

Travel Business Analyst

Markets + Marketing + Strategy

ASIA PACIFIC • NOVEMBER 2009

Market Monitor

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

- World Travel Industry Index: Aug -3E; Jul -3E; Jun -6P; May -7.3; Apr -2.3; Mar -10.3; Feb -11.2; Jan -6.7; Dec -6.3; Nov -5.6; Oct -2.0. TBA.
- World airport passengers: Jul ttl -1.4, intl -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; Nov -7.8 -5.8; Oct -3.4 -1.4; Sep -4.2 -2.7. ACI.
- World air traffic, RPKs: Sep +0.3; Aug -1.1; Jul -2.9; Jun -7.2; May -9.3; Apr -3.1; Mar -11.1; Feb -10.1; Jan -5.6; Dec -4.6; Nov -4.6. IATA.
- World hotel occupancy, pts: Aug -3.3; Jul -3.4; Jun -6.9; May -8.6. TBA.
- World travel stocks index (on 100): Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44; Nov 43. TBA.
- World visitor arrivals: Jul -3.3; Jun -7.3; May -10.6; Apr -1.1; Mar -12.8; Feb -10.1; Jan -7.6; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. WTO.
- AsPac airlines seat sales: Jul -6.7; Jun -16.8; May -14.9; Apr -5.4; Mar -10.8; Feb -14.0; Jan -8.6; Dec -12.0; Nov -12.1; Oct -5.2; Sep -9.0. AAPA.
- AsPac airport passengers: Jul ttl +4.6, intl -3.1; Jun -0.1 -11.3; May -2.0 -10.9; Apr +1.4 -2.7; Mar -2.1 -8.8; Feb -5.0 -13.1; Jan -0.4 -6.6; Dec -4.8 -9.9; Nov -3.5 -10.6; Oct -0.6 -3.0; Sep -3.4, -6.6. ACI.
- AsPac air traffic, RPKs: Sep +2.1; Aug -1.6; Jul -7.6; Jun -14.5; May -14.3; Apr -8.6; Mar -14.5; Feb -12.8; Jan -8.4; Dec -9.7; Nov -9.7; Oct -6.1; Sep -6.8. IATA.
- AsPac hotel occupancy, pts: Aug -2.8; Jul -3.8; Jun -9.4; May -10.4; Apr -9.8; Mar -11.7; Feb -7.5; Jan -13.1; Dec -10.8; Nov -0.1. TBA.
- AsPac travel stocks index (on 100): Sep 74; Aug 73; Jun 65; May 68; Apr 56; Mar 49; Feb 46; Jan 51; Dec 54; Nov 53; Oct 57; Sep 73. TBA.
- AsPac visitor arrivals: Jul -5.2; Jun -7.4; May -10.0; Apr -0.7; Mar -6.9; Feb -10.6; Jan -5.1; Dec -4.1; Nov -5.2; Oct -1.6; Sep -4.5. WTO.
- Air France seat sales, Asia: Sep -3.9; Aug -3.5; Jul -5.8; Jun -10.2; May -10.9; Apr -7.0; Mar -11.1; Feb -8.8; Jan -4.3; Dec -0.6; Nov -1.2.
- Australia resident departures: Aug +8.5; Jul +17.0; Jun +4.9; May +2.4; Apr +8.0; Mar -6.3; Feb -0.7; Jan -2.0; Dec +1.5; Nov +0.8. PATA.
- Australia visitor arrivals: Aug -0.9; Jul -12.8; Jun -4.7; May -1.6; Apr +7.4; Mar -4.9; Feb -2.8; Jan +2.7; Dec -0.6; Nov -5.1; Oct -2.1. NTO.
- Bali visitor arrivals: Jul +21.1; Jun +11.5; May +13.8; Apr +21.9; Mar +5.2; Feb -9.2; Jan +17.7; Dec +13.5; Nov +0.1; Oct +23.8; Sep +18.7. PATA.
- Bangkok airport visitor arrivals: Jul -15.8; Jun -22.9; May -26.2; Apr -15.7; Mar -16.9; Feb -25.7; Jan -19.7; Dec -38.8; Nov -30.8. PATA.
- British Airways seat sales, AsPac: Aug -13.1; Jul -11.4; Jun -16.8; May -19.2; Apr -9.1; Mar -11.9; Feb -19.3; Jan -10.2; Dec -12.8; Nov -7.3.
- Cathay Pacific seat sales: Sep -2.0; Aug +3.8; Jul -9.9; Jun -18.1; May -7.5; Apr +8.8; Mar -3.2; Feb -7.4; Jan +2.4; Dec -0.3; Nov -2.2.
- China citizen departures, estimates: Jun -16.8; May -18.2; Apr -3.1; Mar +1.8; Feb -14.2; Jan +13.9; Dec +0.3; Nov +3.5; Oct +6.0. TBA.
- China foreign visitor arrivals: Sep -4.7; Aug +3.1; Jul -0.5; Jun -10.2; May -17.0; Apr -19.2; Mar -22.9; Feb -12.9; Jan -31.2; Dec -19.4. PATA.
- China Southern seat sales: Sep +10.6; Aug +32.9; Jul +14.1; Jun +19.7; May +10.6; Apr +5.0; Mar +6.8; Feb +7.6; Jan +16.2; Dec +6.2; Nov +5.0.
- Dubai airport passengers: Jul +12.6; Jun +10.3; May +7.1; Apr +6.4; Mar +0.1. ACI.
- Eva Air seat sales: Jul +6.6; Jun -2.8; 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: Aug -6.3; Jul -1.4; Jun -13.3; May -16.1; Apr -7.4; Mar -22.7; Feb -20.6; Jan -27.6; Dec +1.4; Nov +0.0. PATA.
- Hawaii visitor arrivals: Sep +7.7; Aug +0.3; Jul +1.3; Jun -5.2; May -6.4; Apr -1.5; Mar -17.2. PATA.
- Hong Kong airport passengers: Sep -3.5; Aug +2.8; Jul -9.5; Jun -18.9; May -12.7; Apr +4.1; Mar -8.0; Feb -13.7; Jan +0.2; Dec -5.3; Nov -5.7.
- Hong Kong visitor arrivals: Sep +2.5; Aug +5.8; Jul -12.2; Jun -15.0; May -13.4; Apr +0.8; Mar +1.7; Feb -8.1; Jan +11.0; Dec -0.2; Nov -1.1. NTO.
- India visitor arrivals: Sep -4.2; Aug -8.5; Jul 0.6; Jun +0.2; May -1.9; Apr -3.5; Mar -12.9; Feb -10.6; Jan -17.6; Dec -9.2; Nov +2.0. PATA.

Sri Lanka

Starting again

Sri Lanka still has image problems following the ending of the internecine strife earlier this year. But development in the visitor business has already restarted, and this is likely to lead to growing visitor numbers.

Arrivals were still down nearly 3% over the first three quarters, but starting June, PATA reports substantial monthly growth - 8%, then 28%, 34%, and 29%.

Among changes:

- The country's international airline, Sri Lankan, is adding routes, particularly to Europe - which has been the destination's main source of visitors. These are circle flights -Colombo-Paris-Rome-CMB and CMB-Frankfurt-Rome-CMB. And from December it plans to add the same routings but with Milan the stop in Italy.

- To help boost visitor potential, 2011 has been designated 'Visit Sri Lanka Year' (VSLY). Such 'Visit Years' are a frequent response to boost or relaunch marketing campaigns. Our findings indicate that results do not confirm that Visit Years actually boost numbers in that year (despite claims to the contrary). But they do help to coordinate marketing activity, and which may pay off in better visitor numbers in later years.

- There are already fluctuations in terms of expectations for the visitor business. Some officials expect 393,000 visitors this year, 500,000 in 2010, then 800,000 in the 2011 VSLY, and 2.5mn in 2016. Other reports have 500k this year and 1mn in 2011. We estimate 465,000 for this year, which would be 6% up on 2008.

Ten years earlier, in 1991, the forecast was to reach 900,000 in 2001. Most recent peak was 500,000 in the tsunami-year of 2004.

- Others.

-Some visitor-related developments such as hotels are being started or restarted on the east coast - some reports indicate 13 projects, including one from John Keels, whose hotel brand is Cinnamon.

-Companies offering domestic flights are expanding, generally with small up-to-10-seat aircraft. There are three to the (still unhappy) north of the country, for instance.

-MICE is 13% of total visitors, surprisingly-high. Some meetings are assumed to be related to the country's inter-community troubles, but as these troubles reduce and more normal visitation grows, that share should fall.

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MARKET OUTLOOK

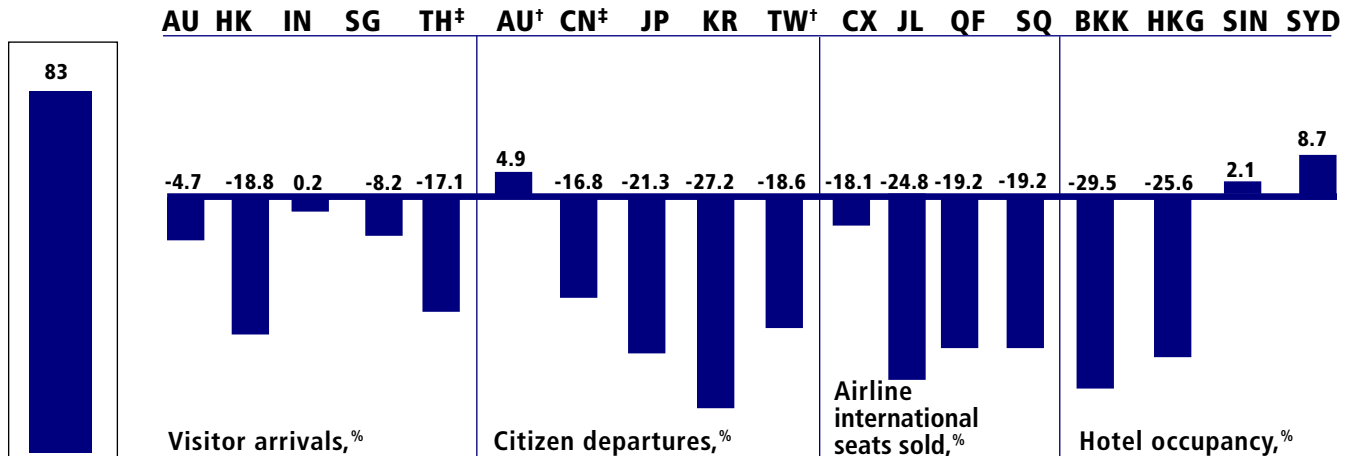
Headlines

Commentary on tables

- **Barometer.** At mid-year, overall travel index at 17% below same month in 2008. In Arrivals, all down except, just, *India*. In Outbound, *Australia* up. Big falls for Airlines, 18-25%; that may have been the worst month. With Hotels, occupancy up in *Singapore* and *Sydney*.
- **Inbound trends.** Forecast for next 12-month period - *China* gets back above 19mn, but the other three - *Hong Kong*, *Singapore*, *Thailand* - are largely unchanged.
- **Outbound trends.** Forecast for next 12-month period; no change from last month.

Barometer

Percentage growth in latest matching month* available; June 2009



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

Visitor arrival trends*, next 12 months

Source	Number, x1000
China	19,447
Hong Kong	10,172
Singapore	8,849
Thailand	12,090

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 [‡]	39,634
Japan	14,212
Korea	7,758
Taiwan	7,360

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
Australia visitor arrivals,'09	Jun	-4%;5.6m'08	DMO
World visitor arrivals,'09	Jun	-4-6%	WTO
Hongkong Disneyland,'15	Jun	8.4m	company
Australia visitor arrivals,'10	Jun	5.5m;5.6m'08	DMO
Australia visitor arrivals,'15	Jun	7.2m	DMO
Aman Resorts	May	2 in '09	company
Philippines new hotel rooms,'14	Mar	30k (now 14k)	ITB
Philippines visitor arrivals,'10	Mar	5m,+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
Ethihad seats sold,'09	Mar	7m +15%	company
Ethihad 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

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

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Visitors

Growth for 2010

Latest calculations from the World Tourism Organization indicate that worldwide visitor arrivals dropped 7% over the first eight months of the year. The WTO now forecasts a 5% drop for the whole year; that neatly matches its forecast since early 2009 - which was for a 4-6% drop.

Monthly percentage falls have been reducing. For the two high-season months of July and August, falls were 3% in both months compared with 8% in the first half.

Visitor spending, however, has fallen slightly more - down 9-10% in the first half, with a 6-8% fall expected over the whole year.

For 2010, the WTO forecasts 1-3% growth.

Also, the WTO's 'Confidence Index' is also improving. The share of pundits with a negative outlook for the next four months has decreased from 62% to 42%, while for 30% prospects are 'equal', and for 28% they are 'better' or 'much better'.

Latest regional breakouts show Asia Pacific down 5% year-to-date, Europe down 8% YTD, and the Americas down 7% YTD.

Separately, our World Travel Industry Index, which indexes all travel-segment results not just visitor arrivals, shows a 9.4% fall in Q1, 5.3% fall in Q2, 7.3% fall in H1, but a drop of only 2.6% in both July and August - a great improvement on the 7.3% fall in May and 6.2% in June.

Hotel groups

Updates

• Thailand's **Amari Hotels** has launched a new image. The changes should be implemented at all Amari hotels by end-2010, with extensive renovations at its Atrium hotel in Bangkok and the Amari in Phuket. Also, the group wants to expand internationally from its current 11 hotels in Thailand to 40 throughout Asia Pacific.

• Singapore-based **Frasers Hospitality** is fast adding to its international portfolio of serviced apartments.

Currently, it has 33 locations in Asia Pacific, Europe, and the Middle East. This year it has opened in Bahrain, Edinburgh, Hanoi, and Singapore, and over the next few months Budapest, Doha, and Dubai are due to open.

Its target is 10,000 apartments by end-2010; it currently has about 5000.

• Singapore-based **GHM** has nine hotels under development in Europe, Middle East, and North America, as well as Asia.

GHM (which means General Hotel Management, although that is hardly used) has 14 stylish hotels and resorts. New hotels are planned for Bulgaria (Thracian Cliffs), China (Mt Huangshan, Anhui province), Dubai, Greece (Kilada Hills), Indonesia (Jimbaran, Bali), Mexico (Riviera Maya, Yucatan), Oman (Barka, 50km from Muscat), Switzerland (Andermatt), Thailand (Phuket) over the next three years.

Exiting GHM's portfolio are the Chedi in Phuket and the Carcosa Seri Negara in Kuala Lumpur. The CSN, previously residence of the British Representative to the Malay States, and then an Aman resort, will be closed for renovation and redevelopment, but it is not yet clear what will happen to the property after that.

Earlier, GHM used brand names of Chedi, Datai, Legian, and Setai, but many of the new hotels are just as likely to have their own names.

MICE

Facing facts

• **ICCA** (a meetings association) and **IMEX** (an annual trade show in Frankfurt) have conducted a survey of conference organisers on progress of the business.

We respect and use ICCA data, but we have found IMEX data often releases selective data to suit its own message. However, as this survey is a general industry report, we believe certain data is valid.

That said, presentation of the findings is awkward, and so we provide here only the parts that appear valid. As a result, some of the following findings result from calculations of the ICCA/IMEX data:

-90% intend to

select lower-cost destinations/venues for meetings.

-93% intend to select lower-cost delegate accommodation or lower-price hotels.

-90% intend to cut costs at meetings (such as cutting banquets, receptions, days in program).

-87% intend to renegotiate existing contracts for events.

-61% intend to reduce the number of large meetings they organise.

-62% intend to reduce the number of smaller meetings they organise.

-In the largest meeting this year, 37% said attendance was unchanged from previous meetings, 25% said it was higher, 38% said less.

-Reference sponsorship and/or exhibition revenue in the largest meeting this year, 33% said spending was unchanged from previous meetings, 15% said it was higher, 53% said less.

• **Thailand's** convention bureau expects MICE visitors will have fallen 31% this year, see table. Even a forecasted fast recovery in 2010 (of 27%) will still not take the total to the peak achieved in 2007.

Conversely, revenue-per-visitor, falling in 2007 and 2008, is expected to have grown this year. But expected revenue growth in 2010 would not be enough to stop another decline - to US\$2100 per-visitor compared with the US\$2500 peak in 2006.

MICE visitors to Thailand

Year	Category	Visitors, x1000	Growth, %	Revenue, US\$mn*	Growth, %	Rev-per-vis, US\$*	Growth, %
2010	All	636	27	1326	10	2086	-14
2009	All	500	-31	1206	-22	2412	13
Actual							
2008	All	728	-15	1550	-24	2130	-11
	MI	372	-2	620	-21	1667	-19
	C	260	-10	729	-11	2804	-2
	E	96	-32	202	-54	2098	-33
2007	All	857	7	2044	1	2385	-6
	MI	379	10	784	20	2071	9
	C	288	2	822	18	2858	16
	E	141	-20	439	-1	3112	25
2006	All	803	16	2029	46	2526	26
	MI	345	16	656	28	1900	10
	C	282	37	695	47	2465	7
	E	176	-6	441	9	2498	16
2005	All	690	56	1388	43	2012	-8
	MI	297	48	513	39	1726	-6
	C	205	68	472	54	2300	-9
	E	188	55	404	37	2150	-12

Notes: C = Congresses/Conferences/Conventions, E = Exhibitions, MI = Meetings/Incentives. *Converted at US\$1 to Bt34. Source: Thailand Convention & Exhibition Bureau.

ZERO

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

Gas flies!

Although not technically an eco-friendly move, the first commercial flight in an aircraft burning fuel made from natural gas could be an important development to reduce the demand for oil-based kerosene, the usual aircraft fuel.

The flight, last month, was a Qatar Airways A340-600 operating London Gatwick-Doha using a 50/50 blend of GTL (gas-to-liquid) kerosene and oil-based kerosene - developed by Shell. Qatar, the country, has a surplus of gas, and is now set to become the world's leading producer of GTL-kerosene when it is put into commercial production - due to be in 2012.

GTL fuel was first flown in a commercial aircraft in one engine in an A380 in February 2008; the Qatar flight was the first commercial passenger flight.

Airbus predicts 25% of jet fuel could be alternative-fuel by 2025, and 30% bio-fuel by 2030.

GTL-kerosene reduces CO2 emissions, but not by much (Qatar AW does not say), so these flights are good primarily in that they would reduce reliance on oil.

Sun flies!

Well, almost. Take-off of the first solar-powered aircraft (yes), is running late. Following operational tests, the one-seat Solar Impulse was due to make its first actual flight in Switzerland early this year, then July, and currently the target is for some time between November 2 and December 20.

Timing of the flight is not crucial, of course. The importance is more the result; proof of concept.

The initial flight tests will be flights operating a few metres above the runway (and with 'flea-hops', just like the Wright brothers in 1903!) to test the controllability of the SI's big wing (63m, same as those on an A340).

The aim is to be ready by

spring 2010 for a complete day-night-day flight.

The SI is about the same weight as a regular car (1600kg). It has 12,000 solar cells in the wings, which feed renewable energy to the four electric motors and by day also charge the batteries which will enable the aircraft to fly at night.

We believe the effort into proving SI's night-flight viability should be reduced - at this stage of the aircraft's development. The plane should not fly at night, period. However, some additional power might be needed during daytime for various reasons (including malfunction of cells), and so tests still need to be conducted. But abandoning the idea of night flights would make testing simpler.

Sun grounded!

Denver airport is building a photovoltaic solar electricity-generating system that will power the airport's fuel-storage and -distribution facility. The US\$7mn 1.6mw project, due to be ready by end-year, is expected to provide 100% of the fuel farm's electricity consumption.

JAL cuts, to save

Last month, Japan Airlines was due to operate an 'aspire' flight (sorry; the inelegant acronym for Asia Pacific Initiative to Reduce Emissions).

Aspire is a joint venture between Air Services Australia, Airways New Zealand, and the US Federal Aviation Administration, established in 2008. It aims to develop, implement, and encourage eco-friendly flight operations.

Air New Zealand,

Qantas, and United have already operated Aspire flights over the past 12 months; JAL's is the fourth.

JAL's (actually by its subsidiary JALways) was a B747-400 flying Honolulu-Osaka. The target was to reduce fuel consumption by 5362L, thus 13,140kg less CO2 emissions. *Note that some measures (such as 'fly at optimum cruising altitude'), see table, cannot be implemented on all flights without sizeable changes to flight management practises.*

Yet many of the measures are surprisingly small though important if only that they help illustrate how small changes can add up to big differences. We quote author David Mitchell's ending for one of his novels - "...Yet what is any ocean but a multitude of drops?"

Planned reduction in fuel consumption for JAL Aspire flight

Measure	Saved	
Before departure	Fuel,L	CO2,kg
Better estimate for fuel loaded	114	279
Lighter-weight cargo containers	120	295
Plastic wine bottles*	NA	NA
Fewer pages in inflight magazine†	NA	NA
Thinner spoons and forks	30	74
Reduce cabin crew hand baggage	17	42
Ground electricity not aircraft's APU	1171	2866
Engine washing	470	1151
Take-off/cruising		
Change runway to reduce taxiing distance	398	977
Reduce distance to cruising altitude	569	1395
Fly at optimum cruising altitude	487	1195
Follow user-preferred route	273	670
Recalculate optimal route during cruising	455	1116
Approach/landing/arrival		
Delay flap operation	111	272
Delay gear lowering	112	274
Reduce flap angle	120	293
Change runway to reduce taxiing distance	219	536
Reduce use of thrust reverser	65	160
Use 2 engines (not 4) for taxiing	118	290
Total	5362	13140

Notes: See text. *Kg weight reduction - *431, †268. Source: Japan Airlines.

- Indonesia visitor arrivals: Sep -1.4; Aug -5.5; Jul +4.6; Jun +4.1; May +2.5; Apr +6.1; Mar +1.8; Feb -9.4; Jan +8.0; Dec +17.7. *PATA*.
- Japan Airlines seat sales, total/transPacific/Southeast Asia: Aug -4.3 -10.1 -5.3; Jul -9.7 -11.0 -12.3; Jun -24.8 -25.2 -23.8; 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.
- Japan citizen departures: Sep +15.3; Aug +2.2; Jul -4.2; Jun -25.5; May -18.3; Apr +1.6; Mar -2.5; Feb -1.0; Jan -13.4; Dec -7.0. *PATA*.
- Japan travel agencies, top-62 (sic) outbound sales: Jun -43.9; May -33.8; Apr -18.4; Mar -17.7; Feb -17.0; Jan -20.6; Dec -10.3. *TJL*.
- Japan visitor arrivals: Sep -16.4; Aug -8.4; Jul -23.3; Jun -37.7; May -34.0; Apr -19.7; Mar -22.3; Feb -41.3; Jan -18.4; Dec -24.1; Nov -19.4. *PATA*.
- Jet Airways seat sales: Sep -5.5; Aug +1.0; Jul +0.4; Jun -11.1; May -18.9; Apr -22.9; Mar -21.4; Feb -19.1; Jan -19.5; Dec -20.8.
- Jetstar Intl seat sales: Aug +107.0; Jul +96.8; Jun +74.6; May +51.1; Apr +36.9; Mar +35.8; Feb +24.6; Jan +34.9; Dec +67.6; Nov +35.2.
- Korea resident departures: Sep -19.6; Aug -10.5; Jul -12.3; Jun -27.2; May 33.0; Apr -28.4; Mar -28.6; Feb -33.5; Jan -38.6; Dec -32.8; Nov -28.5. *PATA*.
- Korea visitor arrivals: Sep +15.5; Aug +19.8; Jul +7.2; Jun -1.7; May +0.8; Apr +20.8; Mar +22.2; Feb +25.7; Jan +25.3; Dec +14.9. *PATA*.
- Kuala Lumpur airport passengers: Jul +8.7; Jun +6.2; May -0.5; Apr +7.0; Mar +0.4; Feb -8.1.
- Lufthansa seat sales, AsPac: Oct +4.3; Sep +2.6; Aug -3.8; Jul -4.3; Jun -10.6; May -7.8; Apr -5.4; Mar -4.9; Feb -8.8; Jan -5.8; Dec -4.5.
- Macau visitor arrivals: Sep +3.8; Aug +6.4; Jul -14.9; Jun -15.9; May -20.4; Apr -3.5; Mar -11.8; Feb -17.3; Jan +0.8; Dec -2.7. *NTO*.
- Malaysia Airlines seat sales: Jun -4.7; May -14.9; Apr -15.0; Mar -34.8; Feb -31.4; Jan -21.9; Dec -19.6; Nov -16.6; Oct -9.9.
- Malaysia visitor arrivals: Sep +24.9; Aug +10.4; Jul +3.9; Jun +7.5; May -0.3; Apr +7.0; Mar +8.6; Feb -7.4; Jan +5.1; Dec +9.2. *PATA*.
- Maldives visitor arrivals: Aug +1.1; Jul -7.0; Jun -10.1; May -11.5; Apr -8.8; Mar -13.3; Feb -13.9; Jan -4.8; Dec +10.2; Nov -11.2. *PATA*.
- New Zealand visitor arrivals: Sep +9.3; Aug -0.9; Jul 0.3; Jun -5.1; May +1.0; Apr +9.2; Mar -9.7; Feb -8.5; Jan -3.7; Dec +1.6; Nov -4.2. *PATA*.
- Qantas intl seat sales: Aug -25.9; Jul -24.2; Jun -19.2; May -13.5; Apr -10.1; Mar -15.8; Feb -16.8; Jan -11.4; Dec -10.6; Nov -8.4.
- Singapore Airlines seat sales: Sep -10.0; Aug

- 16.0; Jul -14.3; Jun -19.2; May -23.7; Apr -18.2; Mar -23.0; Feb -20.2; Jan -10.4.
- Singapore airport passengers: Sep +6.0; Aug +0.5; Jul -1.1; Jun -5.0; May -11.1; Apr -4.4; Mar -11.1; Feb -13.0; Jan -1.3; Dec -0.6; Nov -3.2.
- Singapore visitor arrivals: Aug -0.7; Jul -3.9; Jun -8.9; May -13.0; Apr -6.1; Mar -13.2; Feb -15.2; Jan -12.9; Dec -6.9; Nov -9.7. *NTO*.
- Tahiti visitor arrivals: Aug -15.0; Jul -11.8; Jun -16.5; May -25.5; Apr -29.6; Mar -26.2; Feb -29.8; Jan -23.7; Dec -18.9; Nov -13.5. *PATA*.
- Taiwan resident departures: Sep -4.9; Aug +7.4; Jul -5.3; Jun -18.6; May -13.3; Apr -9.7; Mar -6.4; Feb -20.3; Jan +1.8; Dec -10.8. *PATA*.
- Thai Airways seat sales: Sep +14.8; Aug +0.7; Jul -7.0; Jun -17.7; May -17.1; Apr -13.2.
- Thailand visitor arrivals: Aug -5.4; Jul -14.2; Jun -17.3; May -21.2; Apr -11.2; Mar -12.1; Feb -23.2; Jan -11.9; Dec -24.0; Nov -21.2. *PATA*.
- Tokyo Narita intl airport passengers: Jul -3.5; Jun -15.7; May -13.8; Apr -4.4; Mar -9.4; Feb -12.3; Jan -9.8; Dec -10.5; Nov -11.2.
- US air international passengers: Jun -8.7; May -11.8; Apr +2.8. *gov*.
- US hotel rooms planned: Oct -32.7; Sep -31.1; Aug -27.9; Jul -26.2; Jun -24.5. *Smith*.
- US hotels occupancy: Oct -3.5; Sep -6.3; Aug -9.9; Jul -7.3; Jun -9.7; May -11.8. *Smith*.
- US resident departures: Jul +1.1; Jun -7.0; May -10.5; Apr -1.1; Mar -11.7; Feb -7.0. *PATA*.
- US travel agency sales: Sep -14.2; Aug -16.7; Jul -16.7; Jun -18.0; May -29.1; Mar -26.1. *ARC*.
- US visitor arrivals: Jul -6.1; Jun -10.5; May -11.8; Apr +2.9; Mar -19.9; Feb -11.5. *PATA*.
- Vietnam visitor arrivals: Sep -6.6; Aug -7.1; Jul -17.8; Jun +32.7; May -23.3. *PATA*.

Main News

Corporate

Recent corporate developments - big or significant.

- Hilton becomes Hilton Worldwide. Nice new logo; shame about the name. Wrong because Hilton already established as a worldwide company. Better is the basic correct clear functional Hilton Hotels & Resorts. Ask Hyatt, which changed back from Global Hyatt to Hyatt H&R.
- Qatar flies an aircraft using kerosene transformed from natural gas.

Market

Recent market developments - big or significant.

- Does sex no longer sell? Germany-Thailand air passengers down 12%.
- At mid-year, US air traffic down 7%, and not getting better.

Aviation T1. City-pair results.

Organisation change in *Singapore* means directional traffic no longer collated (or, at least, for outsiders). We believe within 12 months Changi airport officials will realise their commercial error, and restart. In the meantime, we will run H1 figures until year-end, and then delete that section. Sorry. Elsewhere, Kuala Lumpur reports growth over YTD, partly due to 24% increase on biggest route - to/from Singapore. **T2.** Country-pair results. First-half total for *France* (down 6%). Also, first-half for *Germany* (total down 8%, and top-3 in AsPac down, even to/from Thailand, down 12%). And first-half for *US* (total down 7%, and, also, top-3 in AsPac down, even to/from China, down 8%). **T3.** Airlines traffic. International data added for *Virgin Blue*. First-half for those airlines whose data supplied us by AAPA (*All Nippon, Asiana, China, Garuda, Korean, Philippines, Silk, Vietnam*). **T5.** Airline results by region. YTD traffic in Asia Pacific (AAPA) down 11%, in the US (*BTS*) down 9%, in Europe (*AEA*), down 7%. **T6.** Airport passenger traffic. First-half for *all-Asia Pacific*, and for airports whose data is supplied to us by Airports Council International, which is most. *Singapore* reports a dead-cat-bounce in September of 6%; if that continues, it may end 2009 in growth. And note that in the same month, its main customer - *SQ* - was down 10%! And Tokyo Narita turns into positive territory also.

Inbound T8. Visitor arrivals. First-half for *Bhutan, Cambodia, Cooks, Marianas, New Caledonia, Palau, PNG, Tahiti* (down 25%), *Thailand* (down a worrying 16%), *Tonga, Vanuatu*, courtesy *PATA*. *Asia Pacific* YTD regional fall at 8%. **T9.** Running 12-month totals through mid-year for *China, Hong Kong, Singapore, Thailand*. All down.

Outbound T10. Running 12-month totals through mid-year for *China, Japan, Korea, Taiwan*. All down. **T11.** Outbound travel. *Asia Pacific* YTD regional fall at 5%. First-half for *China* (our estimates) down 7% and *Hong Kong*, down fractionally. And for *Thailand* - but first-half 2008!

Hotels T18. Beijing results in 2008 reflected Olympics month, so rates were higher. Overall, region's occupancy down 9 points to 61%, and average rate down US\$31 to US\$129, pushing yield down US\$32 to US\$80. World occupancy down 7 points, average rate down almost US\$40, pushing yield down almost US\$40 as well.

Others T12. Stock indices and prices. At last, more stocks grow than decline. But Index for Asia Pacific still 25% below our baseline; at least that's better than the half-price level for Europe. **T14.** Leading travel agency groups in *Japan*. No new figures. **T15.** Internet bookings data on Asia Pacific from PCW. **T16.** Economic indicators in Asia Pacific. Outlook for 2010 all positive, and in Q2 five markets grow (meaning [only] seven fell). **T17.** Economic indicators for market producers. Not good news: retail sales down in *Germany, Japan, US, Euroland*.

CURRENT ISSUES

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

Travel Business Analyst, Europe:

- France's socialist tourism.
- Visitor growth for 2010.
- Germany updates.
- Plus: Market Monitor; World Travel Industry Index; ZERO; Extracts from Net Value and People-in-Travel; Market Headlines; and 15 regular tables of market data.

Net Value:

- Reports on China, Europe, US; Tailored advertising; 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.

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- Thailand - good and bad choices; The Germans are coming; Barbara Beyer; others.
- Excerpts from the single-page **People-in-Travel** report are included in the Asia Pacific and Europe editions of Travel Business Analyst.

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Foxtrots (recent):

- PAGPFT (people-are-getting-paid-for-this) in France.

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- Gas flies! Sun flies! Sun grounded!

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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

World Travel Industry Index

Our provisional analysis of data we used to calculate our World Travel Industry Index indicates global figures started to pick-up from September, see table.

This is consistent with the Dead-Cat-Bounce theory, which indicates a likely rebound from the time the decline started. In the case of the travel business, the downturn started to be felt worldwide from September 2008.

In other words, that provisional growth in September is in comparison with the depressed results in 2008. If compared with 2007, the decline is still 1-2%.

As more figures come in for the last three months of this year, this DCB will be exacerbated, as the fall in 2008 started hurting with a 6% fall in November, then monthly falls of 6%, 7%, 11% and 10%. Those Jan and Feb results may be too deep for a net recovery in 2010.

The fall in Asia Pacific started slower than the worldwide total, but then became worse around January of this year and is still worse - contrary to many reports that have the region recovering faster, although there is currently insufficient data for the first 'DCB' month, September.

World Travel Industry Index

Sep	Aug	Jul	Jun	May	Apr	Mar	Feb	Jan 09	Dec 08	Nov	Oct	Sep
+1-E	0-E	-1.9	-5.3	-7.2	-2.5	-10.3	-11.2	-6.7	-6.3	-5.6	-2.0	-2.5

Notes: E = estimate. Percentage growth of travel industry traffic, month against same month year earlier. Source: Travel Business Analyst.

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

From:	Kuala Lumpur			Singapore			Sydney			Tokyo*					
	Jul 09	YTD	+/-,%	Jun 09	YTD	+/-,%	Jul 09	YTD	+/-,%	Aug 09	YTD	+/-,%			
To:	+/-,%	09		To:	+/-,%	09	To:	+/-,%	09	To:	+/-,%	09	+/-,%		
Bangkok	-15.3	690	-16.1	Australia	-9.0	1880	-5.4	Auckland	5.0	753	3.9	China	-10.5	17044	-8.0
Chennai	-1.0	205	-19.5	China	-10.2	1364	-14.6	Bangkok	-12.0	342	-11.4	Hong Kong	1.0	5363	-2.6
Hong Kong	-3.0	520	2.5	Hong Kong	-13.0	1075	-6.7	Beijing	46.3	75	-11.7	Korea	2.4	9634	6.0
Jakarta	12.2	705	9.8	India	-8.9	1070	-16.4	Denpasar	5.1	122	-5.8	Taiwan	8.3	6629	7.3
London	51.0	263	10.5	Indonesia	8.7	1986	0.7	Hong Kong	-15.1	538	2.5	Asia-other	-6.4	16969	-5.7
Los Angeles	-61.4	22	-60.5	Japan	-28.9	694	-20.2	Kuala Lumpur	-26.9	140	-31.7	Guam	14.5	5378	15.4
Shanghai	-5.8	136	-18.5	Malaysia	44.7	1624	24.6	London	-7.3	295	-6.7	Pacific	-3.7	21640	-4.2
Singapore	34.0	1339	23.6	Thailand	-19.0	1387	-24.4	Los Angeles	46.9	373	14.5	Oceania	-23.6	3454	-18.3
Sydney	-26.6	145	-32.1	UK	-5.3	665	-6.2	Singapore	-10.3	581	-4.8	Europe	-2.4	11434	-4.1
Tokyo	-1.8	159	-21.4	US	-30.2	225	-33.8	Tokyo	-34.3	174	-32.4				
TOTAL	8.7	10496	1.9	TOTAL	-4.3	16749	-7.0	TOTAL	-3.1	5959	-3.5	TOTAL	-2.4	99293	-2.1

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		
	Jul 09	YTD	+/-t,	Aug 09	YTD	+/-t,	Jun 09	YTD	+/-t,	Aug 09	YTD	+/-t,	Jun 09	YTD	+/-t,
To	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%
Australia	na	na	na	na	na	na	-13.2	55	-11.9	-15.4	719	-20.1	35.6	761	18.7
China	19.5	383	-1.0	8.3	666	-6.0	-9.3	711	-6.6	-1.3	356	-8.1	-1.8	948	-7.9
Hong Kong	-3.4	1010	5.9	6.1	444	2.9	-9.0	324	-12.0	18.7	1078	2.1	-14.2	1024	-10.5
India	-86.0	22	-28.1	-29.2	350	-23.8	3.9	653	-3.1	17.8	1688	7.1	-8.4	449	-0.5
Indonesia	49.7	619	41.3	na	na	na	57.1	17	40.5	na	na	na	NA	NA	NA
Japan	-41.1	531	-30.0	-5.1	771	-9.6	-21.9	440	-11.8	-14.6	508	-24.2	-20.5	4741	-13.4
Korea	-17.7	258	-9.9	1.2	276	-0.9	-15.1	272	-8.3	2.1	180	-7.0	-3.8	1536	-1.2
Malaysia	18.1	748	11.4	3.6	82	-22.9	-21.7	50	-27.6	46.4	321	15.9	-54.6	19	-60.1
New Zealand	2.3	3002	1.3	na	na	na	na	na	na	34.1	276	17.9	-11.3	325	-13.7
Philippines	-4.3	126	12.3	na	na	na	na	na	na	na	na	na	-15.0	436	-1.1
Singapore	-9.3	2191	-5.9	7.3	297	-3.6	-4.2	351	-1.0	-4.3	808	0.3	-41.1	120	-38.7
Taiwan	0.7	155	19.9	0.0	47	NA	-2.0	59	-1.3	5.7	85	3.9	-26.4	877	-26.1
Thailand	-10.5	730	-11.8	0.2	263	-3.0	-14.2	557	-12.1	5.6	393	-6.6	-65.3	39	-60.5
TOTAL	1.0	13600	0.5	-6.2*	41108*	-6.3*	-4.9	61669	-7.8	-6.0	120125	-8.5	-8.7	60512	-6.6

Notes: *Paris airports only; total is Jan-Jun. †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\$1.08, Y6.83, HK\$7.75, IRp46.5, ¥91.1, W1179, MR3.38, NZ\$1.46, S\$1.39, NT\$32.4, B33.4.

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	Jun	-13.8	-14.6	2123	-13.0	14024	-15.0	10897	-12.5	
All Nippon AW	Jun	-20.3	-15.7	1801	-13.5	12970	-6.2	8554	-14.1	
Asiana	Jun	-17.8	-13.7	3778	-9.6	15643	0.5	10624	-7.4	
Cathay Pacific AW*	Sep	-2.0	0.1	18069	-3.8	82962	-3.9	66249	-3.4	
China AL	Jun	-16.0	-18.0	4622	-4.7	20230	-5.6	14834	-10.3	
China Southern AL	Sep	10.7	10.1	49030	13.6	91192	8.8	68286	10.9	
Eva Air	Jul	6.6	-3.4	3369	-2.1	16914	-2.9	12729	-7.7	
Garuda	Jun	-6.1	-0.9	1063	-5.9	5824	6.2	3918	-4.1	
Japan AL	Aug	-9.5	-7.9	27691	-11.1	76888	-7.0	48497	-12.8	
Jet AW	Sep	-5.5	-5.0	7922	-13.4	20570	-15.2	15229	-7.9	
Korean Air	Jun	-9.6	-8.2	6072	-4.8	36192	1.6	24353	-4.7	
Malaysia AL	Jun	-4.6	-11.1	5129	-20.6	23518	-13.0	14132	-23.2	
Philippine AL	Jun	-17.2	-15.4	1776	-6.1	9743	-0.5	7295	-7.5	
Qantas AW*	Aug	6.0	-1.4	25716	1.2	81639	-4.1	65363	-3.3	
Royal Brunei AL	Aug	-6.3	-7.2	759	-3.4	3609	0.0	2442	-0.9	
Silk Air	Jun	20.2	3.3	997	5.8	2099	-4.7	1475	-7.7	
Singapore AL	Sep	-10.0	-8.4	11911	-17.2	80192	-10.6	59231	-15.6	
Thai AW	Sep	14.8	10.6	13388	-9.4	52835	-9.9	38124	-15.6	
Vietnam AL	Jun	-22.4	-17.9	1547	-11.7	6794	-14.7	4704	-9.2	
-International										
China Southern AL	Sep	12.0	19.8	2813	-7.2	11643	-12.7	7756	-10.8	
Japan AL	Aug	-4.3	-6.3	7254	-10.6	48940	-8.8	31970	-14.0	
Jet AW	Sep	11.7	0.1	2473	16.1	13669	-12.9	10592	-1.0	
Jetstar	Aug	107.0	28.2	1800	59.3	7144	3.6	5274	4.3	
Malaysia AL	Jun	-6.5	-13.6	3016	-22.7	21168	-14.3	12639	-24.8	
Qantas AW*	Aug	-25.9	-11.5	4373	-17.0	42194	-10.8	34713	-10.0	
Thai AW	Aug	-3.7	-3.1	7667	NA	43787	NA	31266	NA	
Virgin Blue	Aug	41.5	215.6	1633	49.1	5987	192.9	4148	170.4	

Low-fare-airlines

-Systemwide	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %
AirAsia-all	H1	10506	19.2	Q2	5514	23.9	Q1	4992	14.5
-Malaysia	H1	6667	22.4	Q2	3519	24.1	Q1	3148	20.5
Jetstar,AU	Jan-Aug	5352	2.0	Aug	694	1.3	Jul	734	1.1
Jetstar Asia†	Aug	153	-2.5	Jul	157	NA	NA	NA	NA
Virgin Blue,AU	Jan-Aug	10386	-0.8	Aug	1313	-2.7	Jul	1292	-8.4

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). *Periods are standard (ie Q1 is Jan-Mar), not airline's. †Includes in previous periods, Dragonair with Cathay. †Growth is compared with previous month. Virgin is booked loads, including free passengers; Jetstar paid travelled passengers only (add 4-5 points for others); Air Asia does not specify. Source: companies, Association of Asia Pacific Airlines.

4 Airline financial results, US\$*

Item	NH	CX	JL	QF	SQ	TG
	Y-Mar 09	Y-Dec 08	Y-Mar 09	Y-Jun 09	Y-Mar 09	Y-Dec 08
Revenue,mn	13925	11100	19511	12332	10956	5637
Op Profit,mn	76	-957	-508	172	619	-188
Revenue per						
ASK,USc*	15.98	9.61	15.2	9.90	9.3	7.48
RPK,USc*	24.45	12.2	23.4	12.4	12.2	10.0
Pax,US\$*	295	445	369	321	599	301
Profit per						
ASK,USc*	0.09	-0.83	-0.39	0.14	0.53	-0.25
RPK,USc*	0.13	-1.05	-0.61	0.17	0.69	-0.33
Pax,US\$*	1.6	-38.3	-9.6	4.48	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	
	Jul 09	+/- %	YTD 09	+/- %	Jan-Jul 09	+/- %	Jan-Aug 09
SS,mn	11.7	-6.7	75.3	-11.0	52.5	-9.4	157.3
ASKs,bn	63.3	-6.8	433.1	-7.0	291.4	-5.2	606.4
RPKs,bn	49.3	-7.3	313.3	-11.8	222.5	-8.1	463.7
Pax LF,%	77.8	-0.6	72.3	-5.2	76.4	-2.4	76.5

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	Jun	450,534	-4.0	2,803,514	0.3
Bali	Apr	359,114	16.4	1,327,225	5.4
Bangkok	Dec†	1,756,346	-41.1	30,108,861	-5.0
	Jun	2,005,707	-22.6	11,752,732	-18.2
Beijing	Dec†	814,593	-3.2	12,500,599	6.9
	Jun	885,598	-10.8	4,442,198	-12.6
Brisbane	Jul	372,221	-0.5	2,314,916	0.7
Chennai	Jun	323,795	1.3	1,773,160	-2.7
Colombo	Jun	317,946	-18.3	1,957,954	-21.4
Delhi	Jun	625,210	5.9	3,856,194	2.9
Guangzhou	Jun	282,861	-1.8	1,847,518	-9.9
Hong Kong	Dec†	4,041,000	-5.3	48,595,000	1.7
	Sep	3,516,000	-3.5	34,244,000	-6.6
Jakarta	Jun	669,365	10.9	3,377,322	-0.4
Kuala Lumpur	Jun	1,590,914	6.2	8,756,491	0.2
Macau	Jun	296,748	-30.5	2,061,115	-24.1
Male	Jun	112,828	-3.5	825,187	-5.8
Manila	Jun	878,036	-7.2	5,758,850	-3.0
Melbourne	Jul	437,524	8.2	2,854,973	4.6
Mumbai	Dec†	680,506	-6.0	7,841,037	4.6
	Jun	617,036	-8.1	3,681,455	-8.1
Noumea	Jun	33,866	10.1	222,285	0.3
Osaka KIX	Aug	910,550	-4.5	6,039,339	-15.5
Papeete	Jun	43,553	-17.9	240,666	-20.2
Perth	Jul	240,165	7.1	1,528,672	5.7
Phnom Penh	Jun	97,389	-13.0	683,737	-11.1
Phuket	Jun	125,154	-14.8	1,125,912	-16.2
Seoul	Jun	2,238,755	-14.4	14,512,067	-10.5
Shanghai	Dec†	818,686	-41.1	11,979,179	-31.6
	Jun	836,502	-9.4	5,340,037	-16.3
Singapore	Dec†	3,493,890	-0.6	37,694,824	2.7
	Sep	3,063,650	6.0	26,581,552	-4.6
Sydney	Dec†	961,587	-2.1	10,509,893	1.3
	Jul	941,348	-4.1	5,959,260	-4.1
Taipei	Jun	1,401,976	-18.6	9,222,947	-9.6
Tokyo Narita	Dec†	2,493,760	-10.5	32,388,365	-5.6
	Aug	2,994,284	1.2	20,244,174	-8.3
ASIA PACIFIC-A	Dec	85,252,897	-4.8	1,002,698,816	0.4
	Jun	82,392,822	-0.1	506,555,399	-1.5
Intl	Dec†	31,853,560	-10.0	384,023,938	-0.7
	Jun	27,894,584	-11.3	179,701,945	-8.6

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.

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7 Comparison* 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
	Jul‡	3,110,342	-3.5	30.0	150.60
Bhutan	Jun‡	10,436	-7.4	8.0	200.00
Cambodia	Jun‡	1,020,776	-3.3	6.5	95.00
China	Jul‡	72,782,700	-4.2	7.0	100E
foreigners	Dec	24,325,225	-6.8	7.0	100E
	Jul‡	12,115,600	-16.8	7.0	100E
Cook Islands	Jun‡	44,577	6.5	10.5	115.84
Fiji	May‡	176,623	-19.0	8.7	124.58
Guam	Jul‡	600,277	-14.1	3.1	302.93
Hawaii	Dec	6,699,424	-9.1	9.18	179.88
	Jul‡	3,783,463	-8.0	9.19	179.88
Hong Kong	Dec	11,947,784	-0.9	3.28	200.10
	Jul‡	6,033,993	-13.3	3.28	200.10
India	Dec	5,366,729	6.1	16.0	92.68
	Aug‡	3,257,654	-8.0	16.0	92.68
Indonesia	Jul‡	3,558,887	2.6	9.09	107.70
Japan	Dec	8,350,835	0.0	7.2	160.42
	Jul‡	3,727,603	-27.8	6.5	160.42
Korea	Dec	6,890,841	6.9	6.9	163
	Jul‡	4,401,613	14.1	6.9	163
Laos	Dec	1,736,786	6.9	4.5	23.03
Macau	Jul†	12,121,808	-27.4	1.36	181.80
Malaysia	Dec	22,052,488	5.1	6.2	105.67
	Jul‡	13,350,168	3.6	6.2	105.67
Maldives	Jul‡	363,046	-10.0	8.5	56.00
Marianas	Jun‡	181,198	-11.5	3.52	100.00E
Myanmar	Jul‡	126,689	11.1	7.0	70.00
Nepal	Aug‡	217,242	-3.3	9.1	14.09
New Caledonia	Jun‡	46,284	-2.2	19.1	87.09
New Zealand	Jul‡	1,376,209	-3.3	20.22	115.33
Pakistan	Dec†	839,117	-6.6	25.0	13.20
Palau	Jun‡	36,403	-11.4	E4	NA
PNG	Jun‡	54,964	2.4	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
	Jul‡	5,393,169	-10.1	4.6	161.07
Sri Lanka	Aug‡	271,159	-5.9	10.0	79.10
Tahiti	Jun‡	70,861	-25.2	13.21	150.88
Taiwan	Jul‡	2,458,361	10.7	6.52	180.52
Thailand	Dec	14,316,815	-1.0	9.19	119.38
	Jun‡	6,606,706	-16.1	9.19	119.38

International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Tonga	Jun‡	19,735	-34.9	5.0	56.87
Vanuatu	Jun‡	118,563	36.5	9.7	146.17
Vietnam	Dec	4,179,369	-0.2	9.6	64.04
	Aug‡	2,456,001	-17.0	9.6	64.04
Asia Pacific	latest-E	79,079,827	-8.3	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 6. *2008 unless stated otherwise. †2007. ‡2009. E = Indicative selected totals only; approx Jan-Jun/Jul 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
Jun 09	21,891	-17.8	29,018	-1.0	9,503	-8.8	13,054	-15.1

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

10 Running 12-month total citizen departures, x1000

12 mths through	CN†	+/- %	JP	+/- %	KR	+/- %	TW	+/- %
Dec 90	620	24.0	10,997	13.8	1,561	28.7	2,942	39.6
Dec 00	10,473	13.4	17,812	8.9	5,508	27.0	7,329	11.7
Dec 05	31,067	9.0	17,401	3.5	10,078	14.2	8,208	5.5
Jun 09	41,386	-4.7	15,271	-9.4	9,897	-26.3	7,969	-10.2

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

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11 Overseas travel by Asia Pacific residents

Market	Jan* thru:	Departures	Growth,%	Source	Spend,US\$m
Australia	Dec	5,808,000	6.3	PATA	14,200
	Jul†	3,330,000	3.6	PATA	14,200
China	Dec	44,936,310	9.2	TBA-E	29,800
	Jun†	17,380,796	-7.1	TBA-E	29,800
Hong Kong	Dec	81,910,703	1.5	PATA	14,000
	Jun†	40,288,403	-0.3	PATA	15,100
India	Dec†	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
	Jul†	8,479,131	-8.2	NTO	26,500
Korea-B	Dec	11,996,093	-10.0	NTO	18,200
	Jul†	5,468,495	-29.0	NTO	20,900
Macau	Dec	606,417	1.2	PATA	71
New Zealand	Jul†	1,029,264	-4.7	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
	Jul†	4,630,329	-10.5	NTO	9,100
Thailand	Jun	2,176,465	10.1	PATA	5,200
Asia Pacific	latest-E	63,299,948	-5.4	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-Jun/Jul 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‡		
	Sep 09	Growth†,%	stock market	TBA 100 index*	Region	Sep 2009
Air China	4.47	-2.0	5.1	149	191	Asia Pacific 75
Air NZ	1.30	4.0	1.9	1	1	
All Nppn AW	254	-11.5	-2.2	65	84	
Cathay P AW	12.2	8.9	5.1	85	109	
China AL	11	NA	3.8	45	58	Europe 52
Japan AL	106	-37.3	-2.2	20	26	
Malysn AL	3.05	-0.7	2.9	85	109	
Qantas AW	3.00	20.0	1.8	85	109	
Singpre AL	14.1	10.7	1.1	82	105	World 62
Thai AW	21.8	9.0	2.4	68	87	
Mndrn-Orntl	1.29	-3.7	1.1	na	na	
Shangri-La	14.6	28.1	5.1	173	222	

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	
		%		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	May 09	+/-†,%	Jun 09	+/-†,%	YTD 09	+/-†,%
JTB	259	-37.4	196	-48.6	1627	-26.9
HIS	174	-15.9	145	-33.0	1245	-6.5
Hankyu	171	-23.2	167	-31.6	1006	-15.4
KNT	89	-23.4	86	-47.9	604	-21.6
NTA	66	-42.1	67	-50.1	474	-34.2
Jalpak	50	-23.3	37	-45.6	340	-19.4
NEC	37	-48.4	42	-47.7	281	-41.7
Club Tourism	36	-24.5	31	-26.5	198	-15.5
Travel Plaza	23	-42.5	26	-44.2	186	-22.7
Nissin	21	-47.4	23	-49.1	154	-32.2
Top 62	1374	-33.8	1228	-43.9	9309	-23.0

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
Online travel	Asia Pacific	2009	\$36b	17%	PCW
Online travel share,%	Asia Pacific	2009	18	20-E	PCW
Online travel growth,%	Asia Pacific	2009	17	25	PCW
India	online market	2010	\$3.1b	'10-E 5.7	PCW
India	supplier/OTA share	2009	65/35	NA	PCW
US OTAs	online package share	2008	17%	NA	PCW
US OTA sites	air sales	H 09	-15%	NA	PCW
US mobile bookings	\$m	2010	160	NA	PCW

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

16 Economic indicators of major countries in Asia Pacific

Country	Forecast GDP growth*†,%		Actual GDP growth*,%		GDP per person,US\$	Inflation period	Growth*,%
	2009	2010	Period	2008			
Australia	0.8	2.5	Q2:	0.6	38,260	Q2:	1.5
China	7.2	7.6	Q2:	7.9	2,000	Jun:	-1.7
Hong Kong	-3.2	2.7	Q2:	-3.8	26,750	Aug:	-1.6
India	5.5	6.3	Q2:	6.1	810	Jul:	11.9
Indonesia	4.2	4.5	Q2:	4.0	1,620	Sep:	2.8
Japan	-5.5	1.4	Q2:	-6.4	34,080	Jul:	-2.2
Korea	-1.0	2.8	Q2:	-2.2	18,500	Sep:	2.2
Malaysia	-5.0	3.3	Q2:	-3.9	5,840	Jul:	-2.4
Pakistan	3.7	2.4	'08/9:	2.0	790	Sep:	10.1
Singapore	-6.2	3.2	Q2:	-3.5	30,040	Jul:	-0.5
Taiwan	-3.6	3.5	Q2:	-7.5	15,990	Sep:	-0.9
Thailand	-4.5	2.1	Q2:	-4.9	3,180	Aug:	-1.0

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

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

Country	GNP/GDP	Retail sales	Consumer prices	Wages/earnings
Australia	0.6 Q2	3.8 Q2	4.5 Q2	2.6 Q2
Germany	-5.9 Q2	-1.1 Jul	3.1 Aug	2.5 Jun
Japan	-6.4 Q2	-1.0 Jun	2.3 Jul	2.3 Jul
UK	-5.5 Q2	0.9 Aug	5.2 Sep	3.4 Aug
US	-3.9 Q2	-5.1 Jul	5.6 Jul	3.6 Jul
Euroland	-4.7 Q2	-1.8 Jul	3.8 Aug	3.7 Q1

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

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18 Hotels measures in Asia Pacific, August

Location	Occupancy,%				Average room rate, local				Revpar, US\$*				
	2009		2008		2009		2008		2009		2008		
	Mth	YTD	Mth	YTD	YTD	Mth	YTD	Mth	YTD	Mth	YTD	Mth	YTD
Auckland-all	59.1	65.2	69.7	73.6	146	85.96	86.16	109.72	126.68	50.78	56.18	76.45	93.28
U-4	60.5	65.0	NA	NA	161	93.21	95.16	NA	NA	56.37	61.87	NA	NA
Bali-all	80.1	71.1	88.1	78.1	1252345	148.69	116.43	150.05	109.73	119.03	82.83	132.17	85.68
U-4	82.1	75.3	86.8	78.3	921592	108.09	85.68	111.23	85.28	88.70	64.48	96.54	66.76
5-star	80.1	66.8	89.5	78.1	1719091	197.99	159.82	190.08	148.39	158.63	106.74	170.04	115.83
Bangkok-all	51.8	48.6	66.5	71.5	3801	101.39	109.02	118.40	133.19	52.51	52.94	78.70	95.22
U-4	54.1	51.2	71.2	73.9	2850	76.25	81.75	93.16	105.31	41.27	41.84	66.33	77.80
5-star	52.0	46.1	62.7	71.3	5823	153.22	167.01	176.79	189.84	79.62	77.03	110.90	135.37
Beijing-all	58.2	51.5	71.4	66.3	780	100.75	114.12	485.35	198.09	58.62	58.79	346.59	131.37
U-4	56.8	51.9	68.2	65.0	721	92.25	105.47	472.76	201.71	52.38	54.73	322.50	131.05
5-star	51.2	43.3	69.2	62.3	1330	177.22	194.59	749.54	310.75	90.80	84.24	518.70	193.62
Colombo	77.3	44.3	54.5	49.7	7525	59.42	64.92	78.73	79.28	45.91	28.77	42.93	39.39
Fiji	75.9	51.1	75.4	62.6	192	94.63	95.96	139.93	134.02	71.84	49.05	105.51	83.85
Goa	51.3	60.5	51.1	67.4	7201	107.51	146.31	139.79	197.97	55.15	88.51	71.42	133.52
Ho Chi Minh City	45.6	43.3	48.2	60.4	2337837	115.05	131.51	147.86	150.19	52.44	56.93	71.32	90.68
Hong Kong-all	79.1	71.8	77.8	81.5	1219	133.50	157.23	176.43	193.70	105.62	112.95	137.34	157.93
3-star	90.2	79.3	84.2	87.6	591	64.12	76.21	84.79	95.30	57.84	60.44	71.39	83.51
U-4	75.2	70.8	76.8	78.4	1252	140.67	161.47	179.09	186.43	105.80	114.31	137.50	146.11
5-star	61.1	57.4	65.1	71.8	2417	273.78	311.80	355.14	373.02	167.17	178.90	231.14	267.83
Jakarta-all	56.8	59.4	75.1	67.6	882233	85.45	82.02	87.23	86.81	48.57	48.76	65.47	58.70
U-4	59.2	63.2	79.2	66.9	539846	51.03	50.19	51.46	61.29	30.20	31.72	40.77	41.00
5-star	55.0	55.7	71.8	68.3	1267438	113.89	117.83	117.90	111.15	62.67	65.66	84.66	75.95
Kuala Lumpur-all	64.7	59.2	73.7	68.2	369	100.11	103.30	126.06	119.12	64.78	61.12	92.84	81.26
U-4	64.5	59.1	73.2	67.2	406	108.59	113.53	136.62	137.78	70.04	67.12	100.01	92.57
Macau-all	85.3	73.3	73.4	70.8	1403	169.34	172.39	139.15	135.66	144.43	126.40	102.19	96.00
casino hotels	85.7	73.2	67.9	66.4	1568	186.30	192.69	158.27	158.97	159.67	141.12	107.54	105.60
Manila-all	62.9	67.3	68.5	74.6	4965	98.65	103.05	111.35	119.86	62.04	69.35	76.25	89.41
U-4	64.5	68.5	68.2	74.1	5532	109.36	114.82	125.24	131.79	70.50	78.64	85.36	97.72
Melbourne-all	73.5	71.5	76.2	76.3	208	166.32	154.30	185.47	199.14	122.22	110.38	141.35	151.84
U-4	75.7	71.4	73.3	73.4	214	172.64	158.26	188.10	199.39	130.75	112.93	137.79	146.34
5-star	73.3	69.6	83.2	80.4	278	209.11	205.73	243.89	219.13	153.19	143.28	202.87	219.13
Pattaya	58.2	56.9	64.1	73.2	1753	37.47	50.27	45.81	74.54	21.82	28.61	29.35	54.54
Penang	61.0	53.6	71.4	59.9	284	85.69	79.45	92.03	95.93	52.23	42.56	65.76	57.48
Phuket-all	64.0	60.7	67.3	73.6	3569	83.62	102.36	73.17	120.96	53.54	62.10	49.27	89.08
U-4	52.4	51.1	67.2	67.3	4522	96.25	129.70	97.83	159.69	50.41	66.23	65.71	107.49
Seoul-all	82.0	76.8	71.8	71.2	192131	147.91	144.45	176.99	191.81	121.30	110.96	127.00	136.60
U-4	84.0	80.4	74.0	76.2	157819	122.38	118.65	135.21	153.83	102.81	95.36	100.63	117.27
5-star	79.7	72.3	50.7	65.7	241016	179.49	181.20	221.22	240.56	142.98	130.96	152.94	157.97
Shanghai-all	50.0	49.9	44.8	59.0	936	120.74	136.88	143.73	154.03	60.31	68.36	64.34	90.80
U-4	48.0	53.5	48.1	63.4	821	101.97	120.08	129.13	143.78	48.92	64.19	62.17	91.18
5-star	44.1	41.9	40.7	50.8	1791	233.28	262.00	251.43	267.68	102.92	109.74	102.30	135.95
Shenzhen	52.2	48.5	57.4	61.6	720	102.36	105.36	116.21	117.65	53.43	51.09	66.73	72.47
Singapore-all	77.7	72.0	77.5	79.1	226	140.45	152.45	192.87	219.24	109.18	109.73	149.42	173.45
U-4	82.8	73.4	78.1	79.4	219	130.29	148.21	186.21	211.47	107.84	108.85	145.42	167.89
5-star	70.3	65.4	70.6	73.6	313	196.90	211.31	262.18	282.72	138.48	138.17	185.04	208.16
Sydney-all	80.9	78.8	80.5	80.9	203	155.83	150.81	190.35	211.50	126.01	118.89	153.20	171.17
U-4	83.2	80.2	80.5	80.1	219	161.19	162.54	207.78	231.75	134.15	130.32	167.32	185.60
5-star	73.6	69.7	70.7	75.0	293	220.20	217.14	250.22	286.89	161.98	151.26	176.97	215.07
Taipei	68.4	63.3	70.1	70.3	4645	119.67	139.03	137.60	154.37	81.89	88.06	96.49	108.51
Tokyo-all	65.1	63.3	59.6	71.3	24611	271.05	257.96	256.13	237.81	176.45	163.22	152.67	169.50
U-4	66.2	63.9	NA	NA	22894	242.96	239.97	NA	NA	160.94	153.41	NA	NA
5-star	60.4	56.0	55.9	67.8	37248	399.07	390.42	387.67	302.72	241.09	218.56	216.57	205.34
OTHERS													
Dubai	69.0	71.9	77.3	NA	601	127.37	163.59	175.29	NA	87.83	117.64	135.53	NA
London	90.9	79.6	86.7	80.1	134	244.71	203.93	350.23	351.63	222.46	162.32	303.55	281.77
New York	77.6	79.3	83.1	80.7	133	204.34	204.00	276.77	337.22	158.56	161.86	230.12	272.02
Asia Pacific-total	64.4	60.7	67.2	69.4	na	121.84	128.87	157.90	160.09	79.89	79.97	106.83	112.61
US-total	60.7	56.6	67.5	63.2	98	96.58	98.17	107.01	107.41	58.65	55.58	72.18	67.89
Europe-total	66.0	64.5	66.4	71.1	na	194.85	210.32	242.06	282.89	129.90	136.03	164.77	201.67
World	63.7	60.6	67.0	67.9	na	137.76	145.79	168.99	183.46	89.48	90.53	114.60	127.39

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

Worldly snapshots

Some developments from other regions:

- Gorilla-viewing around the Nyiragongo volcano in the park of Virunga in North-Kivu province in Congo-Kinshasa has been banned. Closure of the park is not related to gorilla protection, but protecting visitors against a more-dangerous species - local armed guerrillas.

- **Dubai**, despite bad economic news, reported 3.85mn visitors, up 5%, in the first half of this year, and airport passenger traffic increased 5.2%. Some product developments:

- The 70km Dubai Metro opened in September 2009.

- Burj Dubai, to be the world's tallest building, due before end-year, will include the first Armani Hotel, with 175 rooms. A plan by a rival developer in Dubai to build a taller building, 1km, has been postponed.

- Dubai Marina, 5mn sqm spread across 10 districts with over 200 towers, is expected to be worth US\$4.8bn when completed in 2012. Includes a 2km shopping promenade; the Marina Yacht Club (by end-2009 there should be space for 600 boats); and a 143-room hotel with an awkward name - The Address Dubai Marina Mall.

- **Adieu 'Maison de la France'**; bonjour 'Atout France'. France has changed its destination-marketing-organisation. Atout France (AF) merges Maison de la France, the marketing body, and ODIT, which devises development strategies for visitor promotion.

But AF may run into confusion similar to the MDLF experience. Many did not understand that MDLF was the name of the destination's visitor-promotion body. AF is also complicated in that 'atout' is a not-common French word (meaning 'trump' or 'plus' or 'advantage', or it could be 'a tout' combined, meaning 'all', 'everything'). Probably 'maison' was a better-known word than 'atout'?

- **Las Vegas** continues to expand. MGM Mirage - on the Strip between Bellagio and Monte Carlo - is due to open its US\$11bn City Center in December. The project includes: Aria Resort (R[=rooms]4000, casino); Mandarin Oriental (R400 rooms, A[=apartments] 230); Harmon (R400, A210); Vdara (R1543, spa); Veer (R337), plus oth-

er casinos and spas, as well as meeting space and a retail/entertainment space called Crystals. And Golden Nugget is due to open its US\$150mn R500 Rush Tower next month.

New/expanded celebrity entertainment: BB King's Blues Club at The Mirage; Sammy Hagggar's Cabo Wabo Cantina in The Miracle Mile Shops, shopping arcade inside Planet Hollywood; Elvis Presley memorabilia open The King's Ransom Museum at the Imperial Palace; The USA Rugby Sevens tournament is moving to Las Vegas for a multi-year run at the Sam Boyd Stadium.

- **South Africa** expects soccer's month-long World Cup - starting June 2010, and generally accepted as the second biggest sporting event after the Summer Olympic Games - will attract 450,000 overseas visitors. How many will not visit at that time - because of expected disruption, higher prices, etc - has not been estimated.

- The 20th anniversary of the fall of the **Berlin** Wall next month will probably be a major attraction for 2009 for visitors to Germany's capital.

Arrivals increased 4.5% over January-August to 5.53mn, but foreign arrivals increased less, up 3.2%. However, growth will probably pick up substantially this month, pushing the total up closer to 7.5% for the whole year.

- **UK** outbound peak changes. During this year's three peak summer months of June-August, outbound trips from the UK declined a big 17%. And, significantly, the total was 3% below the preceding three months - meaning that, for this year at least, the 'peak' is no longer the peak. Extraordinary as it seems, more people travelled Mar-May than Jun-Aug!

- **Venezuela's** government has nationalised the 490-room Hilton hotel casino on Margarita island. It says this is to help the country's visitor business and improve Venezuela's economy; the hotel is seen as "indispensable for increasing social and mass tourism...and promote socio-economic development."

In 2005, the government nationalised the Caracas Hilton, now the Hotel Alba.

PCW on US travel

PhoCusWright is continuing to expand outside its unchallenged expertise of the online travel business, with

two new reports:

- PCW says gross sales of US tour operators will fall 17% this year, but return to growth in 2010. It blames the economic recession but also the demography of operators' customer. It says older travellers, baby-boomers (45-64 years) and seniors represent 77% of the average tour operator's customer mix; however, assuming 'older' starts at around 35, that breakdown seems standard.

PCW adds that these demographic segments are pulling back most this year. Boomers, it says, are reckoned to be the wealthiest generation and avid travellers, but in fact this age bracket is spending the least on travel per household. Those aged 25-34 are spending most, and those aged 18-34 are more likely to travel more this year.

US tour operators sold US\$741mn in packages online to consumers in 2008, compared to more than US\$6bn in package sales via OTAs (online travel agencies), which have made tour packaging a key element in their strategy.

- PCW says there is a double-digit fall in US corporate travel, causing "a major realignment" - although the 'realignment' appears to be primarily just that fall. It says there will be a 15% fall in US corporate travel this year, making the market worth US\$85bn. It believes the total US travel market will fall less, 11%, which would nevertheless take it below 2006 levels.

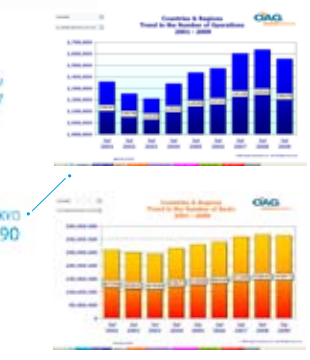
Corporate travel has generally been a 40% share of the travel market, but PCW says it will fall from 39% in 2007 to 35% in 2010.

Casinos down, hotels up

Report Linker has published a report on some leisure industries in Asia Pacific. Extracted findings:

- The **casino** sector generated revenues in 2007 of US\$162bn, which would represent an annual fall of 0.8% over 2003-7. Separately, we estimate gamblers from China currently spend at least US\$30bn annually outside China, and support casinos in Macau, plus border towns in Lao and Myanmar, purpose-built locations in Philippines, and in Singapore from 2010, and more.

- The **hotel** sector generated revenues of US\$96.9bn in 2008, which would represent 7.6% annual growth 2004-8.



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