the event.

- The **Bangkok** Convention Centre - at the Central World complex which includes the Centara Hotel - is aiming

for Green Globe-certified 'Silver Status'.

But the secrecy that surrounds Green Globe (a for-profit private company) and actual achievements by certificate holders, risks threatening credibility.

All the broad categories seem to be there - such as energy consumption, water consumption, waste, etc - but not the details to enable outside observers to determine the value of implementation.

As the BCC has a formal policy to respond to queries on its performance targets, we presume that it will eventually reveal their values.

- **Copenhagen** wants to be 'The Capital of Sustainable Meetings'. This is despite being the venue for the failed climate congress last December - or perhaps because it does not want to be associated with that failure,

which was obviously nothing to do with Copenhagen.

This month, the Denmark government is due to present a white book (*should it be green?*) entitled Copenhagen Sustainable Meetings Protocol. It wants the UN to endorse a recommendation that climate conferences and other meetings be developed along the guidelines in CSMP.

Presumably Copenhagen/Denmark want CSMP to become the 'Kyoto Protocol' of the meetings business.

- **Messe Berlin** has cut fuel consumption by 20% and CO2 by 15% at its exhibition site - the giant 20-hall complex where ITB Berlin and other events are held.

MB meets 30% of its electricity requirement by using the more-efficient combined heat-and-power system.

Commentary on tables pages 6-10

- Hawaii visitor arrivals: Feb +0.8; Jan +2.2; Dec +3.2; Nov -1.4; Oct -0.3; Sep +7.7; Aug +0.3. *STO*.
- Hong Kong airport passengers: Jan -1.5; Dec +3.4; Nov -0.3; Oct -3.7; Sep -3.5; Aug +2.8; Jul -9.5; Jun -18.9; May -12.7; Apr +4.1; Mar -8.0; Feb -13.7.
- Hong Kong visitor arrivals: Jan +5.9; Dec +10.0; Nov +7.6; Oct +9.0; Sep +2.5; Aug +5.8; Jul -12.2; Jun -15.0; May -13.4; Apr +0.8. *NTO*.
- India visitor arrivals: Jan +16.4; Dec +21.0; Nov -0.6; Oct -0.9; Sep -4.2; Aug -8.5; Jul 0.6; Jun +0.2; May -1.9; Apr -3.5; Mar -12.9; Feb -10.6; Jan -17.6. *WTO*.
- Indonesia visitor arrivals: Nov +1.4; Oct +3.4; Sep -1.4; Aug -5.5; Jul +4.6; Jun +4.1; May +2.5; Apr +6.1; Mar +1.8; Feb -9.4; Jan +8.0. *WTO*.
- Japan Airlines intl seat sales, total/transPacific/Southeast Asia: Jan -10.7 +2.9 -8.1; Dec -3.2 +0.2 +3.7; Nov -5.8 +2.9 -8.1; Oct -4.5 +0.6 -9.4; Sep +6.0 +8.1 +1.9; -4.3 -10.1 -5.3; Jul -9.7 -11.0 -12.3; Jun -24.8 -25.2 -23.8.
- Japan citizen departures: Dec +0.5; Nov +1.2; Oct +0.8; Sep +16.0; Aug +2.1; Jul -4.2; Jun -25.5; May -18.3; Apr +1.6. *PATA*.
- Japan travel agencies, top-62 (sic) outbound sales: Jan -8.3; Dec NA; Nov -18.6; Oct -18.7; Sep -7.3; Aug NA; Jul NA; Jun -43.9; May -33.8. *TJL*.
- Japan visitor arrivals: Dec +22.2; Nov +2.1; Oct -11.3; Sep -16.4; Aug -8.4; Jul -23.3; Jun -37.7; May -34.0; Apr -19.7; Mar -22.3; Feb -41.3. *WTO*.
- Jet Airways seat sales: Jan +27.1; Dec +44.8; Nov +28.8; Oct +26.2; Sep -5.5; Aug +1.0; Jul +0.4; Jun -11.1; May -18.9; Apr -22.9; Mar -21.4.
- Jetstar Intl seat sales: Jan +78.1; Dec +89.0; Nov +129.5; Oct -115.9; Sep -110.3; Aug +107.0; Jul +96.8; Jun +74.6; May +51.1; Apr +36.9.
- Korea resident departures: Dec +33.1; Nov +2.1; Oct -23.4; Sep -19.6; Aug -10.5; Jul -12.3; Jun -27.2; May 33.0; Apr -28.4; Mar -28.6. *PATA*.
- Korea visitor arrivals: Dec +4.0; Nov +11.0; Oct +13.4; Sep +15.5; Aug +19.8; Jul +7.2; Jun -1.7; May +0.8; Apr +20.8; Mar +22.2. *WTO*.
- Kuala Lumpur airport passengers: Dec +21.1; Nov +22.2; Oct +17.6; Sep +23.1; Aug +8.6; Jul +8.7.
- Lufthansa seat sales, AsPac: Jan +1.0; Dec +4.5; Nov -1.4; Oct -5.1; Sep -6.3; Aug -0.5; Jul -0.3; Jun -10.0; May -7.8; Apr -5.4; Mar -4.9.
- Macau visitor arrivals: Dec +6.7; Nov +2.7; Oct +5.2; Sep +3.8; Aug +6.4; Jul -14.9; Jun -15.9; May -20.4; Apr -3.5; Mar -11.8; Feb -17.3. *NTO*.
- Malaysia Airlines seat sales: Dec +16.6; Nov +9.9; Oct +12.3; Sep +17.1; Aug -2.8; Jul -2.6 Jun -4.7; May -14.9; Apr -15.0; Mar -34.8.
- Malaysia visitor arrivals: Dec +4.0; Nov +11.0; Oct +14.3; Sep +24.9; Aug +10.4; Jul +3.9; Jun +7.5; May -0.3; Apr +7.0; Mar +8.6; Feb -7.4. *WTO*.
- Maldives visitor arrivals: Dec +4.8; Nov +6.9; Oct +10.8; Sep -0.6; Aug +1.1; Jul -7.0; Jun -10.1; May -11.5; Apr -8.8; Mar -13.3; Feb -13.9. *PATA*.
- New Zealand visitor arrivals: Dec +5.9; Nov +0.3; Oct +7.7; Sep +9.3; Aug -0.9; Jul 0.3; Jun -5.1; May +1.0; Apr +9.2; Mar -9.7; Feb -8.5. *WTO*.
- Qantas intl seat sales: Jan -16.4; Dec -17.7; Nov -22.6; Oct -20.9; Sep -20.8; Aug -25.9; Jul -24.2; Jun -19.2; May -13.5; Apr -10.1; Mar -15.8.
- Singapore Airlines seat sales: Feb +7.1; Jan -3.3; Dec -4.7; Nov -7.3; Oct -9.6; Sep -10.0; Aug -16.0; Jul -14.3; Jun -19.2.
- Singapore airport passengers: Jan +10.1; Dec +9.7; Nov +9.2; Oct +6.0; Sep +6.0; Aug +0.5; Jul -1.1; Jun -5.0; May -11.1; Apr -4.4; Mar -11.1; Feb -13.0.
- Singapore visitor arrivals: Dec +9.4; Nov +8.4; Oct -0.5; Sep +7.1; Aug -0.7; Jul -3.9; Jun -8.9; May -13.0; Apr -6.1; Mar -13.2; Feb -15.2. *NTO*.
- Tahiti visitor arrivals: Nov +8.2; Oct -11.9; Sep -17.2; Aug -15.0; Jul -11.8; Jun -16.5; May -25.5; Apr -29.6; Mar -26.2; Feb -29.8; Jan -23.7. *WTO*.
- Taiwan resident departures: Dec +19.1; Nov +13.2; Oct +1.4; Sep -4.9; Aug +7.4; Jul -5.3; Jun -18.6; May -13.3; Apr -9.7; Mar -6.4; Feb -20.3. *NTO*.
- Thai Airways seat sales: Jan +16.2; Dec +56.7; Nov +27.2; Oct +10.0; Sep +14.8; Aug +0.7; Jul -7.0.

- Thailand visitor arrivals: Dec +40.8; Nov +26.3; Oct +10.5; Sep +16.9; Aug -5.4; Jul -14.2; Jun -17.3; May -21.2; Apr -11.2; Mar -12.1; Feb -23.2. *WTO*.
- Tokyo Narita intl airport passengers: Dec +7.0; Nov +3.7; Oct +0.6; Sep +5.3; Aug +1.3; Jul -3.5; Jun -15.7; May -13.8; Apr -4.4; Mar -9.4; Feb -12.3.
- United Airlines RPKs, Pacific: Feb +8.0; Jan -0.9; Dec +0.1; Nov +0.5; Oct -1.4; Sep +5.5; Aug -4.9; Jul -5.2; Jun -12.9.
- US air international passengers: Dec +0.8; Nov -0.9; Oct +4.9; Sep +0.2; Aug -2.1; Jul -1.9; Jun -8.7. *gov*.
- US hotels occupancy: Feb +0.9; Jan -0.4; Dec -1.9; Nov -4.3; Oct -3.5; Sep -6.3; Aug -9.9; Jul -7.3. *Smith*.
- US hotel rooms planned: Feb -35.9; Jan -35.9; Dec -34.6; Nov -33.9. *Smith*.
- US resident departures: Nov -0.4; Oct +1.3; Sep +2.3; Aug +1.1; Jul +1.2; Jun -7.0. *PATA*.
- US travel agency sales: Feb +16.8; Jan +10.7; Dec +8.6; Nov +6.9; Oct -3.5; Sep -14.2. *ARC*.
- US visitor arrivals: Dec +5.1; Nov +1.5; Oct +0.6; Sep -1.2; Aug -3.7; Jul -6.1; Jun -10.6; May -11.8; Apr +2.9. *WTO*.
- Vietnam visitor arrivals: Dec +5.1; Nov +38.6; Oct -24.6; Sep -6.6; Aug -7.1; Jul -17.8. *WTO*.

Market Headlines

Full-year market results.

Aviation

- Airlines, various; seats sold 2009; see P7 T3.
- Airports, various; passengers 2009; see P7 T6.
- AsPac airlines; seats sold 2009; 163m -3%. *AAPA*.
- AsPac airports; passengers 2009; 1.1b +4%. *ACI*.
- AsPac airports; intl passengers 2009; 380m -1%. *ACI*.
- Cathay Pacific; financial results 2009; see P7 T4.
- Korean Air; financial results 2009; see P7 T4.
- Tokyo Narita; flights 2009; 149k -2%.
- US; intl air passengers 2009; 127m -3%.
- US airlines; seats sold 2009; 88m -7%. *BTS*.

Inbound

- Visitor arrivals, various; 2009; see P8 T8. *PATA*.

Outbound

- Travellers, various; 2009; see P9 T11. *PATA*.

Others

- Expedia; see P8 T8.

CURRENT ISSUES

Main contents in current issues of other Travel Business Analyst newsletters and reports:

Travel Business Analyst, Europe:

- Outbound - world, Europe, Germany.
- Germany round-up.
- Meetings.
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- Elong's 2009; Europe's online trends; PhoCusWright reports; others.
- Excerpts from the single-page **Net Value** report are included in the Asia Pacific and Europe editions of Travel Business Analyst.

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- Carolyn McCall; Akbar Al Baker; Gabriel Escarrer; others.
- Excerpts from the single-page **People-in-Travel** report are included in the Asia Pacific and Europe editions of Travel Business Analyst.

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MARKET DATA

For a copy of a document showing how to get the best out of these tables, subscribers should circle this paragraph and mail to us, and separately send a cheque for "International Committee of the Red Cross" for a token amount in any currency to ICRC, 19 Ave de la Paix, CH-1202 Geneva, Switzerland.

Special

ITB Berlin

The ITB Berlin travel exhibition in March is the world's largest. Observers were waiting for this year's results, partly as a barometer, and partly schadenfreude - many would like to see the biggest fall.

Well, it didn't happen, but only just, see table. In fact the fairest comment is that there was no change - but which, given the current economic climate, is probably a good result. But there are some indicators that deserve watching.

The trade-visitor-count was flat this year, although growth has averaged an annual 6% since 2000. The exhibitor-count was also flat, and has grown at an annual 2% over the decade. However, that is related to capacity - exhibition space - which has been stuck at 'full' since 2007.

The media-count fell for the second year, but ITB's qualification is quite loose (it could include sound engineers, PR staff etc) so this is difficult to analyse.

ITB's convention count, up 4%, looks good. But we wonder about the value of this number. Attendance is free, and the sessions are sometimes stuffed with students. And this year, the speakers were secondary. (We have discussed this topic in our other newsletters and reports, including suggestions for change.)

ITB statistical profile

Item	2010	Growth,%	AAGR*, %2009	2009	Growth,%	2000
Overall area,sqm	160,000	0.0	0.5	160,000	0.0	152,000
Exhibitors	11,127	0.3	2.2	11,098	-0.4	8,994
Visitors	179,351	0.2	4.2	178,971	0.6	118,904
Public	68,398	0.4	1.5	68,114	0.8	58,904
Trade	110,953	0.1	6.3	110,857	0.5	60,000
Media	7,200	-6.5	1.0	7,700	-3.8	6,500
Convention	12,500	4.2	na	12,000	9.1	na

Notes: Average annual growth rate, 1999-2010. Source: Messe Berlin.

1 Air passenger* traffic to and from major Asia Pacific centres, x1000

From:	Kuala Lumpur				Sydney				Tokyo*					
	Dec	YTD	+/-,%	09	Dec	YTD	+/-,%	09	Dec	YTD	+/-,%	09		
Bangkok	138	99	1259	-1	Auckland	146	12.9	1300	6.5	China	2119	-9.7	25380	-8.7
Chennai	39	5	359	-14	Bangkok	59	7.3	592	-7.2	Hong Kong	724	3.0	8125	-1.6
Hong Kong	108	-1	955	2	Beijing	15	-10.4	123	-19.2	Korea	1180	-3.4	14289	3.3
Jakarta	116	10	1214	8	Denpasar	24	26.8	216	-4.3	Taiwan	873	-0.4	9968	3.7
London	54	74	525	31	Hong Kong	92	-2.6	917	0.2	Asia-other	2168	-0.1	25503	-4.8
Los Angeles	4	-26	40	-52	Kuala Lumpur	26	11.6	250	-19.8	Guam	634	-2.2	7847	9.6
Shanghai	32	14	268	-7	London	40	-14.1	506	-6.4	Pacific	2662	-2.5	32346	-3.3
Singapore	257	19	2485	30	Los Angeles	82	71.6	720	34.5	Oceania	455	-4.4	5207	-14.9
Sydney	24	11	260	-20	Singapore	104	2.5	1032	-4.9	Europe	1367	-0.4	17222	-3.1
Tokyo	34	13	312	-10	Tokyo	31	-4.1	299	-28.5					
TOTAL	2075	21	19387	9	TOTAL	1106	11.1	10514	0.0	TOTAL	12452	-1.5	148759	-2.0

Notes: See Master Notes, this page. Routes are selected; may not be largest. *Flights from Tokyo Narita, not passengers; double for approximate city-pair total. Source: Malaysia Airports Holdings, Civil Aviation Authority of Singapore, Department of Transport and Communications (Australia), Travel Journal International.

2 Air passengers to and from Asia Pacific, x1000

From	Australia			France*			Germany			UK			US		
	Jan 10	J-D	+/-, %	Dec 09	YTD	+/-, %	Dec 09	YTD	+/-, %	Jan 10	J-D	+/-, %	Dec 09	YTD	+/-, %
Australia	na	na	na	na	na	na	-4.8	113	-10.0	-1.0	1066	-16.2	39.0	1750	29.5
China	1.3	668	2.5	1.6	1024	-2.9	2.2	1530	-1.7	-13.0	536	-6.2	6.7	2036	-2.9
Hong Kong	-3.8	2025	2.9	-15.1	642	-1.6	-18.9	646	-8.3	-11.6	1529	-1.6	1.1	2074	-5.8
India	-72.1	27	-53.8	-20.0	521	-22.2	19.7	1363	1.8	-10.2	2507	6.1	-5.7	879	-7.4
Indonesia	49.7	1227	49.5	na	na	na	79.0	45	45.0	na	na	na	NA	NA	NA
Japan	-5.5	937	-25.2	-13.9	1149	-9.4	10.1	966	-4.8	-9.7	780	-19.1	4.0	9952	-8.0
Korea	5.0	465	-3.9	5.3	425	1.5	9.2	587	-5.0	8.9	280	-1.8	23.5	3300	4.4
Malaysia	38.8	1391	21.5	15.6	124	-14.7	32.9	118	-10.2	75.2	527	31.6	-73.3	35	-58.6
New Zealand	4.7	5292	3.2	na	na	na	na	na	na	-8.9	409	12.3	4.4	690	-6.6
Philippines	-1.2	212	11.1	na	na	na	na	na	na	na	na	na	-9.8	791	-8.5
Singapore	-1.7	3921	-4.2	5.4	458	-0.5	-5.4	736	-1.7	-8.9	1222	-2.1	5.2	259	-26.0
Taiwan	7.7	264	16.7	na	72	na	-14.6	127	-7.8	-9.1	124	6.2	15.3	1781	-17.5
Thailand	20.7	1310	-4.0	53.9	404	4.9	26.4	1099	-6.4	15.0	600	0.9	85.6	87	-37.9
TOTAL	10.8	24344	4.1	-2.1	85534	-4.5	3.0	134422	-4.6	-4.5	176161	-7.2	0.8	126866	-3.3

Notes: *Paris airports only. †Over same period, year earlier. Source: Department of Transport and Communications (Australia), Aeroports de Paris (France), Statistisches Bundesamt (Germany), Civil Aviation Authority (UK), US Department of Commerce (US). Contacts: Germany - fax (49-0611)-724000, luftverkehr@destatis.de, www.statistik-bund.de; US (for International Trade Administration, Tourism Industries), www.tinet.it.doc.gov

Master Notes: Exchange rates (start of previous month) - US\$1 to A\$1.12, Y6.83, HK\$7.76, IRp46.2, ¥90.2, W1148, MR3.39, NZ\$1.43, S\$1.41, NT\$32.0, Bt33.1. AL = Airlines, ASK = available seat kilometre, AW = Airways, BI = Royal Brunei AL, BR = Eva AW, CI = China AL, CN = China, CX = Cathay Pacific AW, E = TBA estimate, GA = Garuda, HK = Hong Kong, ID = Indonesia, IN = India, J-D = Jan-Dec, JL = Japan AL, JP = Japan, KE = Korean Air, KR = Korea, LF = load factor, MH = Malaysia AL, MI = Silk Air, MY = Malaysia, NA = not available, na = not applicable/nil, NH = All Nippon AW, NZ = New Zealand, OZ = Asiana, P = provisional, Pax = passenger, PH = Philippines, PR = Philippine AL, RPK = revenue passenger kilometre, Q = quarter (of year), QF = Qantas AW, SF = seat factor, SG = Singapore, SQ = Singapore AL, SS = seats sold, TG = Thai AW, TH = Thailand, TW = Taiwan, VN = Vietnam AL, YTD = year-to-date.

MARKET DATA

3 Traffic on selected Asia Pacific airlines, 2009/10

Regular airlines -Systemwide	Mth	Mth		YTD		ASK mn	+/- %	RPK mn	+/- %	
		SS +/-,%	RPK +/-,%	SS 1000	+/- %					
Air New Zealand	Dec	-9.5	-10.7	4288	-10.7	27735	-12.9	21829	-11.3	
All Nippon AW	Dec	18.5	18.0	3976	-3.7	25757	-7.5	18748	-4.1	
Asiana	Dec	25.0	21.4	8124	0.0	32261	1.9	22849	0.6	
Cathay Pacific AW*	Feb	14.0	10.5	3902	-2.4	18594	0.6	14538	-1.7	
China AL	Dec	23.2	16.1	9713	3.3	40629	-1.2	30785	-2.5	
China Southern AL	Feb	17.6	21.5	11439	12.2	22169	15.1	17056	16.0	
Eva Air	Dec	21.8	18.2	6021	4.0	29340	1.6	22711	-1.1	
Garuda	Dec	7.8	2.7	2282	-4.4	12177	3.2	8465	-3.3	
Japan AL	Jan	-9.3	-8.4	41984	-10.4	113140	-8.6	73740	-10.2	
Jet AW	Jan	27.1	19.1	11336	-3.2	28450	-12.1	21535	-1.7	
Korean Air	Dec	17.6	13.4	12803	1.7	73995	3.3	51939	1.3	
Malaysia AL	Dec	16.6	15.3	11786	-6.7	47538	-10.1	32531	-9.3	
Philippine AL	Dec	-2.6	-0.2	3379	-6.4	18756	-3.0	13854	-7.1	
Qantas AW*	Jan	5.7	-0.2	39837	3.5	123218	-3.2	99781	-1.3	
Royal Brunei AL	Dec	-10.3	-21.1	1056	-11.5	4889	-10.1	3372	-10.5	
Silk Air	Dec	14.2	9.9	2211	14.3	4408	-0.9	3295	2.1	
Singapore AL	Feb	7.1	9.8	2663	1.4	17261	-6.2	13681	3.5	
Thai AW	Feb	13.3	18.8	3502	14.8	12550	11.3	10308	20.1	
Vietnam AL	Dec	4.1	4.4	3130	-9.9	13753	-8.1	9664	-7.2	
-International										
China Southern AL	Feb	40.6	60.5	759	27.4	3224	26.2	2321	39.8	
Japan AL	Jan	-10.7	-8.4	10973	-7.8	71546	-11.0	48738	-9.9	
Jet AW	Jan	29.6	16.3	3490	18.2	18820	-12.1	14840	1.9	
Jetstar	Jan	78.1	27.8	3144	77.6	11936	15.3	9013	18.4	
Malaysia AL	Dec	18.6	14.1	7019	-7.6	42534	-11.7	29031	-11.1	
Qantas AW*	Jan	-16.4	-9.0	6393	-18.2	62419	-11.4	51809	-9.3	
Thai AW	Jan	20.7	22.3	11910	-7.0	67250	-5.5	48786	-7.9	
Virgin Blue	Jan	36.7	177.7	2549	43.9	10040	180.4	7234	174.2	

Low-fare-airlines

-Systemwide	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %
Air Asia-all	Jan-Dec	22703	23.7	Q4	6368	32.0	Q3	5841	23.8
Air Asia Xt†	Q3	2880	32	Q2	2177	49	Q1	1462	NA
Jetstar,AU	Jan	746	0.4	Jan-Dec	7524	-6.2	Dec	699	-0.3
Jetstar Asia†	Jan	193	-25.8	Jul-Dec	1046	NA	Dec	260	37.6
Virgin Blue,AU	Jan	1348	-6.6	Jan-Dec	15701	-1.7	Dec	1334	-2.2

Notes: See Master Notes, page 6. pts = points. Air Asia issues varying data; shown are our estimates. 'Periods' are standard (ie Q1 is Jan-Mar), not airline's; when Jan is month, 'YTD' is actually J-D 2009. *Includes in previous periods, Dragonair with Cathay. †Growth is compared with previous period. Virgin is booked loads, including free passengers; Jetstar paid travelled passengers only (add 4-5 points for others); Air Asia does not specify. Source: companies, Association of Asia Pacific Airlines.

4 Airline financial results, US\$*

Item	NH Y-Mar 09	CX Y-Dec 09	JL Y-Mar 09	KE Y-Dec 09	QF Y-Jun 09	SQ Y-Mar 09
Revenue,mn	13925	8587	19511	8313	12332	10956
Op Profit,mn	76	574	-508	1251	172	619
Revenue per						
ASK,USc*	15.98	7.72	15.2	11.2	9.90	9.3
RPK,USc*	24.45	9.60	23.4	16.0	12.4	12.2
Pax,US\$*	295	350	369	649	321	599
Profit per						
ASK,USc*	0.09	0.52	-0.39	1.69	0.14	0.53
RPK,USc*	0.13	0.64	-0.61	2.41	0.17	0.69
Pax,US\$*	1.6	23.4	-9.6	97.7	4.48	33.8

Notes: See Master Notes, page 6. Although these figures show indicative comparisons between airlines, they do not provide precise comparisons because of different definitions. Op = Operating, USc = US cents, Y = year. *See Master Notes for approximate conversion rate. Source: companies.

5 Operating results of airline groups in Asia Pacific, US, and Europe

Item	Asia Pacific,AAPA			US,BTS		Europe,AEA	
	Dec 09	+/- %	YTD 09	+/- %	Jan- Dec 09	+/- %	Jan- Dec 09
SS,mn	15.1	12.4	163.5	-2.9	88.5	-6.7	235.8
ASKs,bn	74.5	0.2	855.4	-4.8	488.4	-5.5	902.4
RPKs,bn	59.1	9.7	637.1	-4.7	381.3	-5.7	695.2
Pax LF,%	79.2	9.1	74.5	0.1	78.1	-0.2	77.0

Notes: See Master Notes, page 6. *Points. Source: Association of European Airlines, Bureau of Transportation Statistics, Association Of Asia Pacific Airlines.

6 Asia Pacific international airport passengers, 2009

City	Month*	Number	Growth %	Jan thru month shown	Growth %
Auckland	Dec	702,118	0.3	6,603,770	0.4
Bali	Dec	263,037	-15.9	4,199,423	2.4
Bangkok	Dec†	1,756,346	-41.1	30,108,861	-5.0
	Dec	2,948,193	67.9	28,836,442	-4.2
Beijing	Dec†	814,593	-3.2	12,500,599	6.9
	Dec	954,017	17.1	11,758,934	-5.9
Brisbane	Jan‡	374,421	-0.9	4,096,262	1.5
Chennai	Dec	360,902	10.3	3,716,056	1.3
Colombo	Dec	434,443	9.7	4,242,362	-8.6
Delhi	Dec	746,014	9.2	7,899,801	5.0
Guangzhou	Dec	385,726	30.3	4,063,118	4.5
Hong Kong	Dec	4,178,000	3.4	46,133,000	-5.1
	Feb‡	3,924,000	17.0	7,865,000	6.9
Jakarta	Dec	801,764	32.4	7,512,465	6.7
Kuala Lumpur	Dec	2,074,897	21.1	19,401,672	8.6
Macau	Dec	388,573	9.7	4,249,745	-16.6
Male	Dec	174,803	4.7	1,676,245	-0.8
Manila	Dec	1,018,056	5.4	11,203,029	-0.6
Melbourne	Jan‡	527,727	13.6	5,114,036	8.1
Mumbai	Dec†	680,506	-6.0	7,841,037	4.6
	Dec	783,568	15.1	7,628,771	-2.7
Noumea	Dec	45,014	2.7	463,097	1.4
Osaka KIX	Jan‡	809,952	4.0	9,338,571	-10.5
Papeete	Dec	42,711	-11.6	526,193	-16.1
Perth	Jan‡	295,671	13.3	2,769,450	9.3
Phnom Penh	Dec	139,785	13.9	1,411,756	-1.8
Phuket	Dec	308,340	12.5	2,274,179	-5.2
Seoul	Dec	2,747,401	16.1	30,576,304	-3.0
Shanghai	Dec†	818,686	-41.1	11,979,179	-31.6
	Dec	958,746	17.1	11,600,405	-3.2
Singapore	Dec	3,832,328	9.7	37,203,978	-1.0
	Jan‡	3,384,473	10.1	37,203,978	-1.0
Sydney	Dec†	961,587	-2.1	10,509,893	1.3
	Jan‡	1,105,633	11.0	10,621,486	0.6
Taipei	Dec	1,795,616	23.5	19,563,298	-1.0
Tokyo Narita	Dec†	2,493,760	-10.5	32,388,365	-5.6
	Nov	2,543,106	3.7	28,309,517	-5.3
ASIA PACIFIC-A	Dec	85,252,897	-4.8	1,002,698,816	0.4
	Dec	96,227,773	13.2	1,065,908,197	4.2
Intl	Dec†	31,853,560	-10.0	384,023,938	-0.7
	Dec	36,622,507	14.6	379,985,404	-1.5

Notes: See Master Notes, page 6. *2009 unless stated otherwise; when Jan is month, 'YTD' is actually J-D 2009. †2008. ‡2010. A = Domestic and international; data as supplied. Source: civil aviation departments, airports, Airports Council International.

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7 Standardisation of visitor arrival measurements

Destination	Ratio*	Destination	Ratio*
Australia	99	Malaysia†	24
China	14	New Zealand	99
Hong Kong	33	Philippines	98
India	65	Singapore	70
Indonesia	61	Taiwan	98
Japan	98	Thailand	83
Korea	84	Vietnam	60

Notes: *Air arrivals as share of total arrivals. †Excludes Sabah and Sarawak. Source: Travel Business Analyst.

8 Visitor arrivals in Asia Pacific destinations

International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Australia	Dec†	5,586,092	-1.0	30.0	150.60
	Dec	5,584,342	0.0	30.0	150.60
Bhutan	Dec	23,485	-15.1	8.0	200.00
Cambodia	Dec	2,045,735	2.2	6.5	95.00
China	Dec	126,476,000	-2.7	7.0	100E
foreigners	Dec†	24,325,225	-6.8	7.0	100E
	Dec	21,937,400	-9.8	7.0	100E
Cook Islands	Dec	100,444	6.6	10.5	115.84
Fiji	Oct	442,625	-9.6	8.7	124.58
Guam	Dec	1,052,871	-7.8	3.1	302.93
Hawaii	Dec†	6,699,424	-9.1	9.18	179.88
	Dec	6,419,138	-4.2	9.19	179.88
Hong Kong	Dec†	11,947,784	-0.9	3.28	200.10
	Dec	10,962,534	-8.2	3.28	200.10
India	Dec†	5,282,603	4.0	16.0	92.68
	Dec	5,108,579	-3.3	16.0	92.68
Indonesia	Dec	6,459,000	0.4	9.09	107.70
Japan	Dec†	8,350,835	0.0	7.2	160.42
	Dec	6,789,952	-18.7	6.5	160.42
Korea	Dec†	6,890,841	6.9	6.9	163
	Dec	7,817,533	13.4	6.9	163
Lao	Dec	1,986,833	-8.6	4.5	23.03
Macau	Dec	21,752,751	-5.1	1.36	181.80
Malaysia	Dec†	22,052,488	5.1	6.2	105.67
	Dec	23,646,191	7.2	6.2	105.67
Maldives	Dec	655,852	-4.0	8.5	56.00
Marianas	Dec	353,890	-10.9	3.52	100.00E
Myanmar	Dec	243,278	25.8	7.0	70.00
Nepal	Dec	378,712	1.1	9.1	14.09
New Caledonia	Dec	99,379	-4.1	19.1	87.09
New Zealand	Dec	2,458,382	0.0	20.22	115.33
Pakistan	Dec†	822,828	-2.0	25.0	13.20
Palau	Nov	71,887	-10.5	E4	NA
PNG	Nov	107,212	3.5	17.3	28.24
Philippines	Dec	3,139,422	1.5	11.94	82.96
Singapore	Dec†	10,074,534	-2.0	4.6	161.07
	Dec	9,703,174	-3.7	4.6	161.07
Sri Lanka	Dec	447,890	2.1	10.0	79.10
Tahiti	Nov	147,489	-19.2	13.21	150.88
Taiwan	Dec	4,395,004	14.3	6.52	180.52
Thailand	Dec†	14,316,815	-1.0	9.19	119.38
	Dec	14,090,000	-3.4	9.19	119.38

International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Tonga	Sep	37,209	7.5	5.0	56.87
Vanuatu	Sep	172,507	29.6	9.7	146.17
Vietnam	Dec†	4,179,369	-0.2	9.6	64.04
	Dec	3,742,131	-10.5	9.6	64.04
Asia Pacific	latest-E	177,674,440	-0.8	NA	NA

International arrivals

City/region	Period	Number	Growth,%	Source	Comment
Bali	Jan-Nov 09	2,047,389	13.6	PATA	direct arrivals
Sabah	Jan-Nov 09	518,341	-19.0	PATA	direct arrivals
Sarawak	Jan-May 09	863,064	-2.6	PATA	direct arrivals

Domestic arrivals

Destination	Period	Number,m	Growth,%	Source	Comment
Australia	2007	73.8	0.3	PATA	spend A\$55b
China	2007	1600.0	14.8	PATA	spend Y623b '06
India	2006	461.2	18.1	PATA	(none)
Indonesia	2007	219.8	1.5	PATA	spend \$87b
New Zealand	2006	44.9	1.9	PATA	spend NZ\$7b
Taiwan	2006	107.5	16.1	PATA	spend \$6b
Thailand	2007	83.2	2.1	PATA	spend B380b

Notes: See Master Notes, page 6. *2009 unless stated otherwise. †2008. ‡2010. E = Indicative selected totals only; approx Jan-Nov/Dec data; % growth has more validity than total; criteria varies. Source: national tourist offices, PATA.

Notes: See Master Notes, page 6. Latest figures; may not tally with period. PVPD-per visitor per day. *Figure for period as shown. †In nights for Australia, Bangladesh, Guam, Hong Kong, Korea, Macau, Maldives, Philippines, Sri Lanka, Switzerland, Taiwan and UK. A = Converted at current rates. Source: national tourist offices, PATA, WTO.

9 Running 12-month total visitor arrivals, x1000

12 mths through	CN	+/- %	HK	+/- %	SG	+/- %	TH	+/- %
Dec 90	1,747	19.6	5,933	10.7	5,313	10.0	5,299	10.2
Dec 00	10,160	20.5	13,059	16.5	7,686	10.5	9,579	10.7
Dec 05	20,255	19.6	23,359	7.1	8,933	7.3	11,567	-1.4
Dec 09	21,937	-9.8	29,591	0.3	9,703	-3.7	13,852	-3.2

Notes: See Master Notes, page 6. †Estimate by Travel Business Analyst. Source: NTOs, Travel Business Analyst.

10 Running 12-month total citizen departures, x1000

12 mths through	CN†	+/- %	JP	+/- %	KR	+/- %	TW	+/- %
Dec 90	620	24.0	10,997	13.8	1,561	28.7	2,942	39.6
Dec 00	10,473	13.4	17,812	8.9	5,508	27.0	7,329	11.7
Dec 05	31,067	9.0	17,401	3.5	10,078	14.2	8,208	5.5
Dec 09	38,723	-13.8	15,448	-3.4	9,494	-20.9	8,143	-3.8

Notes: See Master Notes, page 6. †Estimates by Travel Business Analyst for 2009 data. Source: NTOs, Travel Business Analyst.

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11 Overseas travel by Asia Pacific residents

Market	Jan* thru:	Departures	Growth,%	Source	Spend,US\$mnn*
Australia	Dec†	5,808,000	6.3	PATA	14,200
	Dec	6,284,900	8.2	PATA	14,200
China	Dec†	44,936,310	9.2	TBA-E	29,800
	Dec	45,430,609	1.1	TBA-E	29,800
Hong Kong	Dec†	81,910,703	1.5	PATA	14,000
	Jun	40,288,403	-0.3	PATA	15,100
India	Dec 07	9,783,232	17.3	PATA	8,200
Indonesia	Dec 07	4,594,582	-8.8	PATA	4,900
Japan-B	Dec†	15,987,250	-7.6	NTO	26,900
	Dec	15,448,294	-3.4	NTO	26,500
Korea-B	Dec†	11,996,093	-10.0	NTO	18,200
	Dec	9,494,111	-20.9	NTO	20,900
Macau	Jun	288,265	-0.4	PATA	71
Malaysia	Dec 03	32,200,550	7.8	PATA	5,600
New Zealand	Dec	1,918,316	-2.5	PATA	3,100
Philippines	Dec 06	2,745,191	29.1	PATA	632
Singapore-D	Jun	3,183,891	-4.9	PATA	11,800
Taiwan-B	Dec†	8,465,209	-5.6	NTO	8,700
	Dec	8,142,946	-3.8	NTO	9,100
Thailand	Jun†	2,176,465	10.1	PATA	5,200
Asia Pacific	latest-E	120,349,845	-2.5	various	NA

Notes: See Master Notes, page 6. *2009 unless stated otherwise. †2008. ‡2010. A = Excludes travel to China and Macau. B = Citizens. D = Excludes departures by land. E = Indicative selected totals only; approx Jan-Oct/Dec data; % growth has more validity than total; criteria varies. Source: NTO-national tourist office, Ot-Other, PATA-Pacific Asia Travel Association.

Notes: *Quoted in US dollars for latest whole year; may not match period in other columns. Source: World Tourism Organization.

12 Stock market last-day airline and hotel closing prices

Airline/ Hotel	Price, local currency			Indices‡		
	Feb 10	Growth†,% stock	market	TBA 100 index*	AL/HO All	Region
Air China	6.77	0.1	0.8	226	254	Asia Pacific 83
Air NZ	1.29	-2.3	0.0	1	1	
All Nppn AW	269	-0.7	-1.0	69	78	
Cathay P AW	14.1	6.3	0.8	98	110	
China AL	10.4	-2.3	-1.3	53	60	Europe 52
Japan AL	NA	NA	-1.0	NA	NA	
Malysn AW	2.08	-19.4	0.9	58	65	
Qantas AW	2.63	-7.4	1.5	74	84	
Singpre AL	14.9	7.5	0.5	87	98	World 66
Thai AW	22.8	20.0	2.8	71	80	
Mndrn-Orntl	1.42	1.4	0.5	na	na	
Shangri-La	12.8	-6.3	0.8	152	171	

Notes: See Master Notes, page 6. *100 base on Dec 00 prices except Dec 04 for CA. †Latest month over month earlier. ‡Base is last trading day in December 2006; 'World' comprises Asia Pacific (10 stocks), Europe(12), US (8). Source: various.

13 IATA travel agencies in Asia Pacific, 2008

Country	Locations	Growth %	Net sales US\$mnn*	Growth %	Per agency US\$mnn*	Growth %
Australia†	1,852	-0.2	10,073	6.0	5.44	6.3
China	4,335	2.4	17,459	14.7	4.03	12.0
Hong Kong	237	-5.6	3,013	4.4	12.71	10.5
India	2,605	0.0	6,908	9.1	2.65	9.1
Indonesia	474	0.0	1,483	14.5	3.13	14.5
Japan	942	-0.2	17,753	10.8	18.85	11.0
Korea	835	-8.0	5,458	-9.1	6.54	-1.2
Malaysia	641	-3.0	1,727	1.4	2.69	4.6
New Zealand†	549	-1.8	1,735	-2.9	3.16	-1.2
Philippines	248	0.0	1,074	11.0	4.33	11.0
Singapore	197	-12.1	3,004	14.4	15.25	30.1
Taiwan	380	-7.5	2,242	10.1	5.90	19.0
Thailand†	409	0.2	1,517	2.1	3.71	1.8
Asia Pacific	13,704	-0.6	73,446	8.2	5.36	32.8
US‡	17,673	-3.2	79,566	-0.4	4.50	20.2
Europe	28,934	-8.7	96,316	10.6	3.33	43.5
World	60,311	-5.4	249,328	6.2	4.13	32.4

Notes: IATA = International Air Transport Association. *Quoted in US\$. †Includes, in order as shown: Kiribati, Fiji, Cambodia. Source: IATA Billing & Settlement Plan, ‡Airlines Reporting Corporation.

14 International outbound sales of leading outbound travel agencies in Japan, US\$mnn*

Agency	Nov 09	+/-†,%	Dec 09	+/-†,%	YTD 09‡	+/-†,%
JTB	285	-25.1	NA	NA	NA	NA
HIS	187	-17.2	238	-16.9	2920	-2.9
Hankyu	178	13.3	162	9.9	2171	1.7
KNT	105	-27.9	107	-17.1	1370	-4.4
NTA	94	-17.4	85	-12.8	1098	-2.9
Jalpak	58	-15.8	71	-15.8	768	-3.1
NEC	52	-23.9	46	-8.9	627	-3.2
Club Tourism	33	-1.3	39	-1.2	459	-0.2
Travel Plaza	29	-26.8	1	-53.1	392	-2.9
Nissin	30	-24.7	23	-20.3	335	-4.5
Top 62	1619	-18.6	NA	NA	NA	NA

Notes: JTB = (originally Japan Travel Bureau; all 14 companies), HIS = (originally Hideo's International Services), KNT = Kinki Nippon Tourist, NEC = Nippon Express Company, NTA = Nippon Travel Agency. *Converted at US\$1 to ¥95. †Over same period, year earlier. ‡TBA estimates, as data missing for some months. Source: Travel Journal International.

15 Internet bookings/sales of selected companies/markets

Company	Item	Period	Number	Previous	Source
Expedia					
US	bookings,\$b	2009	14.4	+2%	company
Non-US	bookings,\$b	2009	7.4	+5%	company
agency	bookings,\$b	2009	12.6	+3%	company
merchant	bookings,\$b	2009	9.3	+2%	company
revenue	Leisure,\$m	2009	2635	+0%	company
revenue	Trip Advisor,\$m	2009	353	+19%	company
revenue	Egencia,\$m	2009	108	-2%	company

Notes: See Master Notes, page 6, and Net Value. All \$s are US\$. Source: various.

16 Economic indicators of major countries in Asia Pacific

Country	Forecast GDP growth*†,%		Actual GDP growth*†,%	GDP per person,US\$	Inflation period	Growth*†,%
	2010	2011				
Australia	2.9	3.4	Q4: 2.7	52,290	Q4:	2.7
China	9.6	8.1	Q4: 10.7	4,170	Jan:	1.5
Hong Kong	4.6	3.7	Q4: 2.6	30,720	Jan:	1.0
India	7.7	8.0	Q4: 6.0	1,240	Jan:	16.1
Indonesia	5.5	5.9	Q4: 5.4	2,440	Feb:	3.8
Japan	1.7	1.6	Q4: -0.4	40,440	Jan:	-1.3
Korea	5.1	4.0	Q4: 6.0	17,810	Feb:	2.7
Malaysia	3.7	4.0	Q4: 4.5	7,630	Jan:	1.3
Pakistan	2.9	4.2	'09: 2.0	910	Jan:	13.7
Singapore	4.9	4.8	Q4: 3.5	35,630	Nov:	0.2
Taiwan	4.2	4.6	Q4: 9.2	16,430	Jan:	0.3
Thailand	3.2	4.1	Q4: 5.8	4,060	Feb:	3.7

Notes: See Master Notes, page 6. GDP = gross domestic product. *Over period year earlier. †Official and other estimates. Source: The Economist.

17 Economic indicators of major visitor-producing countries for Asia, 2009

Country	GNP/GDP	Retail sales	Consumer prices	Wages/earnings
Australia	2.7 Q4	3.7 Q4	5.0 Q3	3.0 Q3
Germany	-2.4 Q4	-0.2 Jan	1.0 Feb	2.6 Nov
Japan	-0.4 Q4	1.2 Nov	0.0 Jan	-1.5 Dec
UK	-3.3 Q4	0.7 Dec	3.0 Jan	3.1 Nov
US	0.1 Q4	0.8 Jan	0.0 Jan	3.7 Jan
Euroland	-2.1 Q4	-1.3 Jan	1.2 Feb	3.6 Q3

Notes: All figures are percentage changes, compared with one year earlier. Source: The Economist.

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18 Hotel† measures in Asia Pacific, January

Location	Occupancy, %				Average room rate, local US\$*					Revpar, US\$*			
	2010 Mth	2009 J-D	2009 Mth	2008 J-D	2009 J-D	2010 Mth	2009 J-D	2009 Mth	2009 J-D	2008 J-D	2010 Mth	2009 J-D	2009 Mth
Auckland-all	69.8	66.8	70.6	74.6	144	100.33	90.28	81.93	114.13	70.02	60.34	57.88	85.08
U-4	66.9	66.5	68.2	NA	158	112.51	99.45	92.15	NA	75.29	66.11	62.85	NA
Bali-all	64.4	70.7	70.2	77.8	1239763	137.40	119.79	128.00	109.02	88.52	84.69	89.79	84.86
U-4	67.8	74.3	72.8	78.8	901927	101.39	87.14	88.87	83.70	68.73	64.74	64.72	65.94
Bangkok-all	66.8	53.5	52.1	65.0	3799	124.79	110.48	126.66	132.25	83.35	59.14	65.99	85.97
L-4	62.4	50.6	52.0	62.2	2117	60.89	61.57	65.80	81.17	38.02	31.16	34.23	50.51
U-4	67.9	57.0	52.0	67.6	2876	97.51	83.62	96.56	102.11	66.22	47.68	50.24	69.01
Beijing-all	54.1	54.7	37.9	63.1	762	106.69	111.45	111.57	183.26	57.73	60.99	42.26	115.55
U-4	49.9	54.4	39.8	61.7	709	101.02	103.79	99.70	184.96	50.44	56.43	39.67	114.09
Colombo	59.7	49.9	47.5	46.1	7708	77.30	66.72	73.41	77.16	46.13	33.30	34.88	35.56
Delhi	75.1	67.8	64.8	70.4	9873	211.30	203.55	238.44	269.00	158.75	137.94	154.51	189.43
Fiji	54.9	56.6	38.9	62.7	192	111.13	97.17	122.63	127.25	61.06	55.05	47.65	79.74
Goa	77.6	63.1	69.8	64.2	7657	216.26	157.86	218.63	191.46	167.73	99.66	152.64	122.99
Guangzhou	53.7	56.0	40.1	52.7	634	80.13	92.75	69.48	92.07	43.04	51.93	27.86	48.49
Hanoi	61.8	52.6	47.1	61.6	2332901	126.52	130.14	146.05	170.90	78.14	68.42	68.78	105.30
Ho Chi Minh City	66.8	47.2	42.7	59.0	2235372	116.01	124.70	144.61	151.33	77.50	58.82	61.74	89.34
Hong Kong-all	79.3	74.6	74.4	81.9	1298	200.70	167.43	177.06	196.26	159.24	124.87	131.79	160.64
L-4	88.1	81.4	80.4	87.5	923	147.79	119.11	127.08	140.01	130.25	97.00	102.22	122.45
U-4	79.5	72.3	76.1	79.6	1304	176.66	168.25	190.48	188.38	140.43	121.67	145.04	150.02
Jakarta-all	55.1	59.8	49.6	65.9	882321	89.49	85.25	79.71	82.91	49.34	51.01	39.50	54.63
U-4	53.3	63.3	49.6	65.4	520399	51.15	50.28	46.01	57.36	27.24	31.83	22.81	37.51
Kuala Lumpur-all	59.7	61.1	48.9	65.8	372	110.98	105.49	103.12	114.45	66.24	64.46	50.47	75.30
U-4	59.6	61.5	49.3	64.4	400	115.13	113.35	110.45	131.69	68.61	69.68	54.47	84.80
Macau-all	87.6	75.9	72.7	74.2	1395	165.3	171.59	188.90	152.18	144.9	130.17	137.38	112.86
casino hotels	88.3	75.9	73.3	72.3	1548	182.7	190.34	207.31	177.04	161.3	144.40	151.95	127.99
Maldives-all	67.1	60.9	66.4	73.8	13250	767.79	1021.12	1799.55	841.62	515.15	622.04	1194.74	621.43
U-4	60.3	60.1	59.9	73.5	13249	527.74	1021.00	2096.16	386.21	318.46	613.72	1255.16	284.01
Manila-all	71.6	68.3	64.6	72.7	4931	103.62	103.04	103.29	115.98	74.17	70.37	66.76	84.37
U-4	71.4	69.5	64.9	72.8	5489	116.86	114.72	116.26	128.08	83.48	79.72	75.46	93.27
Melbourne-all	71.5	72.4	71.0	76.1	209	198.60	164.31	156.56	180.67	141.95	119.01	111.21	137.44
L-4	72.4	74.4	75.5	79.5	168	150.85	132.00	116.77	147.17	109.14	98.16	88.20	117.02
U-4	72.0	71.8	69.0	73.3	215	206.64	169.48	163.97	180.64	148.75	121.62	113.17	132.45
Mumbai	62.8	65.1	64.8	66.5	9301	186.35	191.75	214.79	284.23	116.95	124.82	139.20	189.06
Pattaya	74.7	61.8	72.8	68.4	2323	92.58	67.54	63.96	71.93	69.13	41.77	46.54	49.21
Penang	58.8	56.8	59.2	58.6	284	96.09	80.62	99.70	89.50	56.48	45.82	59.03	52.48
Phuket-all	85.1	61.8	72.6	68.7	3699	179.91	107.55	165.75	118.81	153.04	66.42	120.28	81.59
U-4	64.6	52.0	67.8	64.6	4943	303.34	143.73	187.16	155.16	195.96	74.69	126.86	100.23
Seoul-all	67.2	79.7	69.9	75.3	200539	170.61	156.87	131.60	174.74	114.62	125.10	91.92	131.61
U-4	73.1	82.5	59.9	79.8	164438	140.09	128.63	88.87	141.38	102.45	106.17	64.72	112.89
Shanghai-all	52.6	53.4	37.5	57.7	931	126.74	136.23	130.27	158.10	66.72	72.78	48.79	91.18
U-4	55.7	56.1	43.9	62.7	817	113.91	119.55	116.36	146.22	63.46	67.04	51.08	91.68
Shenzhen	56.1	52.0	42.4	60.1	721	106.38	105.49	112.54	117.39	59.63	54.85	47.77	70.57
Singapore-all	82.3	75.3	64.8	78.1	223	156.90	153.75	163.58	211.59	129.06	115.85	106.06	165.27
L-4	85.9	80.2	68.9	84.9	161	110.70	110.71	118.78	151.68	95.05	88.76	81.87	128.71
U-4	84.5	76.6	64.3	78.6	219	156.30	150.56	158.69	205.52	132.03	115.33	101.96	161.54
Sydney-all	81.8	80.9	76.6	80.3	207	185.53	162.92	145.47	191.15	151.73	131.74	111.44	153.43
L-4	81.1	81.4	79.3	82.5	167	153.72	131.45	118.32	154.23	124.74	107.02	93.86	127.21
U-4	84.8	82.9	76.7	80.0	224	186.56	176.47	152.76	208.53	158.12	146.27	117.22	166.78
Taipei	65.3	67.6	54.2	70.7	4619	141.44	139.83	126.99	151.91	92.33	94.53	68.89	107.41
Tokyo-all	61.4	66.1	55.0	71.4	24807	274.06	265.08	283.35	245.30	168.16	175.27	155.97	175.06
L-4	57.4	76.6	NA	NA	12225	168.94	130.63	NA	NA	96.94	100.09	NA	NA
U-4	63.0	67.4	NA	NA	22883	242.84	244.52	NA	NA	153.06	164.77	NA	NA
OTHERS													
Dubai	78.6	72.6	61.0	NA	607	167.24	165.33	162.33	NA	131.44	120.04	98.99	NA
London	68.5	80.1	66.8	80.1	136	208.23	213.08	181.01	290.68	142.71	170.68	120.86	232.96
New York	63.8	77.2	59.5	81.9	215	183.28	215.14	199.05	276.02	116.95	166.11	118.44	226.02
Asia Pacific-total	67.5	63.5	59.0	68.0	na	144.93	132.48	142.17	154.92	100.10	86.19	85.52	106.89
US-total	58.9	71.6	56.9	75.0	134	127.76	133.60	139.84	156.34	75.19	95.59	79.52	117.28
Europe-total	57.1	66.1	52.9	70.4	na	203.87	217.80	198.63	266.15	116.45	144.12	105.55	187.52
World	61.2	67.1	56.3	71.2	na	158.85	161.29	160.21	192.47	97.25	108.63	90.20	137.23

Notes: See Master Notes, page 6. Asia Pacific total excludes Maldives. Totals may be adjusted later as final figures are filed. Not all categories are shown every month; all categories available at low additional cost. L = lower 4-star, Revpar = revenue per available room, U = upper 4-star. *At exchange rate for relevant month, YTD at same month; exchange rate can be calculated by taking the ARR YTD in local currency and US\$. †4-star unless marked. ‡Unrepresentative sample for this month's figures; guide only. Source: Asia Pacific, Europe, Dubai - Travel Business Analyst Europe; US - Smith Travel Research.

US inbound results

In the end, 2009 was not such a bad year for the visitor business in the US. Total overseas arrivals (excluding from land-neighbours Canada and Mexico) fell 6%, see Table 1, compared with a world-wide fall in visitor arrivals of 4%.

Those land neighbours fell not so fast, so the total US visitor count was down only 5%.

Table 1

Visitor arrivals in the US, 2009		
Market	No,mn	Growth,%
Canada	18.0	-5.0
Mexico	13.2	-3.8
Overseas	23.8	-6.3
West Europe	11.0	-10.0
Total	54.9	-5.3

Source: International Trade Administration, Tourism Industries.

The bad news was in results from what the US calls 'West Europe' - which is primarily the whole continent except communist and ex-communist markets. That fell 10%, and as it accounts for al-

Table 2

Type of visits to the US, 2009				
Country of Residence	Business		Leisure	
	Growth, %	Share, %	Growth, %	Share, %
UK	-20	12	-14	88
Japan	-32	9	-7	90
Germany	-23	16	-1	83
France	-22	13	1	86
Brazil	-19	13	25	86
Italy	-18	13	-1	86
Australia	-17	13	9	86
Spain	-17	10	-9	89
Korea	-18	18	5	68
Venezuela	-22	10	3	89
Netherlands	-21	18	-7	82
Ireland	-9	9	-24	91
Colombia	-11	14	4	84
India	-22	25	-1	63
Argentina	-19	14	20	86
Switzerland	-16	17	9	81
Sweden	-25	17	-17	81
Israel	-18	21	-4	79
China	-12	33	9	46
Bahamas	17	5	24	93

Notes: Top 20 markets, listed in terms of size. Source: International Trade Administration, Tourism Industries.

most half of overseas visitors, it was an important element in the total fall.

This indicates that Asia Pacific's decline was much less, probably around 4%.

Business travel was affected much more than leisure - which is much the largest share, see Table 2. But in the top-20 markets two of the top-3 markets with the highest business share are in Asia Pacific - China with 33%, and India 25%. In the case of China, the market is held back by visa problems.

All sizeable business markets fell in 2009, but for leisure there was growth in three As-Pac markets - Australia, China, Korea.

Relative wealth

The Hurun Research Institute says there were 875,000 people, up 6.1%, in China in 2009 with assets of more than Y10mn (US\$1.47mn). GDP growth helped - up 8.7% in 2009.

Hurun counts all private wealth. With a currency that is widely presumed to be undervalued, the millionaire (MN) total is, in real terms, higher - say 1mn?

Worldwide, there may be around 8-9mn MNs; back in 2006/7 there were almost 10mn.

The US has most MNs. In 2008 it counted about 6.7mn with assets of at least US\$1mn, according to the Spectrum Group, although Spectrum does not include first homes, which Hurun does. That 6.7mn was a sizeable 27% drop (representing 2.5mn ex-MNs) almost taking the number back to 2003, when there were 6.2mn MNs.

Of course, much depends on valuations, and with the house and stock prices falling, many US MNs would slip - even if they own the same as they did before. We assume there was a further substantial fall in 2009, to around 5.5mn.

Other details of China's MNs:

- Those in China's Tier-1 cities are average 40-years-old, and 43-years in Tier-2/3 cities. There are more women MNs in T-1 cities. More wealth is created from salary and investments in T-1 cities, but more from real estate in T-2/3.
- All identify the US and France as top international destinations (although do not seem to match that with actual travel). T-2/3 MNs also like Canada.
- For domestic travel, all prefer Sanya, but T-1 MNs also like Hong Kong, and

Location of China's millionaires, x1000

Province	No	City	No
Beijing*	151	Beijing*	151
Guangdong	145	Shanghai*	122
Shanghai*	122	Guangzhou	49
Zhejiang	117	Hangzhou	47
Jiangsu	63	Shenzhen	46
Fujian	34	Nanjing	22
Shandong	31	Wenzhou	20
Liaoning	27	Suzhou	16
Sichuan	22	Tianjin	15
Henan	15	Ningbo	14

Notes: Hong Kong and Macau not included. *These are both cities and provinces. †Individuals with more than Y10mn; see text. Source: Hurun Research Institute.

T-2/3 MNs like Yunnan.

• Although there is perhaps no surprise that Beijing tops the list of MN numbers, we would have expected Shanghai to be higher - although some of those could be living in neighbouring Zhejiang province or the city of Hangzhou.

• Hurun counts 145,000 MNs in Guangdong, of which nearly 100,000 are in the province's two biggest cities, Guangzhou and Shenzhen.

• One serious omission is that although Hurun defines Hong Kong and Macau as China cities, these locations are not included in the report. Is Hurun Report founder Rupert Hoogewerf being politically correct to ensure that a 'real China' city comes top?

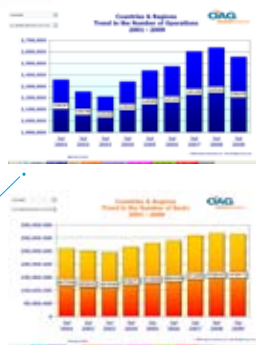
Briefs

• Eturbo News reports that China's "tourism institute" forecasts outbound travel will grow 11% to 54mn this year.

We know of no such TI, and the only data we have seen for 2009 totals are our own, which show an estimated 45mn travellers. On our estimate for 2009, growth this year to reach 54mn would be 19%. The TI's 11% growth would mean that 2009's total was 49mn, which would have been an 8% growth over 2008 - compared with what we calculate was a 1% growth.

• Long live Viva?

In 2007 we criticised airline Viva Macau's business plan, including questioning the viability of its aircraft type (too-large B767), and two of its three launch routes - although two were dropped soon after.



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