

# TRAVEL BUSINESS ANALYST

Markets • Marketing • Strategy

ASIA PACIFIC • FEBRUARY 2013

## 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.

- TBA Travel Industry Index, World: 2012: Nov 6E; Oct 5E; Sep 5P; Aug 6.7; Jul 4.9; Jun 6.4; May 5.9; Apr 6.4; Mar 7.1; Feb +7.1; Jan +6.2. 2011: Dec +5.6. TBA.
- TBA Travel Industry Index, Asia Pacific: 2012: Nov 8E; Oct 7E; Sep 7P; Aug 8.0; Jul 6.0; Jun 8.9; May 6.9; Apr 8.5; Mar 11.7; Feb +8.3; Jan +7.7. 2011: Dec +6.5. TBA.
- TBA Travel Industry Index, US: 2012: Nov 3E; Oct 3E; Sep 2P; Aug 4.8; Jul 3.0; Jun 4.4; May 4.5; Apr 3.4; Mar 6.0; Feb +5.4; Jan +4.6. 2011: Dec +3.4. TBA.
- World airport passengers; ttl, intl: 2012: Sep +2.6 +4.7; Aug +4.6 +6.0; Jul +2.4 +3.1; Jun +4.6 +6.8. ACI.
- World air traffic, RPKs: 2012: Nov +4.6; Oct +3.2; Sep +4.9; Aug +5.3; Jul +3.5. IATA.
- World hotel occupancy, pts: 2012: Oct +0.4; Sep -1.0; Aug +1.0; Jul -1.8; Jun +1.4. TBA.
- World travel stocks index, on 100: 2012: Dec 90; Nov 86; Oct 87; Sep 85; Aug 84. TBA.
- World visitor arrivals: 2012: Aug +4.1; Jul +1.4; Jun +2.7; May +5.1; Apr +3.9; Mar +6.6. WTO.
- AsPac airlines seat sales: 2012: Nov +4.4; Oct +2.3; Sep +2.9. AAPA.
- AsPac airport passengers; ttl, intl: 2012: Sep +4.9 +6.5; Aug +6.8 +9.3; Jul +5.0 +6.3; Jun +7.3 +10.7; May +7.1 +10.3; Apr +10.3 +14.9. ACI.
- AsPac air traffic, RPKs: 2012: Nov +6.0; Oct +1.4; Sep +1.7; Aug +2.9; Jul +0.9. IATA.
- AsPac hotel occupancy, pts: 2012: Oct +2.8; Sep -1.5; Aug +0.6; Jul +1.4. TBA.
- AsPac hotel rooms planned: 2012: Dec 8.2; Nov +8.1; Oct +14.3. Smith.
- AsPac travel stocks index, on 100: 2012: Dec 91; Nov 86; Oct 86; Sep 86; Aug 86. TBA.
- AsPac visitor arrivals: 2012: Aug +6.4; Jul +4.0; Jun +7.6; May +6.7; Apr +8.4; Mar +10.8. WTO.
- Air France-KLM seat sales, Asia: 2012: Nov +3.2; Oct -2.8; Sep -0.2.
- Australia resident departures: 2012: Oct +2.1; Sep +6.8; Aug +2.8; Jul +0.7. PATA.
- Australia visitor arrivals: 2012: Oct +3.2; Sep +9.4; Aug +6.2; Jul -1.1; Jun +7.9. DMO.
- Bali visitor arrivals: 2012: Sep -3.2; Aug +1.3; Jul -6.9; Jun -0.8; May +5.6. PATA.
- Bangkok airport visitor arrivals: 2012: Nov +95.6; Oct +28.8; Sep +8.2. PATA.
- British Airways seat sales, AsPac: 2012: Nov +2.7; Oct +1.5; Sep +0.0.
- Cathay Pacific seat sales: 2012: Dec +2.5; Nov +3.8; Oct +1.0; Sep -0.4.

ILTM

## Hotel News Update

Some updates † on hotel companies from the ILTM trade show in Cannes in December:

### • Banyan Tree.

-Currently has 30 hotels; plans for 60 within three years. Focus on China - today seven, and due to open 14 in next two years.

-In addition to the core BT and Aagsana brands, plans a third from mid-2013, which would be mid-range resorts.

-In Vietnam trying to develop a resort complex around its Danang resort as for its first hotel - based on Phuket's Laguna resort complex.

-Only 20% of business at its existing resorts in China is from China. It says this will grow as it expands - *but gives no figure*.

-Has 'People, Planet, Profit' credo. Also, each hotel must develop one new initiative each year, and each resort must 'adopt' and sponsor three children.

### • Kempinski.

-K (Kempinski) has some unusual (some misguided) strategies:

-most notable is capping growth. *Although we believe it will eventually drop this idea, currently it says that after it reaches a certain size (the number is not clear) it will not open more than one hotel a year.*

-in China it has signed for its 17th hotel - but says it will cap the number at 20.

-it plans to create a hotel brand for China - Nuo, at the same 4/5-star level as Kempinski. *The company cannot clearly answer Why? Nuos are primarily for Chinese customers, but does that mean Chinese customers will not be properly served in Kempinski hotels, or the same for non-Chinese customers in Nuo hotels? We think K will eventually revisit this move - by making Nuos mid-market, for instance.*

Meanwhile, K plans to open Nuos with its partner Beijing Tourism Board in Beijing in 2014, Shanghai in 2015, then Hong Kong. Then others - including some international destinations to where Chinese are trav-

contd on p5

contd on p3

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# MARKET OUTLOOK

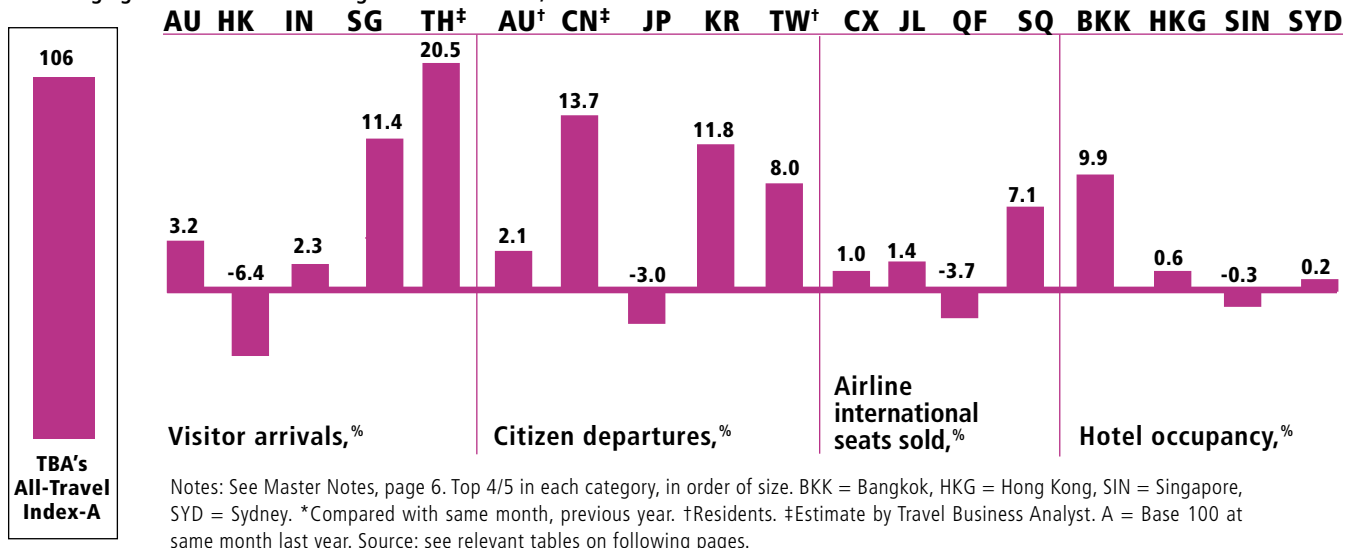
## Headlines

### Commentary on tables

- **Barometer.** Our overall travel index at 6% above same month in 2011. In Arrivals, *Hong Kong* falls; in Outbound, *China* up 14% (our estimates; low for this market); with Airlines, *Qantas* down as it continues to move growth to its Jetstar subsidiary; with Hotels, *Singapore* and *Sydney* flatline.
- **Inbound trends.** Forecast for next 12-month period. No change for *China* and *Singapore*. *Hong Kong* falls a little, *Thailand* adds 2mn.
- **Outbound trends.** Forecast for next 12-month period – *China* (our estimates) adds 1mn, getting close to 95mn, *Japan* loses 1mn. Only slight changes for *Korea* and *Taiwan*.
- **Forecasts.** Business travel spend, from GBTA; others.

## Barometer

Percentage growth in latest matching month\* available; October 2012



Visitor arrival trends*, next 12 months				Official* travel industry forecasts			
Source		Number, x1000		Item	Date†	Forecast	Source
China	👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤	27,156		Biz tvl spend, '15	Oct	\$1.4t +8%	GBTA
Hong Kong	👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤	12,664		'14	Oct	\$1.3t +8%	GBTA
Singapore	👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤	15,817		'13	Oct	\$1.2t +8%	GBTA
Thailand	👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤	24,105		Don Mueang airport pax, '13	Oct	13-14m	AOT
				World visitors, '13	Oct	+2-4%	WTO
				MI (of MICE) visitors Thailand, '13/5	Oct	415/457/503k	TCEB
				Air traffic (RPKs), '13	Oct	6.4%	ICAO
				'12	Oct	5.4%	ICAO
				Airline % share of world market, '30	Sep	AP32/E24/US20	AAPA
				World visitors, '13	Sep	+2-3%	WTO
				Thailand visitors, '12	Sep	26m; +5%	DMO
				Malaysia visitors, '13	Sep	21m; +7%	BMI/R&M
				Asia medical tourists, '15	Sep	10m; +100%/ '11	R&M
				Thailand medical tourist spend, '15	Sep	\$4m; +100%/ '11	R&M
				Hong Kong visitors/spend, '12-16	Sep	+41%/47%	R&M
				India visitors, '12	Sep	7m; +8%	BMI
				Indonesia intl/dom visitors, '12-16	Sep	+5%/3%	R&M
				Japan visitors, '16	Sep	11m	R&M
				Philippines visitors, '12-16	Sep	5.5%	R&M
				AsPac online bookings, '12	Sep	\$79b, +18%	PCW
				AsPac online bookings, '13	Sep	\$91b, +15%	PCW
				AsPac online share, '12	Sep	24%, +1pt	PCW
				AsPac online share, '13	Sep	25%, +1pt	PCW
				Japan online share, of AsPac, '11/13	Sep	41%/37%	PCW
				Aust&NZ online share, of AsPac, '11/13	Sep	18%/16%	PCW
				China online share, of AsPac, '11/13	Sep	14%/17%	PCW

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

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

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elling, although K appears to be poorly informed about that market matter.

(Nuo's expansion is not included in expansion numbers for K – or in K's cap.)

• **Mandarin Oriental.**

-The decision by Four Seasons to launch a loyalty program will likely influence MO to change its no-loyalty-program policy. Before this, however, it had already gone some way in offering some special treatment - with club floors, for instance.

-Has 17 hotels, all to be managed, under development. Key locations (*our selection*) – Beijing, Guangzhou (opened last month), Hainan, Moscow, Shanghai (due this year).

-Has been operating its Paris hotel under a lease, but is now buying the lease.

• **Orient Express.**

-OE's non-hotel activity includes adding a cruiser in Myanmar (due this July).

-OE says no changes are planned following the late-2012 attempt by Taj Hotels to buy a controlling share of the company.

• **Peninsula.**

-In Hong Kong, 1st phase of a room renovation due to be finished this April. Will include some new in-room technology.

• **Regent.**

-Still trying to regain its lost status as a credible up-market hotel operator after being mishandled by earlier owners Four Seasons and then Carlson.

-Still only six hotels. Building four, adding that it will have 10 in Europe in the next five years.

-Already mixing the message by launching 'Regent Place' as another brand, but just for China. RPs will be what it calls the original Regent style, but in secondary business cities, amid shopping centres, and with many restaurants.

-In its Taipei home base it plans a new-style Regent, at which time the existing one would become an RP.

-Says it will focus on Asia, North America, and Europe – *although that is a wide-spread hitlist, not a focus.* In Europe, it has signed an agreement (less than a year after an earlier agreement ended) for Rezidor, a hotel group partly owned by Carlson, one of Regent's previous owners. Rezidor is contracted to find hotels, primarily in Europe, and manage them for Regent.

• **Six Senses.**

-Under a new owner - Pegasus (the fund manager not the reservations group) - some announcements on new projects and a new CEO are due this month. *This is Pegasus's first activity in hospitality, and it shows.*

-Some SSR (Six Senses) strategies look unusual:

-it is adding children clubs in some resorts. It notes that it has never discouraged families with children - *but that is not the same as creating facilities to attract more of this market segment. There must be a risk that more families will not be an attraction for SSR's core customers – couples – and may even discourage some.*

-an awkward fit is SSR's Evason brand; SSR notes these resorts are more for families, and with lower prices. *We believe SSR will have difficulty in developing both brands – and/or making clear distinctions on what each brand stands for – and will either try to dispose of Evason, or let it fade away.*

-it has appointed an executive chairman, but despite that title, his responsibility is development.

+A different report on this event is included in the Europe edition of Travel Business Analyst.

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Market/marketing

**Bites**

(Some quotes may be paraphrased.)

• **Abacus.** "Opening up airline booking systems in China from last October turned

out to be opening 'Chinese style'. There were a lot of conditions, and a lot of paper work. In practical purposes it is still closed."

• **Australia**, as it loses some of its traditional, particularly longhaul, markets, is targeting the high-end market with its National Landscapes program. However, NL is not new; it has designated 15 since 2005. Surprisingly, one of the destination's most-depicted attractions, the Sydney harbour bridge, became the 16th only in 2012.

• **CWT Asia:** "We have seen 30% fall in travel to Europe."

• "10% of the world population has a **disability**, not necessarily physical. The industry is not aware of this market." WIT conference.

• **GBTA:** "China's business travel spend overtook Japan's in 2011 and we forecast that by 2015, possibly by 2014, it will become overtake the US to become the largest."

• **Hong Kong's** new 8400-passenger cruise terminal is due this year.

• The so-called **Iskandar** Malaysia economic region in Johore Bahru, Malaysia, next to Singapore, wants improved access. (IM is also due to have tourist attractions; Legoland has already opened.) Viz:

-IM is talking to Malaysia Airports, because the local JB airport has only one international flight. *But this is the classic dilemma - even if MA lowers fees, airlines will not fly in until there are enough passengers, and there will not be enough passengers until flights increase.*

-IM is also trying to get 2-track railway line from Kuala Lumpur, and a rapid transit system into neighbouring Singapore.

• **Jinjiang Hotels:** "We have seen a 10% increase in domestic travel."

• **Kop** - a small Singapore-based investor in travel,



mainly hotels - while looking for new destinations, also sees cruise as a sunrise industry, and so it has added yachts to its portfolio.

- **PATA** is negotiating with the **Philippines** DMO about compiling a master plan for its visitor business.

- **PhoCusWright** says travel gross bookings in AsPac in 2012 totalled US\$331bn, which it says is the world's largest - overtaking a falling Europe.

- The **Ritz-Carlton** in Hong Kong, despite being considered a business-traveler hotel, is busier at weekends. But this is probably because it has a high share of business from China - the hotel's single largest market, with a 40% share, then North America. Even with high room rates, revenue is split 50/50 rooms/F&B.

- Indonesia's **Tauzia** is adding yet another brand, Yello; it already has Pop, Harris, Hello. First Yellos planned for Bali (2), Jakarta, Surabaya.

Having been created in 2002, T is now planning international expansion for Harris, and has signed for one in Kuala Lumpur.

- France-based **Vinci** Airports plans to invest US\$200mn in Siem Reap airport, Cambodia, which it manages.

- **WTO** (World Tourism Organization) says AsPac will have 32% of worldwide arrivals in 2030; it was 10% in 1980.

- **WTTC** (World Travel & Tourism Council):

- expects Asia's travel business (not just inbound, but all sectors) to have grown 6% in 2012, 4-times faster than Europe. Travel is 11% of GDP in Southeast Asia.

- says its home-base UK is the worst country for the travel business. It notes high hotel taxes, high airport taxes, full airports, hard-to-get visas.

- WTTC's head says he has "seen 40 heads of state

in past 18 months". *WTTC counts this in the way many organisations count revenue; we think 40 represents an impressive 60% increase over the previous period.*

- says **Japan** will count 18mn visitors in 2018. *We estimate in 2012 there were 11.1mn, up 14%; Japan would need 8.3% average annual growth to reach 18mn. That looks hard; 2012 growth was boosted by recovery from the tsunami/nuclear-affected 28% drop in 2011.*

## Briefs

- The 'International' airline of Jetstar was the star performer among the Pacific's main airlines in 2012. It sold 15% more seats, see table, compared with a 1% fall for the international division of its owner, Qantas.

### Seats sold on selected airlines, 2012

Airline	No,mn	Growth,%
Air New Zealand	13.1	0.5
Jetstar International	5.0	15.4
Virgin Australia	2.6	3.6
Qantas	5.9	-1.4

Notes: Calendar year, despite different counting periods for airlines. All are calculations by TBA from latest-available data. International route totals, excluding domestic routes, except ANZ, which includes domestic. Source: airlines, Travel Business Analyst.

However, there is a link between these results. As Qantas cuts back on some international services, its lower-cost subsidiary JI grows.

- **ITB** Asia on the region's **outbound travel**:

- Counted 130mn travelers in 2012; forecasts 6% growth for this year. Puts Japan as the largest, with 18.7mn, China 18.3mn (ITBA does not count travel into Hong Kong and Macau), Korea 12.1mn.

- 76% is for travel within AsPac, 14% Europe, 9% Americas.

- 32% said crisis would affect their travel in 2013; a

year ago it was 36%.

- 29% said would travel as much in 2013 or more.

- 69% are travelling on holiday, 24% business. Singapore has the highest leisure share, India the highest business share.

- 71% are long trips, of at least four nights. Average spend is US\$1905, resulting in an average US\$300 per night per person. Male 58%. 53% are 30-44 years; 25% 15-29; average age 36.9 years.

| IATA forecast

## Air travel

IATA (International Air Transport Association) has issued a 5-year forecast to 2016. Excerpts:

- **Global.**

- 3.6bn seats expected to be sold in 2016 - a strong AAGR (average annual growth rate) of 5.2% over 2011. -Of the additional, only 40% are expected to be on international routes - up 331mn to 1.45bn in 2016 following 5.3% AAGR.

- Asia Pacific 380mn additional seats following 6.7% AAGR over 2011-16. Traffic within the Asia Pacific region is expected to represent 33% of global passengers in 2016, up from 29% in 2011. This makes the region the largest regional market for air transport (ahead of North America and Europe, which each take 21%).

- China alone is expected to account for 23% of the new traffic - 193mn (only 34mn international, 159mn domestic, up 10.1%).

- **Domestic.**

- By 2016 the five largest markets for domestic passengers will be the US (710mn), China (415mn), Brazil (119mn), India (107mn), Japan (93mn).

- Of the additional, domestic routes are expected to count for most - 494mn, from 1.72bn to 2.21bn at an AAGR of 5.2%.

- India will sell 49.3mn more domestic seats, an AAGR of 13.1%.

- China citizen departures, estimates: 2012: Oct +13.7; Sep +21.0; Aug +20.4; Jul +15.4. *TBA*.
- China foreign visitor arrivals: 2012: Sep -4.4; Aug -1.4; Jul -4.0; Jun -0.3; May +2.9; Apr +3.5. *PATA*.
- China Southern seat sales: 2012: Nov +6.1; Oct +4.0; Sep +8.1; Aug +9.1; Jul +7.2.
- Dubai airport passengers: 2012: Oct +14; Sep +13; Aug +21. *ACI*.
- Eva Air seat sales: 2012: Dec +11.9; Nov +8.8; Oct +8.6.
- Fiji visitor arrivals: 2012: Mar +7.6; Feb -0.7; Jan +3.4. 2011: Dec +8.0. *PATA*.
- Hawaii visitor arrivals: 2012: Oct +7.8; Sep +5.5; Aug +11.0; Jul +7.9; Jun +11.5; May +12.1. *PATA*.
- Hong Kong airport passengers: 2012: Nov +5.5; Oct +1.9; Sep +1.3; Aug +3.9.
- Hong Kong visitor arrivals: 2012: Dec +15.1; Nov +18.7; Oct +11.9; Sep +18.8. *DMO*.
- India visitor arrivals: 2012: Nov +8.4; Oct +2.3; Sep +3.2; Aug +2.6; Jul +2.2; Jun +4.8. *PATA*.
- Indonesia visitor arrivals: 2012: Oct +4.9; Sep +5.2; Aug +2.1; Jul -5.9. *PATA*.
- Japan Airlines intl seat sales, total/transPacific/Southeast Asia: 2012: Dec +4.2 +9.4 +13.8; Nov +8.1 +13.3 +32.0; Oct +1.4 +7.4 +18.3.
- Japan citizen departures: 2012: Nov -3.9; Oct -3.0; Sep -0.9; Aug +9.9; Jul +9.1. *PATA*.
- Japan travel agencies, outbound sales: 2012: Jun +19.4; May +28.1; Apr NA. *Mile Post Japan*.
- Japan visitor arrivals: 2012: Nov +17.6; Oct +14.7; Sep +22.1; Aug +41.6. *PATA*.
- Jet Airways seat sales: 2012: Nov -11.5; Oct -10.8; Sep -9.4.
- Jetstar Intl seat sales: 2012: Nov +17.1; Oct +12.2; Sep +12.7; Aug +10.3.
- Korea resident departures: 2012: Nov +14.7; Oct +11.8; Sep +4.6; Aug +7.0; Jul +5.1. *PATA*.
- Korea visitor arrivals: 2012: Nov -3.2; Oct +3.8; Sep +8.8; Aug +12.9; Jul +14.4. *PATA*.
- Kuala Lumpur airport passengers: 2012: Oct +7.6; Sep -3.5; Aug +9.8; Jul -1.9.
- Lufthansa seat sales (AsPac): 2012: Dec -13.0; Nov -6.6; Oct -5.1.
- Macau visitor arrivals: 2012: Dec -2.0; Nov -1.8; Oct -1.2; Sep -0.2. *DMO*.
- Malaysia Airlines seat sales: 2012: Nov +14.5; Oct +11.7; Sep -1.0; Aug +8.1.
- Malaysia visitor arrivals: 2012: Sep -5.7; Aug +3.4; Jul -4.1; Jun +7.6; May +3.2. *PATA*.
- Maldives visitor arrivals: 2012: Nov -3.7; Oct +1.5; Sep +6.9; Aug +3.8. *PATA*.
- New Zealand visitor arrivals: 2012: Nov +0.8; Oct -14.7; Sep -18.6; Aug +1.4; Jul -1.4. *PATA*.
- Qantas intl seat sales: 2012: Nov -3.1; Oct -3.7; Sep -4.5; Aug -4.2.
- Singapore Airlines seat sales: 2012: Nov +9.7; Oct +7.1; Sep +6.1; Aug +6.5.
- Singapore airport passengers: 2012: Dec +8.6; Nov +12.2; Oct +10.0; Sep +4.8; Aug +10.9.
- Singapore visitor arrivals: 2012: Jun +7.2; May +8.7; Apr +8.9; Mar +15.8; Feb +14.4; Jan +13.4. 2011: Dec +7.9. *PATA*.
- Tahiti visitor arrivals: 2012: Sep +10.7; Aug +4.1; Jul +0.7; Jun +3.6. *PATA*.
- Taiwan resident departures: 2012: Nov

- +8.4; Oct +15.1; Sep -0.6; Aug +2.5; Jul +7.4. *PATA*.
- Thai Airways seat sales: 2012: Sep +6.5; Aug +9.8; Jul +4.4; Jun +15.2.
- Thailand visitor arrivals: 2012: Nov +60.6; Oct +20.5; Sep +7.9; Aug +11.5; Jul +5.6; Jun +10.8. *PATA*.
- Tokyo Haneda intl airport passengers: 2012: Sep +5.6; Aug +9.0; Jul +4.4; Jun +10.4. *ACI*.
- Tokyo Narita intl airport passengers: 2012: Sep +8.5; Aug +9.4; Jul +17.4; Jun +23.1. *ACI*.
- United Airlines (inc CO) RPKs, Pacific: 2012: Dec -0.6; Nov -0.4.
- US air international passengers: 2012: Oct +2.8; Jan-Jun +8.5. *gov*.
- US hotel occupancy, pts: 2012: Oct +1.3; Jul -7.0; Jun +2.7. *TBA*.
- US hotel rooms planned: 2012: Dec NA; Nov -3.6; Oct -6.6; Sep -8.3. *Smith*.
- US resident departures: 2012: Aug +3.9; Jul -2.6; Jan-Jun +4.8; May +1.1. *PATA*.
- US travel agency sales: 2012: Dec -3.5; Nov -0.7; Oct +2.9; Sep -5.1. *ARC*.
- US visitor arrivals: 2012: Jun +7.4; May +2.9; Apr +2.8. *PATA*.
- Vietnam visitor arrivals: 2012: Nov +7.2; Oct -3.5; Sep +60.6; Aug -5.9; Jul +1.3. *PATA*.

### Market Headlines

Full-year market results.  
(none)

### Main News

#### Corporate

• Heathrow Airport Holdings (which was BAA, which was British Airports Authority) sells its London Stansted airport to Manchester Airports for US\$1.9bn (£1.5bn); deal due to close end of this month. Government forced HAH to sell Stansted for competitive reasons; earlier HAH was likewise forced to sell London Gatwick.

#### Market

Recent market developments - big or significant.  
(none)

## CURRENT ISSUES

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

#### Travel Business Analyst, Europe:

- Hotel news from ILTM.
- AEA results.
- Air France Hop-less.
- Plus: Market Monitor; World Travel Industry Index; ZERO; Extracts from Net Value or People-in-Travel; Market Headlines; and 15 regular tables of market data.

#### Net Value:

- Agency online falls; Travelzoo 2012 results; HRS Hotels Price Radar; others.

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#### People-in-Travel:

- Wolfgang Prock-Schauer; Craig Kreeger; 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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## HEADLINES

### Commentary on tables pages 6-10

**Aviation. T1.** City-pair results. YTD for *Kuala Lumpur* +4%, *Sydney* +5%, *Tokyo* +6%. **T2.** Country-pair results. YTD for *Australia* (+4% overall, but *China* +18%), *France* (+1%, *China* +14%), *Germany* (+3%, but longhaul malaise; even *China* down, -9%), *UK* (+1%, *China* +7%), *US* (+7%, *China* +20%). **T3.** Airlines traffic. Full-year seat sales for FSAs (full-service-airlines) *Air China* (+1%, international +3%), *Cathay* (with *Dragonair*; +5%), *China Eastern* (+6% +9%), *China Southern* (+7% +15%), *Eva* (+13%), *Jet* (+7% +9%), *Malaysia* (+1% -5%), *Silk* (+11%), *Singapore* (+7%). For NFAs (no-frills-airlines) full-year for *Cebu* (+18%). **T5.** Airline results by region. YTD seat sales for Asia Pacific (AAPA members) +9%, and for other-region equivalents in the US (BTS members) +2%, Europe (AEA members) +4%. **T6.** Airport passenger traffic. YTD total +11%. Most data supplied to us by Airports Council International.

**Inbound. T8.** Visitor arrivals. (Unusually) no change from last month, due to temporary interruption of regular supply. **T9.** Running 12-month totals. As data supply from Singapore is (currently) six months later than usual (only Jan-Jun available) we estimate arrival growth.

**Outbound. T10.** Running 12-month totals; *China* (our estimates) up 19%. **T11.** Outbound travel. (Unusually) no change from last month, due to temporary interruption of regular supply.

**Hotels. T18.** YTD through November.

**Others. T12.** Travel stock indices and prices. End-2012 data. Index for Asia Pacific at 91. Full report scheduled for March edition of newsletter. **T13.** Newly-released results (albeit for 2011!) of IATA travel agencies. **T14.** Leading travel agency groups in *Japan* up 12% YTD. **T15.** Internet bookings activity in *Australia* and *New Zealand*. **T16.** Economic indicators in Asia Pacific: Full-year GDP for *China* +8%, *Taiwan* +1%. **T17.** Economic indicators for market producers: full-year GDP for *US* +2%.

### Special.

Growth in selected world travel stocks.

#### Foxtrots /Trottings (recent):

- SIA/Virgin; Low-fare-airline penetration; *China* outbound.

#### ZERO (recent):

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# MARKET DATA

-Archive data from these tables accessible on a complimentary basis from [www.travelbusinessanalyst.com](http://www.travelbusinessanalyst.com)

-For a document showing how to get the best out of these tables, subscribers should email us, and separately mail 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

### World travel stock index

Our TBA-100 Index of travel stock market prices showed a 22% increase in 2012. That counters the 16% fall in 2011 and took the Index to 90 – but it means the Index is still 10-points below the year we use as our base, end-2006.

An investor who bet US\$100 on the travel business in 2006 would collect only US\$90 if he cashed in now.

The Index was close to the 90 in 2012 in both 2007 and 2010 – but on both occasions, it fell substantially the following years.

Despite that, there seems a reasonable chance that the Index will get back to 100 this year – although that is not going to change the basic fact that travel stocks have not been a good investment.

### Growth in selected world travel stocks\*, %

Company	2012 Growth,%		2011 Growth,%	
	Company	Market	Company	Market
Accor	36	-17	-41	15
Air Asia	-27	1	49	10
Air China	14	-20	-34	23
American	127	-6	-96	13
Boeing	1	-6	14	13
IAG	25	-6	-46	6
Carnival	-20	-6	-28	13
EADS	22	-17	38	15
Expedia	143	-6	16	13
Genting†	15	-20	-36	23
Lufthansa	55	-15	-44	29
Marriott	-12	-6	-29	13
Qantas AW	2	-15	-43	15
Ryanair	30	1	-4	17
Shangri-La	15	-20	-36	23
Southwest AL	19	-6	-34	13
Sol Melia	48	-13	-44	-5
TUI	22	-15	38	29
United AL	24	-6	-21	13
Wyndham	40	-6	27	13

TBA 100 90 na 74 na

Notes: AL = Airlines, AW = Airways. \*Those that make up TBA World Index. †Before was Star Cruises. Source: stockmarkets, companies, Travel Business Analyst.

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

From:	Kuala Lumpur			Sydney			Tokyo*							
	Oct	+/-,%	YTD	Oct	+/-,%	YTD	Oct	+/-,%	YTD	Nov	+/-,%	YTD	+/-,%	
To:	12		12		12		12		12		12		12	
Bangkok	76	-34.4	1262	-0.7	Auckland	117	-14.1	1106	-3.7	China	1801	-7.6	22920	7.6
Chennai	36	7.0	396	10.0	Bangkok	48	7.4	472	2.0	Hong Kong	686	3.0	7643	26.6
Hong Kong	109	2.8	1059	-0.6	Beijing	10	23.5	112	4.0	Korea	1142	-4.7	13063	6.1
Jakarta	156	14.0	1498	19.1	Denpasar	33	16.7	286	19.3	Taiwan	612	-3.6	7477	13.3
London	43	-7.9	434	-13.2	Hong Kong	75	-8.3	777	0.9	Asia-other	2647	11.0	27518	4.2
Los Angeles	3	11.8	31	23.0	Kuala Lumpur	47	64.2	393	28.7	Guam	546	0.6	6875	4.8
Shanghai	33	5.3	303	-3.8	London	29	-19.4	294	-21.6	Pacific	2610	10.6	29405	4.9
Singapore	248	4.9	2531	4.7	Los Angeles	71	-5.7	731	-7.6	Oceania	408	17.6	4399	12.4
Sydney	48	48.3	405	26.9	Singapore	114	16.3	1036	11.3	Europe	1405	3.7	15982	4.3
Tokyo	27	15.7	259	7.3	Tokyo	31	11.8	292	18.0					
TOTAL	2313	7.6	22485	4.2	TOTAL	1063	3.3	10147	4.9	TOTAL	11438	0.0	135003	6.4

Notes: See Master Notes, this page. Routes are selected; may not be largest. \*Flights from Tokyo Narita (and actual numbers, not 1000s); double for approximate city-pair total. Source: Malaysia Airports Holdings, Department of Transport and Communications (Australia), Mile Post Japan.

### 2 Air passengers to and from Asia Pacific, x1000

From	Australia			France*			Germany			UK			US		
	Oct 12	YTD	+/-t, %	Nov 12	YTD	+/-t, %	Oct 12	YTD	+/-t, %	Nov 12	YTD	+/-t, %	Oct 12	YTD	+/-t, %
To	+/-t,%	12	%	+/-t,%	12	%	+/-t,%	12	%	+/-t,%	12	%	+/-t,%	12	%
Australia	na	na	na	na	na	na	18.2	76	-15.9	-24.3	722	-28.2	14.8	2160	14.7
China	15.8	1149	18.0	18.4	1277	14.1	-7.4	1592	-8.8	11.1	657	6.7	9.2	3188	20.0
Hong Kong	-4.8	1741	2.4	1.8	571	-7.6	-3.9	527	1.0	-6.2	1291	-0.8	-7.2	2195	10.3
India	na	na	na	-14.4	538	-3.6	-3.9	1040	-10.5	-2.8	2159	-5.4	-21.8	612	-25.5
Indonesia	0.4	1749	4.2	na	na	na	-73.4	23	-61.7	na	na	na	na	na	na
Japan	12.7	676	11.5	13.0	1049	14.0	8.1	1135	16.9	10.6	663	10.8	15.1	10179	18.7
Korea	-6.1	390	3.6	3.6	443	5.8	-1.7	569	5.8	9.0	340	20.2	10.6	3984	12.2
Malaysia	19.8	1583	-0.9	-13.0	183	-21.3	-8.3	113	-11.0	4.5	473	-6.6	na	na	na
New Zealand	-2.4	4661	1.0	na	na	na	na	na	na	2.1	190	-19.5	-13.1	572	-3.5
Philippines	-7.0	220	5.0	na	na	na	na	na	na	na	na	na	6.3	695	4.0
Singapore	12.6	3741	7.2	5.1	434	3.0	5.0	778	17.5	16.1	1156	8.5	-25.0	77	-33.7
Taiwan	-11.5	155	-6.5	-1.2	92	6.4	-4.6	103	-4.0	-31.2	91	-39.1	-4.6	1383	-8.2
Thailand	4.4	1213	1.3	34.6	381	-4.8	-18.6	778	-17.7	22.5	584	10.4	na	na	na
TOTAL	4.2	24022	3.8	0.3	71016	1.5	1.9	134365	3.1	4.2	170542	0.9	2.8	149627	7.0

Notes: \*Paris airports only; total is Nov and Jan-Nov. †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 - [luftverkehr@destatis.de](mailto:luftverkehr@destatis.de), [www.statistik-bund.de](http://www.statistik-bund.de); US (for International Trade Administration, Tourism Industries), [www.tinet.itadoc.gov](http://www.tinet.itadoc.gov)

Master Notes: Exchange rates (start of previous month) - US\$1 to A\$0.96, Y6.23, HK\$7.75, IRp54.8, ¥82.3, W1082, MR3.04, NZ\$1.21, S\$1.22, NT\$29.1, Bt30.7.

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, 2012

Regular airlines	Mth	Mth		YTD		+/- %	ASK mn	+/- %	RPK mn	+/- %
		SS	RPK	SS	+					
		+/-, %	+/-, %	1000	%					
<b>-Systemwide</b>										
Air China	Dec	7.9	8.5	49312	1.3	118903	4.3	95940	3.0	
Air New Zealand	Nov	0.1	3.5	11803	0.5	29686	2.9	24547	3.1	
All Nippon AW	Oct	-6.0	5.8	5330	15.8	30489	9.1	23342	17.2	
Asiana	Oct	-3.5	2.3	8962	4.7	33064	6.3	24855	4.4	
Cathay Pacific AW*	Dec	2.5	-3.1	28961	5.0	129595	2.6	103837	2.3	
China AL	Oct	3.8	0.8	10121	5.7	35396	4.4	27489	2.5	
China Eastern AL	Dec	6.9	9.7	73037	6.3	136484	6.9	108893	8.1	
China Southern AL	Dec	9.7	9.6	86528	7.3	169368	12.1	135307	10.6	
Eva Air	Dec	11.9	7.2	7525	12.9	32770	6.4	25988	8.1	
Garuda	Oct	8.3	3.1	3006	12.6	15232	5.1	11100	5.5	
Japan AL	Nov	-0.4	9.1	22325	-1.3	61330	-0.8	43934	7.0	
Jet AW	Dec	-9.8	-10.4	17414	7.4	38559	3.3	30613	5.2	
Korean Air	Oct	-1.2	1.2	13911	10.1	69366	6.1	54645	7.1	
Malaysia AL	Dec	15.2	12.0	13389	0.6	49755	-6.1	37170	-6.4	
Philippine AL	Oct	3.4	-0.7	3377	3.7	18317	0.6	13273	-0.1	
Qantas AW*	Nov	6.4	1.3	43511	5.6	128448	3.1	102246	3.2	
Royal Brunei AL	Oct	-17.8	-25.0	838	-25.7	4387	-28.1	2935	-31.8	
Silk Air	Dec	5.5	11.1	3280	11.4	6850	20.8	5127	19.2	
Singapore AL	Dec	6.0	6.1	18054	6.8	117586	4.7	92944	7.6	
Thai AW	Sep	6.5	4.1	15118	8.8	58458	-0.2	44836	6.0	
Vietnam AL	Oct	7	8	4312	10	16939	5	13341	15	
<b>-International</b>										
Air China	Dec	-1.5	3.7	6759	2.7	45323	4.0	36196	4.6	
China Eastern AL	Dec	11.4	17.6	7909	9.4	36351	5.2	28989	11.3	
China Southern AL	Dec	6.1	11.0	6911	15.5	34269	23.0	25600	24.4	
Japan AL	Nov	8.0	16.6	6863	12.5	40500	2.9	30784	13.8	
Jet AW	Dec	-6.1	-10.0	5620	9.5	25179	2.3	20819	5.6	
Jetstar	Nov	17.1	15.8	4522	15.4	17089	16.4	12862	16.4	
Malaysia AL	Dec	15.0	11.5	8330	-4.6	44141	-7.3	33078	-8.5	
Qantas AW*	Nov	-3.1	-4.3	5364	-1.4	55154	-3.7	45376	-2.7	
Thai AW	Jun	13.6	11.2	7027	8.0	36426	-0.3	27953	7.1	
Virgin Aust	Nov	5.0	4.6	2323	3.6	14204	0.1	11008	-0.9	

### Low-fare-airlines

-Systemwide	Period	SS, x1000	Growth, %	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %
Air Asia-ID	Jan-Sep	2721	15.6	Q3	1513	7.9	Q2	1447	14.9
Air Asia-MY	Jan-Sep	9724	10.6	Q3	4749	9.4	Q2	4903	9.6
Air Asia-TH	Jan-Sep	4066	18.5	Q3	1962	21.8	Q2	1935	19.8
Air Asia-all	Jan-Sep	16511	13.3	Q3	8224	11.8	Q2	8285	12.8
Air Asia X	Jan-Sep	1910	1.6	Q3	640	3.2	Q2	580	-6.5
Cebu Pacific	Jan-Dec	14094	18.1	Dec	1232	10.8	Nov	1150	12.4
Jetstar Asia	Jan-Nov	3196	25.1	Nov	297	16.9	Oct	285	11.8
Jetstar,Aust	Jan-Nov	10186	9.3	Nov	971	14.9	Oct	1039	13.6
Tiger Asia	Q4	1192	22.9	Dec	436	18.8	Nov	389	30
Tiger,Aust	Q4	714	123.1	Dec	257	125.4	Nov	239	132
Virgin,Aust	Jan-Nov	15654	5.5	Nov	1467	3.2	Oct	1537	1.8

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. \*Includes in previous periods, Dragonair with Cathay. 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.

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

Item	Asia Pacific, AAPA				US, BTS		Europe, AEA	
	Nov 12	+/- %	YTD 12	+/- %	Jan-Oct 12	+/- %	Jan-Nov 12	+/- %
SS, mn	17.0	10.3	188.7	8.9	82.6	1.9	258.2	3.7
ASKs, bn	81.7	4.4	906.0	4.7	440.6	-0.3	944.3	2.3
RPKs, bn	62.6	8.7	705.8	6.7	355.5	0.9	754.9	4.6
Pax LF, %	76.6	3.0	77.9	1.8	80.7	1.0	79.9	1.8

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

## 4 Airline financial results, US\$\*

Item	CA	NH	CX	JL	QF	SQ
	Y-Dec 11	Y-Mar 12	Y-Dec 11	Y-Mar 12	Y-Jun 12	Y-Mar 12
Revenue, mn	15621	17151	12616	15060	16379	12080
Op Profit, mn	1485	1180	610	2563	276	232
<b>Revenue per</b>						
ASK, USc*	10.3	18.8	9.99	19.2	11.7	10.2
RPK, USc*	12.6	28.6	12.42	28.6	14.7	13.3
Pax, US\$*	224	382	457	421	351	609
<b>Profit per</b>						
ASK, USc*	0.98	1.29	0.48	3.26	0.20	0.20
RPK, USc*	1.20	1.97	0.60	4.87	0.25	0.26
Pax, US\$*	21.3	26.3	22.1	71.6	5.9	11.7

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.

## 6 Asia Pacific international airport passengers, 2012

City	Month*	Number	Growth %	Jan thru	Growth
				month shown	%
Auckland	Oct†	612,976	-3.5	5,890,457	2.1
Bali	Mar†	280,718	-20.4	961,887	-13.1
Bangkok	Dec	3,136,984	6.4	31,417,712	9.0
	Oct†	3,398,433	19.2	32,776,098	9.6
Beijing	Dec	1,117,004	17.1	14,154,319	20.4
	Oct†	1,301,707	0.3	13,133,656	6.8
Brisbane	Oct†	395,178	-1.3	3,659,032	0.6
Chennai	Oct†	348,928	3.2	3,656,951	3.6
Colombo	Oct†	590,627	15.6	5,886,955	15.8
Delhi	Dec	954,354	15.3	10,024,769	15.0
	Oct†	839,877	-7.1	8,586,952	5.9
Guangzhou	Oct†	684,344	20.2	6,341,760	23.2
Hong Kong	Dec	4,772,000	7.5	53,878,000	5.8
	Dec†	4,954,000	3.8	56,468,000	4.8
Jakarta	Oct†	982,237	17.0	8,910,065	1.6
Kuala Lumpur	Oct†	2,313,045	9.2	22,484,800	5.1
Macau	Oct†	383,889	15.2	3,698,060	10.1
Manila	Oct†	1,097,336	23.3	11,760,773	9.9
Melbourne	Oct†	585,162	5.7	5,536,623	5.4
Mumbai	Dec	829,322	5.8	8,559,556	12.2
	Oct†	733,327	-5.4	7,939,116	4.6
Nadi	Sep†	151,687	4.7	1,190,505	-0.9
Nooumea	Oct†	38,807	-4.8	397,016	-1.1
Osaka KIX	Oct†	885,580	1.4	9,442,884	17.2
Papeete	Sep†	44,909	5.1	394,918	1.1
Perth	Oct†	330,018	9.5	2,927,623	6.6
Phuket	Oct†	412,300	18.5	4,035,523	15.2
Seoul	Oct†	3,615,821	6.5	35,452,164	11.3
Shanghai	Dec	1,179,867	23.1	15,067,051	29.9
	Oct†	1,357,316	-5.3	14,698,678	7.8
Singapore	Dec	4,525,348	11.4	46,543,845	10.7
	Dec†	4,916,197	8.6	51,181,804	10.0
Sydney	Dec	1,102,422	3.8	11,409,131	7.3
	Oct†	1,063,435	3.2	10,020,894	4.7
Taipei	Oct†	2,174,995	9.0	21,537,960	12.2
Tokyo Haneda	Oct†	651,223	2.5	6,633,871	15.9
Tokyo Narita	Dec	2,334,162	-9.7	32,216,298	4.3
	Oct†	2,388,589	3.1	24,934,161	15.7
ASIA PACIFIC-A	Dec	101,052,781	7.8	1,171,232,331	11.5
	Oct†	110,487,061	4.0	1,082,749,306	11.3
Intl	Dec	38,388,110	7.1	429,453,267	14.2
	Sep†	39,087,492	6.5	364,239,819	11.6

Notes: See Master Notes, page 6. \*2011 unless stated otherwise. †2010.

‡2012. A = Domestic and international; data as supplied. Source: civil aviation departments, airports, Airports Council International.

# MARKET DATA

## 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†	5,885,429	5.4	30.0	150.60
	Oct‡	4,863,130	3.9	30.0	150.60
Bhutan	Sep‡	27,769	27.0	8.0	200.00
Cambodia	Oct‡	2,868,499	23.7	6.5	95.00
China	Nov‡	121,218,300	-2.0	7.0	100E
foreigners	Dec†	26,126,900	19.1	7.0	100E
	Sep‡	20,375,900	1.8	7.0	100E
Cook Islands	Sep‡	89,915	6.8	10.5	115.84
Fiji	Mar‡	136,106	3.7	8.7	124.58
Guam	Oct‡	1,081,178	13.0	3.1	302.93
Hawaii	Dec†	6,986,602	8.8	9.19	179.88
	Oct‡	6,483,685	9.0	9.19	179.88
Hong Kong	Dec†	12,565,555	14.6	3.28	200.10
	Oct‡	10,532,730	-0.8	3.28	200.10
India	Dec	5,666,434	8.8	16.0	92.68
	Nov‡	5,899,000	5.8	16.0	92.68
Indonesia	Oct‡	6,583,629	5.0	9.09	107.70
Japan	Dec	6,219,275	-27.8	6.5	160.42
	Nov‡	7,678,865	36.0	6.5	160.42
Korea	Dec	9,794,796	11.3	6.9	163
	Nov‡	10,300,636	15.1	6.9	163
Laos	Sep‡	2,417,519	12.0	4.5	23.03
Macau	Oct‡	3,368,890	-3.3	1.36	181.80
Malaysia	Dec	24,714,324	0.6	6.2	105.67
	Sep‡	18,153,643	0.7	6.2	105.67
Maldives	Oct‡	783,999	3.1	8.5	56.00
Marianas	Oct‡	328,856	18.2	3.52	100.00E
Mongolia	Dec	627,007	12.5	NA	NA
Myanmar	Oct‡	442,377	46.4	7.0	70.00
Nepal	Nov‡	553,430	10.4	9.1	14.09
New Caledonia	Oct‡	89,134	0.6	19.1	87.09
New Zealand	Nov‡	2,200,659	-1.6	20.22	115.33
Pakistan	Dec†	906,800	6.1	25.0	13.20
Palau	Oct‡	98,817	9.2	E4	NA
PNG	Oct‡	136,154	-0.3	17.3	28.24
Philippines	Oct‡	3,478,285	9.2	11.94	82.96
Singapore	Dec	13,169,729	13.2	4.6	161.07
	Jun‡	7,082,161	11.4	4.6	161.07
Sri Lanka	Nov‡	883,353	16.5	10.0	79.10
Tahiti	Sep‡	125,727	3.9	13.21	150.88
Taiwan	Nov‡	6,608,882	21.5	6.52	180.52
Thailand	Dec	17,292,376	20.7	9.19	119.38
	Nov‡	19,761,794	13.6	9.19	119.38

### International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Tonga	Jul	24,252	2.0	5.0	56.87
Vanuatu	Sep‡	79,462	15.7	9.7	146.17
Vietnam	Nov‡	5,971,180	10.7	9.6	64.04
Asia Pacific	latest-E	304,089,802	5.3	NA	NA

### International arrivals

City/region	Period	Number	Growth,%	Source	Comment
Bali	Jan-Sep 12	2,126,281	3.6	PATA	direct arrivals
Sabah	Jan-Apr 12	304,499	15.5	PATA	direct arrivals
Sarawak	Jan-Mar 12	661,685	22.9	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	2009	650.0	15.5	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. \*2011 unless stated otherwise. †2010. ‡2012. E = Indicative selected totals only; approx Jan-Sep/Oct 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	8,824	19.4	7,686	10.5	9,579	10.7
Dec 10	26,127	19.1	12,566	14.6	11,637	19.9	15,797	12.1
Oct 12	27,143E	2.8	12,898	-0.5	14,413E	10.8	20,663	6.6

Notes: See Master Notes, page 6. 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 10	57,387	20.4	16,637	7.7	12,488	31.5	9,415	15.6
Oct 12	80,014	18.7	18,580	11.0	13,444	5.7	10,076	5.2

Notes: See Master Notes, page 6. †Estimates by Travel Business Analyst for 2010-11 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	7,795,100	9.6	PATA	26,600
	Oct†	6,665,800	5.2	PATA	26,600
China	Dec	70,250,000	22.4	PATA	72,600
	Sep‡	57,610,137	18.1	TBA	72,600
Hong Kong	Dec†	84,442,451	3.0	PATA	19,100
	Sep‡	63,802,778	1.0	PATA	19,100
India	Dec	14,210,000	9.4	PATA	13,700
Indonesia	Dec	6,594,231	5.8	PATA	6,300
Japan-B	Dec	16,993,071	2.1	DMO	27,200
	Nov‡	17,061,658	9.8	DMO	27,200
Korea-B	Dec	12,693,733	1.6	DMO	19,500
	Nov‡	12,567,006	7.7	DMO	19,500
Macau	Sep‡	932,190	41.4	PATA	NA
Malaysia	Dec 03	32,200,550	7.8	PATA	10,800
New Zealand	Nov‡	1,952,367	4.2	PATA	3,400
Philippines	Dec 08	3,354,857	9.4	PATA	3,600
Singapore-D	Sep‡	5,622,575	2.8	PATA	21,100
Taiwan-B	Dec	8,893,130	2.4	DMO	10,100
	Nov‡	9,486,320	6.3	DMO	10,100
Thailand	Dec	5,397,248	1.1	PATA	5,700
Asia Pacific	latest-E	122,539,126	4.0	various	NA

Notes: See Master Notes, page 6. \*2011 unless stated otherwise. †2010. ‡2012. A = Excludes travel to China and Macau. B = Citizens. D = Excludes departures by land. E = Indicative selected totals only; approx Jan-Sep/Oct 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‡		
	Oct 2012	Growth†, stock	market	TBA 100 index* AL/HO All	Region	Dec 2012
Air Asia	2.74	-0.7	5.1	168	191	Asia Pacific 91
Air China	6.55	26.2	3.9	218	248	
Air NZ	1.30	-3.0	1.3	1	1	
All Nppn AW	181	2.3	10.2	46	53	
Cathay P AW	14.2	5.3	3.9	99	112	Europe 71
China AL	12.0	0.0	1.3	61	69	
Malysn AL	0.71	-13.9	5.1	20	22	
Qantas AW	1.49	10.8	3.2	42	48	
Singpre AL	10.8	0.6	3.4	63	71	World 90
Thai AW	22.1	2.3	4.7	69	78	
Mndrn-Orntl	1.45	1.8	3.4	na	na	
Shangri-La	15.4	2.9	3.9	183	207	

Notes: See Master Notes, page 6. \*100 base on Dec 00 prices except Dec 04 for AK and 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, 2011

Country	Locations	Growth %	Net sales US\$mnn*	Growth %	Per agency US\$mnn*	Growth %
Australia†	1,852	40.3	12,906	28.6	6.97	-8.3
China	3,995	222.4	23,231	13.0	5.82	-65.0
Hong Kong	306	-4.1	3,542	11.1	11.57	15.8
India	3,123	3.4	7,144	5.8	2.29	2.3
Indonesia	660	28.2	2,110	27.5	3.20	-0.5
Japan	769	50.8	19,457	11.9	25.30	-25.8
Korea	677	-4.4	6,272	12.7	9.26	17.9
Malaysia	679	1.8	1,648	12.9	2.43	10.9
New Zealand†	512	-5.7	1,799	14.8	3.51	21.7
Philippines	216	-0.9	1,003	7.2	4.64	8.2
Singapore	278	3.3	3,260	13.3	11.73	9.6
Taiwan	365	0.3	2,943	13.8	8.06	13.5
Thailand†	382	0.0	1,142	-13.4	2.99	-13.4
Asia Pacific	10,981	6.7	58,896	14.7	5.36	7.6
World	49,087	-4.4	232,409	11.4	4.73	16.4

Special: Following restatements of some data by IATA (which followed queries from TBA), some growths appear mis-stated. We await corrections for Australia and China; our experience is that this could be months. 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	Aug 12	+/-†,%	Sep 12	+/-†,%	YTD 12	+/-†,%
JTB	811	20.5	552	-0.3	4705	18.1
HIS	560	7.4	441	-6.3	3396	11.2
Hankyu	239	11.5	266	-0.6	2509	22.3
KNT	207	-3.2	166	-6.8	1301	6.0
NTA	200	8.2	147	-14.9	1247	0.7
Jalpak	105	11.1	83	0.2	655	21.1
NEC	72	17.0	71	-25.8	556	8.5
Club Tourism	52	-15.9	63	-26.4	509	5.1
Travel Plaza	65	29.7	60	3.2	423	27.7
Nissin	50	6.1	53	-1.0	407	11.2
<b>Top 59</b>	<b>3433</b>	<b>11.6</b>	<b>2699</b>	<b>-5.9</b>	<b>22419</b>	<b>12.5</b>

Notes: Certain months are calculations by TBA. 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 ¥80. †Over same period, year earlier. Source: Adrian Mangiboyat (Japan), Travel Business Analyst.

## 15 Internet bookings/sales of selected companies/markets

Company	Item	Period	Number	Previous	Source
Aust/NZ online	Leis/unmanaged biz tvl	2011	\$12.2b	\$9.6b	PCW
		2013	\$14.8b	\$13.5b	PCW
	Suppliers	2011	\$10.0b	\$7.8b	PCW
		2013	\$12.2b	\$11.1b	PCW
OTAs	2011	\$2.2b	\$1.8b	PCW	
	2013	\$2.6b	\$1.4b	PCW	
	2011	\$67b	\$53b	PCW	
AsPac online	share	2011	22%	20%	PCW

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/PPP per person,US\$period	Inflation Growth*†,%
	2012	2013	Period	2012		
Australia	3.4	2.8	Q3:	3.1	44,390	Q3: 2.0
China	7.8	8.5	Q4:	7.9	10,410	Dec: 2.5
Hong Kong	1.6	2.6	Q3:	1.3	52,830	Oct: 3.8
India	5.4	6.5	Q3:	5.3	4,270	Dec: 10.6
Indonesia	6.3	6.4	Q3:	6.2	5,240	Nov: 4.3
Japan	1.9	1.0	Q3:	0.5	37,430	Dec: -0.1
Korea	2.2	3.4	Q3:	1.5	33,310	Nov: 1.6
Malaysia	5.2	4.5	Q3:	5.2	17,980	Dec: 1.2
Singapore	1.5	2.9	Q3:	0.3	49,350	Oct: 4.6
Taiwan	1.1	3.0	Q4:	3.4	45,220	Dec: 2.4
Thailand	5.8	4.2	Q3:	3.3	10,010	Nov: 2.7
Vietnam	5.0	5.4	'12:	5.0	3,850	Dec: 7.1

Notes: See Master Notes, page 6. GDP = gross domestic product, PPP = purchasing power parity. \*Over period year earlier. †Official and other estimates. Source: Central Intelligence Agency, The Economist.

## 17 Economic indicators of major visitor-producing countries for Asia, 2012

Country	GNP/GDP	Retail sales	Consumer prices	Wages/earnings
Australia	3.1 Q3	3.2 Q3	2.0 Q3	3.7 Q2
Germany	0.9 Q3	-4.7 Dec	1.9 Jan	2.8 Nov
Japan	0.5 Q3	na	-0.1 Dec	-2.3 Dec
UK	-0.1 Q3	0.6 Oct	2.7 Nov	1.8 Oct
US	1.5 Q4	4.2 Dec	1.7 Dec	1.8 Dec
Euroland	-0.6 Q3	-3.4 Dec	2.0 Dec	2.5 Q3

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

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## 18 Hotelt measures in Asia Pacific, November

Location	Occupancy, %				Average room rate, local					Revpar, US\$*			
	2012		2011		2012	US\$*		2011		2012		2011	
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
<b>Bali-all</b>	66.0	72.6	76.4	75.7	1633860	188.48	177.12	139.29	155.28	124.38	128.62	106.38	117.57
<b>U-4</b>	62.6	67.0	82.1	79.6	837328	101.72	90.77	113.06	126.01	63.63	60.85	92.80	100.37
<b>5-star</b>	NA	NA	72.7	74.4	NA	NA	NA	171.18	196.65	NA	NA	124.40	146.38
<b>Bangkok-all</b>	80.8	69.2	51.3	61.2	3610	126.96	118.44	102.34	107.73	102.60	82.01	52.49	65.91
<b>L-4</b>	84.1	69.3	66.2	60.4	1970	60.95	64.65	60.39	66.12	51.24	44.79	40.00	39.92
<b>U-4</b>	84.1	69.8	50.8	61.2	2978	108.14	97.71	80.62	88.28	90.95	68.21	40.93	54.03
<b>Beijing-all</b>	73.6	70.2	76.3	70.4	673	107.07	107.40	97.02	96.85	78.81	75.37	74.04	68.14
<b>L-4</b>	75.7	72.2	80.7	73.5	457	73.34	72.84	74.86	72.59	55.53	52.58	60.38	53.37
<b>U-4</b>	75.2	72.1	72.7	68.7	738	118.17	117.66	111.91	111.21	88.84	84.85	81.34	76.37
<b>Colombo</b>	69.2	73.8	66.2	64.5	16932	149.7	140.30	130.05	129.08	103.6	103.49	86.04	83.21
<b>Delhi</b>	70.2	67.9	78.4	67.6	10070	206.35	198.28	227.50	209.20	144.78	134.62	178.26	141.48
<b>Fiji</b>	68.0	69.7	75.9	72.1	255	137.24	146.56	97.81	120.70	93.34	102.19	74.26	87.01
<b>Goa</b>	NA	86.0	67.2	53.1	8226	NA	161.97	171.11	147.43	NA	139.32	114.92	78.22
<b>Guangzhou</b>	73.5	61.4	70.4	62.1	623	91.20	99.33	89.94	96.17	67.05	61.00	63.32	59.75
<b>Hanoi</b>	79.4	62.8	73.3	57.9	2045067	94.19	98.10	129.60	112.41	74.75	61.64	94.97	65.08
<b>Ho Chi Minh City</b>	79.3	68.7	86.3	69.8	2530395	121.40	121.38	122.79	120.61	96.27	83.45	105.91	84.16
<b>Hong Kong-all</b>	91.4	82.6	92.3	85.4	1853	248.79	238.94	247.16	217.37	227.32	197.33	228.19	185.65
<b>3-star</b>	95.9	91.3	96.4	90.4	948	126.39	122.27	119.92	104.88	121.19	111.59	115.64	94.76
<b>L-4</b>	92.4	79.8	94.3	88.4	1547	209.75	199.52	217.54	186.60	193.91	159.15	205.03	165.00
<b>Jakarta-all</b>	75.8	69.0	82.4	70.1	1035235	130.14	112.22	94.52	86.06	98.71	77.48	77.86	60.36
<b>U-4</b>	77.7	68.6	82.5	68.0	763516	85.43	82.77	75.50	67.32	66.41	56.79	62.26	45.75
<b>Kuala Lumpur-all</b>	74.0	71.7	77.2	71.5	373	125.34	123.62	114.50	110.98	92.80	88.68	88.44	79.40
<b>L-4</b>	67.8	75.0	90.8	73.3	234	81.61	77.71	68.79	68.53	55.36	58.24	62.49	50.25
<b>Macau-all</b>	88.6	79.0	80.4	83.4	1450	186.7	185.08	176.25	183.22	165.5	146.14	141.77	152.87
<b>casino hotels</b>	86.8	76.5	76.9	82.0	1584	201.6	202.19	193.83	203.64	175.0	154.73	149.04	167.01
<b>Maldives-all</b>	70.3	68.8	78.8	69.2	8818	493.95	579.75	571.55	581.04	347.34	399.14	450.53	401.93
<b>U-4</b>	71.8	70.6	80.4	73.5	6187	396.06	406.76	376.08	378.46	284.50	287.25	302.41	278.07
<b>Manila-all</b>	82.5	76.4	78.2	72.3	4511	118.38	107.24	108.69	106.77	97.70	81.92	85.02	77.18
<b>L-4</b>	80.7	77.6	82.5	76.1	3135	87.30	74.52	74.80	70.20	70.43	57.83	61.74	53.45
<b>Melbourne-all</b>	93.3	79.1	87.6	80.3	208	232.77	221.45	211.65	203.81	217.07	175.17	185.32	163.70
<b>L-4</b>	90.2	79.7	88.9	76.8	165	178.85	175.62	176.19	172.97	161.34	139.99	156.63	132.81
<b>Mumbai</b>	60.6	51.4	70.5	59.6	9528	194.22	187.60	183.37	176.86	117.72	96.40	129.29	105.38
<b>Pattaya</b>	87.6	78.5	75.6	76.1	3070	113.71	100.73	87.18	78.64	99.64	79.10	65.92	59.86
<b>Penang</b>	53.2	59.2	65.1	65.2	277	87.75	91.94	74.89	70.98	46.68	54.47	48.78	46.29
<b>Phuket-all</b>	75.0	77.3	77.1	73.1	4297	160.39	141.00	140.58	127.00	120.33	109.03	108.39	92.81
<b>L-4</b>	79.3	82.6	80.9	75.6	3780	143.95	124.01	128.60	119.01	114.22	102.37	103.98	90.00
<b>Seoul-all</b>	85.4	78.2	91.0	83.0	256069	271.75	231.62	198.74	188.56	232.01	181.14	180.80	156.43
<b>U-4</b>	NA	73.9	90.6	83.3	216008	NA	195.38	173.61	166.08	NA	144.36	157.22	138.33
<b>5-star</b>	85.4	82.4	91.8	82.3	290811	271.75	263.04	248.32	234.92	232.01	216.69	227.93	193.30
<b>Shanghai-all</b>	66.0	59.8	66.4	58.7	622	101.75	99.17	109.46	112.02	67.18	59.35	72.68	65.81
<b>L-4</b>	60.4	56.8	66.2	57.6	454	74.71	72.36	73.88	71.55	45.10	41.06	48.93	41.21
<b>U-4</b>	73.9	64.4	69.9	61.9	738	120.55	117.74	142.87	137.47	89.10	75.80	99.82	85.08
<b>5-star</b>	NA	52.0	50.9	44.6	1100	NA	175.50	148.09	269.11	NA	91.32	75.34	119.90
<b>Shenzhen</b>	72.5	62.7	63.4	65.4	739	115.41	117.92	125.34	125.00	83.65	73.97	79.45	81.72
<b>Singapore-all</b>	88.6	86.8	90.5	85.6	279	231.63	225.35	207.43	210.14	205.17	195.57	187.77	179.92
<b>L-4</b>	89.7	85.9	89.6	87.4	206	166.42	166.20	168.29	168.23	149.28	142.69	150.82	146.99
<b>U-4</b>	90.9	87.1	93.2	85.9	279	224.31	225.38	212.55	219.02	203.97	196.33	198.16	188.03
<b>Sydney-all</b>	91.2	85.6	90.7	85.6	222	259.12	236.19	228.33	213.35	236.32	202.24	207.02	182.64
<b>L-4</b>	90.2	85.0	88.9	84.8	164	186.49	174.31	188.23	174.14	168.22	148.11	167.29	147.63
<b>U-4</b>	92.3	88.7	93.9	88.7	249	285.84	265.68	267.72	242.59	263.96	235.78	251.49	215.29
<b>Taipei</b>	81.4	73.3	84.7	71.4	4864	191.58	166.05	153.29	145.22	155.98	121.76	129.82	103.65
<b>Tokyo-all</b>	82.8	72.6	77.9	62.1	21645	269.52	267.20	272.45	269.77	223.08	193.98	212.15	167.40
<b>L-4</b>	87.1	80.7	85.8	77.1	19290	242.36	238.12	238.50	227.75	211.01	192.16	204.63	175.65
<b>U-4</b>	NA	68.9	74.1	58.0	22895	NA	282.64	290.94	284.92	NA	194.80	215.68	165.17
<b>OTHERS</b>													
<b>Dubai</b>	92.6	84.1	92.8	77.4	530	164.64	144.26	161.87	129.94	152.51	121.30	150.24	100.58
<b>London</b>	83.7	81.6	83.8	85.3	213	295.62	340.73	285.11	290.25	247.31	278.02	238.81	247.56
<b>New York</b>	87.0	83.4	82.7	81.3	83	288.18	83.40	278.63	240.79	250.85	206.30	230.42	195.68
<b>Asia Pacific-total</b>	77.8	71.2	77.6	71.5	na	161.99	155.54	151.13	147.86	128.87	112.99	119.76	107.13
<b>US-total</b>	56.5	62.6	55.7	61.2	63	104.63	62.60	100.85	101.76	59.10	66.47	56.17	62.32
<b>Europe-total</b>	72.3	73.1	73.7	74.8	na	225.59	244.03	225.72	253.70	162.69	179.95	167.57	190.78
<b>World</b>	68.9	69.0	69.0	69.2	na	164.07	154.06	159.23	167.77	116.89	119.81	114.50	120.08

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.

# Trends

**Down, up: Hong Kong, Myanmar**  
2012 visitor reports on two destinations. Hong Kong, perhaps a fading giant in Asia's visitor business. And Myanmar, almost everyone's-favourite newcomer.

Firstly, though, we must put the two into perspective. Myanmar may be growing fast, but its visitor count is only 1% of Hong Kong's (and still only 4% even if China is deducted)!

- **Hong Kong**, see Table 1. Its visitor business is in trouble. We are not sure if the DMO (destination marketing organisation) knows, does not know, or is in denial – because recognising its troubles might threaten jobs of its leaders. Much easier to blame the economic slowdown.

With the grand total count up 16%, it may seem the inbound business is good, very good. But if Hong Kong wants to be a 'world city' rather than just an excursion destination and medical destination for travellers from China, something needs to happen.

China is an eye-watering 72% of the market. That might matter less if other strong markets were doing well; but they are not. Non-China markets fell 1% over the year, but some key markets performed worse. Incredibly, big markets falling were Australia, Germany, Japan, Singapore, Taiwan. Even two great-hope markets – India and the Middle East – fell.

There was some good news. Korea increased, as did the region's new star market, Russia – which is on track to overtake France and Germany this year.

Also growing were Philippines and the UK, although there is a strong element of VFR (visiting friends or relatives) traffic in these markets, and so the DMO cannot fairly claim to have influenced all this growth.

- **Myanmar**, see Table 2. The DMO says total arrivals in 2012 were 1.1mn, which would have been a 30% increase; it had targetted 25-30% increase.

Analysis is complicated by the fact that breakdowns are given only for air arrivals, representing 55% of the total. And that those breakdowns are by passport, not residence. In particular, that generally overstates arrivals from Europe and the US, and understates those from Australia, and certain markets in Asia, primarily Hong Kong, Japan, Singapore, Thailand.

Table 1

Visitor arrivals in Hong Kong, 2012				
Market	No,x1000	Growth,%	AAGR,%	Share,%
China	34911	24.2	17.7	71.8
Taiwan	2089	-2.8	-1.4	4.3
Japan	1255	-2.3	-1.1	2.6
US	1185	-2.3	-0.8	2.4
Korea	1078	5.6	4.2	2.2
Singapore	728	-8.3	2.9	1.5
Philippines	710	7.6	5.1	1.5
Australia	632	-1.9	-0.04	1.3
UK	533	5.3	-2.4	1.1
India	414	-16.8	5.5	0.9
Canada	393	-4.4	-0.1	0.8
France	226	-3.3	-0.4	0.5
Germany	223	-0.3	-1.0	0.5
Russia	186	41.8	41.5	0.4
Middle East	186	-6.5	0.1	0.4
<b>Total</b>	<b>48615</b>	<b>16</b>	<b>11.5</b>	<b>100</b>

Notes: AAGR = annual average growth rate, 5 years, 2007-12.  
Source: Hong Kong Tourism Board, Travel Business Analyst.

Table 2

Visitor arrivals in Myanmar, 2012			
Passport	No,x1000	Growth,%	Share,%
Thailand	94.3	52.9	15.9
China	70.8	14.2	11.9
Japan	47.7	123.7	8.0
US	37.6	73.4	6.3
Korea	34.8	54.5	5.9
Malaysia	30.5	31.0	5.1
France	30.1	54.9	5.1
Singapore	26.3	70.9	4.4
UK	24.3	119.8	4.1
Germany	23.1	64.7	3.9
Taiwan	22.1	41.9	3.7
Australia	18.3	75.3	3.1
India	16.9	36.9	2.8
Italy	10.8	11.5	1.8
<b>Air total</b>	<b>593.4</b>	<b>51.7</b>	<b>100</b>
Yangon	559.6	53.4	na
Mandalay/Bagan	32.5	55.5	na
Naypyitaw	1.3	-77.4	na
<b>Grand total</b>	<b>1059.0</b>	<b>29.7</b>	<b>na</b>

Notes: Air gateways only. Source: Ministry of Hotels & Tourism, Travel Business Analyst.

In the case of Myanmar, we estimate the difference could be substantial – with 15-20% of air arrivals 'wrongly' classified.

Despite this, there are certain noteworthy factors:

- Chinese have moved from being the major source, to second. However, this is due as much to politics as travel motivation. There has been a political standoff between China and Myanmar, plus the arrivals of Americans and Europeans has slowed the Chinese market. The Chinese 14% growth was well below average.

- And the Japanese 124% was well above. However, 10 years ago, Japanese were the top market.

- Growth for Americans, probably the most keen to visit after political relations became more friendly, was above average.

- French, usually more cultural travellers than other Europeans, was the largest source from Europe. But the biggest increase was the 120% growth from the British – but we believe a big chunk of these, possibly as much as 20%, are living in other countries, and particularly in Asia.

- Also growing strongly were Singaporeans and Australians. Weak were Indian, Italian, Malaysian, Spanish.

- Of those markets below 1%, the Russians (+7%) are not yet growing into Myanmar as they are into other destinations. And the Hong Kong total (5mn) would be much higher if the breakdown was by residence, possibly giving it another point in percentage share.

## Briefs

- The US equivalent of a ministry of tourism (Office of Travel & Tourism Industries) has surveyed ground operators. Among the findings:

- 77% project an increase in bookings from China, 18% the same, 5% a fall in Q1.

- in Q2, 73% higher (18% much higher), 9% the same, 0% a fall.

- IATA (International Air Transport Association) reports traffic in 2012 grew 5.3% - international +6.0%, domestic +4.0%, Asia Pacific +5.2%, Europe +5.3%, North America +1.3%.



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