

Travel Business Analyst

Markets + Marketing + Strategy

ASIA PACIFIC • JULY 2009

Market Monitor

Not all sources shown, for reasons of space; not shown are usually relevant principals. Percentage change unless noted otherwise.

- World Travel Industry Index: Mar -11-E; Feb -10.8-P; Jan -7.0; Dec -6.3; Nov -5.6; Oct -2.0; Sep -2.5. *TBA*.
- World airport passengers: Apr ttl -3.0, intl -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; Nov -7.8 -5.8; Oct -3.4 -1.4; Sep -4.2 -2.7. *ACI*.
- World air traffic (RPKs): May -9.3; Apr -3.1; Mar -11.1; Feb -10.1; Jan -5.6; Dec -4.6; Nov -4.6; Oct -1.3; Sep -2.9. *IATA*.
- World travel stocks index: May 48 (on 100); Apr 43; Mar 35; Feb 35; Jan 40; Dec 44; Nov 43; Oct 47; Sep 57. *TBA*.
- World visitor arrivals: Apr -2.3; Mar -13.3; Feb -10.3; Jan -7.8; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. *WTO*.
- AsPac airlines seat sales: Mar -10.6; Feb -13.8; Jan -8.3; Dec -12.0; Nov -12.1; Oct -5.2; Sep -9.0. *AAPA*.
- AsPac airport passengers: Apr ttl +1.4, intl -2.7; Mar -2.1 -8.8; Feb -5.0 -13.1; Jan -0.4 -6.6; Dec -4.8 -9.9; Nov -3.5 -10.6; Oct -0.6 -3.0; Sep -3.4, -6.6. *ACI*.
- AsPac air traffic (RPKs): May -14.3; Apr -8.6; Mar -14.5; Feb -12.8; Jan -8.4; Dec -9.7; Nov -9.7; Oct -6.1; Sep -6.8. *IATA*.
- AsPac hotel occupancy, pts: Apr -9.8; Mar -3.7; Feb -8.6; Jan -13.1p; Dec -10.8p; Nov -0.1p; Oct -5.3p; Sep -8.0. *TBA*.
- AsPac travel stocks index: May 68 (on 100); Apr 56; Mar 49; Feb 46; Jan 51; Dec 54; Nov 53; Oct 57; Sep 73. *TBA*.
- AsPac visitor arrivals: Apr -1.2; Mar -7.1; Feb -10.9; Jan -5.2; Dec -4.1; Nov -5.2; Oct -1.6; Sep -4.5. *WTO*.
- Air France Asia seat sales: May -10.9; Apr -7.0; Mar -11.1; Feb -8.8; Jan -4.3; Dec -0.6; Nov -1.2; Oct +6.5; Sep +0.9.
- Australia resident departures: Mar -6.3; Feb -0.7; Jan -2.0; Dec +1.5; Nov +0.8; Oct +5.3; Sep +2.7. *PATA*.
- Australia visitor arrivals: May -1.6; Apr +7.4; Mar -4.9; Feb -2.8; Jan +2.7; Dec -0.6; Nov -5.1; Oct -2.1; Sep -7.6. *NTO*.
- Bali visitor arrivals: Mar +5.2; Feb -9.2; Nov +0.1; Jan +17.7; Dec +13.5; Oct +23.8; Sep +18.7. *PATA*.
- Bangkok airport visitor arrivals: Feb -25.7; Jan -19.7; Dec -38.8; Nov -30.8; Oct -11.1; Sep -20.7. *PATA*.
- British Airways AsPac seat sales: May -19.2; Apr -9.1; Mar -11.9; Feb -19.3; Jan -10.2; Dec -12.8; Nov -7.3; Oct -3.8; Sep -5.3.
- Cathay Pacific seat sales: May -7.5; Apr +8.8; Mar -3.2; Feb -7.4; Jan +2.4; Dec -0.3; Nov -2.2; Oct +2.6; Sep -0.7.
- China foreign visitor arrivals: Mar -22.9; Feb -12.9; Jan -2.1; Dec -19.4; Nov -17.0; Oct -11.5; Sep -15.1. *PATA*.
- China citizen departures, estimates: Apr -3.1; Mar +1.8; Feb -14.2; Jan +13.9; Dec +0.3; Nov +3.5; Oct +6.0; Sep +7.9. *TBA*.
- China Southern seat sales: May +10.6; Apr +5.0; Mar +6.8; Feb +7.6; Jan +16.2; Dec +6.2; Nov +5.0; Oct +8.3; Sep -0.9.
- Dubai airport passengers: Mar +0.1; Feb -0.2; Jan +6.1; Dec +4.8; Nov +6.3; Oct +10.8; Sep -4.6. *ACI*.
- Eva Air seat sales: May -0.6; Apr +3.3; Mar -1.7; Feb -12.7; Jan -7.1; Dec -11.7; Nov -9.0; Oct -3.0; Sep -14.3.
- Fiji visitor arrivals: Feb -21.7; Jan -27.6; Dec +1.4; Nov +0.0; Oct +2.9; Sep -0.2. *PATA*.
- Hawaii visitor arrivals: Mar -17.2; Feb -13.4; Jan -12.4; Dec -15.2; Nov -13.9; Oct -12.3; Sep -18.5. *PATA*.
- Hong Kong airport passengers: May -12.7; Apr +4.1; Mar -8.0; Feb -13.7; Jan +0.2; Dec -5.3; Nov -5.7; Oct -1.4; Sep -4.7.
- Hong Kong visitor arrivals: Apr +0.8; Mar +1.7; Feb -8.1; Jan +11.0; Dec -0.2; Nov -1.1; Oct -1.4; Sep +3.5. *NTO*.
- India visitor arrivals: Mar -12.8; Feb -10.6; Jan -17.6; Dec -9.2; Nov +2.0; Oct +2.7; Sep +1.5. *PATA*.
- Indonesia visitor arrivals: Mar +1.8; Feb -9.4; Jan +8.0; Dec +17.7; Nov +9.9; Oct +21.3; Sep +8.0. *PATA*.

World

Visitors down

Visitor arrivals fell 11% in the first quarter, see table, according to the WTO (World Tourism Organization). Asia Pacific fell less, by 8% in Q1, and after Q1 it was showing signs of improvement. The Americas was down 6% and also showing improvement. But Europe, counting more than half the world total, was down 13% although it too was showing improvement.

These results are worse than the WTO expected, and so it has marked downwards its forecasts for this year. It has been constantly downgrading expectations for 2009: in November 2008, it forecast 0-2% growth in arrivals for 2009, in February this year 0% to -2%, although adding that it could be -3%. Just before mid-year it said it was expecting a 2-3% fall for all-2009.

Currently, the WTO forecasts a fall of 4-6% for 2009. Following that 11% Q1 decline and around -8% Jan-Apr, the WTO forecasts a 4-6% fall May-August, then 3-5% September-December.

WTO does not combine all-world spend figures over part-years, but we estimate a fall of around 8% YTD. But WTO's spending data is skewed by currency movements, and the general shortcomings in the original data. In 2008 growth in US dollars was 10.2%, but 2.7% in Euros; WTO estimates real growth was up 1.8%, near-matching the 1.9% growth in arrivals.

There was a sizeable difference in results in the sub-regions – from a 14% drop in Q1 in Southern Asia, to a 6% drop in Oceania. That said, Southern Asia was partly affected by troubles in Sri Lanka (the ending, hopefully, of internecine fighting), and in India (terrorist attacks last November).

Observers looking for signs of the end-of-the-crisis will be disappointed. For the seven destinations/regions where May figures are available, declines for six were worse than the previous month.

Our own World Travel Industry Index – see page 1, column 1 – shows an 11% fall in

Growth in 2009 visitor arrivals, %

Source	YTD	Q1	May	Apr	Mar
Asia Pacific	-6.1	-7.7	NA	-1.2	-7.1
Northeast	-5.6	-7.5	-11.6	-0.2	-8.2
China	-9.0	-11.3	-8.2	-3.2	-14.6
Hong Kong	-2.5	0.6	-16.0	1.5	3.4
Japan	-27.0	-27.2	-34.0	-19.7	-22.3
Southeast	-6.3	-7.1	NA	-3.6	-4.3
Singapore	-12.1	-13.6	-13.0	-6.1	-13.1
Thailand	-14.8	-15.8	NA	-11.2	-12.1
Oceania	-3.7	-5.8	NA	4.0	-6.5
Australia	-1.1	-3.5	NA	7.4	-4.9
Southern	-11.8	-14.1	-5.4	-2.7	-13.5
India	-10.6	-13.8	-1.9	-3.4	-12.8
Americas	-5.4	-6.4	NA	-2.0	-12.4
US	14.3	-14.3	NA	NA	-19.9
Europe	-10.4	-13.4	NA	-3.3	-18.1
World	2.0*	-10.6	NA	-13.3	-10.3

Notes: NA = not available, YTD = year-to-date, mostly Mar or Apr. *Sic, despite declines in every month. Source: World Tourism Organization.

contd on p5

contd on p3

Main News...5; Market News...5; Crisis Market Monitor...1; Market Intelligence...1; Market Outlook Tables...2; ZERO...4; Extracts (Net Value or People-in-Travel)...5; Trends...11; Market Data Tables (Airline results; Air passenger traffic; Visitor arrivals; Resident departures; Hotel results; Airport traffic; Travel stock prices/indexes; Agency sales; GDS or Internet Sales; Arrivals standardisation indicators; Economics)...6

MARKET OUTLOOK

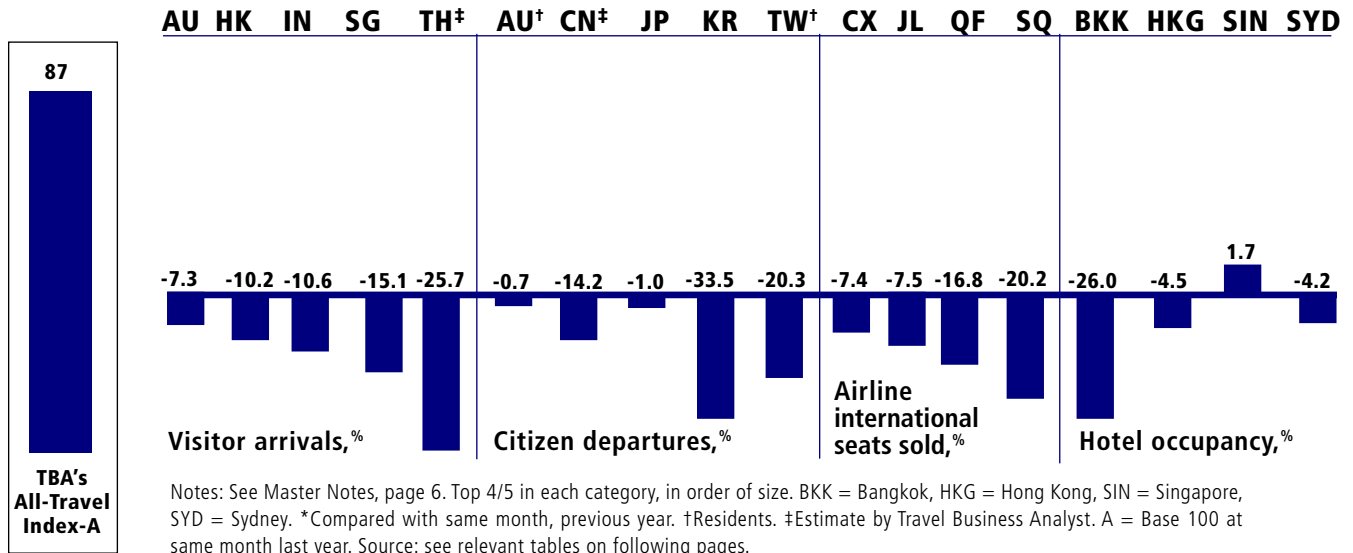
Headlines

Commentary on tables

- **Barometer.** Overall travel index at 13% below same month in 2008. All down in Arrivals (*Thailand* by a lot), Outbound (*Korea* by a lot), Airlines (*Singapore* by a lot, but we cannot think why). With Hotels, only *Singapore* is ahead (in occupancy, but rate is badly hit, see page 10 table 18).
- **Inbound trends.** Forecast for next 12-month period; no change from last month.
- **Outbound trends.** Forecast for next 12-month period; no change from last month.
- **Forecasts.** Wild hotel target for Philippines.

Barometer

Percentage growth in latest matching month* available; February 2009



Visitor arrival trends*, next 12 months

Source	Number, x1000
China	18,974
Hong Kong	10,566
Singapore	8,846
Thailand	13,249

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‡	46,933
Japan	14,548
Korea	7,685
Taiwan	7,608

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
Aman Resorts	May	2 in '09	company
Philippines new hotel rooms, '14	Mar	30k (now 14k)	ITB
Philippines visitor arrivals, '10	Mar	5mn, +26% '9-10	ITB
Cambodia visitor arrivals, '09	Mar	2.5m, +18%	ITB
Beijing visitor arrivals, '09-12	Mar	+7%/yr	ITB
Accor, hotels before '11; ID TH Indochina	Mar	13/10/10	company
Outrigger resorts: Bali, Hainan, Phuket	Mar	3 resorts	company
Sol Melia, hotels before '12	Mar	4/5	company
Thailand visitor arrivals, '09	Mar	14m, -2%	NTO
Thailand visitor arrivals, '09	Mar	13m, -9%	TC bank
Singapore cruise visitors, '15	Jan	1.6m (943k '07)	NTO
Singapore hotel rooms, '10	Jan	+10k (now 33k)	NTO
Singapore Flyer seat sales, no date	Jan	2.5m	NTO
Abacus passenger bookings, '09	Jan	-7-9%	company
Singapore AL capacity, '09-10	Jan	-11%	company
Etiihad seats sold, '09	Mar	7m +15%	company
Etiihad revenue, '09	Mar	\$3b +20%	company
Qatar AW 'growth', '09	Mar	35%	company
Malaysia visitor arrivals, '09	Dec	23m, +8%	NTO
World visitor arrivals, '09	Jan	0% to -2%	WTO
Indonesia visitor arrivals, '09	Dec	8m, +19%	NTO
Korea visitor arrivals, '10	Dec	10m; 6.5m '07	NTO
US visitor arrivals, '09	Jan	down 2%	NTO
Kuching hotels	Dec	5 by '10	STO
Best Western hotels, '10	Dec	200; 133 '08	TTG
US leisure travel, '09	Jan	down 1.3%	TIA

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

Volume 22 Number 7

ISSN-1011-7768

Email annual subscription rate is €800 for the monthly 12-page Asia Pacific edition, €800 for the monthly 12-page Europe edition, €100 for the monthly single-page Net Value, and €100 for the monthly single-page People-in-Travel. There are linked rates for these four products, plus ZERO; see back page for more details and subscription form. Airmailed print-copy subscriptions are also available.

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.

Design by Context Design & Publishing. Printed by Image Press. Copyright © Travel Business Analyst Ltd, 2009. www.travelbusinessanalyst.com

cont'd from p1

March following the same in February, and 7% in January.

Disney, Jackson, Presley

The shows go on

Entertainment is certainly a key element for theme parks, of which the biggest count around 20mn visitors annually. The death of Michael Jackson last month has brought another into the major league - his previous home, Neverland. News on that, and updates on others:

- Disneyland, Hong Kong. The smallest Disney park - with 130ha (the actual park takes 40ha) - opened in 2006 expecting 5.0-5.6mn visitors in its first year, which compared with around 14mn at the original Disneyland near Los Angeles at the time. Visitors for Hong Kong were expected to eventually reach 10mn - but "eventually" was not further defined.

DHK reached its target, counting 5.2mn in Year-1, but fell to 4.0mn in Y2, then 4.5mn in Y3. The problem now is that Disney plans to build a park in Shanghai, due 2014. It is expected to be much bigger (10-times?) than Hong Kong - even though HK is being expanded with a target to attract 8.4mn visitors in 2015.

- Graceland, Memphis, US. The last home of Elvis Presley. Primarily a mansion on just 6ha of land. Visitation is around 750,000 annually; revenues were US\$55mn in 2008, but this may include non-Graceland revenue from the Presley business - which is owned by a company called CKX.

Work is planned that would increase annual visitation to 2mn.

- Neverland, Los Angeles, US. Bought by Michael Jackson in 1988, the 1100ha location was sold in 2005 to Colony Capital, which has strong links in the travel business, including part-ownership of Fairmont, Raffles, and Swissotel hotel groups, and some gambling resorts.

Although there is uncertainty over Neverland's ownership, claims, and facilities, the venue would seem to have good potential to attract many more visitors than Graceland - 5mn annually in an opening year?

Neverland could be a double-bill attraction - Jackson memorabilia for older people, and a fun park for children.

Notes: Some data from Wikipedia; little data is released by Disney.

Meetings 2008

Good growth

Figures from ICCA on association meetings* in 2008 indicate good growth, despite the bad publicity towards the end of the year. *A casual comment by now-President Obama ("You can't get corporate jets, you can't go take a trip to Las Vegas, or go down to the Super Bowl on the taxpayer's dime") hurt all types of meetings business, and not just in the US.*

Our analysis is based primarily on multi-year results. Inspired by the oft-repeated statement in the MICE segment of the travel business that annual figures can be misleading, we calculate average-annual totals based on five-year periods - to balance out distortions caused by unusually-big or -small events in one year.

Our data, from previous ICCA reports, starts from 1997. We have broadly maintained earlier-year figures from past reports; we assume that changes would be minor and not cause any significant change. But ICCA changes past figures as new information comes in (for some as much as eight years after the event!), so this may change.

Over the past 10 years, ICCA has given us additional information. But this has been refused this year, causing us to reduce our Asia Pacific coverage.

The following report is separated into country and city counts:

- **Countries.** The only Asia Pacific destinations in the world's top 20 were Japan, China, Australia, and

Korea, in that order, see table. Annual growth since 1997 - when we started tracking ICCA data - has been 16% for China, 11% for Korea, 5% for Japan, and 2% for Australia.

Over 5-year periods, the order is changed slightly - and a closer match for the top three, Japan, Australia, China.

- **Cities.** ICCA data occasionally throws up odd results. *One year Sandton showed up in the top five - prompting us to visit Wikipedia (it is part of Johannesburg).* The only Asia Pacific cities in the top 20 were Singapore, Seoul, Beijing, Bangkok, Tokyo, and in that order.

Annual growth since 1997 has been 12% for Beijing, well ahead of others - 9% for Korea, 7% for Tokyo, 6% for Bangkok, and also 6% for Seoul. Over 5-year

periods, the order is unchanged, with Singapore well clear of other cities.

- ICCA compiles details of associations meetings only. To be counted, meetings must:
- Be organised on a regular basis. (No one-off events.)
- Rotate between at least three countries (for one year, 2001, it was four). (Not, for instance, ITB and World Travel Market.)
- Have at least 50 participants. (No (small) company meetings.)

ICCA was initially an abbreviation for the International Congress and Conventions Association. Then it used ICCA as a name, which it described as The International Meetings Association. It has now reverted to almost the same - ICCA, International Congress and Convention Association.

Air Asia X

London counts

Air Asia X sold 6135 seats on Kuala Lumpur-London in its first month, March, and 59% more, 9761, in the second. That calculates to a 71.5% seat factor in March and 85.3% in April.

We estimate AAX needs loads of at least 80% for what it expected to be its average one-way fare this year, US\$278 (£175).

Number of meetings in Asia Pacific

Country/city	2008	Growth,%	AAGR,%
Australia	182	-6.2	1.8
China	223	14.4	16.1
Japan	247	14.9	5.2
Korea	169	40.8	10.7
Bangkok	71	1.4	6.4
Beijing	73	-16.1	11.5
Seoul	84	20.0	6.3
Singapore	118	-1.7	9.4
Tokyo	68	23.6	7.4

Notes: Criteria changed in 2002 but back numbers changed by ICCA only to 1998, so this causes slight distortion with Travel Business Analyst composite calculations. AAGR = average annual growth rate, 1997-2008. *2007 estimates by TBA. Source: ICCA, Travel Business Analyst.

Table 2

Composite number of meetings in Europe, annual average

Country, top-5	2004-08	2003-07	2002-06	2001-05	2000-04	1999-03	1998-02	1997-01
Australia	185	180	173	165	168	162	157	154
China	184	154	137	122	104	80	77	63
Japan	191	176	172	180	179	174	172	161
Korea	131	113	110	105	91	79	75	65
City, top-5								
Bangkok	65	62	59	54	48	40	31	28
Beijing	79	69	62	57	51	38	39	33
Seoul	79	72	71	67	57	51	51	45
Singapore	120	112	101	86	73	61	55	51
Tokyo	47	40	35	37	34	35	35	35

Notes: See text for criteria. Order by single-year 2008 count. Travel Business Analyst calculations from ICCA data in relevant years. Source: ICCA, TBA.

ZERO

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

Under-developments

A selection of environmental developments from Australia:

- **Alto Hotel**, Melbourne. The hotel: has water-flow restrictors on all showers (saving 8 litres per minute) and taps (6L); uses rain-water for public-toilet cisterns, gardening, and cleaning; has 'on demand' gas-fired water heaters for rooms; has double-glazed and heat-reflecting windows, and which can be opened; uses bio-degradable bin-liners; has replaced plastic bottles for toiletries with refillable, pump-action dispensers; offers free car parking for guests arriving in hybrid or electric vehicles (*but not for LPG-fuelled cars, which are better than hybrid in that they have zero emissions; is it because in Australia there are many more LPG-driven cars than hybrids?*).

- **Australian Tourism Exchange**. This year, the Tourism Australia organisers of June's Australian-products travel mart tried to make the event more eco-friendly. Measures included moving to paperless information where possible, reducing food miles and wastage, buying green power, offsetting flights, planting a tree for each buyer and media delegate.

- **Darwin Central Hotel**, Northern Territory. When it planned an upgrade two years ago, it decided to make the hotel more energy efficient, spending US\$750,000 (A\$1mn) to reduce CO2 emissions. Its property-developer owner, resistant at first, is now looking at what it can copy elsewhere. The hotel has not increased room rates because of its eco-friendly practices.

The hotel has solar power for heating water. Management expects a 20% reduction in energy bills over a year from this and other changes. F&B supplies are ordered in bulk, which saves in packaging and sometimes in delivery costs, with a lot arriving by train (Darwin has only a twice-weekly service, from Adelaide). The hotel cannot grow its own food, because of shortage of space in the

city, plus the hard fight with nature in Australia if it establishes its own garden outside the city.

- **Down Under Tours**, Queensland. Implemented a bus-management system not only to reduce fuel consumption, but also to prolong the life of its vehicles. By recording different signals, the system can note driving patterns such as heavy acceleration, heavy breaking, and idling time - all of which impact on fuel consumption and the company's carbon footprint.

- **Eco Beach**, Broome, West Australia. Closed after cyclone damage in 2000, but presumably a commercial failure because it was not rebuilt and reopened until this year - as an eco-resort. Includes solar heating, climate-control sensors in the villas.

- **Harmony Hill Retreat**, Tasmania. Due to open late August on a 17ha site on a mountain in Margate, 25 minutes from Hobart. Plans to use solar energy, rainwater collection, and its own wetland to purify grey water and recycle it. All therapy treatments will use products that are made on site by the resort's owners.

- **Kangaroo island**, South Australia. The 21-room Southern Ocean Lodge, run by Bailey's Lodges, opened in 2008 as an eco-resort.

- **Melbourne Convention Centre**, due to open this month. Includes large glass facade reducing need for artificial light (*but requiring more air-conditioning in summer?*), slab heating and cooling with pipes in concrete floor, black-water treatment plant.

- **Northern Territory**. Customer research indicates 1-in-6 purchased their product/service because of a reduction in emissions.

- **Ocean Eco Adventures**, Coral Coast, West Australia. Has a system where photos of guests that swim with whale sharks - an activity that we do not support - are used for the official research bodies to track the sharks' activities. Hopes the coastal region will become a

world heritage site in 2010.

- **Rose Gums**, Queensland. In 2008, the resort earned 'carbon credits' of 325 tonnes. The resort's 20,000 plants retained 460 tonnes of CO2, while the resort itself emitted only 135 tonnes (including those from guests travelling to and from the property from the entry points of Cairns and Townsville).

- **Tasmanian Devil Conservation Park**. New conservation 'voluntourism' programs. The master plan includes letting visitors into old animal enclosures and involving them in the park's conservation work.

- **Wilson Island**, Great Barrier Reef. The eco-tents at the resort are labelled 'eco-chic', with solar-powered showers and more. The island closes late January to end-February to allow one type of bird to hatch.



- **Wayoutback Desert Safaris**, Northern Territory. Converted fleet of turbo-diesel 4WD vehicles to gas/diesel.

- **Wolgan Valley Resort**, New South Wales. Oft delayed; currently due this September, but dates have changed often, so this may be no more than the latest target. The resort has set a 160km radius for regional, seasonal, and where possible, organic food-&-beverage produce.

As this is Australia, some environmental efforts need to be protected against the environment - contradictory as that sounds. For instance, the 40-villa resort has introduced animals into its site, but has had to keep local wild animals out with fencing - because otherwise they would probably destroy the introduced animals.

- Japan Airlines seat sales - total/transPacific/Southeast Asia: May -19.8 -18.0 -21.6; Apr -7.5 -2.5 -11.7; Mar -12.0 -10.7 -16.0; Feb -15.9 -10.3 -20.4; Jan -16.9 -12.9 -18.8; Dec -17.2 -14.3 -22.1; Nov -17.6 -17.4 -14.7; Oct -12.8 -9.3 -10.6; Sep -17.1 -15.3 -14.9.
- Japan citizen departures: Mar -3.2; Feb -1.0; Jan -13.4; Dec -7.0; Nov -12.9; Oct -8.8; Sep -9.7. *PATA*.
- Japan travel agencies, top-63 (sic) outbound sales: Mar -17.7; Feb -17.0; Jan -20.6; Dec -10.3; Nov -15.2; Oct -7.9; Sep -8.4. *TJI*.
- Japan visitor arrivals: Mar -22.2; Feb -41.3; Jan -18.4; Dec -24.1; Nov -19.4; Oct -5.9; Sep -7.0. *PATA*.
- Jet Airways seat sales: Mar -21.4; Feb -19.1; Jan -19.5; Dec -20.8; Nov -15.3; Oct -1.7; Sep +2.2.
- Jetstar intl seat sales: Apr +36.9; Mar +35.8; Feb +24.6; Jan +34.9; Dec +67.6; Nov +35.2; Oct +81.3; Sep +26.8.
- Korea resident departures: Feb -33.5; Jan -38.6; Dec -32.8; Nov -28.5; Oct -5.8; Sep -12.1. *PATA*.
- Korea visitor arrivals: Mar +22.2; Feb +25.7; Jan +25.3; Dec +14.9; Nov +3.0; Oct +0.7; Sep +5.4. *PATA*.
- Kuala Lumpur airport passengers: Apr +7.0; Mar +0.4; Feb -8.1; Jan -1.3; Dec +3.1; Nov -1.6; Oct +3.6; Sep -4.4.
- Lufthansa AsPac seat sales: Mar -7.8; Apr -5.4; Mar -4.9; Feb -8.8; Jan -5.8; Dec -4.5; Nov +2.3; Oct +6.0; Sep +8.8.
- Macau visitor arrivals: May -20.4; Apr -3.5; Mar -11.8; Feb -17.3; Jan +0.8; Dec -2.7; Nov +3.0; Oct +8.0; Sep +2.1. *NTO*.
- Malaysia Airlines seat sales: Mar -34.8; Feb -31.4; Jan -21.9; Dec -19.6; Nov -16.6; Oct -9.9; Sep -19.4.
- Malaysia visitor arrivals: Mar +8.6; Feb -7.4; Jan +5.1; Dec +9.2; Nov +4.6; Oct +8.6; Sep -0.1. *PATA*.
- Maldives visitor arrivals: Mar -13.3; Feb -13.9; Jan -4.8; Dec +10.2; Nov -11.2; Oct -4.0; Sep +4.6. *PATA*.
- New Zealand visitor arrivals: Mar -9.7; Feb -8.5; Jan -3.7; Dec +1.6; Nov -4.2; Oct -3.3; Sep -6.6. *PATA*.
- Qantas intl seat sales: Apr -10.1; Mar -15.8; Feb -16.8; Jan -11.4; Dec -10.6; Nov -8.4; Oct -6.4; Sep -9.3.
- Singapore Airlines seat sales: May -23.7; Apr -18.2; Mar -23.0; Feb -20.2; Jan -10.4; Dec -7.5; Nov -6.1; Oct +1.3; Sep -1.6.
- Singapore airport passengers: Apr -4.4;

- Mar -11.1; Feb -13.0; Jan -1.3; Dec -0.6; Nov -3.2; Oct +1.8; Sep -0.4.
- Singapore visitor arrivals: Apr -6.1/NA; Mar -13.2/-13.1; Feb -15.2/-15.1; Jan -12.9/-12.8; Dec -6.9/-6.2; Nov -9.7/-8.8; Oct -8.1/-7.4; Sep -4.1/-3.3. *NTO/PATA*.
- Tahiti visitor arrivals: Mar -26.2; Feb -29.8; Jan -23.7; Dec -18.9; Nov -13.5; Oct -13.3; Sep -4.3. *PATA*.
- Taiwan resident departures: Mar -6.4; Feb -20.3; Jan +1.8; Dec -10.8; Nov -11.7; Oct -4.9; Sep -13.3. *PATA*.
- Thai Airways seat sales: May -17.1; Apr -13.2; Mar -11.5; Feb -13.9; Jan -13.3; Dec -36.6; Nov -27.0; Oct -12.2; Sep -20.9.
- Thailand visitor arrivals: Dec -24.0; Nov -21.2; Oct -6.5; Sep -16.0. *PATA*.
- Tokyo Narita intl airport passengers: Apr -4.4; Mar -9.4; Feb -12.3; Jan -9.8; Dec -10.5; Nov -11.2; Oct -6.4; Sep -10.1.
- US air international passengers: Feb -5.0; Jan -6.2; Dec -3.3; Nov -4.6; Oct -7.7; Sep -0.3. *gov*.
- US hotels occupancy: May -11.8; Apr -11.1; Mar -11.6; Feb -10.1; Jan -10.7; Dec -6.8; Nov -10.6; Oct -6.5; Sep -5.9. *Smith*.
- US hotel rooms planned: May -22.2; Apr -19.7; Jan -7.3; Mar -17.1; Feb -2.5; Dec -0.4; Nov -6.8. *Smith*.
- US resident departures: Nov -4.7; Oct -7.1; Sep -7.2. *PATA*.
- US travel agency sales: May -29.1; Apr -26.1; Mar -22.8; Feb -26.1; Jan -24.7; Dec -7.0; Nov -20.6; Oct -11.6; Sep +4.2. *ARC*.
- US visitor arrivals: Mar -19.9; Feb -11.6; Nov -8.8; Jan -9.1; Dec -7.1; Oct -2.0; Sep 0.0. *PATA/WTO*.
- Vietnam visitor arrivals: Apr -25.7; Mar -28.6; Feb -22.2; Dec +6.2; Jan -17.7; Dec +1.1; Nov -17.7; Oct -10.8; Sep -20.0. *PATA*.

Market Headlines

Full-year market results.

Others

- IATA travel agencies 2008; see page 9, table 13.

Main News Market

Recent market developments - big or significant.

- First-half air seat capacity; see Special, page 6.
- Q1 for AAPA airlines; see page 7, table 3.
- Q1 for most airports; see page 7, table 6.
- AsPac ttl pax -4% but intl -9%.
- Q1 air traffic to/from KUL (-3%), SIN (-8%), SYD (-6%), TYO (-3%), AU (-2%), DE (-11%), UK (-13%).

HEADLINES

Commentary on tables pages 6-10

Aviation. T1. City-pair results. Q1 for all - *Kuala Lumpur* (down 3%), *Singapore* (-8%), *Sydney* (-6%), *Tokyo* (-3%). **T2.** Country-pair results. Q1 for *Australia* (down 2%), *Germany* (a heavy 11% fall), *UK* (a heavier 13% drop). **T3.** Airlines traffic. Q1 for regular airlines whose data supplied us by AAPA, which is most. Those reporting YTD growth in systemwide seat sales were only *China Southern* and *Silk*. For LFAs and ex part-LFAs, our Q1 estimates for *Air Asia* group (which now tries to hide data but is required by the stockmarket to release certain, but not comprehensive, data) - still led by its largest market division, *Malaysia*, almost twice as big as the two others combined. **T4.** New annual financial results for *Japan Airlines*, losing US\$10 per seat filled. **T5.** Airline results by region. Q1 for airline members associations of Asia Pacific (AAPA; seats down 11%, capacity only 6%, so loads tumble 7-points) and for other-region equivalent in the US (BTS). **T6.** Airport passenger traffic. Q1 for airports whose data is supplied to us by Airports Council International, which is most. Region total passenger throughput falls 4%, but international falls twice as fast, 9%. Big declines at some major airports - *Bangkok* (18%), *Guangzhou* (14%), *Macau* (23%), *Shanghai* (23%).

Inbound. T8. Visitor arrivals.

Few changes from last month.

T9. Running 12-month totals; *Singapore* almost back at 2005 totals.

Outbound. T10. Running 12-month totals; *Japan* below 2005 totals, *Taiwan* level. **T11.** Outbound travel. Few changes from last month.

Hotels. T18. For YTD, Asia Pacific occupancy down 10 points, average rate down US\$30, pushing yield down US\$40.

Others. T12. Stock indices and prices. Growths at 10 of 12 stocks, pushing Index for Asia Pacific up from 56 last month. Slight growth in Europe helps World Index increase from 43 to 48. **T13.** Newly-released results of IATA travel agencies for 2008. Review in June issue, page 3. **T14.** Top-63 (yes) travel agency groups in *Japan*. Q1; down 12% but getting worse. **T16.** Economic indicators in Asia Pacific: more Q1 results; double-digit declines for *Singapore* and *Taiwan*. **T17.** Economic indicators for market producers: growth in retail sales in *Australia*, *UK*.

Special.

Airline seat capacity in first half.

CURRENT ISSUES

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

Travel Business Analyst, Europe:

- World visitor totals; progress.
- Hotel groups.
- Aviation results.
- Plus: Crisis Market Monitor; ZERO; Extracts from Net Value and People-in-Travel; Market Headlines; and 15 regular tables of market data.

Net Value:

- PhoCusWright reports; China market; others.
- Excerpts from the single-page Net Value report are included in the Asia Pacific and Europe editions of Travel Business Analyst. Net Value is delivered only via email.

People-in-Travel:

- Rolf Freitag; Geoff Buckley; Other Australia; others.
- Excerpts from the single-page People-in-Travel report are included in the Asia Pacific and Europe editions of Travel Business Analyst. People-in-Travel is delivered only via email.

Foxtrots (recent):

- PAGPFT (People Are Getting Paid For This): Air Asia; UK (Birmingham, Stansted, King's X, St Pancras); Francesco Frangialli; Lao casinos.

ZERO (recent):

- Under developments - Australia news.

Please contact us with your order or queries, at TBAoffice@gmail.com

Link-up annual subscription rates for current subscribers:

- Travel Business Analyst Europe, with
- A Travel Business Analyst Asia Pacific €500 (full price €800)
 - V Net Value €35 (full price €100)
 - P People-in-Travel €35 (full price €100)
 - A + V €535 (full price €1335)
 - A + P €535 (full price €1335)
 - A + P + V €570 (full price €1370)

Travel Business Analyst Asia Pacific, with

- E Travel Business Analyst Europe €500 (full price €800)

- V Net Value €35 (full price €100)
- P People-in-Travel €35 (full price €100)
- E + V €535 (full price €1335)
- E + P €535 (full price €1335)
- E + P + V €570 (full price €1370)

See back page for more offers.

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

Asia Pacific air-seat patterns, mid-2009

The number of seats worldwide fell 3.5% in the first half of this year, according to OAG*. The Asia Pacific region did much better, with capacity to-and-from the region falling only 1.6%, see table, and intra-AsPac actually increasing 1.8%.

Capacity is only one measure of trends, but an important indicator. Broadly, this data may show that the region is pulling itself out of trouble. But given that airlines added aircraft in this period, are overcapacity troubles ahead?

Another factor is low-fare-airlines' relentless growth in the regions we track. Within AsPac, LFA share has grown from 1% in 2001 to 16% in 2008 to 18% this year. Within Southeast Asia, LFAs have grown from 4% to 35% to 44% this year.

In Australasia, growth has been less - 3% to 53% to 58%. But with Australia's Jetstar and Virgin, mixing their products between regular and LFA, we wonder if OAG can maintain clear definitions.

Another oddity is within Northeast Asia, dominated by China and Japan - but not dominated by LFAs. LFA share has grown only from 0.4% to 3% to 4%. So when LFAs do eventually take off there, the potential is large. That is where Air Asia should be, not fooling around in Indonesia and Vietnam.

*All data extracted from the monthly OAG Facts. Data for Jan-Jun. Some calculations by Travel Business Analyst. For more information on this product - of which this report is but a tiny part - contact facts@oag.com.

Seats to, from, and intra Asia Pacific, mn

Region	2009†	Growth,%	AAGR*,%	Share‡,%	% 2001†
To/from region	77	-1.6	5.3	4.5	51
low-fare	3	29.1	na	0.2	none
Intra region	472	1.8	5.7	27.4	303
low-fare	73	12.8	48.3	4.3	3.1
To/from NE Asia	70	-7.9	3.6	4.0	52
Intra NE Asia	259	6.9	5.5	15.1	169
low-fare	10	53.2	40.3	0.6	0.7
To/from SE Asia	54	-4.6	4.3	3.1	38
Intra SE Asia	73	-1.5	7.0	4.3	43
low-fare	22	15.7	40.7	1.3	1.5
To/from S Asia	31	3.0	9.3	1.8	15
Intra S Asia	42	-5.3	10.9	2.4	18
low-fare	19	2.2	na	1.1	none
To/from SW Pacific	17	-0.1	2.7	1.0	13
Intra SW Pacific	46	-3.7	2.8	2.7	37
low-fare	17	2.0	42.3	1.0	1.0

Notes: *Average annual growth rate, 2001-9. †Jan-Jun. ‡Of world. Source: OAG Facts; facts@oag.com.

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

From:	Kuala Lumpur			Singapore			Sydney			Tokyo*					
	Mar 09	YTD		Mar 09	YTD		Mar 09	YTD		Mar 09	YTD				
To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%
Bangkok	-8.0	289	-14.6	Australia	-12.6	980	-3.5	Auckland	-2.0	340	-0.8	China	-10.0	6479	-5.8
Chennai	-27.5	79	-29.6	China	-17.0	675	-15.2	Bangkok	-5.1	152	-9.8	Hong Kong	-1.7	2017	-2.7
Hong Kong	-3.1	227	7.7	Hong Kong	-7.6	539	-6.6	Beijing	6.0	42	2.1	Korea	9.8	3554	8.3
Jakarta	8.6	274	3.4	India	-22.5	510	-19.0	Denpasar	19.2	42	-19.6	Taiwan	7.9	2558	6.5
London	-5.4	82	-14.5	Indonesia	-2.1	907	-5.2	Hong Kong	0.5	250	6.1	Asia-other	-5.5	6386	-4.5
Los Angeles	-61.6	9	-59.8	Japan	-20.2	372	-17.6	Kuala Lumpur	-41.6	59	-37.6	Guam	22.4	1985	20.2
Shanghai	-20.2	59	-24.7	Malaysia	18.3	752	18.3	London	-7.7	126	-9.4	Pacific	-6.0	7833	-6.0
Singapore	16.0	518	17.5	Thailand	-23.9	698	-25.1	Los Angeles	-13.1	133	-9.4	Oceania	-17.3	1376	-17.5
Sydney	-34.6	60	-38.0	UK	-11.9	338	-6.7	Singapore	-8.9	258	0.7	Europe	-5.5	4005	-7.1
Tokyo	-26.7	69	-27.1	US	-37.0	113	-32.6	Tokyo	-32.4	89	-32.7				
TOTAL	0.4	4174	-2.9	TOTAL	-10.3	8258	-7.8	TOTAL	-4.7	2619	-6.5	TOTAL	-2.7	36534	-2.7

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		
	Mar 09	YTD	+/-t, %	Apr 09	YTD	+/-t, %	Mar 09	YTD	+/-t, %	Mar 09	YTD	+/-t, %	Feb 09	YTD	+/-t, %
To	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%
Australia	na	na	na	na	na	na	-11.4	30	-10.0	-25.9	262	-25.8	2.9	240	2.3
China	0.3	197	3.3	-15.1	306	-11.7	-9.0	335	-5.9	-15.9	118	-10.9	-11.8	275	-7.5
Hong Kong	-0.6	531	7.5	16.0	214	2.7	5.6	166	-0.4	-5.6	385	-9.4	-5.4	332	-9.0
India	-16.9	12	-22.5	-31.3	194	-20.8	-7.9	319	-8.0	-1.5	730	-0.4	4.5	157	8.3
Indonesia	26.2	229	27.7	na	na	na	9.7	5	2.2	na	na	na	NA	NA	NA
Japan	-26.9	280	-26.8	-3.8	381	-6.4	-5.6	222	-4.8	-22.7	178	-24.5	-9.1	1639	-9.3
Korea	-8.0	127	-6.6	-7.8	127	4.7	-4.8	127	-8.1	-17.5	60	-11.5	-5.6	504	0.1
Malaysia	6.3	296	-1.3	-23.3	36	-34.6	-34.7	24	-33.1	-5.3	82	-14.0	-71.0	6	-62.9
New Zealand	-2.8	1347	-0.9	na	na	na	na	na	na	1.5	100	11.2	-14.6	123	-14.9
Philippines	1.3	56	11.0	na	na	na	na	na	na	na	na	na	3.1	150	4.7
Singapore	-11.8	967	-3.2	-10.2	136	-9.4	-2.7	175	-1.0	-4.8	306	2.4	-50.6	39	-42.5
Taiwan	4.5	63	2.4	na	20	na	2.3	30	0.0	-1.7	30	-7.8	-31.6	277	-30.0
Thailand	-15.7	316	-10.7	2.1	133	-11.8	-9.0	315	-11.4	-13.9	154	-10.6	-58.7	14	-56.3
TOTAL	-4.7	5879	-2.4	-9.5*	18570*	-8.3*	-11.4	26118	-10.9	-14.8	35261	-12.5	-5.0	18365	-5.7

Notes: *Paris airports only; total is month earlier. †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\$1.25, Y6.83, HK\$7.75, IRp47.1, ¥95.5, W1255, MR3.49, NZ\$1.56, S\$1.45, NT\$32.5, B\$4.3.

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

Regular airlines -Systemwide	Mth	Mth		YTD		ASK mn	+/- %	RPK mn	+/- %	
		SS +/-,%	RPK +/-,%	SS 1000	+/- %					
Air New Zealand	Mar	-17.0	-12.1	1146	-13.5	7617	-14.8	5998	-10.2	
All Nippon AW	Mar	-9.0	-12.8	927	-10.7	6566	-3.6	4238	-14.9	
Asiana	Mar	-6.5	-8.4	1992	-7.7	7924	2.1	5501	-4.8	
Cathay Pacific AW*	May	-7.5	-6.7	10200	-1.3	47075	-0.7	37092	-1.9	
China AL	Mar	-2.9	-9.9	2268	-4.5	10003	-8.0	7382	-11.6	
China Southern AL	May	10.6	6.6	25918	9.1	48526	3.0	36503	5.6	
Eva Air	May	-0.6	-9.2	2383	-3.8	12078	-2.9	9022	-8.7	
Garuda	Mar	-5.9	2.9	499	-6.3	2675	8.5	1704	-6.4	
Japan AL	Apr	-11.3	-10.6	13516	-8.9	38293	-5.0	23974	-11.6	
Jet AW	Mar	-21.4	-11.4	2537	-20.0	6968	-9.3	4997	-8.3	
Korean Air	Mar	5.3	-3.3	3177	-0.1	18011	1.8	12311	-2.7	
Malaysia AL	Mar	-34.8	-36.9	2304	-29.5	11794	-13.0	6422	-31.6	
Philippine AL	Mar	-6.0	-8.7	891	-3.3	4856	0.8	3666	-6.4	
Qantas AW*	Apr	0.2	-2.7	12391	-2.8	40408	-4.3	32234	-5.7	
Royal Brunei AL	Mar	-4.3	-2.0	294	-3.1	1337	1.0	921	0.2	
Silk Air	Mar	-1.1	-13.8	493	4.0	1084	-1.6	728	-8.8	
Singapore AL	May	-23.7	-22.8	6410	-19.1	44961	-8.7	31650	-17.3	
Thai AW	Feb	-13.9	-21.3	3051	-13.6	11272	-15.3	8583	-21.1	
Vietnam AL	Mar	-14.3	-11.7	860	-9.3	3493	-13.6	2562	-7.7	
-International										
China Southern AL	May	-15.2	-21.3	1529	-15.8	6558	-21.7	4230	-21.3	
Japan AL	Apr	-7.5	-9.9	3704	-6.7	24738	-5.6	16056	-12.6	
Jet AW	Mar	19.7	3.8	783	24.5	4638	-1.0	3493	-0.1	
Jetstar	Apr	36.9	22.7	727	33.2	3993	21.0	2941	19.9	
Malaysia AL	Mar	-37.6	-38.2	1370	-31.7	10697	-13.9	5787	-32.8	
Qantas AW*	Apr	-10.1	-7.7	2375	-13.5	21680	-8.7	17797	-10.5	
Thai AW	Apr	-19.5	-19.2	3942	-20.4	21598	-13.2	16112	-21.2	

Low-fare-airlines

-Systemwide	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %
Air Asia-ID	Jul-Sep	644	24	Oct-Dec	623	8	Jan-Mar	662	7
Air Asia-MY	Jul-Sep	3018	23.7	Oct-Dec	3342	21.2	Jan-Mar	3148	20.5
Air Asia-TH	Jul-Sep	1049	25	Oct-Dec	952	-5	Jan-Mar	1182	4
Air Asia-all	Jul-Sep	3662	24	Oct-Dec	4917	13	Jan-Mar	4992	14
Jetstar,AU	Jul-Sep	2084	12.0	Oct-Dec	2102	10.7	Jan-Apr	2679	4.8
Virgin Blue,AU	Feb	1241	-0.1	Mar	1352	-1.4	Jan-Mar	4037	2.0

Notes: See Master Notes, page 6. pts = points. Air Asia issues varying data; shown are our estimates. Jetstar estimates from June onwards (actual data due later). *Includes in previous periods, Dragonair with Cathay, and Australian with Qantas. 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	CX	CZ	JL	MH	SQ	TG
	Y-Dec 08	Y-Dec 08	Y-Mar 09	Y-Dec 08	Y-Mar 09	Y-Dec 08
Revenue,mn	11100	8095	19511	4486	10956	5637
Op Profit,mn	-957	-949	-508	81	619	-188
Revenue per						
ASK,USc*	9.61	7.18	15.2	8.48	9.3	7.48
RPK,USc*	12.2	9.73	23.4	12.5	12.2	10.0
Pax,US\$*	445	139	369	355	599	301
Profit per						
ASK,USc*	-0.83	-0.84	-0.4	0.15	0.5	-0.25
RPK,USc*	-1.05	-1.14	-0.6	0.22	0.7	-0.33
Pax,US\$*	-38.3	-16.3	-10	6.38	33.8	-10.0

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	
	Mar 09	+/- %	YTD 09	+/- %	Jan-Mar 09	+/- %	Jan-Apr 09
SS,mn	11.2	-10.6	32.7	-10.8	21.2	-11.0	68.4
ASKs,bn	63.4	-6.4	187.4	-5.8	119.2	-5.5	282.3
RPKs,bn	45.7	-13.2	135.3	-12.1	86.1	-10.9	207.0
Pax LF,%	72.0	-7.3	72.2	-6.8	72.2	-4.4	73.3

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	Mar	547,025	-6.4	1,793,840	0.2
Bali	Mar	330,965	2.3	968,111	1.9
Bangkok	Dec	1,756,346	-41.1	30,108,861	-5.0
	Mar	2,611,936	-15.3	7,329,847	-18.3
Beijing	Dec	814,593	-3.2	12,500,599	6.9
	Mar	916,600	-8.0	2,584,400	-15.4
Brisbane	Mar	310,563	-3.5	972,798	-1.2
Chennai	Mar	276,996	-5.0	866,625	-2.4
Colombo	Mar	327,003	-17.9	999,642	-20.5
Delhi	Mar	705,025	1.4	2,026,391	0.3
Guangzhou	Mar	335,928	-11.6	916,054	-13.8
Hong Kong	Dec	4,041,000	-5.3	48,595,000	1.7
	May	3,600,000	-12.7	19,082,000	-6.0
Jakarta	Mar	519,116	-7.7	1,545,163	-5.9
Kuala Lumpur	Mar	1,506,653	-1.3	4,174,376	-3.5
Macau	Mar	387,769	-17.2	1,027,847	-22.8
Male	Mar	158,513	-2.5	450,597	-4.0
Manila	Mar	978,820	-3.6	2,807,731	-3.9
Melbourne	Mar	398,109	-2.1	1,237,464	1.9
Mumbai	Dec	680,506	-6.0	7,841,037	4.6
	Mar	574,301	-9.3	1,828,452	-8.9
Noumea	Mar	30,818	-14.6	117,972	-5.2
Osaka KIX	Mar	850,136	-11.0	2,379,300	-12.5
Papeete	Mar	39,948	-21.1	116,538	-22.4
Perth	Mar	203,169	-1.9	654,945	1.8
Phnom Penh	Mar	121,535	-11.5	367,935	-9.8
Phuket	Mar	232,195	-17.1	700,084	-18.8
Seoul	Mar	2,431,558	-7.6	7,507,657	-10.1
Shanghai	Dec	818,686	-41.1	11,979,179	-31.6
	Mar	909,971	-12.7	2,648,292	-22.5
Singapore	Dec	3,493,890	-0.6	37,694,824	2.7
	Mar	2,901,885	-11.1	8,534,515	-8.4
Sydney	Dec	961,587	-2.1	10,509,893	1.3
	Mar	822,454	-8.7	2,618,513	-7.0
Taipei	Mar	1,570,220	-5.7	4,518,741	-10.4
Tokyo Narita	Dec	2,493,760	-10.5	32,388,365	-5.6
	Apr	2,464,788	-4.4	9949249	-9.0
ASIA PACIFIC-A	Dec	85,252,897	-4.8	1,002,698,816	0.4
	Mar	87,486,268	-3.1	251,607,895	-3.5
Intl	Dec	31,853,560	-10.0	384,023,938	-0.7
	Mar	31,261,699	-8.6	91,498,436	-9.4

Notes: See Master Notes, page 6. *2009 unless stated otherwise. †2008. 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	61	Malaysia†	22
China	204	New Zealand	26
Hong Kong	100	Philippines	33
India	49	Singapore	78
Indonesia	36	Taiwan	39
Japan	91	Thailand	130
Korea	59	Vietnam	40

Notes: *Air arrivals in latest 12-month period in comparison with Hong Kong (100); no account taken of length of stay or spending. †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
	Mar‡	1,450,900	-3.5	30.0	150.60
Bhutan	Dec	27,673	31.2	8.0	200.00
Cambodia	Mar‡	588,621	-5.5	6.5	95.00
China	Mar‡	30,270,700	-7.1	7.0	100E
foreigners	Dec	24,325,225	-6.8	7.0	100E
	Mar‡	4,827,100	-22.8	7.0	100E
Cook Islands	Dec	94,183	-2.4	10.5	115.84
Fiji	Feb‡	63,905	-24.8	8.7	124.58
Guam	Dec	1,135,459	-7.3	3.1	302.93
Hawaii	Dec	6,699,424	-9.1	9.18	179.88
	Mar‡	1,567,132	-14.4	9.19	179.88
Hong Kong	Dec	11,947,784	-0.9	3.28	200.10
	Mar‡	2,569,912	-13.4	3.28	200.10
India	Dec	5,366,729	6.1	16.0	92.68
	Mar‡	1,461,000	-13.8	16.0	92.68
Indonesia	Mar‡	1,406,034	0.0	9.09	107.70
Japan	Dec	8,350,835	0.0	7.2	160.42
	Mar‡	1,558,373	-27.2	6.5	160.42
Korea	Dec	6,890,841	6.9	6.9	163
	Mar‡	1,998,704	24.3	6.9	163
Laos	Dec	1,736,786	6.9	4.5	23.03
Macau	Dec	14,241,649	10.0	1.36	181.80
Malaysia	Dec	22,052,488	5.1	6.2	105.67
	Mar‡	5,460,184	2.2	6.2	105.67
Maldives	Mar‡	182,178	-10.8	8.5	56.00
Marianas	Mar‡	107,434	-2.9	3.52	100.00E
Myanmar	Dec	193,319	-22.1	7.0	70.00
Nepal	Apr‡	117,949	-8.4	9.1	14.09
New Caledonia	Dec	103,672	0.3	19.1	87.09
New Zealand	Mar‡	727,050	-7.4	20.22	115.33
Pakistan	Dec†	839,117	-6.6	25.0	13.20
Palau	Apr‡	27,097	-13.5	E4	NA
PNG	Feb‡	16,484	0.7	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
	Mar‡	2,251,825	-13.6	4.6	161.07
Sri Lanka	Mar‡	106,702	-21.3	10.0	79.10
Tahiti	Mar‡	32,786	-26.6	13.21	150.88
Taiwan	Mar‡	975,399	2.2	6.52	180.52
Thailand	Dec†	14,464,228	4.6	8.75	95.57
	Dec	14,316,815	-1.0	9.19	119.38
	May‡	6,557,186	10.7	9.2	95.57

International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Tonga	Sep	34,600	14.1	5.0	56.87
Vanuatu	Mar‡	65,631	32.8	9.7	146.17
Vietnam	Dec	4,179,369	-0.2	9.6	64.04
	Apr‡	1,297,672	-23.5	9.6	64.04
Asia Pacific	latest-E	31,105,731	-10.9	NA	NA

International arrivals

City/region	Period	Number	Growth,%	Source	Comment
Bali	Jan-Mar 09	465,182	4.2	PATA	direct arrivals
Sabah	Jan-Dec 08	701,198	-29.0	PATA	direct arrivals
Sarawak	Jan-Sep 08	1,630,710	-2.9	PATA	direct arrivals

Domestic arrivals

Destination	Period	Number,mn	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 B\$380b

Notes: See Master Notes, page 6. *2008 unless stated otherwise. †2007. ‡2009. E = Indicative selected totals only; approx Jan-Mar 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
Feb 09	23,439	-12.3	29,594	3.5	9,836	-5.3	13,652†	-7.7†

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
Feb 09	44,661	9.0	15,792	-8.4	11,107	-17.8	8,319	-7.6

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

MARKET DATA

11 Overseas travel by Asia Pacific residents

Market	Jan* thru:	Departures	Growth,%	Source	Spend,US\$m
Australia	Dec	5,808,000	6.3	PATA	14,200
	Mar†	1,202,800	-3.2	PATA	14,200
China	Dec	44,936,310	9.2	TBA-E	29,800
	Feb‡	7,054,681	-3.8	TBA-E	29,800
Hong Kong	Dec	81,910,703	1.5	PATA	14,000
	Feb‡	13,053,920	-0.1	PATA	15,100
India	Dec†	9,783,232	17.3	PATA	8,200
Indonesia	Dec†	4,594,582	-8.8	PATA	4,900
Japan-B	Dec	15,987,250	-7.6	NTO	26,900
	Mar‡	3,940,539	-5.8	NTO	26,500
Korea-B	Dec	11,996,093	-10.0	NTO	18,200
	Feb‡	1,566,543	-36.2	NTO	20,900
Macau	Dec	606,417	1.2	PATA	71
New Zealand	Mar‡	328,514	-7.2	PATA	3,100
Philippines	Dec 06	2,745,191	29.1	PATA	632
Singapore-D	Dec†	6,024,130	8.9	PATA	10,400
	Dec	6,828,362	13.4	PATA	11,800
Taiwan-B	Dec	8,465,209	-5.6	NTO	8,700
	Mar‡	1,914,298	-9.0	NTO	9,100
Thailand	Dec†	4,020,713	18.9	PATA	5,200
Asia Pacific	latest-E	22,022,428	-6.0	various	NA

Notes: See Master Notes, page 6. *2008 unless stated otherwise. †2007. ‡2009. A = Excludes travel to China and Macau. B = Citizens. D = Excludes departures by land. E = Indicative selected totals only; approx Jan-Mar 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‡		
	May 09	Growth, %	stock market	TBA 100 index*	AL/HO All	Region
Air China	3.8	9.5	17.1	127	181	Asia Pacific
Air NZ	1.1	-2.8	0.9	1	1	
All Nppn AW	353.0	1.7	7.9	91	129	
Cathay P AW	10.9	30.2	17.1	75	107	
China AL	8.7	9.6	21.7	44	63	Europe
Japan AL	187.0	-0.5	7.9	36	51	
Malysn AL	3.1	3.4	5.4	86	122	
Qantas AW	1.9	2.1	2.0	54	77	
Singpre AL	12.5	23.3	21.3	73	104	World
Thai AW	14.1	22.6	14.0	44	63	
Mndrn-Orntl	1.6	64.2	21.3	na	na	
Shangri-La	12.0	16.1	17.1	142	202	

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		Per agency		Growth	
		%		US\$m	%	US\$m	%	%	
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, ‡Air-lines Reporting Corporation.

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

Agency	Feb 09	+/-t,%	Mar 09	+/-t,%	YTD 09	+/-t,%
JTB	291	-20.8	305	-19.1	898	-14.2
HIS	262	2.4	268	-1.7	733	0.2
Hankyu	152	-14.3	163	-16.0	476	-10.6
KNT	98	-2.4	141	-8.4	341	-4.3
NTA	77	-32.8	91	-22.0	274	-18.7
Jalpak	60	-24.0	60	-25.2	200	-16.4
NEC	37	-45.3	67	-38.1	171	-29.4
Travel Plaza	36	-16.7	43	-13.2	113	-10.9
Club Tourism	31	-7.5	34	-10.8	98	-6.4
Nissin	25	-33.2	27	-32.4	86	-22.7
Top 63	1626	-17.0	1803	-17.7	5231	-12.1

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 ¥103. †Over same period, year earlier. Source: Travel Journal International.

15 Internet bookings/sales of selected companies/markets

Company	Item	Period	Number	Previous	Source
US online travel	(prev fcst \$104b)	2009	\$93b	-3%	PCW
		2010	\$95b	3%	PCW
Influences in t plngg	posts on OTA sites	current	50%	NA	PCW
	photo posts	current	43%	NA	PCW
	posts from t experts	current	41%	NA	PCW
Priceline growth	agency bookings \$	2008	60%	21% Q4	company
Priceline growth	merchant bookings \$	2008	34%	28% Q4	company
Priceline growth	roomnights	2008	16%	11% Q4	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	
	2009	2010	Period	2008		period	Growth*,%
Australia	-0.8	1.6	Q1:	0.4	38,260	Q1:	2.5
China	6.0	7.0	Q1:	6.1	2,000	Mar:	-1.2
Hong Kong	-6.7	0.9	Q1:	-7.8	26,750	May:	0.1
India	5.0	6.4	Q4:	5.3	810	Feb:	9.6
Indonesia	2.4	3.1	Q1:	4.4	1,620	May:	3.8
Japan	-6.5	0.4	Q4:	-4.3	34,080	Feb:	-0.1
Korea	-5.0	0.6	Q1:	-4.2	18,500	May:	2.7
Malaysia	-3.0	1.1	Q4:	0.1	5,840	Mar:	3.5
Pakistan	1.3	2.3	'08:	5.8	790	May:	14.4
Singapore	-8.8	0.9	Q1:	-11.5	30,040	Mar:	1.6
Taiwan	-6.9	0.5	Q1:	-10.2	15,990	May:	-0.1
Thailand	-4.4	1.4	Q4:	-4.3	3,180	Mar:	-0.2

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, 2008

Country	GNP/GDP	Retail sales	Consumer prices	Wages/earnings
Australia	0.4 Q1	1.4 Q1	4.2 Q1	2.7 Q1
Germany	-1.7 Q4	-1.9 Mar	2.4 Apr	2.6 Feb
Japan	-4.3 Q4	-2.4 Jan	1.0 Feb	-0.4 Dec
UK	-4.1 Q1	2.4 Apr	3.3 May	4.0 Apr
US	-2.6 Q1	-6.8 Mar	4.0 Mar	3.8 Mar
Euroland	-1.5 Q4	-4.2 Mar	3.6 Mar	3.2 Q4

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

MARKET DATA

18 Hotelt measures in Asia Pacific, April

Location	Occupancy, %				Average room rate, local				Revpar, US\$*				
	2009		2008		2009		2008		2009		2008		
	Mth	YTD	Mth	YTD	YTD	US\$* 2009	YTD	2008	YTD	2009	YTD	2008	YTD
Auckland-all	62.3	75.7	75.3	80.3	154	71.52	82.59	128.60	135.17	44.54	62.50	96.88	108.49
U-4	58.2	74.2	NA	NA	171	80.73	92.05	NA	NA	46.99	68.29	NA	NA
Bali-all	69.8	66.0	71.8	75.3	1188485	111.20	104.25	101.65	99.75	77.57	68.77	72.97	75.13
U-4	72.2	71.3	72.0	77.0	887263	84.37	77.83	78.69	80.14	60.93	55.48	56.65	61.69
5-star	65.9	58.7	71.5	72.9	1688758	157.75	148.13	134.65	135.10	103.90	86.92	96.28	98.54
Bangkok-all	40.8	50.7	68.7	76.1	4118	105.14	115.98	136.01	139.27	42.91	58.74	93.44	105.94
U-4	42.2	52.8	72.5	78.4	3041	75.80	85.65	106.88	110.13	31.99	45.23	77.48	86.29
5-star	39.4	48.5	70.3	76.3	6372	172.22	179.47	190.57	198.37	67.87	87.00	133.99	151.33
Beijing-all	57.0	47.9	80.8	67.7	829	121.99	121.21	174.20	147.80	69.58	58.02	140.79	99.99
U-4	60.9	50.2	79.5	67.4	763	109.00	111.67	182.38	149.75	66.42	56.02	144.97	100.89
5-star	44.8	37.9	81.0	65.2	1389	210.10	203.16	253.87	226.23	94.10	76.90	205.62	147.57
Delhi	65.5	68.7	79.4	83.0	11141	182.07	221.33	293.45	323.18	119.27	151.97	232.88	268.38
Fiji	42.0	41.0	50.0	57.3	190	81.17	98.21	136.94	126.19	34.07	40.26	68.43	72.37
Goa	68.7	68.1	72.5	79.8	8524	136.48	169.33	194.68	244.04	93.71	115.25	141.09	194.67
Guangzhou	59.6	50.0	74.7	68.2	654	136.58	95.73	150.78	96.44	81.37	47.85	112.57	65.75
Hanoi	52.4	53.0	69.3	70.6	2428857	122.45	137.26	179.89	178.25	64.22	72.78	124.71	125.88
Ho Chi Minh City	43.2	47.4	65.7	68.9	2538111	133.41	143.44	158.27	149.60	57.69	67.95	104.01	103.12
Hong Kong-all	73.6	74.3	84.7	82.6	1309	166.32	168.83	239.01	207.59	122.39	125.36	202.34	171.50
U-4	72.2	74.7	79.8	78.3	1338	173.40	172.63	248.06	200.06	125.22	128.89	197.89	156.68
5-star	58.3	59.7	78.5	74.8	2600	343.06	335.41	419.43	391.38	199.90	200.26	329.39	292.83
Jakarta-all	60.4	59.6	65.3	64.5	903582	81.65	79.26	96.67	92.88	49.28	47.22	63.15	59.89
U-4	60.5	60.0	60.3	60.8	575658	52.25	50.49	66.30	66.04	31.61	30.28	39.99	40.18
5-star	60.2	59.1	69.3	67.9	1304630	117.26	114.43	117.64	115.67	70.58	67.63	81.53	78.58
Kuala Lumpur-all	55.1	56.6	62.6	65.7	373	105.31	102.54	127.77	117.70	58.03	58.02	79.94	77.27
U-4	55.5	56.6	61.7	65.7	415	117.96	114.24	147.70	134.99	65.51	64.68	91.11	88.67
Macau-all	75.9	73.4	70.8	70.8	1473	163.22	180.63	126.04	137.76	123.91	132.65	89.28	97.53
U-4	79.9	76.6	77.8	76.9	796	94.93	97.65	98.37	103.61	75.83	74.82	76.50	79.70
casino hotels	74.9	72.6	66.4	67.0	1654	181.72	202.87	146.71	162.33	136.13	147.35	97.44	108.69
Manila-all	71.0	70.7	76.3	77.9	5056	105.28	104.77	132.60	120.41	74.77	74.08	101.15	93.81
U-4	72.0	71.8	75.3	76.8	5649	117.99	117.06	143.74	131.53	84.92	84.07	108.22	100.97
Melbourne-all	67.6	72.2	81.5	78.7	222	143.33	150.04	206.67	205.85	96.83	108.37	168.40	162.06
U-4	65.3	71.1	79.9	75.6	229	149.81	154.67	209.18	206.51	97.78	109.97	167.04	156.18
Mumbai	64.4	67.2	74.6	76.9	10172	177.20	202.07	307.05	332.25	114.13	135.69	229.05	255.63
Pattaya	48.0	66.8	58.9	80.5	1957	49.44	55.11	54.98	79.33	23.73	36.79	32.39	63.85
Penang	46.5	50.2	48.2	55.6	291	77.20	79.89	90.29	99.66	35.91	40.07	43.48	55.37
Phuket-all	66.3	69.6	81.1	86.0	4288	93.76	120.77	105.15	149.79	62.17	84.05	85.30	128.86
U-4	44.4	65.6	60.4	80.1	5123	149.65	144.29	148.01	203.53	66.51	94.66	89.33	163.11
Seoul-all	82.1	79.1	71.3	67.9	187493	145.39	133.07	200.05	197.51	119.43	105.20	142.73	134.10
5-star	79.1	73.1	73.2	61.7	239126	184.85	169.72	251.92	253.48	146.28	124.15	172.72	156.31
Shanghai-all	56.5	47.9	69.5	61.3	981	153.80	143.45	172.04	152.61	86.92	68.70	119.61	93.53
U-4	59.7	53.4	72.9	65.6	858	124.96	125.44	157.62	142.28	74.56	66.95	114.89	93.32
5-star	48.3	39.2	63.5	51.9	1846	301.51	269.94	290.86	268.93	145.71	105.93	184.72	139.67
Shenzhen	52.2	48.6	71.1	63.8	757	108.91	110.75	126.07	116.58	56.81	53.81	89.62	74.43
Singapore-all	67.3	69.3	82.1	79.5	242	152.73	159.62	240.30	228.59	102.72	110.57	197.20	181.74
U-4	64.9	69.2	83.3	78.2	237	142.49	156.16	233.41	224.17	92.41	108.00	194.36	175.25
5-star	62.1	64.7	77.9	76.2	329	214.01	217.33	295.96	284.71	132.98	140.67	230.65	216.90
Sydney-all	78.0	80.3	82.5	84.1	218	143.39	147.49	215.96	219.76	111.81	118.37	178.24	184.89
U-4	75.7	80.1	82.9	82.9	237	162.94	160.22	237.85	240.74	123.29	128.37	197.21	199.52
Taipei	69.9	64.7	70.9	71.0	4743	146.76	139.38	168.99	154.06	102.59	90.20	119.84	109.38
Tokyo-all	61.1	62.9	74.6	74.0	24615	294.78	256.80	281.47	245.75	180.19	161.65	209.88	181.89
U-4	62.2	62.8	NA	NA	23813	264.19	248.44	NA	NA	164.34	156.01	NA	NA
5-star	54.9	53.6	67.0	74.2	38864	445.14	405.47	425.83	236.64	244.26	217.19	285.41	175.62
OTHERS													
Dubai	71.9	74.5	NA	NA	695	176.62	189.26	NA	NA	126.91	141.02	NA	NA
London	72.9	68.5	72.2	69.9	171	246.27	245.74	432.34	412.89	179.58	168.41	312.29	288.81
New York	79.7	68.5	83.5	78.5	198	203.58	197.51	274.74	250.19	162.17	135.30	229.48	196.33
Asia Pacific-total	60.7	61.9	70.5	72.3	na	126.95	133.11	165.75	165.94	79.54	84.20	120.80	123.03
US-total	56.4	52.6	63.6	59.2	100	98.37	99.67	108.07	108.01	55.48	52.46	68.76	63.99
Europe-total	64.6	60.1	76.0	68.4	na	199.52	203.74	300.73	275.31	129.50	122.21	229.36	188.67
World	60.6	58.2	70.0	66.7	na	141.62	145.51	191.51	183.09	88.17	86.29	139.64	125.23

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 (YTD data starts July) - Travel Business Analyst Europe; US - Smith Travel Research.

Trends

Baz builds on bad

Tourism Australia, the country's visitor-promotion organisation, has built a visitor-promotional campaign around a movie named 'Australia'.



Australia often betters world-class standards - but we believe director Baz Luhrman's movie might have bettered only the 'bad movie' category and slipped into 'mediocre', although we accept that culture like beauty, is in the eye of the beholder.

TA notes that although the success of the campaign, named 'Come Walkabout', does not depend on the box office success of the movie, that would be a bonus.

To some extent, TA has lost some credibility with its claims of success for Walkabout, having reported great success for its previous promotional campaign, *So Where The Bloody Hell Are You* - which it now casually dismisses.

TA says *Walkabout* had already broken records. Some measures:

- The movie has achieved ticket sales of around 25mn, and 75mn people have been exposed to the *Walkabout* campaign. The movie has grossed US\$200mn around the world and has achieved the second-highest gross in Australia after *'Crocodile Dundee'* in the mid-1980s - although Australia is not the prime target-market. This is surprising, given the jaded-and-almost-comic depictions in much of the movie, although its success may be partly thanks to its presentation as a grand made-in-Australia classic of the *'Gone With The Wind'* type.
- TA has a global target market of "experience seekers", and it says 100mn of these have seen the advertising campaign. Its research indicates that ESs who have seen the advertising are 22% more likely to

visit Australia than if they had not seen it.

- Consumer intention to visit Australia in the next 12 months has increased by 62% for those that have seen the advertising campaign and 87% for those that have seen both advertising and the film. The number of people seeking holiday information on Australia has also increased - 90% more visitors to TA's website in the three months before June. TA knows, of course, that further conversion is required, but these are remarkable figures, even if puzzling given our judgement.

Baby soft boom

Research in PhoCusWright's Consumer Travel Report indicates the baby-boomer market may not live up to expectations.

It reports that baby boomers aged 45-54 actually spent the least of any age group per household on travel. And they are also the most likely to reduce their travel spending in 2009, with 27% planning reductions in travel frequency and spending, see table.

US traveller intentions, % share

Age	NA	Less/ lower	No change	More/ higher
18-24	3	23	36	38
25-34	6	26	36	32
35-44	5	26	42	27
45-54	4	27	45	24
55-64	5	23	49	22
65+	4	18	55	20
Av	5	25	43	27

Source: PhoCusWright.

However, those aged 18-24 and 25-34 are more likely to increase their travel spending in 2009. In particular, 32% of 25-34 year olds (the group that spent the most on travel in 2008) plan on spending more in 2009.

This group includes some of both Generation X and Generation Y, but PCW says it generally exhibits traits associated with Gen Y.

Gen Y is spending more because, beyond their cultural branding as being free-spending or experimental, they are less likely to be burdened by high-fixed expenses or to have

suffered significant investment loss. And travel is high on their 'to-do' list.

The US travel industry is predicted to fall 11% this year.

Briefs

- Will something have to give? This month Firefly is due to start six flights daily Kuala Lumpur-Singapore. The difference is that the KL airport used is Subang, closer to town than KL's main international airport.

Low-fare-airline Air Asia wanted to use Subang but the government refused because it wanted to drive all airlines to the new airport. When FF, a subsidiary of state-owned Malaysia Airlines, was established, the rules were adjusted. FF could fly from Subang because it was flying propeller aircraft - the 70-seat ATR72 - not jets.

Will AA now lease some propeller aircraft and offer a Subang option?

- Fly Abacus. The Singapore-based GDS, Abacus, has reached a deal with Malaysia Airlines to offer Abacus-branded fares.

The fares, available only via Abacus systems, provide different airline services, higher baggage allowance, and lounge access.

- Could Tourism Queensland's publicity campaign - *The Best Job In The World* - claim to be the best?

Many countries - particularly if they had a national candidate for the 'job' - ran details of the competition for the job as a news item, apparently unaware that it was a publicity campaign for Queensland's islands. TQ estimates the campaign generated US\$135mn worth (at US\$1 to A\$1.44) of publicity.

In fact, there is a 'job' and a salary - US\$104,000 plus house accommodation on Hamilton Island - for the six-month contract. But it is not to look after an island - the 'cover story' - but to help to promote the islands. Also, the 15 finalists will be paid as 'special ambassadors' for special events. A candidate from Japan, for instance, will run in the Cairns marathon.

The Power of TWO

OAG
BACK Aviation Solutions

Combining our expertise and experience to serve the commercial aviation industry.

- Airline Fleets •
- Schedules & Operations •
- Traffic Data •
- Financials & Operational Performance •
- Strategic & Technical Consulting •

OAGback
Aviation Solutions

WWW.OAGBACK.COM

Singapore / Other Regions
e: custsvcasppac@oag.com
t: +65 6395 5868
f: +65 6293 6566

China
e: custsvccchina@oag.com
t: +86 10 6590 6215
f: +86 10 6590 6217

Hong Kong
e: custsvcasppac@oag.com
t: +852 2965 1700
f: +852 2965 1777

Japan
e: custsvcjpn@oag.com
t: +81 3 6402 7301
f: +81 3 6402 7302

Travel Business Analyst Markets + Marketing + Strategy

SUBSCRIPTION FORM

New Subscription; 12 issues

- A: Asia Pacific edition €800 PDF copy *email* delivery (12 pages; Jan and Aug 8 pages).
- A: Asia Pacific edition €825 printed copy *airmail* delivery (12 pages; Jan and Aug 8 pages).
- E: Europe edition €800 PDF copy *email* delivery (12 pages; Jan and Aug 8 pages).
- E: Europe edition €825 printed copy *airmail* delivery (12 pages; Jan and Aug 8 pages).
- P: People-in-Travel report €100 (1 page; PDF copy *email* delivery only).
- V: Net Value report €100 (1 page; PDF copy *email* delivery only).

Combination Subscription; 12 issues

- A plus E: €1300 email delivery; €1300 printed copy delivery by airmail.
- A or E plus P or V: €835 email delivery; €850 printed copy (of A or E) delivery by airmail; P and V via email.
- A or E plus P plus V: €870 email delivery; €870 printed copy (of A or E) delivery by airmail; P and V via email.
- A plus E plus P or V: €1335 email delivery; €1400 printed copy (of A plus E) delivery by airmail; P and V via email.
- A plus E plus P plus V: €1370 email delivery; €1450 printed copy (of A plus E) delivery by airmail; P and V via email.
- P plus V: €135 email delivery.

'No-Frills' Subscription; 12 issues

(details on application; no agency commission; no renewal discount; email delivery only)

- NF: A plus E: €999 email delivery only.
- NF: A plus E plus P plus V: €1000 email delivery only.

Start from.....issue.

Renewal Subscription; 12 issues

- A: €725 email delivery; €750 printed copy delivery by airmail.
- E: €725 email delivery; €750 printed copy delivery by airmail.
- P: €75; email delivery only.
- V: €75; email delivery only.
- NF: A plus E: €999 email delivery only.
- NF: A plus E plus P plus V: €1000 email delivery only.

Combination Renewal Subscription; 12 issues

- A plus E: €1200 email delivery; €1200 printed copy delivery by airmail.
- A or E plus P or V: €750 email delivery; €750 printed copy (of A or E) delivery by airmail; P and V via email.
- A or E plus P and V: €780 email delivery; €780 printed copy (of A or E) delivery by airmail; P and V via email.
- A plus E plus P or V: €1270 email delivery; €1270 printed copy (of A plus E) delivery by airmail; P and V via email.
- P plus V: €125 email delivery.

Renew from.....issue.

Restart subscription (not following directly from earlier subscription). *Rates on application.*

Bulk subscription, number.....

Rates on application.

Single and Back issues, months.....

Rates on application.

Tick items required, and complete form below.

(Prices valid for month of issue and following month only.) For orders as above, mail to Travel Business Analyst, GPO Box 12761, Hong Kong, China. Fax (33-4)-9449-0949.

METHOD OF PAYMENT

- Cheque made out to Travel Business Analyst Ltd.
Amount enclosed: _____

- American Express Your Name (Name of cardholder): _____

Address (or attach business card):

Phone: _____

Email: _____

Credit Card No: _____

Expiry Date: _____

Signature: _____