

Travel Business Analyst

Markets + Marketing + Strategy

ASIA PACIFIC • AUGUST 2009

Winter* Special

This month, our shorter seasonal issue, without the Market Monitor, Main News, Market Headlines, Market Intelligence, Market Outlook, and Trends sections, but with a special report on Australia – and retitled for that purpose. The September issue will revert to the regular publishing pattern.

Marketing Australia

As we occasionally note, we are impressed with the work of Tourism Australia, Australia's DMO (destination marketing organisation), despite its frequent-enough internal frictions. But the TA's good work does not seem to be producing unequivocally-good results.

There is some 'headline' worrying news for the TA, and some underlying causes for concern.

The headliner is that annual average growth in visitor arrival numbers in 2008 for the previous five years was only 2%, see Table 1. The 5-year average decline has continued since 1995. And in the first half of this year, the visitor decline was 5%. Although earlier this year the TA said its results were better than some competitors, that 5% seems to match the region's results precisely. (Our estimate for the whole Asia Pacific region is a 5% drop.)

The TA (interview with the departing CEO in the July issue of *People-in-Travel*) notes that it looks at more than just visitor arrival numbers. That makes sense. And it is not just a new policy to fit

current circumstances; it has been a key TA policy for at least five years, and was an important factor in result-reviews even earlier.

Expectations have also tumbled. In 2005, a TA-linked body forecast 7.5mn arrivals in 2010, see Table 1. By 2007, this had been lowered to 6.6mn, and now it is down to 5.5mn, which would mean an annual average growth rate of about-zero. But optimism has returned and the current expectation for 2015 would mean an AAGR of 6% - not seen since the pre-9/11 years of 1995-2000.

Overall in 2008, see Table 2:

- New Zealand. Remained the largest market by far. And even though the total fell 2% in 2008, its market share has increased from 14% in 1995 to 20% in 2008.
- Japan. A disaster, falling 20% but staying 2nd-largest market by a whisker. Its share has fallen from 21% to 8%.
- US. Has remained a steady market.
- China. Another decline, another surprise. We once thought that easier-visa-access to Europe would slow the potential for Australia. That did not seem to happen, but with eased-access to the US starting 2008, is this one reason for the fall?
- Of the other leading markets: Singapore is losing share, but remains a steady market. Korea has actually lost share over recent years, although it is generally considered a newer market. Malaysia's share has remained stable. Germany is another market that is losing share, but perhaps for secondary longer-haul markets, share loss is inevitable, even if there is market growth. Canada is gaining share and growing well, perhaps surprisingly.

India's share has grown mightily, but it remains a small market – despite the great attention it gets from the media. Indonesia should be growing. France is growing numbers and share – seemingly belying our comments above about

Table 1

Visitor arrivals in Australia		
Year	No,x1000	AAGR†,%
1990	2215	14.0
1995	3726	11.0
2000	4946	5.8
2005	5497	2.1
2008	5586	1.6
2010*	7454	6.3
2010*	6583	4.8
2010*	5529	0.1
2015*	7231	5.5

Notes: *Forecasts; first made in 2005, second in 2007, 3rd/4th are current.

†Average annual growth rate over previous five years. Source: Tourism Research Australia, Travel Business Analyst.

Notes: *For those in the northern hemisphere, Summer Special...

Cont on p2

Special Report...1; Market Data Tables...3: GDS or Internet Sales; Travel standardisation; Visitor arrivals; Running totals; Hotel results; Resident departures; Agency sales; Airport traffic; Airline results; Airline stock prices; Air traffic to and within Asia Pacific; AAPA counts; Economics.

contd from p1

Table 2

Visitor arrivals in Australia					
Residence	2008			2000	
	No, x1000	Growth, %	Share, %	Share, %	Share, %
New Zealand	1113	-2.2	19.9	16.6	14.4
Japan	457	-20.2	8.2	14.6	21.0
US	454	-1.2	8.1	9.7	8.2
China	356	-0.3	6.4	2.5	1.1
Singapore	271	2.7	4.8	5.6	5.4
Korea	218	-13.8	3.9	3.2	4.5
Malaysia	171	7.3	3.1	3.1	2.9
Germany	161	6.1	2.9	2.9	3.3
Hong Kong	144	-2.0	2.6	3.1	3.5
Canada	125	8.8	2.2	1.8	1.6
India	116	21.8	2.1	0.8	0.5
Indonesia	94	5.8	1.7	2.0	3.6
France	86	16.1	1.5	1.2	0.9
Thailand	80	-4.2	1.4	1.5	2.2
Taiwan	78	-16.2	1.4	2.7	4.1

Notes: In order of size. Source: Tourism Australia.

Germany. As for Indonesia, the Thailand market should be growing. And so, for different reasons, should be Taiwan, but there will be traffic loss to China now direct flights Taiwan-China have started, even if Australia and China would not seem to be competing destinations.

For Asia markets, see Table 3:

- In the eight markets, only three are performing above the growth rate needed to reach forecast in 2015 – China, India, Korea.
- There was a shock in 2006 when arrivals from China actually dropped. Up until then, the TA had been proud-almost-smug about how well it read the China market. But more than this, though;

Table 3

Visitor arrivals in Australia from leading Asia markets, x1000										
F'cast year:	2009		2009		Actual		2005		Actual	
Market	2015	AAGR*	2010	2008	AAGR*	2010	AAGR*	2005	AAGR*	2000
China	750	12.7	421	356	14.1	699	18.9	285	18.1	124
Hong Kong	188	1.5	150	144	-0.6	196	2.7	160	1.2	151
India	328	14.9	148	116	13.9	113	10.6	68	10.6	41
Japan	341	-4.9	343	457	-5.5	901	2.3	685	-1	720
Korea	239	2.7	169	218	3.9	334	7.6	251	9.4	160
Malaysia	273	3.9	209	171	1.4	239	4.6	166	1.6	153
Singapore	338	1.4	286	271	-0.2	321	1.5	266	-0.7	276
Taiwan	117	-0.9	104	78	-6.5	133	-0.1	111	-3.7	134
Total	7231	2.6	5529	5586	1.6	7454	4.2	5499	2.2	4931

Notes: *Percentage average annual growth rate, all from 2000. Source: Tourism Australia, Tourism Forecasting Committee, Travel Business Analyst.

it showed that China can still surprise. In 2008 growth rate for the decade was 14% – above the forecast rate, although there was a fall in 2008.

- Hong Kong may have reached a ceiling, but that should not have caused a decline. Part of the reason is that more ex-China travellers are flying direct from China and not via Hong Kong.

The forecast for 2015 expects a return to growth.

- Most will be happy with India's results, growing almost as fast as China, although still a small market (smaller than Hong Kong, for instance). The 2015 forecast expects faster growth.
- Although the TA has long had a presence in Japan (now too big for the market's size?), it has not read the market well.

In the past we said the TA was too optimistic about growth in the market, and it has fallen an average 6% this decade. But we now think the TA is too pessimistic in forecasting an average annual fall of 5% up through 2015.

We think Japan has been reached its nadir, and that there will be small structural growth starting about now. That said, Japan's decline in the first half of this year was a jaw-dropping 45% - although to put this in perspective, China also dropped big, by 21%.

- Korea is a difficult market to predict – growing faster than norms when times are good, then falling apart when something goes wrong.

- Malaysia and Singapore are both mature markets, and we would put Singapore as having the better potential because of a stronger structured economy. But at present, Singapore's GDP is expected to fall faster than Malaysia's this year, and Malaysia has low-fare-airline flights into Australia.

- Taiwan, only just over half the size it was in 2000, may slip further now the TA has closed its offices there, and likely vicious circle of reduced air service in reaction to that.

The September issue of Travel Business Analyst is planned to include another detailed report on Australia, including development at leading bodies – such as the DMO and Qantas.

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

Visitors into Queensland

Either 2008 was a year of big changes for Queensland's arrivals from Asia, or there are unanswered questions on the data. Of the top-3 markets plus India, see table:

- Japan, largest market continued its decline in visitors and nights, but daily spend increased.
- Japan's PVPD per-visitor-per-day spend is US\$340, more than twice Korea's and India's, but China's is only 40% below Japan's.
- There was a large drop (18%) in visitors from China, but the surprising 40% growth in nights still could not prevent a drop in daily spend.

In addition to those four markets:

- Visitors from Hong Kong fell, but those that came, stayed longer. Its visitor-nights increased, but by such an amount (21%) that requires an explanation – but Tourism Q cannot provide one.
- Malaysia's results will have been positively affected by new low-fare flights into the Gold Coast. There was a big (41%) increase in visitors, but slower growth in nights caused a 1% drop in daily spend.
- Singapore held well with only 2-4% declines in the three measures.
- Taiwan is a puzzle similar to Hong Kong – 16% decline in visitors, but 43% growth in nights, so 28% decline in spend. How? Why?

Characteristics of visitors into Queensland†

Item	China			Japan		
	2008	Growth,% 2008/7	2007/6	2008	Growth,% 2008/7	2007/6
Visitors,x1000	132	-18.0	28.8	271	-23.0	-12.0
Visitor nights,x1000	1888	39.6	47.1	3117	-15.7	-3.6
Daily spend,US\$*	260	-8.3	34.6	340	7.9	NA

Notes: *Converted at US\$1 to A\$1.19. †Top 3 plus India. Source: Tourism Queensland.

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

From:	Kuala Lumpur			Singapore			Sydney			Tokyo*					
	Apr 09	YTD	+/-,%	Apr 09	YTD	+/-,%	Apr 09	YTD	+/-,%	Apr 09	YTD	+/-,%			
To:	+/-,%	09		To:	+/-,%	09	To:	+/-,%	09	To:	+/-,%	09			
Bangkok	-9.1	388	-13.2	Australia	-3.1	1294	-3.5	Auckland	12.9	457	2.4	China	-10.6	8525	-7.0
Chennai	-22.6	104	-28.0	China	-13.2	915	-14.7	Bangkok	-8.5	202	-9.5	Hong Kong	-0.3	2688	-2.1
Hong Kong	31.7	305	13.0	Hong Kong	12.6	733	-2.2	Beijing	-26.6	52	-5.0	Korea	6.9	4773	7.9
Jakarta	18.8	371	7.0	India	-16.3	678	-18.3	Denpasar	-1.8	59	-15.2	Taiwan	7.6	3366	6.7
London	17.1	123	-6.0	Indonesia	5.4	1241	-2.6	Hong Kong	21.8	337	9.8	Asia-other	-5.4	8476	-4.7
Los Angeles	-54.1	12	-58.6	Japan	-14.9	486	-17.0	Kuala Lumpur	-24.5	79	-34.6	Guam	10.3	2587	17.7
Shanghai	-13.2	81	-21.9	Malaysia	26.2	1017	20.2	London	-4.1	167	-8.2	Pacific	-4.6	10459	-5.6
Singapore	23.1	706	18.9	Thailand	-19.2	939	-23.7	Los Angeles	21.3	186	-2.4	Oceania	-11.6	1820	-16.1
Sydney	-25.8	82	-35.2	UK	-6.1	447	-6.6	Singapore	-2.5	339	-0.1	Europe	-1.6	5443	-5.7
Tokyo	-24.2	91	-26.4	US	-37.7	144	-33.8	Tokyo	-22.9	112	-30.9				
TOTAL	7.0	5681	-0.4	TOTAL	-3.7	11085	-6.8	TOTAL	3.9	3489	-4.1	TOTAL	-1.1	48806	-2.3

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		
	Apr 09	YTD	+/-,%	May 09	YTD	+/-,%	Apr 09	YTD	+/-,%	Apr 09	YTD	+/-,%	Mar 09	YTD	+/-,%
To	+/-,%	09	%	+/-,%	09	%	+/-,%	09	%	+/-,%	09	%	+/-,%	09	%
Australia	na	na	na	na	na	na	-12.0	39	-10.5	-18.1	351	-24.0	15.1	359	6.2
China	-12.1	250	-0.4	-12.9	387	-12.0	-5.5	462	-5.8	-14.6	164	-12.0	-14.4	424	-10.0
Hong Kong	16.3	716	9.6	8.7	268	3.8	-38.8	225	-14.3	11.1	524	-4.8	-10.6	504	-9.5
India	-14.8	16	-20.6	-26.6	231	-21.8	0.2	427	-6.0	3.7	940	0.5	-1.6	232	4.9
Indonesia	41.6	310	31.1	na	na	na	75.4	9	22.6	na	na	na	NA	NA	NA
Japan	-23.3	352	-26.1	-14.5	473	-8.1	-15.1	296	-7.6	-20.5	242	-23.5	-11.6	2506	-10.1
Korea	-2.2	161	-5.7	-12.1	159	0.8	-4.0	174	-7.0	-11.6	79	-11.5	-4.8	745	-1.5
Malaysia	23.4	407	4.4	-21.9	46	-32.3	-26.0	32	-31.4	17.9	123	-5.5	-59.7	9	-61.9
New Zealand	10.8	1807	1.8	na	na	na	na	na	na	3.8	134	9.2	-18.7	174	-16.1
Philippines	30.8	76	15.5	na	na	na	na	0	na	na	na	na	-0.4	223	3.0
Singapore	-3.2	1276	-3.2	-5.9	171	-8.7	-2.9	233	-1.5	3.4	403	2.6	-42.0	61	-42.3
Taiwan	84.5	90	17.8	na	25	na	-2.1	40	-0.6	9.6	41	-3.6	-28.2	424	-29.4
Thailand	-9.6	423	-10.4	-8.9	179	-1.3	-9.6	414	-11.0	-0.9	207	-8.4	-61.5	20	-58.2
TOTAL	7.3	7857	-0.2	-1.5*	26115*	-6.4*	-2.0	37125	-8.4	-3.7	49579	-10.1	-9.1	28383	-6.9

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.ita.doc.gov

Master Notes: Exchange rates (start of previous month) - US\$1 to A\$1.24, Y6.83, HK\$7.75, IRp47.9, ¥96.5, W1274, MR3.52, NZ\$1.54, S\$1.45, NT\$32.8, B34.1. AL = Airlines, ASK = available seat kilometre, AW = Airways, BI = Royal Brunei AL, BR = Eva AW, CI = China AL, CN = China, CX = Cathay Pacific AW, E = TBA estimate, GA = Garuda, HK = Hong Kong, ID = Indonesia, IN = India, J-D = Jan-Dec, JL = Japan AL, JP = Japan, KE = Korean Air, KR = Korea, LF = load factor, MH = Malaysia AL, MI = Silk Air, MY = Malaysia, NA = not available, na = not applicable/nil, NH = All Nippon AW, NZ = New Zealand, OZ = Asiana, P = provisional, Pax = passenger, PH = Philippines, PR = Philippine AL, RPK = revenue passenger kilometre, Q = quarter (of year), QF = Qantas AW, SF = seat factor, SG = Singapore, SQ = Singapore AL, SS = seats sold, TG = Thai AW, TH = Thailand, TW = Taiwan, VN = Vietnam AL, YTD = year-to-date.

MARKET DATA

3 Traffic on selected Asia Pacific airlines, 2008†

Regular airlines	Mth	Mth		YTD		ASK	ASK	RPK	RPK
		SS	RPK	SS	YTD				
		+/-,%	+/-,%	1000	%	mn	%	mn	%
-Systemwide									
Air New Zealand	Apr	-7.8	-14.9	1477	-12.3	9651	-14.3	7617	-11.2
All Nippon AW	Apr	-10.3	-8.5	1240	-10.6	8673	-4.9	5717	-13.3
Asiana	Apr	-4.0	-4.9	2640	-6.8	10456	1.5	7252	-4.8
Cathay Pacific AW*	Jun	-18.1	-14.1	11938	-4.2	55750	-2.1	43758	-4.0
China AL	Apr	6.6	0.1	3121	-1.7	13479	-6.3	10028	-8.8
China Southern AL	Jun	19.8	16.3	30950	10.7	58000	4.6	43393	7.2
Eva Air	Jun	-2.8	-7.6	2821	-3.6	14421	-2.5	10714	-8.5
Garuda	Apr	-1.0	3.7	687	-4.9	3729	7.9	2461	-3.5
Japan AL	May	-15.7	-17.7	16797	-10.3	47968	-5.5	29459	-12.8
Jet AW	May	-18.9	-11.0	4239	-20.4	11417	-12.4	8234	-9.2
Korean Air	Apr	-1.1	-2.1	4197	-0.3	23964	2.3	16228	-2.6
Malaysia AL	Mar	-34.8	-36.9	2304	-29.5	11794	-13.0	6422	-31.6
Philippine AL	Apr	2.8	1.8	1218	-1.7	6520	1.6	4965	-4.4
Qantas AW*	May	-2.8	-3.9	15384	-2.8	50288	-5.1	39927	-5.4
Royal Brunei AL	Mar	-4.3	-2.0	294	-3.1	1337	1.0	921	0.2
Silk Air	Apr	5.1	-9.4	658	4.2	1415	-3.4	974	-8.9
Singapore AL	Jun	-19.2	-18.3	7717	-19.1	53499	-9.7	38089	-17.4
Thai AW	May	-17.1	-24.9	7523	-13.7	29173	-12.7	21120	-20.7
Vietnam AL	Apr	-7.1	-4.4	1123	-8.8	4625	-13.9	3365	-6.9
-International									
China Southern AL	Jun	-8.4	-15.2	1799	-14.7	7702	-20.1	4950	-20.5
Japan AL	May	-19.8	-20.2	4487	-9.3	30887	-6.4	19549	-14.1
Jet AW	May	8.6	0.9	1316	20.2	7598	-5.5	5732	1.7
Jetstar	May	51.1	29.0	931	36.7	5082	20.8	3716	21.7
Malaysia AL	Mar	-37.6	-38.2	1370	-31.7	10697	-13.9	5787	-32.8
Qantas AW*	May	-13.5	-8.2	2902	-13.5	26852	-9.5	21910	-10.1
Thai AW	May	-25.4	-26.5	4806	-21.3	27179	-13.0	19544	-22.2

Low-fare-airlines

-Systemwide	Mth	SS,x1000	Growth,%	SF,%	Jan-	SS,x1000	Growth,%	SF,%	+/-,pts
Air Asia-all	Mar	NA	NA	NA	Mar	4992	14.5	NA	NA
-Malaysia	Mar	NA	NA	NA	Mar	3148	20.5	69.7	-2.4
Jetstar,AU	May	624	-1.6	81.7	May	3303	3.5	81.7	0.0
Ryanair	May	5513	8.9	81.0	May	23701	8.7	79.8	1.2
Southwest	May	7470	-8.2	74.6	May	34792	-6.7	72.3	0.9

Notes: See Master Notes, page 3. 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	CI	CZ	JL	SQ	TG
	Y-Dec 08	Y-Dec 08	Y-Dec 08	Y-Mar 09	Y-Mar 09	Y-Dec 08
Revenue,mn	11100	3818	8095	19511	10956	5637
Op Profit,mn	-957	-354	-949	-508	619	-188
Revenue per						
ASK,USc*	9.61	9.28	7.18	15.2	9.3	7.48
RPK,USc*	12.2	12.1	9.73	23.4	12.2	10.0
Pax,US\$*	445	391	139	369	599	301
Profit per						
ASK,USc*	-0.83	-0.86	-0.84	-0.39	0.53	-0.25
RPK,USc*	-1.05	-1.12	-1.14	-0.61	0.69	-0.33
Pax,US\$*	-38.3	-36.3	-16.3	-9.6	33.8	-10.0

Notes: See Master Notes, page 3. 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	
	Apr	+/-	YTD	+/-	Jan-	+/-	Jan-	+/-
	09	%	09	%	Apr 09	%	May 09	%
SS,mn	11.2	-5.2	43.8	-9.5	28.7	-9.4	88.9	-8.1
ASKs,bn	61.5	-6.1	248.9	-5.8	160.2	-5.2	360.5	-4.1
RPKs,bn	45.2	-7.4	180.5	-11.0	117.3	-9.3	264.5	-7.4
Pax LF,%	73.5	-1.4	72.5	-5.5	73.2	-3.3	73.4	-2.2

Notes: See Master Notes, page 3. *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	Growth
				month shown	%
Auckland	Apr	543,241	4.7	2,337,081	1.2
Bali	Apr	359,114	16.4	1,327,225	5.4
Bangkok	Dect	1,756,346	-41.1	30,108,861	-5.0
	Apr	2,417,178	-13.8	9,747,025	-17.2
Beijing	Dect	814,593	-3.2	12,500,599	6.9
	Apr	972,200	-5.8	3,556,600	-13.0
Brisbane	Apr	336,658	10.1	1,309,456	1.4
Chennai	Apr	277,575	-4.1	1,144,200	-2.8
Colombo	Apr	335,382	-22.5	1,335,024	-21.0
Delhi	Apr	625,256	6.6	2,651,647	1.7
Guangzhou	Apr	336,712	-9.9	1,252,766	-12.7
Hong Kong	Dect	4,041,000	-5.3	48,595,000	1.7
	Jun	3,316,000	-18.9	22,398,000	-8.2
Jakarta	Apr	573,985	1.6	2,119,148	-4.0
Kuala Lumpur	Apr	1,506,735	7.0	5,681,111	-0.9
Macau	Apr	400,553	-18.7	1,428,400	-21.7
Male	Apr	145,440	-5.9	596,037	-4.5
Manila	Apr	1,052,976	3.9	3,860,707	-1.9
Melbourne	Apr	411,710	9.2	1,649,174	3.6
Mumbai	Dect	680,506	-6.0	7,841,037	4.6
	Apr	584,572	-6.2	2,413,024	-8.3
Noumea	Apr	33,443	7.6	151,415	-2.6
Osaka KIX	May	634,837	-25.7	3,813,141	-14.4
Papeete	Apr	38,634	-18.2	155,172	-21.3
Perth	Apr	223,465	10.4	878,410	3.8
Phnom Penh	Apr	113,061	-11.5	480,996	-10.2
Phuket	Apr	183,056	0.3	883,140	-15.4
Seoul	Apr	2,449,442	-4.2	9,957,099	-8.7
Shanghai	Dect	818,686	-41.1	11,979,179	-31.6
	Apr	976,094	-7.3	3,624,386	-18.9
Singapore	Dect	3,493,890	-0.6	37,694,824	2.7
	May	2,787,124	-11.1	14,236,148	-8.2
Sydney	Dect	961,587	-2.1	10,509,893	1.3
	Apr	870,548	3.9	3,489,061	-4.5
Taipei	Apr	1,723,497	0.8	6,242,238	-7.6
Tokyo Narita	Dect	2,493,760	-10.5	32,388,365	-5.6
	May	2,268,741	-13.8	12,217,990	-9.9
ASIA PACIFIC-A	Dec	85,252,897	-4.8	1,002,698,816	0.4
	Apr	87,282,758	-0.1	338,890,542	-1.2
Intl	Dect	31,853,560	-10.0	384,023,938	-0.7
	Apr	31,712,526	-2.7	123,210,851	-7.6

Notes: See Master Notes, page 3. *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	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 days‡	PVPD US\$-A
Australia	Dec	5,586,092	-1.0	30.0	150.60
	May‡	2,281,742	-1.2	30.0	150.60
Bhutan	Apr‡	7,929	-7.1	8.0	200.00
Cambodia	Apr‡	751,015	-4.4	6.5	95.00
	Jun‡	10,206,200	-19.3	7.0	100E
China foreigners	Jun‡	62,062,300	-4.4	7.0	100E
	Dec	24,325,225	-6.8	7.0	100E
Cook Islands	Jun‡	44,577	6.5	10.5	115.84
Fiji	Apr‡	139,624	-19.8	8.7	124.58
Guam	Jun‡	502,627	-15.1	3.1	302.93
Hawaii	Dec	6,699,424	-9.1	9.18	179.88
	Jun‡	3,161,873	-9.6	9.19	179.88
Hong Kong	Dec	11,947,784	-0.9	3.28	200.10
	Jun‡	5,139,960	-14.2	3.28	200.10
India	Dec	5,366,729	6.1	16.0	92.68
	Jun‡	2,467,654	-9.3	16.0	92.68
Indonesia	May‡	2,413,638	1.7	9.09	107.70
	Dec	8,350,835	0.0	7.2	160.42
Japan	Jun‡	3,095,000	-28.6	6.5	160.42
	Dec	6,890,841	6.9	6.9	163
Korea	Jun‡	3,792,355	15.3	6.9	163
	Dec	1,736,786	6.9	4.5	23.03
Laos	Dec	1,736,786	6.9	4.5	23.03
Macau	Jun‡	10,366,705	-26.1	1.36	181.80
Malaysia	Dec	22,052,488	5.1	6.2	105.67
	Jun‡	11,346,444	3.5	6.2	105.67
Maldives	Jun‡	318,714	-10.5	8.5	56.00
Marianas	Jun‡	181,198	-11.5	3.52	100.00E
Myanmar	Apr‡	79,636	-1.1	7.0	70.00
Nepal	Jun‡	166,300	-6.1	9.1	14.09
New Caledonia	May‡	39,165	-4.4	19.1	87.09
New Zealand	Jun‡	1,200,011	-3.8	20.22	115.33
Pakistan	Dec†	839,117	-6.6	25.0	13.20
Palau	Jun‡	36,403	-11.4	E4	NA
PNG	May‡	44,722	1.8	17.3	28.24
Philippines	Dec	3,139,422	1.5	11.94	82.96
	May‡	3,761,825	-11.8	4.6	161.07
Singapore	Dec	10,074,534	-2.0	4.6	161.07
Sri Lanka	Jun‡	187,729	-16.3	10.0	79.10
Tahiti	May‡	57,037	-27.0	13.21	150.88
Taiwan	Jun‡	2,111,643	10.4	6.52	180.52
	Dec	14,316,815	-1.0	9.19	119.38
Thailand	Mar‡	3,642,628	-15.8	9.19	119.38
	Mar‡	3,120,384	-18.6	8.8	95.57

International arrivals

Destination	Months*	Arrivals	Growth %	Stay days‡	PVPD US\$-A
Tonga	Sep	34,600	14.1	5.0	56.87
Vanuatu	Apr‡	90,390	47.3	9.7	146.17
Vietnam	Dec	4,179,369	-0.2	9.6	64.04
	Jun‡	1,869,664	-18.3	9.6	64.04
Asia Pacific	latest-E	129,989,871	-5.4	NA	NA

International arrivals

City/region	Period	Number	Growth,%	Source	Comment
Bali	Jan-Apr 09	645,061	8.6	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 B380b

Notes: See Master Notes, page 3. *2008 unless stated otherwise. †2007. ‡2009. E = Indicative selected totals only; approx Jan-May/Jun data; % growth has more validity than total; criteria varies. Source: national tourist offices, PATA.

Notes: See Master Notes, page 3. 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
Mar 09	22,900	-14.9	29,635	2.8	9,717	-6.9	13,460†	-10.0†

Notes: See Master Notes, page 3. †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
Mar 09	44,212	6.3	15,746	-8.0	10,911†	-18.9†	8,277	-7.5

Notes: See Master Notes, page 3. †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\$mn*
Australia	Dec	5,808,000	6.3	PATA	14,200
	May†	2,207,100	0.4	PATA	14,200
China	Dec	44,936,310	9.2	TBA-E	29,800
	Apr†	12,654,332	-2.5	TBA-E	29,800
Hong Kong	Dec	81,910,703	1.5	PATA	14,000
	May†	33,931,289	-0.3	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
	Jun†	7,189,775	-9.1	NTO	26,500
Korea-B	Dec	11,996,093	-10.0	NTO	18,200
	Jun†	4,471,800	-31.9	NTO	20,900
Macau	Dec	606,417	1.2	PATA	71
New Zealand	Jun†	830,897	-5.4	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
	Jun†	3,836,131	-11.5	NTO	9,100
Thailand	Dec†	4,020,713	18.9	PATA	5,200
Asia Pacific	latest-E	45,995,686	-6.6	various	NA

Notes: See Master Notes, page 3. *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-May/June 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†			
	Jun 09	Growth‡,%	stock market	TBA 100 index*	AL/HO All	Region	June 2009
Air China	3.8	-0.5	1.1	127	182	Asia Pacific	65
Air NZ	0.9	-15.1	1.2	1	1		
All Nppn AW	328.0	-7.1	4.6	84	121		
Cathay P AW	10.7	-1.7	1.1	74	107		
China AL	8.1	-6.7	-11.8	41	60	Europe	40
Japan AL	185.0	-1.1	4.6	35	51		
Malysn AL	3.2	2.6	3.0	88	126		
Qantas AW	2.0	4.7	3.6	57	82		
Singpre AL	13.3	6.4	0.2	77	111	World	46
Thai AW	14.3	1.4	6.6	45	64		
Mndrn-Orntl	1.4	-10.9	0.2	na	na		
Shangri-La	11.5	-3.8	1.1	136	196		

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

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

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

Agency	Apr 09	+/-†,%	May 09	+/-†,%	YTD 09	+/-†,%
JTB	274	-21.6	259	-37.4	1431	-22.5
HIS	192	-2.3	174	-15.9	1100	-1.4
Hankyu	192	0.7	171	-23.2	839	-11.2
KNT	88	-15.8	89	-23.4	518	-14.5
NTA	67	-25.9	66	-42.1	407	-30.5
Jalpak	53	-9.5	50	-23.3	304	-14.4
NEC	31	-38.6	37	-48.4	239	-40.5
Club Tourism	32	-17.3	36	-24.5	166	-13.0
Travel Plaza	25	-32.2	23	-42.5	160	-17.6
Nissin	25	-36.8	21	-47.4	131	-27.9
Top 62	1476	-18.4	1374	-33.8	8081	-18.4

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
China market	online travel	2008	\$500m	50%	R&M
Hong Kong tvl search,%	Kowloon Bus/Cathay	2009	1.4/1.3	NA	Hitwise
Singapore tvl search,%	Tiger/Jetstar/SIA	2009	1.0/0.9/9	S/J/T	Hitwise
US online travel	share	2009	39%	35%	PCW
US online travel	share	2010	40%	39%	PCW
Priceline growth	US bookings \$	2008	43%	31% Q4	company
Use DMO site	for activities/events	current	81%	NA	PCW
	same day look/book	current	14%	NA	PCW

Notes: See Master Notes, page 3, and Net Value. All \$s are US\$. Source: various.

16 Economic indicators of major countries in Asia Pacific

Country	Forecast GDP growth*†,%		Actual GDP growth*,%		GDP per person,US\$	Inflation period	Growth*,%
	2009	2010	Period	2008			
Australia	-0.8	1.6	Q1: 0.4	0.4	38,260	Q1: 2.5	
China	7.2	7.6	Q2: 7.9	7.9	2,000	Jun: -1.7	
Hong Kong	-6.7	0.9	Q1: -7.8	-7.8	26,750	May: 0.1	
India	5.5	6.4	Q1: 5.8	5.8	810	May: 8.6	
Indonesia	2.4	3.1	Q1: 4.4	4.4	1,620	May: 3.8	
Japan	-6.1	1.0	Q1: -8.8	-8.8	34,080	May: -1.1	
Korea	-5.0	0.6	Q1: -4.2	-4.2	18,500	May: 2.7	
Malaysia	-3.0	1.2	Q1: -6.2	-6.2	5,840	May: 2.4	
Pakistan	1.3	2.3	'08: 5.8	5.8	790	May: 14.4	
Singapore	-8.6	1.3	Q2: -3.7	-3.7	30,040	May: -0.3	
Taiwan	-6.9	0.5	Q1: -10.2	-10.2	15,990	May: -0.1	
Thailand	-4.5	1.9	Q1: -7.1	-7.1	3,180	Jun: -4.0	

Notes: See Master Notes, page 3. GDP = gross domestic product. *Over period year earlier. †Official and other estimates. Source: The Economist.

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

Country	GNP/GDP	Retail sales	Consumer prices	Wages/earnings
Australia	0.4 Q1	1.4 Q1	4.2 Q1	2.7 Q1
Germany	-6.9 Q1	-0.8 May	4.9 Jun	0.3 May
Japan	-8.8 Q1	-1.6 May	1.3 May	0.4 May
UK	-4.1 Q1	2.4 Apr	3.3 May	4.0 Apr
US	-2.5 Q1	-7.5 May	5.0 Jun	3.6 Jun
Euroland	-4.9 Q1	-3.3 May	4.0 Jun	3.7 Q1

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



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