

Travel Business Analyst

Markets + Marketing + Strategy

ASIA PACIFIC • DECEMBER 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: Sep +1E; Aug -2E; Jul -2P; Jun -6.2; May -7.3; Apr -2.3; Mar -10.3; Feb -11.2; Jan -6.7; Dec -6.3; Nov -5.6; Oct -2.0; Sep -2.5. TBA.
- World airport passengers; ttl, intl: Jul -1.4 -3.7; Jun -5.0 -7.8; May -7.7 -9.5; Apr -3.0 -1.8; Mar -8.3 -10.7; Feb -10.3 -11.3; Jan -6.2 -6.7; Dec -5.8 -5.7; 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. IATA.
- World hotel occupancy, pts: Sep +0.6; Aug -3.3; Jul -3.4; Jun -6.9; May -8.6; Apr -9.4. TBA.
- World travel stocks index (on 100): Oct 57; Sep 58; Aug 58; Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44. TBA.
- World visitor arrivals: Aug -3.4; 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: Aug -1.2; 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; ttl, intl: Jul +4.6 -3.1; Jun -0.1 -11.3; May -2.0 -10.9; Apr +1.4 -2.7; Mar -2.1 -8.8; Feb -5.0 -13.1; Jan -0.4 -6.6; Dec -4.8 -9.9; 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: Sep -2.9; 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. TBA.
- AsPac travel stocks index (on 100): Oct 74; Sep 74; Aug 73; Jul 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: Aug +3.5; 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.
- 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: Sep -17.7; 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.
- 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.
- China citizen departures, estimates: Aug +8.6; Jul -16.4; Jun -16.8; May -18.2; Apr -3.1; Mar +1.8; Feb -14.2; Jan +13.9; Dec +0.3. 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. 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.
- 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. 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.
- 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. 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.
- 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. PATA.
- Japan Airlines seat sales, total/transPacific/Southeast Asia: Sep +6.0 +8.1 +1.9;

contd on p5

Low-fare, low-show

Air Asia reopens

Until just over one year ago, low-fare-airline Air Asia lived up to one of its creeds – transparency above industry norms. Then it stopped producing monthly traffic data (and, falling down on their responsibilities, Malaysia's stock-market regulators said nothing). And then – after some prodding from us – the LFA dropped its 'transparency' creed.

Is it now reverting to openness?

Its current quarterly report includes more traffic data than it has produced for more than a year. The data has enabled

us to expand our calculations and improve our estimates to produce a better indication of the group's progress, see Table 1. Some other indicators:

- The founding Malaysia division is still doing well, despite its size relative to the two others.

- After a slow start, Indonesia's growth looks promising.

- Results in the Thailand division look weak. Not shown (because comprehensive data difficult to calculate), but its seat factor may be below 70%, not good for a LFA. Bad consumer service (cancelled/merged flights) and unattractive product (dirty, old aircraft) is probably affecting results.

- The main Malaysia-based airline is doing well in another important revenue area for LFAs – ancillary revenue (AR), such as baggage charges, inflight meals, insurance, etc.

The AR share (of total revenue) has been increasing nearly every quarter, from the low-teens in 2007, high-teens and low-20s in 2008, then high-20s this year until making a big jump to 36% in Q3. The target is higher – 40% in 2010 and 52% in 2011.

- As we have noted before, the Air Asia group needs market operations in stronger/bigger economies (these would be called 'hubs' in US and Europe LFA operations, but restricted air traffic rights in Asia means new majority-lo-

Table 1

Air Asia seats sold						
Period/division	2009	2008		2007		
	No,x1000	G,%	S,%	G,%	S,%	
Jan-Jun						
ID	1534	27	15	25	14	
MY	6667	22	63	21	62	
TH	2305	7	22	26	24	
all	10506	19	100	22	100	
Jan-Sep						
ID	2530	36	15	25	14	
MY	10258	21	63	22	63	
TH	3558	11	22	26	24	
all	16346	21	100	33	100	

Notes: Some data calculated by TBA from various Air Asia statements. G = growth, ID = Indonesia, MY = Malaysia, S = share, TH = Thailand. Source: company, Travel Business Analyst.

Table 2

Results for Air Asia X, 2009			
Period	Seats sold, x1000	Growtht, %	Revenue‡, US\$*
Q1	146	NA	69 261
Q2	218	49	69 203
Q3	288	32	77 201

Notes: *Converted at US\$1 to MR3.38.

†Over previous Q. ‡Revenue per seat sold, SF = seat factor. Source: Air Asia.

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MARKET OUTLOOK

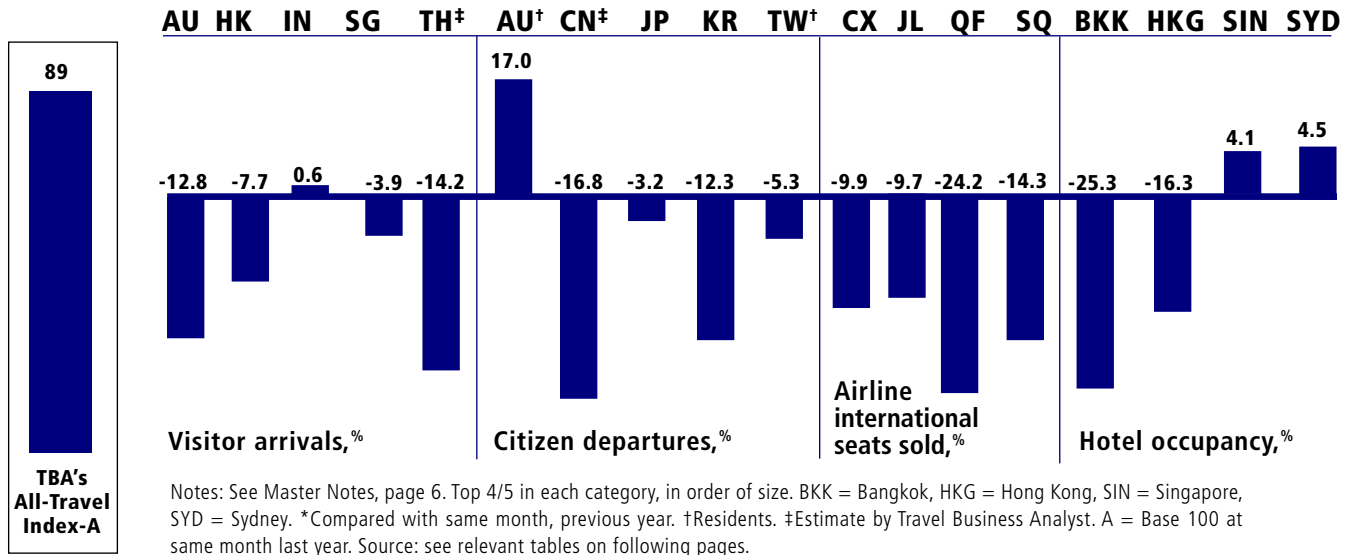
Headlines

Commentary on tables

- **Barometer.** Overall travel index slowly climbing back – at 11% below same month in 2008. But still many negatives among the key drivers: Arrivals, only *India* ahead; Outbound, only *Australia*; Airlines, none; Hotels, *Singapore* and *Sydney*.
- **Inbound trends.** Forecast for next 12-month period – all except *Hong Kong* show slight increase, and taking *Singapore* above 9mn.
- **Outbound trends.** Forecast for next 12-month period. Our constant resetting of input parameters pushing *China* (our estimates) total down, but leaving *Japan*, *Korea*, *Taiwan* largely unchanged.
- **Forecasts.** New forecasts from the World Tourism Organization, and a range from Sri Lanka.

Barometer

Percentage growth in latest matching month* available; July 2009



Visitor arrival trends*, next 12 months

Source	Number, x1000
China	19,749
Hong Kong	10,047
Singapore	9,030
Thailand	12,385

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 [‡]	33,548
Japan	14,776
Korea	7,258
Taiwan	7,408

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

Official* travel industry forecasts

Item	Date [†]	Forecast	Source
World visitor arrivals,'09	Oct	-5%	WTO
World visitor arrivals,'10	Oct	+1-3%	WTO
World visitor spending,'09	Oct	-6/8%	WTO
Sri Lanka visitor arrivals,'09	Oct	393-500k	DMO
Sri Lanka visitor arrivals,'09	Nov	465k	TBA
Sri Lanka visitor arrivals,'10	Oct	500k	DMO
Sri Lanka visitor arrivals,'11	Oct	800-1000k	DMO
Sri Lanka visitor arrivals,'16	Oct	2.5m	DMO
Amari,(undated) hotels	Oct	40 (now 11)	company
Frasers,(undated) apartments,end-'10	Oct	10k (now 5k)	company
GHM,(undated) hotels	Oct	23 (now 14)	company
Thailand MICE visitors,'09	Oct	500k,-31%	TCEC
Thailand MICE spend,'09	Oct	\$1.20b,-22%	TCEC
Thailand MICE visitors,'10	Oct	636k,+27%	TCEC
Thailand MICE spend,'10	Oct	\$1.33b,+10%	TCEC
US tour operator sales,'09	Oct	-17%	PCW
US corporate travel,'09	Oct	\$85b,-15%	PCW
US travel market,'09	Oct	-11%	PCW
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	5mn,+26% '9-10	ITB

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

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contd from p1

cal-owned airlines need to be formed in those markets). These would be China, Hong Kong, India, Japan, Korea, Taiwan.

•Perhaps instead of this, Air Asia is expanding into what may be riskier operations, via its medium- and long-haul airline, Air Asia X. There is insufficient data to determine progress, see Table 2, but...

•AAX achieved good load factors in Q3 – close to 80%, although we believe 85% is needed for breakeven. But perhaps that 80% came at the cost of seat prices; they were down from US\$261 (at US\$1 to MR3.38) in Q1 to just over US\$200 in Q3.

Hotels

Asian groups

•Thailand-based **Centara Hotels** wants to expand by managing hotels rather than just operating those it owns. At present, 20% of its rooms are in managed hotels, but the aim over the next five years is to increase this to 40%.

It also plans more hotels. It currently has 23 and it wants to have 65 within the next five years – a hard-to-achieve average of 8-per-year. They would be in Asia Pacific (specifically China, India, and Southeast Asia) and the Middle East, and will include a mid-price brand to be launched in 2010.

Current new hotels:

-Bhundhari Resort, Samui. Villas, at the end of Chaweng.

-Centara Pariya Resort, Koh Phan-Ngan. Villas, on Haad Yuan beach.

-Centara Udon Thani Hotel. In the city centre, adjacent to a shopping mall.

•**Dusit Hotels** has signed a joint-venture agreement with India's Bird Hospitality – a subsidiary of the Bird Group – to add hotels in India. The company joins a long list of companies that have signed JVs in India; most have failed.

The plan is to open in Delhi, then Goa, Jaipur, Rishikesh by 2013. The hotels will include Dusit Devarana*, which is the group's new top brand-name, and its more-basic-but-trendy Dusit D2 brand – which would become the first D2 outside Thailand.

The first, a 78-room Devarana in Delhi, under construction before the JV agreement, is due next May. Other opening dates have not been finalised, but the second is expected to be a D2, also in Delhi, followed by Devaranas in the other locations – although the product for Goa has not been confirmed.

Outside this Bird agreement, Dusit is due to open hotels in 2010 in Abu Dhabi, Cairo, and Koh Samui in Thailand.

**Devarana means 'garden in heaven' but the international market may need a simpler easy-to-recognise top-level brandname, of which the simplest is of course, 'Grand'.*

Other Dusit brands are Dusit Thani (which up until now has been its top level) and Dusit Princess. Under plans announced at present, there seems certain to be brand confusion – which is top, middle, trendy, economy?

Dusit itself has tried international expansion before, most famously with its acquisition then sale of Kempinski Hotels in the 1990s.

•The Singapore-based **Park** hotel group plans expansion through managed hotels. Its current eight hotels are owned and managed, and probably the next few will be as well – as it wants to add hotels in China, India, and Japan.

Management hopes to add 10-12 hotels in Asia Pacific in the next 2/3 years, and then take the company public in 2011. It then plans expansion into Europe.

A major problem is the company's name. There is probably a 'Park' hotel in every city that has more than 20 hotels, or at least a hotel with 'Park' as a prominent part of the name. For instance, Hyatt has a 'Park' sub-brand, there is a Parkroyal group in Singapore, a Park Hotels in India, Park Plaza in Europe, and so on.

All this seems likely to prevent the Park group from using that name in many centres, which will make expansion, as well as marketing, more difficult.

Park claims a heritage starting with its Park Hotel in Hong Kong, opened in 1960, but it also claims to be a young group.

We believe the group needs to change its name if it wants to expand. A good time would be when it reopens, due to be in 2010, the refurbished and renamed Crown Prince on Orchard Road in Singapore. It currently is due to be named the Grand Park Orchard. A start might be to take the name of its adjoining shopping arcade, also being refurbished, and naming the hotel The Knightsbridge.

Briefs

• The number of direct flights Taiwan-China has grown rapidly this year from 100/week to near 300, and some believe it will double over the next six months. Already, Taiwan has direct air links with about 30 cities in China.

That would bring it closer to 100 flights daily – a much-more rapid build-up than we expected. That rate would require the 'losers', primarily Air Macau, Cathay Pacific, Dragonair, to quickly find new routes for their capacity 'laid off' from routes from Taiwan to China via Hong Kong and Macau.

About 365,000 China nationals went on organised leisure trips from China to Taiwan between July 2008 (when travel restrictions between the two countries were first eased) and July 2009. But visitors in Taiwan from China are now running at around 20,000/week, 3000/day. *That would mean just over 1mn in one year, which would put it in Taiwan's top-3 market sources and, with the leader Japan falling, perhaps even the main source.*

Conversely to our expectations for aviation, this is what we expected. We believed there was a large VFR market from China for Taiwan – even if VFR did not show up in formal analysis. And to that would be added to regular tourists, preferring a language-friendly destination, and business travellers.

The only disadvantage is that sex tourism – an important part of China's outbound travel market – has been suppressed in Taiwan. Given socio-political factors, the China market might revive the sex districts of Taipei.

•The final estimate of **Singapore's** visitor-marketing-organisation for this year is 9-9.5mn visitors, spending US\$8.7-8.9bn (at US\$1 to S\$1.40). That would match counts for 2006. Peak visitor count was 2007, with 10.3mn, and 2008 for spend, US\$10.6bn.

This may have prompted the VMO to work on a new outlook report; its Tourism Compass 2020 is due in 2010. Other developments, in addition to the planned opening in 2010 of two gambling resorts, Marina Bay Sands and Resorts World:

•More shopping arcades. But Ion is the first new one (rather than refurbished) in Orchard Road for 10 years.

•New hotels. This year: Capella (part of a new US-based group started by ex-head of Ritz-Carlton), Ibis Bencoolen (Accor), Park Clarke Quay (Singapore's Park Group; see elsewhere this issue). Plus more than a few unconnected oddly-named ones – Aqueen, Klapsons, Nostalgia, Quincy, Santa Grand Bugis. But with a total 1000 rooms, the average size for these eight is just over 200 rooms; in recent years, hotels have been 500 rooms upwards. *Is this a trend? Due in 2010: Fullerton Bay, 100 rooms.*

•Cruise capacity. New terminal due in 2011. Capacity up from 2 to 4 berths.

•Others. A 4th university, due in 2015, and three hospitals (2010, and two in 2011). *As overseas students and medical tourists are now part of the inbound travel business for Singapore, such facilities as these should now be considered part of the 'tourism infrastructure'.*

ZERO

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

Copenhagen's green credentials

The main venue for this month's UN convention on climate change, the Bella Centre in Copenhagen – with a capacity of 20,000 delegates – had set a goal to reduce its CO2 emissions by 20% before the event.

Among hotels in the city, one Choice hotel is powered by 100% hydroelectric energy, while at a Scandic hotel one guest-night generates 1.5kg less CO2 than it did 10 years ago, 35L less water, and 1kg less waste.

Copenhagen's environmental strategy for 2015 aims to get 50% of all residents to go to work by bicycle – a remarkable target. In public institutions, 90% of food consumed should be organic, while every citizen should reduce their contribution to global warming (from 7 tonnes in 1990 to 4.9 tonnes in 2015).

Green measures

- 7/10. The **GCB** (German Convention Bureau) is selling a service to meetings organisations or other convention bureaus on how to run 'green meetings' (GM), which it describes as "sustainable".

GCB says its own annual convention has been 'sustainable' for two years. *We say it is not sustainable because, simply, that is currently technically impossible. To give an example: if just one attendee drives his car (unless LPG fuelled) to the GCB event, he is emitting CO2, and the event is thus not 'sustainable'.*

In fact, it appears that GCB's definition of 'sustainable' would be 'greener than before'. That is commendable alone and does not require additional talking-up claims.

Its GM aids include the CO2 Calculator, transport advice (*partly misguided; it wants delegates to take the train to their event, believing trains to be eco-friendly, a surprisingly-widely-believed fallacy*), online registration, no printed documents, and selected give-aways.

- 5/10 (may warrant higher score later). Three exhibition and convention centres in Cape Town (ICC), Liverpool (Arena), and Melbourne (MCEC), have together created a **Global Green Alliance**.

We like the idea, but need to know how and whether it will work. The three (and we presume others will quickly join, because 'green' is a good market message) will be working on this over the next few months.

- 1/10 (low because pretending to be green, but talking only).

PATA "calls for member action ahead of Copenhagen summit". Like the World Tourism Organization (which may be the worst offender because of the frequency of its you-must-do-good statements), the Pacific Asia Travel Association asks its members to lobby their government representatives in advance of the climate-change summit in Copenhagen this month.

Despite that, PATA wants the industry to speak "with one voice" – *but how can if all members are talking to their government representatives? And PATA goes on to add another issue nothing to do with climate change (also similar to WTO), asking ministers "to treat [the travel business] as an equitable partner in this process". If we knew what PATA wants (a seat at some ta-*

ble? A meeting with Obama?), we might agree, but in the interim, who cares? Is the world problem we face one of climate-change or loss-of-face?

Surprisingly, PATA does note the importance of "... turning words into meaningful, decisive actions" but its own proposals are tame or ephemeral.

Aviation details climate change plan

The aviation sector of the travel industry has provided a detailed of its plan to tackle the climate-change problem. Aviation is much more advanced on specific actions than other sectors of the industry, mainly because of the activity of the airlines' main industry association, IATA (International Air Transport Association).

IATA has a 4-category strategy – based on technology, operations, infrastructure and positive economic measures – and three targets:

- Improving fuel efficiency by an average of 1.5% annually to 2020.
- Stabilising carbon emissions with carbon-neutral growth from 2020.
- Cutting carbon emissions in half by 2050 – compared to 2005 levels.

It also proposes:

- That aviation's carbon emissions are accounted for at a worldwide level, and not state-by-state.
- That aviation should be fully accountable for its carbon emissions and required to pay only once for these emissions.
- That industry has access to global carbon markets to offset emissions until technology can provide the ultimate solution.

Briefs

- Due to open this month in **Las Vegas** on the Strip between Bellagio and Monte Carlo is MGM Mirage's US\$11bn City Center.

Two of the giant hotels – Aria (4004 rooms plus casino) and Vdara (1543 rooms plus spa) – are the first Las Vegas hotels to be awarded LEED Gold (certification for eco-friendly construction and operations).

Also in the CC, the Crystals meeting space and retail/entertainment venue has LEED certification, and other CC hotels and venues expect to get LEED's endorsement.

- The **Blue Yonder**, a tour operator, has launched Green Circuit, an association of five tour operators in India and Nepal.

- **InterContinental Hotels** has promised US\$1mn (quoted in US\$) over the next five years to Oxford University for conservation research. InterContinental wants to use the findings for future hotel design and operations.

InterContinental is funding its donation from the 44mn members of its frequent-guest programme, Priority Rewards – by asking them to switch from paper to online statements. It reckons that could save US\$400,000 a year.

- Rose bio garden. The owner of the **Rose Garden** resort near Bangkok hopes to educate villagers to turn the hotel and its surroundings into a 100% organic agricultural centre. The resort is committed to use organic food and products exclusively in its restaurants and spa.

-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.

- 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. *PATA*.
- Japan travel agencies, top-62 (sic) outbound sales: Aug NA; Jul NA; Jun -43.9; May -33.8; Apr -18.4; Mar -17.7; Feb -17.0; Jan -20.6. *TJI*.
- 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. *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.
- 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.
- 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. *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. *PATA*.
- Kuala Lumpur airport passengers: Aug +8.6; Jul +8.7; Jun +6.2; May -0.5; Apr +7.0; Mar +0.4.
- Lufthansa seat sales, AsPac: Oct -5.1; Sep -6.3; Aug -0.5; Jul -0.3; Jun -10.0; May -7.8; Apr -5.4; Mar -4.9; Feb -8.8; Jan -5.8.
- Macau visitor arrivals: Oct +5.2; Sep +3.8; Aug +6.4; Jul -14.9; Jun -15.9; May -20.4; Apr -3.5; Mar -11.8; Feb -17.3; Jan +0.8. *NTO*.
- Malaysia Airlines seat sales: Aug -2.8; Jul -2.6 Jun -4.7; May -14.9; Apr -15.0; Mar -34.8; Feb -31.4; Jan -21.9; Dec -19.6.
- 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. *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. *PATA*.
- Qantas intl seat sales: Sep -20.8; 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.
- Singapore Airlines seat sales: Oct -9.6; Sep -10.0; Aug -16.0; Jul -14.3; Jun -19.2; May -23.7; Apr -18.2; Mar -23.0; Feb -20.2.
- 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.
- Singapore visitor arrivals: Sep +7.1; 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. *PATA*.
- Thai Airways seat sales: Sep +14.8; Aug +0.7; Jul -7.0; Jun -17.7; May -17.1.
- 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: Jul -1.9; Jun -8.7; May -11.8. *gov*.
- US hotels occupancy: Oct -3.5; Sep -6.3; Aug -9.9; Jul -7.3; Jun -9.7. *Smith*.
- US hotel rooms planned: Oct -32.7; Sep -31.1; Aug -27.9; Jul -26.2. *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: Oct -3.5; Sep -14.2; Aug -16.7; Jul -16.7; Jun -18.0; May -29.1. *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*.

Market Headlines

Full-year market results.

Aviation

- To/from AsPac; air seats available 2009; 158m -1%.
- Intra AsPac; air seats available 2009; 978m +5%.

Main News

Corporate

Recent corporate developments – big or significant.

- British Airways and Iberia plan to merge. We calculate traffic on the combined company is down 4% Jan-Sep this year.
- China Eastern Airlines due to complete its merger with Shanghai Airlines by year-end.
- Privately-owned Hyatt Hotels has sold shares in an Initial Public Offering, representing 24% of the company.

Market

Recent market developments – big or significant.

- Air Asia Q3 seat sales up 24%.

Aviation. T1. City-pair results. As noted earlier, *Singapore* has decided to stop revealing its directional air traffic patterns. We are sure this is temporary – not least because other airports will gradually stop giving reciprocal information, which *Singapore* needs – but in the interim (12 months?) this is the last month we can list *Singapore*. Our apologies. First 3Qs for *Tokyo*; only 2% decline, which is not too bad. **T2.** Country-pair results. Month and YTD for *Australia* show growth. First 3Qs for *France* (except total), and for *UK* (YTD still a hefty fall, 8%), *US* YTD total down 5%. **T3.** Airlines traffic. Growth is coming back; but beware the Dead Cat bounce, as this is growth on falling traffic in 2008. *Qantas* group traffic grows 2% YTD, but its international traffic still down 17%, as growth potential is switched to its lower-cost subsidiary, *Jetstar*, whose international traffic increased 65%. For LFAs we have a report on the *Air Asia* group in Market Intelligence, starting P1. **T5.** Airline results by region. YTD for Asia Pacific (AAPA) still bad (the worst – 10%, compared with 9% in the US (BTS) and 7% in Europe (AEA)), but AsPac is recovering faster. **T6.** Airport passenger traffic. *Singapore* moves strongly into positive (+6%) in the latest month, although its main customer, *Singapore Airlines*, still shows monthly fall of 10%.

Inbound. T8. Visitor arrivals. Full-year (2008) for *Malaysia (Sarawak)*, *Pakistan*. First 3Qs (2009) for most of rest, with *Asia Pacific* regional growth, calculated from PATA data, still down, by 5%. Separately, PATA says a 5% fall will be the whole-year result; we believe it will be just under 5%, but still 5% when rounded. **T9.** Running 12-month totals; all four destinations down.

Outbound. T10. Running 12-month totals; all four markets down. **T11.** Outbound travel. First-half for *Singapore* (down 5%, but note its data can be misleading as around half are sea excursionists to Indonesia). *Asia Pacific* regional growth, calculated from PATA data, still down, by 5%.

Hotels. T18. First 3Qs Asia Pacific occupancy down 7.5 points to 61%, average rate down US\$30 to US\$129, helping push yield down US\$30 to US\$81.

Others. T12. Stock indices and prices. Only one market down (Japan), but four stocks down (out of 12). And our Index shows prices still down 25% on the base year (December 2000). **T14.** Leading travel agency groups in *Japan*. Missing months forces us to estimate YTD. **T16.** Economic indicators in Asia Pacific: 7 out of 12 still down this year. **T17.** Economic indicators for market producers: still not good, despite the positive talk – only *Australia* ahead.

CURRENT ISSUES

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

Travel Business Analyst, Europe:

- France updates.
- Turkey updates.
- UK 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:

- PhoCusWright reports; Malaysia share 3% to 30%; 'Looking' good; others.
- Excerpts from the single-page Net Value report are included in the Asia Pacific and Europe editions of Travel Business Analyst. **Net Value** is delivered only via email.

People-in-Travel:

- Ho Kwon Ping; Tony Fernandes; Masashi Okatake; others.
- Excerpts from the single-page People-in-Travel report are included in the Asia Pacific and Europe editions of Travel Business Analyst.

People-in-Travel is delivered only via email.

Foxtrots (recent):

- British Airways/Iberia (two wrongs make a right?); The anti-competitive travel business; RNCOS (Rip-off?).

ZERO (recent):

- Copenhagen's green credentials; Global Green Alliance; PATA.

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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

Air seats in 2009

Key points from our manipulation of OAG's air capacity counts for 2009:

- Very low LFA (low-fare-airline) penetration for intra-Northeast Asia. For intra-SE Asia, LFAs account for 31% of capacity; in NE Asia, only 4%! It can be assumed that LFAs will eventually come to the sub-region – which indicates there is substantial growth left in the market.

- Substantial LFA penetration in South Asia; 90% of the regular-airline capacity.

- Second year of decline in capacity to-and-from (t/f) South Asia. But isn't this region supposed to have big potential?

Some other end-year indicators:

- Declines t/f region, t/f Northeast Asia, t/f Southeast Asia, intra South Asia, intra Southwest Pacific.

- Overall, LFA share of intra-Asia Pacific capacity is growing, but still about half the level in Europe. It reached 19% of the regular-airline capacity in 2009, compared with 16% in 2008 and 1% in 2001.

- Average annual growth is 6% t/f and intra the region. Weakest sub-regions are t/f and intra Southwest Pacific, and t/f Northeast Asia.

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

Seats to, from, and intra Asia Pacific

Region	No,mn		Growth%		AAGR*,%		Share‡,%	
	2009		2001	2001-09	2001-08	2009	2008	2001
To/from region	158	-0.8	102	5.6	5.7	4.5	6.6	3.5
low-fare	6	27.6	none	na	na	0.2	0.2	na
Intra region	978	4.7	617	5.9	5.3	27.7	38.7	21.1
low-fare	154	16.9	7	47.2	44.4	4.4	5.4	0.2
To/from NE Asia	141	-7.1	105	3.7	4.7	4.0	6.3	3.6
Intra NE Asia	543	10.1	346	5.8	4.5	15.4	20.4	11.9
low-fare	21	61.3	1	41.2	33.0	0.6	0.7	0.0
To/from SE Asia	109	-3.5	78	4.4	4.8	3.1	4.7	2.7
Intra SE Asia	152	3.4	87	7.2	6.7	4.3	6.1	3.0
low-fare	47	19.3	3	41.8	38.8	1.3	2.2	0.1
To/from S Asia	63	2.7	30	9.6	9.2	1.8	2.5	1.0
Intra S Asia	86	-1.7	37	11.0	11.2	2.4	3.6	1.3
low-fare	41	8.7	none	na	na	1.2	2.1	na
To/from SW	34	0.7	27	3.1	3.1	1.0	1.4	0.9
Pacific								
Intra SW Pacific	93	-3.6	73	3.2	3.6	2.7	4.0	2.5
low-fare	35	2.8	3	37.4	36.9	1.0	1.9	0.1

Notes: *Average annual growth rate, 2001-9. †Over 2008. ‡Of world. Source: OAG Facts; facts@oag.com.

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

From:	Kuala Lumpur			Singapore			Sydney			Tokyo*					
	Jul 09	YTD		Jun 09	YTD		Aug 09	YTD		Sep 09	YTD				
To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%	To:	+/-,%	09	+/-,%
Bangkok	-15.3	690	-16.1	Australia	-9.0	1880	-5.4	Auckland	14.5	852	5.0	China	-10.1	19098	-8.3
Chennai	-1.0	205	-19.5	China	-10.2	1364	-14.6	Bangkok	-10.3	388	-11.3	Hong Kong	-3.3	6013	-2.6
Hong Kong	-3.0	520	2.5	Hong Kong	-13.0	1075	-6.7	Beijing	-44.5	83	-16.6	Korea	0.7	10786	5.4
Jakarta	12.2	705	9.8	India	-8.9	1070	-16.4	Denpasar	-9.9	141	-6.4	Taiwan	-4.0	7419	6.0
London	51.0	263	10.5	Indonesia	8.7	1986	0.7	Hong Kong	-3.2	610	1.8	Asia-other	-5.3	19062	-5.7
Los Angeles	-61.4	22	-60.5	Japan	-28.9	694	-20.2	Kuala Lumpur	-18.7	162	-30.2	Guam	3.9	6063	14.0
Shanghai	-5.8	136	-18.5	Malaysia	44.7	1624	24.6	London	0.0	339	-5.9	Pacific	1.2	24394	-3.6
Singapore	34.0	1339	23.6	Thailand	-19.0	1387	-24.4	Los Angeles	57.0	438	19.4	Oceania	-12.4	3876	-17.7
Sydney	-26.6	145	-32.1	UK	-5.3	665	-6.2	Singapore	-10.0	664	-5.5	Europe	-1.6	12925	-3.8
Tokyo	-1.8	159	-21.4	US	-30.2	225	-33.8	Tokyo	-34.7	195	-32.6				
TOTAL	8.7	10496	1.9	TOTAL	-4.3	16749	-7.0	TOTAL	1.5	6822	-2.9	TOTAL	-1.7	111681	-2.0

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

2 Air passengers to and from Asia Pacific, x1000

From	Australia			France*			Germany			UK			US		
	Aug 09	YTD	+/-t,	Sep 09	YTD	+/-t,	Aug 09	YTD	+/-t,	Sep 09	YTD	+/-t,	Aug 09	YTD	+/-t,
To	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%	+/-t,%	09	%
Australia	na	na	na	na	na	na	-14.4	74	-11.8	-17.9	810	-19.8	42.7	1080	24.6
China	-3.7	427	-1.3	7.4	766	-4.5	12.0	1013	-2.5	1.0	409	-7.1	3.6	1346	-4.4
Hong Kong	4.1	1336	4.1	-7.5	496	1.7	0.8	439	-9.3	-0.6	1194	1.8	0.0	1390	-8.1
India	-90.1	24	-42.1	-24.6	386	-23.9	4.9	889	-1.0	13.8	1867	7.7	-11.4	608	-3.6
Indonesia	45.5	732	41.9	na	na	na	36.2	31	52.1	na	na	na	NA	NA	NA
Japan	-37.2	602	-30.9	-5.0	878	-9.1	3.6	622	-8.9	-11.9	585	-22.7	-7.2	6586	-11.7
Korea	-7.5	295	-9.6	4.9	316	-0.2	-3.0	390	-7.1	10.5	208	-4.9	1.3	2195	0.3
Malaysia	33.0	867	13.9	14.4	93	-20.0	-1.8	74	-21.7	49.3	374	19.7	-67.7	26	-61.7
New Zealand	5.8	3436	1.9	na	na	na	na	na	na	14.0	313	17.4	-3.3	449	-11.5
Philippines	15.3	141	12.6	na	na	na	na	na	na	na	na	na	-16.8	553	-6.5
Singapore	-10.8	2494	-6.5	4.9	338	-2.6	-1.3	484	-1.2	0.4	921	0.3	-6.1	168	-32.2
Taiwan	23.9	177	20.4	na	53	na	5.5	84	-2.0	12.9	96	4.8	-13.0	1225	-23.4
Thailand	-7.5	836	-11.3	5.9	290	-2.2	-9.2	718	-12.1	15.0	442	-4.7	-5.1	54	-53.5
TOTAL	3.7	15596	0.9	-4.0*	49499*	-5.9*	-2.5	89552	-6.3	-5.5	137312	-8.1	-2.1	86369	-5.3

NNotes: *Paris airports only; total is Jul and Jan-Jul. †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\$1.08, 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	Aug	-13.6	-16.0	2837	-11.3	18564	-13.4	14462	-10.7	
All Nippon AW	Aug	3.2	1.0	2532	-10.4	17361	-6.7	12021	-10.7	
Asiana	Aug	10.2	6.8	5337	-5.4	21324	0.9	15019	-4.4	
Cathay Pacific AW*	Oct	-3.9	-2.0	20079	-3.8	91835	-4.5	73550	-3.3	
China AL	Aug	14.3	5.6	6424	-2.0	27212	-4.1	20473	-7.8	
China Southern AL	Oct	11.6	11.4	55157	13.4	102153	8.8	76864	10.9	
Eva Air	Aug	11.3	4.9	3946	-0.3	19535	-2.5	14995	-6.0	
Garuda	Aug	-9.1	-3.2	1490	-6.6	8120	5.1	5644	-3.8	
Japan AL	Aug	-9.5	-7.9	27691	-11.1	76888	-7.0	48497	-12.8	
Jet AW	Oct	26.2	16.3	9030	-10.0	23149	-14.3	17260	-5.6	
Korean Air	Aug	6.3	2.5	8465	-2.1	49344	1.6	34380	-2.8	
Malaysia AL	Sep	17.2	8.9	8389	-12.8	35600	-11.7	23394	-15.5	
Philippine AL	Aug	-4.1	-5.5	2324	-6.5	12930	-0.9	9560	-7.7	
Qantas AW*	Sep	6.6	2.7	29132	1.8	91800	-3.9	73867	-2.6	
Royal Brunei AL	Oct	-4.6	-1.1	950	-2.9	4521	-0.5	3090	-0.5	
Silk Air	Aug	25.1	13.6	1385	10.6	2850	-2.8	2053	-2.7	
Singapore AL	Oct	-9.6	-6.4	13360	-16.5	89170	-10.6	66463	-14.7	
Thai AW	Sep	14.8	10.6	13388	-9.4	52835	-9.9	38124	-15.6	
Vietnam AL	Aug	-9.9	-8.3	2078	-11.3	9094	-12.1	6366	-8.7	
-International										
China Southern AL	Oct	10.8	17.7	3176	-5.5	13133	-11.2	8835	-8.1	
Japan AL	Aug	-4.3	-6.3	7254	-10.6	48940	-8.8	31970	-14.0	
Jet AW	Oct	23.9	11.9	2797	16.9	15359	-12.8	11951	0.3	
Jetstar	Sep	110.3	48.4	2128	65.5	9507	22.9	7123	25.0	
Malaysia AL	Sep	10.1	5.1	4979	-14.3	31960	-13.2	20938	-17.2	
Qantas AW*	Sep	-20.8	-7.1	4860	-17.4	47130	-11.0	38956	-9.7	
Thai AW	Sep	11.9	9.8	8623	NA	49323	NA	35363	NA	
Virgin Blue	Sep	44.7	220.1	1845	48.6	6909	195.1	4849	176.6	

Low-fare-airlines

-Systemwide	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %	Period	SS,x 1000	Growth, %
Air Asia-ID	Q3	996	50	Q2	872	47	Q1	662	7
Air Asia-MY	Q3	3591	14.1	Q2	3519	24.1	Q1	3148	20.5
Air Asia-TH	Q3	1254	6	Q2	1123	10	Q1	1182	4
Air Asia-all	Q3	5841	23.8	Q2	5514	23.9	Q1	4992	14.5
Jetstar Asia†	Sep	105	-31.4	Aug	153	-2.5	Jul	157	NA

Notes: See Master Notes, page 6. pts = points. Air Asia issues varying data; shown are our estimates. 'Periods' are standard (ie Q1 is Jan-Mar), not airline's. *Includes in previous periods, Dragonair with Cathay. †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	
	Aug 09	+/- %	YTD 09	+/- %	Jan-Jul 09	+/- %	Jan-Aug 09
SS,mn	12.1	-1.2	87.4	-9.7	52.5	-9.4	157.3
ASKs,bn	63.4	-6.6	496.5	-7.0	291.4	-5.2	606.4
RPKs,bn	50.1	-3.4	363.4	-10.7	222.5	-8.1	463.7
Pax LF,%	79.1	3.4	73.2	-4.1	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	Jul	546,395	0.5	3,800,443	-0.2
Bali	Apr	359,114	16.4	1,327,225	5.4
Bangkok	Dec†	1,756,346	-41.1	30,108,861	-5.0
	Jul	2,289,902	-13.3	16,000,810	-17.8
Beijing	Dec†	814,593	-3.2	12,500,599	6.9
	Jul	970,700	2.5	6,299,765	-11.2
Brisbane	Aug	353,138	-0.7	2,668,054	0.5
Chennai	Jul	332,905	6.6	2,106,065	-1.4
Colombo	Jul	369,595	-3.6	2,327,549	-19.0
Delhi	Jul	627,390	6.3	4,483,584	4.9
Guangzhou	Jul	326,597	3.4	2,174,115	-8.1
Hong Kong	Dec†	4,041,000	-5.3	48,595,000	1.7
	Oct	3,911,000	-3.7	38,155,000	-6.3
Jakarta	Jul	708,609	5.2	4,085,931	0.6
Kuala Lumpur	Jul	1,739,915	8.7	10,496,406	1.5
Macau	Jul	351,110	-20.1	2,412,225	-23.6
Male	Jul	117,685	-1.0	942,872	-5.2
Manila	Jul	907,794	-3.0	6,666,644	-3.0
Melbourne	Aug	407,709	8.8	3,262,682	5.1
Mumbai	Dec†	680,506	-6.0	7,841,037	4.6
	Jul	636,572	-2.4	4,318,027	-7.3
Noumea	Jul	38,270	0.9	260,555	0.4
Osaka KIX	Sep	878,044	5.0	6,917,383	-13.4
Papeete	Jul	58,929	-9.0	299,595	-18.2
Perth	Aug	216,312	8.0	1,744,984	6.0
Phnom Penh	Jul	117,315	3.4	801,052	-7.9
Phuket	Jul	151,637	-12.6	1,277,549	-15.8
Seoul	Jul	2,794,725	-0.5	17,306,792	-9.0
Shanghai	Dec†	818,686	-41.1	11,979,179	-31.6
	Jul	1,041,902	3.9	6,381,939	-13.5
Singapore	Dec†	3,493,890	-0.6	37,694,824	2.7
	Oct	3,320,887	6.0	30,006,400	-3.2
Sydney	Dec†	961,587	-2.1	10,509,893	1.3
	Aug	863,182	1.5	6,822,442	-3.4
Taipei	Jul	1,723,891	-4.9	10,946,838	-8.9
Tokyo Narita	Dec†	2,493,760	-10.5	32,388,365	-5.6
	Sep	2,803,131	5.3	23,047,305	-6.8
ASIA PACIFIC-A	Dec	85,252,897	-4.8	1,002,698,816	0.4
	Jul	92,904,767	4.6	599,460,055	-0.6
Intl	Dec†	31,853,560	-10.0	384,023,938	-0.7
	Jul	32,512,986	-3.1	212,214,820	-7.5

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 Standardisation of visitor arrival measurements

Destination	Ratio*
Australia	99
China	14
Hong Kong	33
India	65
Indonesia	61
Japan	98
Korea	84

Destination	Ratio*
Malaysia†	24
New Zealand	99
Philippines	98
Singapore	70
Taiwan	98
Thailand	83
Vietnam	60

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

8 Visitor arrivals in Asia Pacific destinations

International arrivals

Destination	Months*	Arrivals	Growth	Stay	PVPD
	Jan thru:		%	days‡	US\$-A
Australia	Dec	5,586,092	-1.0	30.0	150.60
	Aug‡	3,527,042	-3.2	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	Sep‡	93,938,300	-3.5	7.0	100E
foreigners	Dec	24,325,225	-6.8	7.0	100E
	Sep‡	15,986,200	-12.9	7.0	100E
Cook Islands	Sep‡	74,971	7.5	10.5	115.84
Fiji	Aug‡	334,506	-13.7	8.7	124.58
Guam	Sep‡	795,982	-10.3	3.1	302.93
Hawaii	Dec	6,699,424	-9.1	9.18	179.88
	Sep‡	4,876,919	-5.7	9.19	179.88
Hong Kong	Dec	11,947,784	-0.9	3.28	200.10
	Sep‡	7,825,426	-10.7	3.28	200.10
India	Dec	5,366,729	6.1	16.0	92.68
	Sep‡	3,574,654	-7.7	16.0	92.68
Indonesia	Sep‡	4,619,483	1.1	9.09	107.70
Japan	Dec	8,350,835	0.0	7.2	160.42
	Sep‡	4,942,852	-24.5	6.5	160.42
Korea	Dec	6,890,841	6.9	6.9	163
	Sep‡	5,776,184	14.9	6.9	163
Laos	Dec	1,736,786	6.9	4.5	23.03
Macau	Sep‡	15,880,425	-8.4	1.36	181.80
Malaysia	Dec	22,052,488	5.1	6.2	105.67
	Sep‡	17,378,040	6.4	6.2	105.67
Maldives	Aug‡	415,434	-8.8	8.5	56.00
Marianas	Sep‡	280,326	-7.1	3.52	100.00E
Myanmar	Jul‡	126,689	11.1	7.0	70.00
Nepal	Sep‡	251,523	-2.2	9.1	14.09
New Caledonia	Sep‡	72,781	-0.3	19.1	87.09
New Zealand	Sep‡	1,709,734	-1.9	20.22	115.33
Pakistan	Dec	822,828	-2.0	25.0	13.20
Palau	Sep‡	54,655	-9.7	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
	Sep‡	7,036,021	-7.2	4.6	161.07
Sri Lanka	Sep‡	309,142	-2.6	10.0	79.10
Tahiti	Aug‡	103,522	-21.8	13.21	150.88
Taiwan	Sep‡	3,166,497	11.5	6.52	180.52
Thailand	Dec	14,316,815	-1.0	9.19	119.38
	Sep‡	9,999,070	-9.0	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
	Sep‡	2,750,001	-15.2	9.6	64.04
Asia Pacific	latest-E	127,714,343	-5.5	9.9	NA

International arrivals

City/region	Period	Number	Growth,%	Source	Comment
Bali	Jan-Jul 09	1,242,297	11.9	PATA	direct arrivals
Sabah	Jan-Jul 09	351,130	-19.0	PATA	direct arrivals
Sarawak	Jan-Dec 08	2,261,713	-6.4	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-Aug/Sep 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
Jul 09	21,881	-16.7	28,687	-3.0	9,467	-8.8	12,873	-16.9

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
Jul 09	40,342	-8.6	15,163	-9.6	9,758	-26.4	7,925	-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
	Aug†	3,856,700	4.3	PATA	14,200
China	Dec	44,936,310	9.2	TBA-E	29,800
	Sep†	27,071,411	-4.5	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
	Sep†	11,511,334	-4.8	NTO	26,500
Korea-B	Dec	11,996,093	-10.0	NTO	18,200
	Sep†	7,168,509	-26.0	NTO	20,900
Macau	Dec	606,417	1.2	PATA	71
New Zealand	Sep†	1,398,851	-3.4	PATA	3,100
Philippines	Dec 06	2,745,191	29.1	PATA	632
Singapore-D	Dec	6,828,362	13.4	PATA	11,800
	Jun†	3,183,891	-4.9	PATA	11,800
Taiwan-B	Dec	8,465,209	-5.6	NTO	8,700
	Sep†	6,073,948	-7.8	NTO	9,100
Thailand	Jun	2,176,465	10.1	PATA	5,200
Asia Pacific	latest-E	72,377,096	-4.9	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†			
	Oct 09	Growth, %	stock market	TBA 100 index*	AL/HO All	Region	October 2009
Air China	1.35	-0.4	4.9	144	186	Asia Pacific	74
Air NZ	4.32	-3.4	1.9	1	1		
All Nppn AW	1.30	2.0	-2.2	65	84		
Cathay P AW	253	-6.3	4.9	88	114		
China AL	12.7	4.1	3.6	45	58	Europe	47
Japan AL	2.30	-6.1	-2.2	22	29		
Malysn AL	379	19.5	2.9	86	111		
Qantas AW	3.10	0.5	1.8	79	102		
Singpre AL	2.80	5.7	1.1	79	102	World	57
Thai AW	13.6	3.3	2.4	62	80		
Mndrn-Orntl	2.09	1.0	1.1	na	na		
Shangri-La	2.93	7.7	4.9	179	231		

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

13 IATA travel agencies in Asia Pacific, 2008

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

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

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

Agency	Jun 09	+/-t,%	Sep 09	+/-t,%	YTD 09‡	+/-t,%
JTB	196	-48.6	380	-3.9	2679	-24.4
HIS	145	-33.0	330	-3.2	2169	-6.0
Hankyu	167	-31.6	241	24.3	1555	-10.9
KNT	86	-47.9	134	-27.1	986	-22.4
NTA	67	-50.1	114	-11.8	773	-31.6
Jalpak	37	-45.6	66	-7.7	545	-18.2
NEC	42	-47.7	83	-19.6	461	-38.7
Club Tourism	31	-26.5	60	11.9	318	-11.4
Travel Plaza	26	-44.2	40	-32.8	315	-24.2
Nissin	23	-49.1	31	-33.7	239	-32.4
Top 62	1228	-43.9	2238	-7.3	15348	-21.1

Notes: JTB = (originally Japan Travel Bureau; all 14 companies), HIS = (originally Hideo's International Services), KNT = Kinki Nippon Tourist, NEC = Nippon Express Company, NTA = Nippon Travel Agency. *Converted at US\$1 to ¥103. †Over same period, year earlier. ‡TBA estimates, as data missing for some months. Source: Travel Journal International.

15 Networks of computer reservations systems

System	Country
Abacus	Ww:A15000† S23300. Australia:A250. Brunei:A28 S95. HK:A870 S3210. ID:A149 S400. IN:A120 S240†. KR:A1300 S1600. MY:A533 S1636. PH:A194 S291. SG:A410 S1500. TW:A543 S1026. TH:A10.
Amadeus	Ww:A84000† S269000. Ap:A19500† S34658. Eu:A37567 S125299. Na:A5066 S11551. CN** :A7000 S28000. HK:A100. IN:A1200† S700. NP:A50. PH:A150. TH:A500† S636. B: 386mn.
Galileo	Ww:A43000† S176100. Ap:A7250† S20708. Eu:A18300† S38596. Na:A14200† S62125. IN:A574 S717. SG:A100 S200. TH:A170 S250. B: \$345mn.
Sabre‡	Ww:A56000† S124828. Ap:A11771† S4500. Eu:A5783† S13428. Na:A17478. B: \$467mn.
Worldspan	Ww:A20000† S49500. Ap: 714. Eu:A10208† S11000. Na:A35106. US:A8560.

Notes: See Master Notes, page 6. Latest figures available; A and S dates may not be the same; †denotes later figure if not same date. ‡With Abacus. **Travel Sky Technology. A-Agencies/other outlets, Ap-Asia Pacific, B-bookings (in numbers or US\$), Eu-Europe, Na-North America, S-Screens, Ww-worldwide. Source: companies.

16 Economic indicators of major countries in Asia Pacific

Country	Forecast GDP		Actual GDP growth*,%	GDP per person,US\$	Inflation
	2009	2010			
Australia	0.8	2.5	Q2: 0.6	38,260	Q2: 1.5
China	8.2	8.6	Q3: 8.9	2,000	Oct: -0.5
Hong Kong	-3.2	2.7	Q2: -3.8	26,750	Aug: -1.6
India	5.5	6.3	Q2: 6.1	810	Sep: 11.6
Indonesia	4.2	4.5	Q2: 4.0	1,620	Sep: 2.8
Japan	-5.7	1.5	Q3: -4.5	34,080	Sep: -2.2
Korea	-1.0	2.8	Q2: -2.2	18,500	Sep: 2.2
Malaysia	-2.4	3.9	Q3: -1.2	5,840	Oct: -1.6
Pakistan	3.7	2.4	'08/9: 2.0	790	Sep: 10.1
Singapore	-4.5	3.8	Q3: 0.6	30,040	Oct: -0.8
Taiwan	-3.6	3.5	Q2: -7.5	15,990	Sep: -0.9
Thailand	-4.3	3.3	Q3: -2.8	3,180	Oct: 0.4

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	-4.8 Q3	-1.1 Jul	2.4 Oct	2.5 Jun
Japan	-4.5 Q3	-1.0 Jun	2.1 Sep	2.3 Jul
UK	-5.5 Q2	0.9 Aug	5.2 Sep	3.4 Aug
US	-2.5 Q3	-5.1 Jul	3.7 Oct	3.6 Jul
Euroland	-4.1 Q3	-1.8 Jul	3.2 Oct	3.7 Q1

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

Shanghai updates

Shanghai has been preparing for the World Expo, due May-October 2010, for some years. Planned are convention centre, second cruise port, upgrading airports, and more high-speed rail links to Hangzhou, Nanjing, Suzhou.

Also, Disney and the China government have agreed on long-mooted plans to build a theme park in Shanghai, in the Chuansha district of Pudong.

Some reports indicate the US\$3.6bn development – which will include theme park, hotels, and retail operations – could open as early as 2012. That looks not enough time, but this is China, where the impossible takes just a little longer to accomplish.

The park would be 2000ha, about the same size as Disneyland Paris and much larger than its nearest competitor, the 120ha Hong Kong Disneyland. The largest, Walt Disney World in Florida, is 10,000ha.

Indications are that Disney will own 43% of the Shanghai resort with the balance owned by a group of companies owned or controlled by Shanghai's government. Given China's record over treatment of minority foreign investors, that looks a mistake; but Disney may have had no choice – if it wanted a park in China.

A big loser will be Disneyland Hong Kong, which was built largely to attract the China market, albeit primarily from its neighbouring China province of Guangdong. However, Chinese citizens need travel permits to visit Hong Kong, and although these have generally become steadily easier to obtain, this is still a disincentive.

Other Shanghai news:

- The second cruise terminal (the first opened earlier this year on the North Bund) is due at Baoshan.
- The centre for the expo will be closed after the event and refitted with re-opening planned for autumn 2011. Among special facilities planned include a 7000sqm hall seating 18,000, and a 2500-seat auditorium.
- The 632m Shanghai Centre Tower is due to join two others in Pudong (of 421m and 492m) in 2014. The SCT will include a hotel.

India updates

• The **Maharajas Express** is due to start operating next June with 7- and 8-day itineraries from Delhi to Calcutta and Mumbai. The trains will have 23 coaches with passenger capacity of 82 in four configurations, but all should have two restaurants, two bars, and an observation lounge.

• **Mahindra Homestays** (private homes opened for visitors, similar to bed-and-breakfast) plans to have 75-100 outlets in Delhi by next August for the Commonwealth Games. The company launched in 2008 with 50 homestays and currently has 133.

Others are planned for Uttarakhand and Himachal Pradesh in the Himalayas, Gwalior and Bhopal in Madhya Pradesh, the Tiger Reserves in Kanha and Bandhavgarh and the northeast of India.

• **Leisure Hotels** has added hotels and luxury camps for Maha (Great) Kumbh Mela 2010, a religious ceremony in Haridwar January-April 2010. During the Kumbh Mela, the company plans to also operate the 18-room Tehri House, the 6-room Seth House, and the 100-tent Mahakumbh Camps.

• India's hotel group of heritage properties, **Welcom** (sic) **Heritage**, is adding two. Just opened – Denzong Regency, in the Gangtok hill resort in Sikkim, by the eastern Himalayan mountain range.

Due before year end – Sirsi Haveli, near Jaipur in Sirsi village, part of the Jaipur royal family estate, near to ancient temples of Laxmi Narayan and Raghu Nath Ji.

Events

• **ITB Asia** (ITBA), Singapore. Failed to meet its 1000-exhibitors target (which would have been 40% growth), but with some shows reporting 20% declines, and being double the size of the other next largest international event (PATA's travel mart), the actual 4% growth was good.

Organisers Messe Berlin says when it made the 1000 forecast it expected more from Europe, and more hotels and airlines – but that those sectors were hurt most in the downturn.

ITBA's buyer-source ratio is similar to the main event, ITB Berlin. ITBA

has 71% from Asia Pacific; ITBB has 66% from Europe. However, ITBA was boosted by MICE buyers, which would not be a core market for the event, but probably necessary in the current economic circumstances.

• **IT&CMA**, Bangkok; for the MICE market. Counted 435 buyers, not only a big 28% increase, but with a seller/buyer ratio of 1:2; few have that high a share of buyers.

But the biggest source of buyers was India (48 MICE- plus 30 corporate-travel buyers). Organisers say they do not think this is too high, but it is; India is unlikely to represent more than 5% of total business in these segments, but its buyer share at IT&CMA was closer to 20%.

• A surprising move for Messe Berlin is its support (undetermined; probably promotional funding and finding buyers and exhibitors) for the **SATTE** trade show in India.

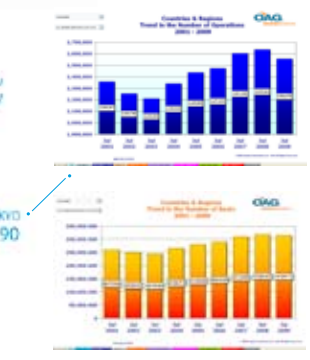
This undermines the potential for ITBA, and goes against MB's experience. Its first ITBA (called ITA, staged in Hong Kong) was actually 10 years earlier, and it says one of the reasons ITA failed and was stopped is that MB was a minority partner. It is now repeating that same ITA format with SATTE.

Cool in Singapore

This year Accor has added 21 of its Ibis economy-brand hotels in Asia Pacific, making 82 in the region, including 42 in China. Five opened in China, and three in both India and Thailand.

And the brand's image has been revamped. The new flagship in Asia is the Ibis Bencoolen in Singapore, opened last March. This follows general trends in this category – minimalist decoration, much use of wood, trendy restaurant concept. But this Ibis also has free wifi in-room connections; up until now, Accor's charges for in-room wifi have been high.

Accor also plans another change for Ibis with its hotel due to open in Hong Kong in 2012. They are usually small, with around 100 rooms, but the 550-room Ibis on Des Voeux Road will be the largest in Asia.



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