# Travel Business Analyst

Markets + Marketing + Strategy

ASIA PACIFIC • OCTOBER 2009


## Market Monitor

*Sources not shown are usually relevant principals. Percentage change unless noted otherwise. Months start from 2008.*

• World Travel Industry Index: Jul -2E; Jun -6E; May -8P; Apr -2.5; 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: Jun ttl -5.0, intl -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: 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; Oct -1.3; Sep -2.9. *IATA*.
• World travel stocks index: Aug 58 (on 100); Jul 53; Jun 46; May 48; Apr 43; Mar 35; Feb 35; Jan 40; Dec 44; Nov 43; Oct 47; Sep 57. *TBA*.
• World visitor arrivals: Apr -2.3; Mar -13.3; Feb -10.3; Jan -7.8; Dec -2.3; Nov -3.0; Oct -0.8; Sep -2.8. *WTO*.
• AsPac airlines seat sales: 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 air traffic, RPKs: 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 airport passengers: Jun ttl -0.1, intl -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 hotel occupancy, pts: 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: Aug 73 (on 100); 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: Apr -1.2; Mar -7.1; Feb -10.9; Jan -5.2; Dec -4.1; Nov -5.2; Oct -1.6; Sep -4.5. *WTO*.

• Air France Asia seat sales: 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; Oct +6.5; Sep +0.9.
• Australia resident departures: 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; Oct +5.3; Sep +2.7. *PATA*.
• Australia visitor arrivals: 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; Sep -7.6. *NTO*.
• Bali visitor arrivals: Apr +21.9; Mar +5.2; Feb -9.2; Nov +0.1; Jan +17.7; Dec +13.5; Oct +23.8; Sep +18.7. *PATA*.
• Bangkok airport visitor arrivals: 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; Oct -11.1; Sep -20.7. *PATA*.
• British Airways AsPac seat sales: 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; Oct -3.8; Sep -5.3.
• Cathay Pacific seat sales: 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; Oct +2.6; Sep -0.7.
• China citizen departures, estimates: Jun -16.6; 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: Jul -0.5; Jun -10.2; May -17.0; Apr -19.2; Mar -22.9; Feb -12.9; Jan -2.1; Dec -19.4; Nov -17.0; Oct -11.5; Sep -15.1. *PATA*.
• China Southern seat sales: 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.

*contd on p4*

Marco Polo

## Interview

Paraphrased comments from head of Hong Kong-based Marco Polo Hotels, Steve Kleinschmidt. Much of this is different from our previous corporate report, in 2005, see below*.

• **Business**. Three of our nine hotels are in Hong Kong. The Philippines market has been hardly affected, because not so much international business. Beijing is more affected because of the massive increase in capacity.

We are optimistic about the peak period starting September. With increased liquidity, etc, trade shows, will be good for China and Hong Kong - as long as we don't have setback with the swine flu.

The demand is still there, but at what price? Leisure has become price sensitive, particularly for long-haul. Intra-Asia has been not so bad, so that is where we have focused our attention.

Corporate is also price sensitive; it has held up quite well, but it is looking for price discounts. Negotiations used to be annual or semi-annual, but now they are coming more frequently.

• **Markets**. The China share in our hotel occupancy is about 30%, but in China itself, domestic is 60%. For the rest of region, Japan has slowed, and Korea has been slower because of the fall in the value of its currency.

• **Developments**. Our parent company, Wharf Holdings, is developing mixed-use projects with hotels in China in Changzhou, Chengdu, Wuxi.

We are adding one in Manila in the next 5-7 years, and Cairns in next four years.

So we are moving into resort space. We believe it is important, particularly where we have a hotel in the main gateway.

Our primary focus is in the main business locations.

• **Marketing**. We opened a regional sales office in Sydney earlier this year, a GSA. The Cairns resort will not require us to change anything. We have GSAs in London and New York. We have not looked at other places.

• **Global Hotel Alliance**. GHA gives us m0ore clout when we deal with the trade, particularly with frequent flyer programs.

**In 2005, it had seven hotels, with two due in 2006, two expected in 2007/8, and expecting to sign 2/3 that year, and subsequent years, of which 1/2 year in China. Progress has been different. It has lost one in Beijing - it was adding a second - and Ho Chi Minh City, but opened Wuhan and Shenzhen in China and Cebu in Philippines. At the time, we believe its planned rate of expansion, particularly for Chi-*

*contd on p4*

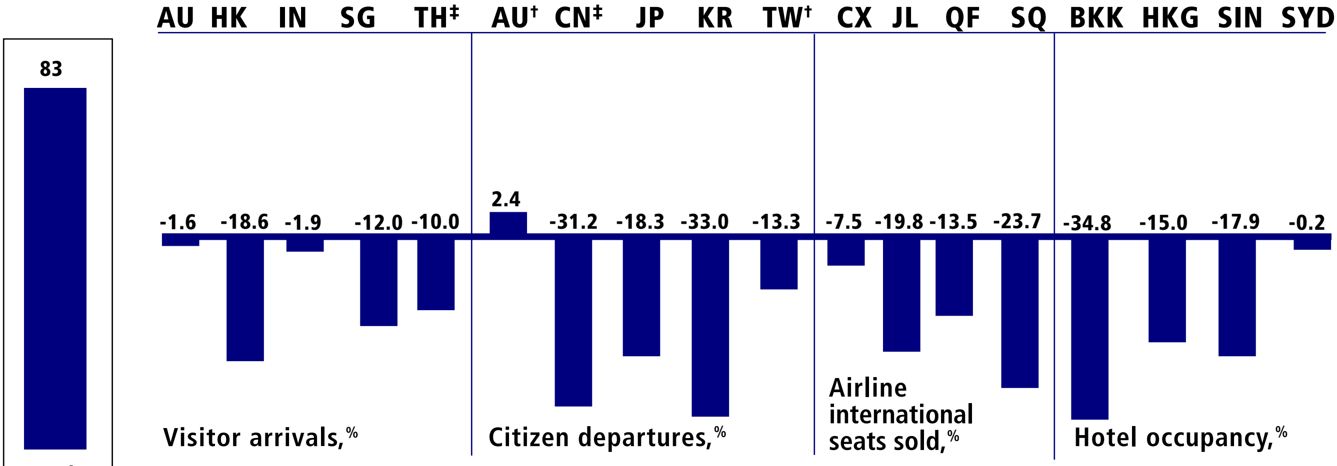
## Headlines

**Commentary on tables**

- **Barometer.** Overall travel index at 17% below same month in 2008. This is worse than last month, although more than a few figures are beginning to show an end to the decline. (Note, however, that this is not the same as a recovery; perhaps the beginning of the end?)
- **Inbound trends.** Forecast for next 12-month period - only *Thailand* changed (downwards) from last month.
- **Outbound trends.** Forecast for next 12-month period - only *China* (our estimates) changed (downwards) from last month.
- **Forecasts.** Australia forecasts a 4% fall in visitors. And the WTO says a 4-6% fall for world visitor arrivals.

## Barometer

**Percentage growth in latest matching month* available; May 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 | 18,794 |
| Hong Kong | 10,136 |
| Singapore | 8,805 |
| Thailand | 12,338 |

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 | 5mn,+26% '9-10 | ITB |
| Cambodia visitor arrivals,'09 | Mar | 2.5m,+18% | ITB |
| Beijing visitor arrivals,'09-12 | Mar | +7%/yr | ITB |
| Accor,hotels before '11;ID TH Indochina | Mar | 13/10/10 | company |
| Outrigger resorts:Bali,Hainan,Phuket | Mar | 3 resorts | company |
| Sol Melia,hotels before '12 | Mar | 4/5 | company |
| Thailand visitor arrivals,'09 | Mar | 14m,-2% | NTO |
| Thailand visitor arrivals,'09 | Mar | 13m,-9% | TC bank |
| Singapore cruise visitors,'15 | Jan | 1.6m (943k '07) | NTO |
| Singapore hotel rooms,'10 | Jan | +10k (now 33k) | NTO |
| Singapore Flyer seat sales,no date | Jan | 2.5m | NTO |
| Abacus passenger bookings,'09 | Jan | -7-9% | company |
| Singapore AL capacity,'09-10 | Jan | -11% | company |
| Etihad seats sold,'09 | Mar | 7m +15% | company |
| Etihad 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 $s are US$s. †When forecast made. Source: *Management statements or documentation from relevant authority.

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# ZERO

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

## WEF and CO2

We conclude our comments on the Climate Change Report from the World Economic Forum. (The first part of our commentary was published in September's ZERO.)

• WEF suggests that railways should be the main form of transport to get passengers to airports, adding that a (surprising) 70% of the world's 100 largest cities have no or marginal mass-transit links between downtown and their airports.

*WEF argues succinctly for what we have proposed before - partly related to the traffic-reduction factor noted above. Railways and airlines should improve interconnectability so that train-to-plane connections are operated as efficiently as plane-to-plane connections.*

It says that in such an integrated model, the distinction between railways and air transport disappears, as together they provide a complete transport service. This requires coordinated timetables, common reservation and ticketing systems, transfer of baggage, etc. But also for the rail line to be connected to the national network. *At present this is available at only a few airports - Amsterdam, Frankfurt, London (Gatwick, Luton, and Stansted, but not the largest Heathrow), Paris CDG. For most, the airport train runs just into town and passengers then need to change trains - and usually change to another train station.*

• And, to conclude, WEF also tackles what may be the toughest matter: what to do about those segments of the industry other than aviation, accommodation, airports, trains - such as travel agencies, tour operators, and destination marketing companies (DMCs, and including tourism ministries).

*To date, they (particularly DMCs and ministries) exhort the rest of us to do good things, but do nothing themselves. The best/worst example is the World Tourism Organisation. It participated in this WEF report, but it should have produced such a report under its own aegis at least 5-10 years ago. Why wait for a body outside the travel business to show the industry what to do?*

*Having said that, we are not sure what segments of the industry WTO represents. It uses the superfluous phrase 'travel and tourism', as does WEF. But WEF's T&T includes aviation, rail, vehicle, etc; WTO's does not. In general, WTO appears to cover only the inbound travel business.*

*We propose, for instance, that the WTO tells DMCs that they must tell all vehicle operators to switch to LPG or electrical power in the next 18 months. Those that do will be listed; those that do not will be black-listed. Why cannot the travel industry be a leader? Why cannot WTO lead?*

In its climate change report, WEF proposes the industry adopts the Global Sustainable Tourism Criteria as a step towards the creation of a 'Sustainable Tourism Stewardship Council', which would function as "the guardian and developer of global standards and as an accreditation body for the existing certification systems". That would cover agencies, operators, although not DMCs.

WEF also proposes a grading system (with Basic and Gold standards). *We support that, but propose three measures, with Gold Leaf at the top and almost unreachable - because it would require companies to be (90%?) carbon neutral and not with offsets. We should note that Six Senses Resorts is trying to be carbon positive with one of its resorts - offsetting the emissions that it would have made if it had not become an eco-friendly, by planting trees, for instance.*

*Middle-level would be Silver Leaf and basic-level Green Leaf. Companies and organisations that have not applied for designation, or been refused entry, should be named, to be shamed. Perhaps to be assigned a Brown Leaf?*

*At the time of the Copenhagen summit, surely this is the time to get serious, and use this WEF as a start point?*

## It's not my fault

According to the annual Barclaycard Commercial Business Travel Survey 1% of respondents - mainly senior management - would travel less for environmental reasons. *This is understandable and not a question worth asking because other factors need to be in place first.*

26% thought it was their company's responsibility to manage the effects on travels on the environment, 33% said it was the government's responsibility, and 12% said it was up to travel suppliers. *These are the dangerous figures - because it is easier to blame someone else rather than doing anything yourself.* But 19% did realise it was their responsibility.

18% of companies have an environmental program (11% did not know whether their company did have one), 7% monitor their travel carbon footprint, and 4% offset it.

*For obvious reasons, we do not support reducing travel unless the trip is not necessary - and that is something difficult to determine. But we do support reducing wastage in all forms - probably the easiest, starting with daily towel washing. Isn't it shocking that, 20 years on, so many hotels, and proportionately many luxury ones, still wash towels and sheets daily?*

*And constantly searching for ways to reduce emissions - from green aircraft take-offs, to natural light, to alternative fuels, to switching all travel vehicles to electrical- or gas-power.*

*(Facts extracted from ABTN. Comments by ZERO.)*

## Meeting the challenge?

Conference centres seem keen to boast their eco-claims. That appears to be leading some to exaggerate. Details:

• The Convention Centre, being built in **Dublin**, claims the net impact of the building's construction on the environment is zero.

*Well, almost. It counts offsets, which we regard as positive, but not as a substitute for pollution-reducing measures, and not to support a 'zero-claim' such as this. CCD's claim is based on its use of low-carbon cement and offsetting "unavoidable" carbon emissions.*

*How about vehicular supply of workers and materials, local materials, source of wood, etc?*

• **Gold Coast**'s convention and exhibition centre claims energy consumption 38% better than Green Globe 'best practice' benchmark level, and water consumption 53% better. When asked, GCCEC could not put figures on these, which leads us to the possible conclusion that if the benchmarks can be bettered by this degree, then they have

contd on p11

*na, was slow, but even that was not reached.*

Starwood

## Regional growth

Starwood's regional office covering Thailand and Indochina currently has 17 hotels - but 20 more are planned. With the group's Aloft and Four Points, it will have six of its nine brands; this includes Aloft in Bangkok, St Regis in Phuket, and Ws in Bangkok and on the island of Koh Samui. The FP will be in Bangkok, but possibly others in Cambodia and Vietnam.

The Royal Orchid Sheraton has been going through a comprehensive renovation program where the first elements were started five years earlier. Work was due to finish last month, with the first post-renovation conference due this month.

Changes to outlets include the introduction of a bar lounge, and the fine dining restaurant changing to bar/lounge/dining. This hotel is the first to have Link@Sheraton installed; it was opened two years ago. This provides not just internet, but extras such as TV, coffee, and enables those in the area to watch special shows.

To help sales during the economic downturn, the group has been looking at partnerships, loyalty programs, local business, and such things as free weekends. For loyalty members. It does not want to drop prices. And it has changed emphasis, such as switching some staff from meetings to weddings.

Booking is getting later. Starwood says late-bookings are also increasing - before late booking was around five weeks, now it is three weeks.

## Briefs

- Latest data indicates the decline for **Europe's main airlines** may have reached its nadir. There is also reason to expect that traffic results from member airlines of AEA (Association of European Airlines) will show rapid recovery when data for August is available.

The rate of decline for traffic to-and-from Asia Pacific in July was less half that in June, see Table - 4% compared with 10%. We expect growth starting with September figures, if not for August.

**Percent growth in seats sold in Europe airlines*, 2009**

| Region | YTD | H1 | Q1 | Jul | Jun | May | Apr | 2008 |
|---|---|---|---|---|---|---|---|---|
| Europe-AsPac | -7.8 | -8.3 | -6.5 | -4.4 | -10.4 | -10.3 | -6.4 | 1.1 |
| Longhaul | -6.5 | -7.1 | -6.7 | -3.2 | -7.3 | -9.3 | -3.1 | 1.4 |
| International | -7.1 | -7.9 | -8.4 | -3.2 | -6.6 | -8.4 | -2.5 | 1.2 |
| Total | -8.2 | -9.0 | -9.5 | -3.6 | -7.1 | -8.7 | -4.9 | -1.5 |

Notes: *Members of AEA. Source: Association of European Airlines.

In 'normal' times, this would hardly be considered an improvement, of course, but these are a long way from 'normal'. And the other factor is the Dead Cat Bounce*.

**The DCB theory suggests an automatic correction on a sizeable decline in the previous year; even a dead cat bounces. However, the real check should be with data the year before (so with 2007, not with 2008).*

- Outbound travel sales of the main travel agencies in **Japan** continue to fall - but an extraordinary 23% in the first half, see table. Some agencies are selling less than half of what they were at the turn over the decade.

**Outbound travel sales of main agencies in Japan, first half**

| Operator | 2009 US$mn* | 2009 Growth,% | 2009 Share,% | 2005 Share,% | 2000 US$mn* | 2000 Share,% |
|---|---|---|---|---|---|---|
| JTB | 1627 | -26.9 | 17.5 | 17.2 | 2335 | 21.1 |
| HIS | 1245 | -6.5 | 13.4 | 9.3 | 795 | 7.2 |
| Hankyu | 1006 | -15.4 | 10.8 | 11.0 | 1078 | 9.7 |
| KNT | 604 | -21.6 | 6.5 | 7.2 | 1123 | 10.1 |
| NTA | 474 | -34.2 | 5.1 | 6.3 | 653 | 5.9 |
| Jalpak | 340 | -19.4 | 3.7 | 4.4 | 632 | 5.7 |
| NEC | 281 | -41.7 | 3.0 | 4.9 | 518 | 4.7 |
| Club Tourism | 198 | -15.5 | 2.1 | NA | NA | NA |
| Travel Plaza | 186 | -22.7 | 2.0 | NA | NA | NA |
| Nissin Travel | 154 | -32.2 | 1.7 | NA | NA | NA |
| Tokyu† | 122 | -36.5 | 1.3 | 1.9 | 312 | 2.8 |
| Top 62‡ | 9309 | -23.0 | 100.0 | 100.0 | 11067 | 100.0 |

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 ¥100. †Top Tours. ‡Some earlier-year figures may have been for a different number. Source: Travel Journal International.

Most have also lost share. The country's leading agency, JTB, for example, fell from a 20% share in 2000, to 17% this year. Only two gained share in that same period - HIS and Hankyu.

*contd from p1 – Market monitor*

- Dubai airport passengers: Jun +10.3; May +7.1; Apr +6.4; Mar +0.1; Feb -0.2; Jan +6.1. *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: May -16.1; Apr -7.4; Mar -22.7; Feb -20.6; Jan -27.6; Dec +1.4; Nov +0.0; Oct +2.9; Sep -0.2. *PATA.*
- Hawaii visitor arrivals: Jul 1.3; Jun -5.2; May -6.4; Apr -1.5; Mar -17.2. *PATA.*
- Hong Kong airport passengers: 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; Oct -1.4.
- Hong Kong visitor arrivals: 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; Oct -1.4. *NTO.*
- India visitor arrivals: Aug -8.5; Jul 0.6; Jun +0.2; May -1.9; Apr -3.5; Mar -12.8; Feb -10.6; Jan -17.6; Dec -9.2; Nov +2.0. *PATA.*
- *Indonesia visitor arrivals: Jul +4.6; Jun* +4.1; May +2.5; Apr +6.1; Mar +1.8; Feb -9.4; Jan +8.0; Dec +17.7; Nov +9.9; Oct +21.3; Sep +8.0. *PATA.*
- Japan Airlines seat sales - total/transPacific/Southeast Asia: 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; Dec -17.2 -14.3 -22.1; Nov -17.6 -17.4 -14.7; Oct -12.8 -9.3 -10.6.
- Japan citizen departures: Jul -3.2; Jun -21.3; May -18.3; Apr +1.6; Mar -2.5; Feb -1.0; Jan -13.4; Dec -7.0; Nov -12.9; Oct -8.8. *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; Nov -15.2; Oct -7.9; Sep -8.4. *TJI.*
- Japan visitor arrivals: Jun -37.7; May -34.0; Apr -19.7; Mar -22.3; Feb -41.3; Jan -18.4; Dec -24.1; Nov -19.4; Oct -5.9; Sep -7.0. *PATA.*
- Jet Airways seat sales: Jul +0.4; Jun -11.1; May -18.9; Apr -22.9; Mar -21.4; Feb -19.1; Jan -19.5; Dec -20.8; Nov -15.3; Oct -1.7; Sep +2.2.
- Jetstar Intl seat sales: Jun +74.6; May +51.1; Apr +36.9; Mar +35.8; Feb +24.6; Jan +34.9; Dec +67.6; Nov +35.2; Oct +81.3; Sep +26.8.
- Korea resident departures: 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; Oct -5.8. *PATA.*
- Korea visitor arrivals: Jul 7.2; Jun -1.7; May +0.8; Apr +20.8; Mar +22.2; Feb +25.7; Jan +25.3; Dec +14.9; Nov +3.0. PATA.
- Kuala Lumpur airport passengers: Jun +6.2; May -0.5; Apr +7.0; Mar +0.4; Feb -8.1; Jan -1.3; Dec +3.1; Nov -1.6; Oct +3.6; Sep -4.4.
- Lufthansa AsPac seat sales: 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; Nov +2.3.
- Macau visitor arrivals: 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; Nov +3.0. *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.

*contd on p5*

contd from p4 – Market monitor

## Headlines

### Commentary on tables pages 6-10

• Malaysia visitor arrivals: Jul 3.9; Jun +7.5; May -0.3; Apr +7.0; Mar +8.6; Feb -7.4; Jan +5.1; Dec +9.2; Nov +4.6; Oct +8.6. *PATA*.
• Maldives visitor arrivals: 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; Oct -4.0; Sep +4.6. *PATA*.
• New Zealand visitor arrivals: 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: 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; Oct -6.4; Sep -9.3.
• Singapore Airlines seat sales: Aug -16.0; Jul -14.3; Jun -19.2; May -23.7; Apr -18.2; Mar -23.0; Feb -20.2; Jan -10.4; Dec -7.5; Nov -6.1.
• Singapore airport passengers: 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; Oct +1.8; Sep -0.4.
• Singapore visitor arrivals: 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; Oct -8.1; Sep -4.1. *NTO*.
• Tahiti visitor arrivals: Jun -16.5; May -25.5; Apr -29.6; Mar -26.2; Feb -29.8; Jan -23.7; Dec -18.9; Nov -13.5; Oct -13.3; Sep -4.3. *PATA*.
• Taiwan resident departures: Jul -5.3; Jun -18.6; May -13.3; Apr -9.7; Mar -6.4; Feb -20.3; Jan +1.8; Dec -10.8; Nov -11.7. *PATA*.
• Thai Airways seat sales: Jul -7.0; Jun -17.7; May -17.1; Apr -13.2; Mar -11.5; Feb -13.9; Jan -13.3; Dec -36.6; Nov -27.0; Oct -12.2.
• Thailand visitor arrivals: Jun -17.1; May -21.0; Apr -11.2; Mar -12.1; Feb -23.2; Jan -11.9; Dec -24.0; Nov -21.2; Oct -6.5; Sep -16.0. *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; Jul -11.8; Apr +2.8. *gov*.
• US hotels occupancy: Aug -9.9; Jul -7.3; Jun -9.7; May -11.8; Apr -11.1. *Smith*.
• US hotel rooms planned: Aug -27.9%; Jul -26.2; Jun -24.5; May -22.2. *Smith*.
• US resident departures: May -10.5; Apr -1.1; Mar -11.7; Feb -7.0; Jan -7.2; Dec -3.1; Nov -4.7; Oct -7.1; Sep -7.2. *PATA*.
• US travel agency sales: Aug -16.7; Jul -16.7; Jun -18.0; May -29.1; Apr -26.1; Mar -22.8; Feb -26.1. *ARC*.
• US visitor arrivals: Jun -10.6; May -11.8; Apr +2.9; Mar -19.9; Feb -11.6; Nov -8.8; Jan -9.1; Dec -7.1; Oct -2.0; Sep 0.0. *PATA*.
• Vietnam visitor arrivals: Aug -7.1; Jul -17.8; Jun +32.7; May -23.3; Apr -25.7; Mar -28.6; Feb -22.2; Dec +6.2; Jan -17.7. *PATA*.

**Market Headlines**
*Full-year market results.*
(none)

**Main News**
**Corporate**
*Recent corporate developments - big or significant.*
(none)

**Market**
*Recent market developments - big or significant.*
• Australia air passengers up 0.4% to 11mn in first-half, but for Sydney down 4%.
• China Southern storming ahead - up 33% in current month, 14% YTD.
• A market in trouble. Shocking falls in outbound travel sales by travel agencies in Japan - 44% in current month, 23% YTD.
• An airport in trouble? Osaka down 36% in current month, 18% YTD.
• Still big decline for US air passengers in first-half, down 10% to 44mn.

**Aviation**. **T1**. City-pair results. First-half for *Sydney*: total down 4%, but some bigger downs (Kuala Lumpur 33%, Tokyo 32%). Tokyo's fall easing; only 2%. **T2.** Country-pair results. First-half for *Australia* (total flat; NZ +1%, Singapore -5%, HK +6%) and UK (total -10%; India +3%, HK -2%). **T3**. Airlines traffic. First-half for Qantas (seat sales: total flat, international down 14%) and Jetstar International (up 43% but remember this is a new airline, and read alongside Qantas's international fall). For LFAs *Jetstar Asia* added; figures will build up over next few months to enable market analysis; for the moment note that JA sells more seats monthly than Silk Air, also Singapore-based, but only 15% of Kuala Lumpur-based Air Asia. **T4**. New annual financial results for *Qantas*; its lower figures are primarily because these are group results, and most of the group's growth is now in lower-fare traffic. **T5**. Airline results by region. First-half for airline members in the US (still showing an uncomfortable 10% fall). **T6**. Airport passenger traffic. First-half for *Australia*'s main airports - Brisbane up 1%, Melbourne 4%, Perth 6%, but the biggest, Sydney, falls 4%. *Tokyo Narita* down 10% YTD, but the fall is slowing.

**Inbound**. **T8**. Visitor arrivals. No changes this month. **T9**. Running 12-month totals for *China*, *Hong Kong*, *Singapore*, *Thailand*; only HK still ahead - just.

**Outbound**. **T10**. We did not read the small print concerning *China*'s outbound market - "Danger; beware that measures can go down as well as up." Well, we are now in dangerous times. **T11**. Outbound travel. No changes this month.

**Hotels**. **T18**. For YTD, Asia Pacific occupancy down 9 points to 60%, average rate down US$30 to US$130, helping push yield down US$34 to well below US$100.

**Others**.**T12**. *Stock indices and prices*; 5 up, 7 down. Index for in Asia Pacific getting better, although 73% cannot be anything but bad. **T15**. *Internet* bookings shows data for China from Nielsen and *Elong*. **T16**. Economic indicators in Asia Pacific. Most forecasts show improvement, and all forecast GDP growth in 2010. But remember the Dead Cat Bounce. **T17**. Economic indicators for market producers: still GDP falls in Q2 for *Germany*, *Japan*, *UK*, *US*. Only *Australia* ahead.

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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

### Hotel rooms planned

According to Smith Travel Research, there are 500,000 hotel rooms planned around the world - excluding Canada and the US. This represents 8% of the existing total, see table.

Almost half of those planned are in Asia Pacific, even though that region accounts for just under 30% of existing hotel rooms. But perhaps a bigger surprise is the small number planned for Europe - only 19% of the planned rooms, even though that region accounts for 49% of the hotels.

But the Middle East/Africa shows the biggest divergence - 9% of existing hotel rooms, but 25% of rooms planned, representing 21% of its existing count. However, that region as a whole is not as dynamic as it might appear - because 47% of the rooms are planned for one country, the United Arab Emirates (which includes Dubai), and another 9% for Saudi Arabia. As the UAE is going through a bad economic slowdown, those numbers may change.

In Asia Pacific, 65% of rooms are in the 'upscale' and higher categories, and only 16% in economy and midscale. It could be argued that more will be needed in the lower categories, but there may be definition problems - many developers want their project to be "5-star", whatever the reality. But also quality/price is broadly better in AsPac - 'economy' quality in AsPac may equal 'midscale' in Europe. In terms of roomrates, 'upscale' in AsPac may be closer to 'midscale' in Europe - although Europe's 'economy' prices may better (ie, be lower) than AsPac's 'economy'.

### Hotel rooms planned*

| Region/category | Existing | Planned |
|---|---|---|
| Asia Pacific | 1,855,673 | 239,313 |
| Luxury | 132,088 | 41,046 |
| Upper Upscale | 173,213 | 57,180 |
| Upscale | 231,410 | 56,531 |
| Midscale | 189,128 | 28,437 |
| Economy | 80,674 | 10,839 |
| Unaffiliated | 1,049,160 | 45,280 |
| Europe | 3,061,427 | 94,259 |
| Caribbean/Mexico | 467,675 | 18,535 |
| Central/South America | 311,032 | 21,750 |
| Middle East/Africa | 596,733 | 126,464 |
| Total† | 6,292,540 | 500,321 |

Notes: *Outside Canada, US. At September 2009. †Of those regions noted here. Source: Smith Travel Research.

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

| From: Kuala Lumpur To: | Jun 09 +/-,% | YTD 09 | +/-,% | From: Singapore To: | Jun 09 +/-,% | YTD 09 | +/-,% | From: Sydney To: | Jun 09 +/-,% | YTD 09 | +/-,% | From: Tokyo* To: | Jul 09 +/-,% | YTD 09 | +/-,% |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bangkok | -17.4 | 579 | -16.3 | Australia | -9.0 | 1880 | -5.4 | Auckland | 4.6 | 641 | 3.7 | China | -5.5 | 14921 | -7.7 |
| Chennai | -0.8 | 174 | -22.1 | China | -10.2 | 1364 | -14.6 | Bangkok | -13.9 | 289 | -11.3 | Hong Kong | -0.7 | 4665 | -3.1 |
| Hong Kong | -13.2 | 440 | 3.6 | Hong Kong | -13.0 | 1075 | -6.7 | Beijing | -34.7 | 66 | -16.0 | Korea | 0.6 | 8424 | 6.5 |
| Jakarta | 20.5 | 588 | 9.3 | India | -8.9 | 1070 | -16.4 | Denpasar | 1.1 | 99 | -8.1 | Taiwan | 4.7 | 5808 | 7.2 |
| London | 18.4 | 206 | 3.0 | Indonesia | 8.7 | 1986 | 0.7 | Hong Kong | -6.6 | 465 | 5.9 | Asia-other | -6.2 | 14819 | -5.6 |
| Los Angeles | -63.9 | 19 | -60.3 | Japan | -28.9 | 694 | -20.2 | Kuala Lumpur | -27.0 | 117 | -32.6 | Guam | 5.2 | 4603 | 15.6 |
| Shanghai | -14.4 | 118 | -20.1 | Malaysia | 44.7 | 1624 | 24.6 | London | -4.3 | 248 | -6.6 | Pacific | -0.2 | 18788 | -4.2 |
| Singapore | 34.1 | 1121 | 21.7 | Thailand | -19.0 | 1387 | -24.4 | Los Angeles | 37.8 | 297 | 8.4 | Oceania | -26.0 | 3043 | -17.5 |
| Sydney | -27.4 | 120 | -33.1 | UK | -5.3 | 665 | -6.2 | Singapore | -10.9 | 488 | -3.7 | Europe | -3.3 | 9891 | -4.4 |
| Tokyo | -18.6 | 133 | -24.4 | US | -30.2 | 225 | -33.8 | Tokyo | -36.2 | 148 | -32.0 | | | | |
| **TOTAL** | **6.2** | **8756** | **0.7** | **TOTAL** | **-4.3** | **16749** | **-7.0** | **TOTAL** | **-3.3** | **5018** | **-3.6** | **TOTAL** | **-1.8** | **86468** | **-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 / To | Australia Jun 09 +/-†,% | Australia YTD 09 | Australia +/-†, % | France* Jul 09 +/-†,% | France* YTD 09 | France* +/-†, % | Germany May 09 +/-†,% | Germany YTD 09 | Germany +/-†, % | UK May 09 +/-†,% | UK YTD 09 | UK +/-†, % | US Apr 09 +/-†,% | US YTD 09 | US +/-†, % |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | na | na | na | na | na | na | -17.5 | 46 | -11.6 | -19.0 | 527 | -22.2 | 26.1 | 484 | 10.7 |
| China | -8.2 | 335 | -3.3 | 8.2 | 565 | -8.2 | -7.0 | 589 | -6.1 | -7.5 | 250 | -10.9 | -6.0 | 586 | -8.9 |
| Hong Kong | -3.4 | 1010 | 5.9 | -0.3 | 383 | 2.4 | -3.1 | 276 | -12.5 | 3.6 | 775 | -2.1 | -4.4 | 677 | -8.3 |
| India | -86.0 | 22 | -28.1 | -24.4 | 310 | -23.1 | 2.3 | 539 | -4.4 | 15.0 | 1279 | 3.0 | -4.0 | 298 | 2.7 |
| Indonesia | 53.5 | 503 | 39.5 | na | na | na | 76.7 | 13 | 36.0 | na | na | na | NA | NA | NA |
| Japan | -38.3 | 467 | -28.1 | -14.4 | 659 | -10.3 | -16.6 | 371 | -9.6 | -37.0 | 356 | -27.1 | -9.5 | 3254 | -10.0 |
| Korea | -17.5 | 221 | -8.5 | -3.6 | 234 | -1.3 | -5.6 | 224 | -6.7 | -1.0 | 121 | -10.6 | 3.0 | 985 | -0.5 |
| Malaysia | 19.8 | 621 | 10.1 | -9.3 | 69 | -26.6 | -17.2 | 41 | -28.8 | 20.6 | 207 | 3.5 | -62.5 | 12 | -62.0 |
| New Zealand | -2.2 | 2547 | 1.2 | na | na | na | na | na | na | 24.0 | 199 | 12.6 | -12.0 | 222 | -15.2 |
| Philippines | 15.1 | 110 | 15.3 | na | na | na | na | na | na | na | na | na | 12.8 | 296 | 5.2 |
| Singapore | -9.2 | 1855 | -5.2 | 4.8 | 253 | -5.2 | 4.3 | 291 | -0.4 | 1.2 | 597 | 2.2 | -39.6 | 79 | -41.7 |
| Taiwan | 21.9 | 134 | 23.7 | na | 39 | na | -3.9 | 49 | -1.2 | 16.8 | 61 | 3.0 | -19.9 | 574 | -27.1 |
| Thailand | -14.2 | 618 | -12.1 | -7.4 | 233 | -3.4 | -15.7 | 491 | -11.8 | -12.0 | 285 | -9.5 | -61.1 | 27 | -58.9 |
| **TOTAL** | **1.0** | **11461** | **0.4** | **-6.0** | **33564*** | **-6.3*** | **-8.8** | **49103** | **-8.5** | **-8.4** | **81744** | **-9.7** | **2.8** | **38989** | **-4.5** |

Notes: *Paris airports only; total is May and Jan-May. †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, luft-verkehr@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$1.18, Y6.83, HK$7.75, IRp48.8, ¥92.8, W1249, MR3.52, NZ$1.46, S$1.44, NT$32.9, B34.0. 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.

## 3 Traffic on selected Asia Pacific airlines, 2009

| Regular airlines -Systemwide | Mth | Mth SS +/-,% | RPK +/-,% | YTD SS 1000 | +/- % | ASK mn | +/- % | RPK mn | +/- % |
|---|---|---|---|---|---|---|---|---|---|
| Air New Zealand | May | -15.7 | -16.0 | 1751 | -12.9 | 11564 | -14.8 | 9003 | -12.0 |
| All Nippon AW | May | -18.2 | -15.4 | 1522 | -12.1 | 10866 | -5.7 | 7118 | -13.7 |
| Asiana | May | -12.9 | -11.1 | 3228 | -8.0 | 13137 | 1.5 | 8946 | -6.1 |
| Cathay Pacific AW* | Jul | -9.9 | -8.2 | 14018 | -5.1 | 64996 | -2.9 | 51478 | -4.6 |
| China AL | May | -4.4 | -8.3 | 3921 | -2.3 | 17078 | -5.2 | 12541 | -8.7 |
| China Southern AL | Aug | 32.9 | 31.6 | 43537 | 14.0 | 80584 | 7.9 | 60630 | 11.0 |
| Eva Air | Jul | 6.6 | -3.4 | 3369 | -2.1 | 16914 | -2.9 | 12729 | -7.7 |
| Garuda | May | -9.4 | -9.4 | 864 | -5.9 | 4739 | 5.9 | 3145 | -4.8 |
| Japan AL | Jul | -9.6 | -10.0 | 23574 | -11.4 | 66991 | -6.5 | 41329 | -13.6 |
| Jet AW | Jul | 0.4 | -3.0 | 6113 | -16.3 | 16034 | -14.3 | 11772 | -8.5 |
| Korean Air | May | -17.0 | -9.0 | 5134 | -3.9 | 30135 | 2.1 | 20216 | -3.9 |
| Malaysia AL | Jun | -4.6 | -11.1 | 5129 | -20.6 | 23518 | -13.0 | 14132 | -23.2 |
| Philippine AL | May | -12.2 | -11.7 | 1520 | -4.0 | 8186 | 0.0 | 6211 | -6.0 |
| Qantas AW* | Jun | 13.4 | 4.5 | 18799 | -0.2 | 60742 | -4.2 | 48287 | -3.8 |
| Royal Brunei AL | Jun | 0.7 | 4.3 | 563 | -2.0 | 2700 | 1.6 | 1803 | 2.2 |
| Silk Air | May | -2.2 | -13.7 | 808 | 3.0 | 1752 | -4.9 | 1206 | -9.9 |
| Singapore AL | Aug | -16.0 | -14.6 | 10549 | -18.1 | 71564 | -10.4 | 52298 | -16.5 |
| Thai AW | Jul | -7.0 | -12.7 | 10301 | -13.3 | 40754 | -12.0 | 29036 | -20.3 |
| Vietnam AL | May | -14.9 | -10.7 | 1346 | -9.8 | 5747 | -14.4 | 4053 | -7.6 |
| **-International** | | | | | | | | | |
| China Southern AL | Aug | 18.1 | 21.5 | 2487 | -9.3 | 10315 | -15.1 | 6824 | -13.9 |
| Japan AL | Jul | -9.7 | -10.8 | 6214 | -11.6 | 42813 | -8.0 | 27342 | -15.2 |
| Jet AW | Jul | 15.6 | -2.0 | 1899 | 17.5 | 10611 | -10.6 | 8168 | -0.2 |
| Jetstar | Jun | 74.6 | 22.1 | 1172 | 43.1 | 6072 | 19.7 | 4467 | 21.8 |
| Malaysia AL | Jun | -6.5 | -13.6 | 3016 | -22.7 | 21168 | -14.3 | 12639 | -24.8 |
| Qantas AW* | Jun | -19.2 | -7.8 | 3387 | -14.4 | 31817 | -10.0 | 26076 | -9.7 |
| Thai AW | Jul | -12.7 | -12.8 | 6629 | -20.8 | 38032 | -12.5 | 26912 | -21.7 |

**Low-fare-airlines**

| -Systemwide | Period | SS,x 1000 | Growth, % | Period | SS,x 1000 | Growth, % | Period | SS,x 1000 | Growth, % |
|---|---|---|---|---|---|---|---|---|---|
| Air Asia-all | Q1 | 4992 | 14.5 | Q2 | 5514 | 23.9 | H1 | 10506 | 19.2 |
| -Malaysia | Q1 | 3148 | 20.5 | Q2 | 3519 | 24.1 | H1 | 6667 | 22.4 |
| Jetstar,AU | Q1 | 1985 | 2.9 | Q2 | 1939 | 1.6 | H1 | 3924 | 2.2 |
| Jetstar Asia | Jul | 157 | NA | NA | NA | NA | NA | NA | NA |
| Ryanair | Q1 | 129067.5 | | Q2 | 1663511.2 | | H1 | 29541 | 9.6 |
| Southwest | Q1 | 19770 | -8.0 | Q2 | 22680 | -5.4 | H1 | 42451 | -6.7 |

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, and Australian with Qantas. Virgin is booked loads, including free passengers; Jetstar paid travelled passengers only (add 4-5 points for others); Air Asia does not specify. Source: companies, Association of Asia Pacific Airlines.

## 4 Airline financial results, US$*

| Item | NH Y-Mar 09 | CX Y-Dec 08 | JL Y-Mar 09 | QF Y-Jun 09 | SQ Y-Mar 09 | TG 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 May 09 | +/- % | YTD 09 | +/- % | US,BTS Jan-Jun 09 | +/- % | Europe,AEA Jan-Jul 09 | +/- % |
|---|---|---|---|---|---|---|---|---|
| SS,mn | 10.1 | -14.7 | 53.9 | -10.5 | 43.6 | -10.3 | 133.9 | -7.1 |
| ASKs,bn | 62.1 | -8.1 | 311.0 | -6.3 | 245.3 | -5.5 | 522.6 | -4.0 |
| RPKs,bn | 41.9 | -14.4 | 222.5 | -11.6 | 183.8 | -9.2 | 394.3 | -6.2 |
| Pax LF,% | 67.6 | -6.8 | 71.5 | -5.7 | 74.9 | -3.1 | 75.5 | -1.7 |

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 | May | 466,433 | -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 |
| | May | 2,005,707 | -22.6 | 11,752,732 | -18.2 |
| Beijing | Dec† | 814,593 | -3.2 | 12,500,599 | 6.9 |
| | May | 885,598 | -10.8 | 4,442,198 | -12.6 |
| Brisbane | Jun | 326,973 | -0.3 | 1,942,695 | 0.9 |
| Chennai | May | 305,165 | -6.4 | 1,449,365 | -3.6 |
| Colombo | May | 304,984 | -25.6 | 1,640,008 | -21.9 |
| Delhi | May | 579,337 | 5.3 | 3,230,984 | 2.3 |
| Guangzhou | May | 311,891 | -4.7 | 1,564,657 | -11.2 |
| Hong Kong | Dec† | 4,041,000 | -5.3 | 48,595,000 | 1.7 |
| | Jul | 4,028,000 | -9.5 | 26,426,000 | -8.4 |
| Jakarta | May | 588,809 | 1.8 | 2,707,957 | -2.8 |
| Kuala Lumpur | May | 1,484,466 | -1.9 | 7,165,577 | -1.1 |
| Macau | May | 335,967 | -27.8 | 1,764,367 | -23.0 |
| Male | May | 116,322 | -13.9 | 712,359 | -6.2 |
| Manila | May | 1,020,107 | -3.4 | 4,880,814 | -2.2 |
| Melbourne | Jun | 396,792 | 5.0 | 2,417,449 | 4.0 |
| Mumbai | Dec† | 680,506 | -6.0 | 7,841,037 | 4.6 |
| | May | 651,395 | -7.6 | 3,064,419 | -8.1 |
| Noumea | May | 37,004 | 4.3 | 188,419 | -1.3 |
| Osaka KIX | Jun | 538,001 | -35.9 | 4,351,142 | -17.8 |
| Papeete | May | 41,941 | -18.2 | 197,113 | -20.7 |
| Perth | Jun | 213,201 | 9.0 | 1,288,507 | 5.5 |
| Phnom Penh | May | 105,352 | -8.4 | 586,348 | -9.9 |
| Phuket | May | 117,618 | -22.6 | 1,000,758 | -16.3 |
| Seoul | May | 2,316,213 | -13.9 | 12,273,312 | -9.8 |
| Shanghai | Dec† | 818,686 | -41.1 | 11,979,179 | -31.6 |
| | May | 879,149 | -10.7 | 4,503,535 | -17.4 |
| Singapore | Dec† | 3,493,890 | -0.6 | 37,694,824 | 2.7 |
| | Jul | 3,065,759 | -1.1 | 20,354,942 | -6.7 |
| Sydney | Dec† | 961,587 | -2.1 | 10,509,893 | 1.3 |
| | Jun | 768,812 | -3.3 | 5,017,912 | -4.1 |
| Taipei | May | 1,578,733 | -8.5 | 7,820,971 | -7.8 |
| Tokyo Narita | Dec† | 2,493,760 | -10.5 | 32,388,365 | -5.6 |
| | Jul | 2,769,614 | -3.5 | 17249890 | -9.8 |
| **ASIA PACIFIC-A** | **Dec** | **85,252,897** | **-4.8** | **1,002,698,816** | **0.4** |
| | Apr | 87,282,758 | -0.1 | 338,890,542 | -1.2 |
| Intl | Dec† | 31,853,560 | -10.0 | 384,023,938 | -0.7 |
| | Apr | 31,712,526 | -2.7 | 123,210,851 | -7.6 |

Notes: See Master Notes, page 6. *2009 unless stated otherwise. †2008. A = Domestic and international; data as supplied. Source: civil aviation departments, airports, Airports Council International.

## 7 Standardisation of visitor arrival measurements

| Destination | Ratio* |
|---|---|
| Australia | 99 |
| China | 14 |
| Hong Kong | 33 |
| India | 65 |
| Indonesia | 61 |
| Japan | 98 |
| Korea | 84 |
| 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* Jan thru: | Arrivals | Growth % | Stay days‡ | PVPD US$-A |
|---|---|---|---|---|---|
| Australia | Dec | 5,586,092 | -1.0 | 30.0 | 150.60 |
| | May‡ | 2,281,742 | -1.2 | 30.0 | 150.60 |
| Bhutan | Apr‡ | 7,929 | -7.1 | 8.0 | 200.00 |
| Cambodia | Apr‡ | 751,015 | -4.4 | 6.5 | 95.00 |
| China | Jun‡ | 62,062,300 | -4.4 | 7.0 | 100E |
| foreigners | Dec | 24,325,225 | -6.8 | 7.0 | 100E |
| | Jun‡ | 10,206,200 | -19.3 | 7.0 | 100E |
| Cook Islands | Jun‡ | 44,577 | 6.5 | 10.5 | 115.84 |
| Fiji | Apr‡ | 139,624 | -19.8 | 8.7 | 124.58 |
| Guam | Jun‡ | 502,627 | -15.1 | 3.1 | 302.93 |
| Hawaii | Dec | 6,699,424 | -9.1 | 9.18 | 179.88 |
| | Jun‡ | 3,161,873 | -9.6 | 9.19 | 179.88 |
| Hong Kong | Dec | 11,947,784 | -0.9 | 3.28 | 200.10 |
| | Jun‡ | 5,139,960 | -14.2 | 3.28 | 200.10 |
| India | Dec | 5,366,729 | 6.1 | 16.0 | 92.68 |
| | Jun‡ | 2,467,654 | -9.3 | 16.0 | 92.68 |
| Indonesia | May‡ | 2,413,638 | 1.7 | 9.09 | 107.70 |
| Japan | Dec | 8,350,835 | 0.0 | 7.2 | 160.42 |
| | Jun‡ | 3,095,000 | -28.6 | 6.5 | 160.42 |
| Korea | Dec | 6,890,841 | 6.9 | 6.9 | 163 |
| | Jun‡ | 3,792,355 | 15.3 | 6.9 | 163 |
| Laos | Dec | 1,736,786 | 6.9 | 4.5 | 23.03 |
| Macau | Jun‡ | 10,366,705 | -26.1 | 1.36 | 181.80 |
| Malaysia | Dec | 22,052,488 | 5.1 | 6.2 | 105.67 |
| | Jun‡ | 11,346,444 | 3.5 | 6.2 | 105.67 |
| Maldives | Jun‡ | 318,714 | -10.5 | 8.5 | 56.00 |
| Marianas | Jun‡ | 181,198 | -11.5 | 3.52 | 100.00E |
| Myanmar | Apr‡ | 79,636 | -1.1 | 7.0 | 70.00 |
| Nepal | Jun‡ | 166,300 | -6.1 | 9.1 | 14.09 |
| New Caledonia | May‡ | 39,165 | -4.4 | 19.1 | 87.09 |
| New Zealand | Jun‡ | 1,200,011 | -3.8 | 20.22 | 115.33 |
| Pakistan | Dec† | 839,117 | -6.6 | 25.0 | 13.20 |
| Palau | Jun‡ | 36,403 | -11.4 | E4 | NA |
| PNG | May‡ | 44,722 | 1.8 | 17.3 | 28.24 |
| Philippines | Dec | 3,139,422 | 1.5 | 11.94 | 82.96 |
| Singapore | Dec | 10,074,534 | -2.0 | 4.6 | 161.07 |
| | May‡ | 3,761,825 | -11.8 | 4.6 | 161.07 |
| Sri Lanka | Jun‡ | 187,729 | -16.3 | 10.0 | 79.10 |
| Tahiti | May‡ | 57,037 | -27.0 | 13.21 | 150.88 |
| Taiwan | Jun‡ | 2,111,643 | 10.4 | 6.52 | 180.52 |
| Thailand | Dec | 14,316,815 | -1.0 | 9.19 | 119.38 |
| | Mar‡ | 3,642,628 | -15.8 | 9.19 | 119.38 |
| Tonga | Sep | 34,600 | 14.1 | 5.0 | 56.87 |
| Vanuatu | Apr‡ | 90,390 | 47.3 | 9.7 | 146.17 |
| Vietnam | Dec | 4,179,369 | -0.2 | 9.6 | 64.04 |
| | Jun‡ | 1,869,664 | -18.3 | 9.6 | 64.04 |
| Asia Pacific | latest-E | 129,989,871 | -5.4 | NA | NA |

International arrivals

| City/region | Period | Number | Growth,% | Source | Comment |
|---|---|---|---|---|---|
| Bali | Jan-Apr 09 | 645,061 | 8.6 | PATA | direct arrivals |
| Sabah | Jan-Dec 08 | 701,198 | -29.0 | PATA | direct arrivals |
| Sarawak | Jan-Sep 08 | 1,630,710 | -2.9 | PATA | direct arrivals |

Domestic arrivals

| Destination | Period | Number,mn | Growth,% | Source | Comment |
|---|---|---|---|---|---|
| Australia | 2007 | 73.8 | 0.3 | PATA | spend A$55b |
| China | 2007 | 1600.0 | 14.8 | PATA | spend Y623b '06 |
| India | 2006 | 461.2 | 18.1 | PATA | (none) |
| Indonesia | 2007 | 219.8 | 1.5 | PATA | spend $87b |
| New Zealand | 2006 | 44.9 | 1.9 | PATA | spend NZ$7b |
| Taiwan | 2006 | 107.5 | 16.1 | PATA | spend $6b |
| Thailand | 2007 | 83.2 | 2.1 | PATA | spend B380b |

NNotes: See Master Notes, page 6. *2008 unless stated otherwise. †2007. ‡2009. E = Indicative selected totals only; approx Jan-May/Jun data; % growth has more validity than total; criteria varies. Source: national tourist offices, PATA.

Notes: See Master Notes, page 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 |
| May 09 | 22,085 | -17.9 | 29,340 | 0.4 | 9,570 | -8.5 | 13,323† | -12.7† |

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

## 10 Running 12-month total citizen departures, x1000

| 12 mths through | CN† | +/- % | JP | +/- % | KR | +/- % | TW | +/- % |
|---|---|---|---|---|---|---|---|---|
| Dec 90 | 620 | 24.0 | 10,997 | 13.8 | 1,561 | 28.7 | 2,942 | 39.6 |
| Dec 00 | 10,473 | 13.4 | 17,812 | 8.9 | 5,508 | 27.0 | 7,329 | 11.7 |
| Dec 05 | 31,067 | 9.0 | 17,401 | 3.5 | 10,078 | 14.2 | 8,208 | 5.5 |
| May 09 | 42,424 | -1.0 | 15,543 | -8.4 | 10,171 | -24.6 | 8,104 | -9.3 |

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

## 11 Overseas travel by Asia Pacific residents

| Market | Jan* thru: | Departures | Growth,% | Source | Spend,US$mn* |
|---|---|---|---|---|---|
| **Australia** | **Dec** | **5,808,000** | **6.3** | **PATA** | **14,200** |
| | May‡ | 2,207,100 | 0.4 | PATA | 14,200 |
| **China** | Dec | 44,936,310 | 9.2 | TBA-E | 29,800 |
| | Apr‡ | 12,654,332 | -2.5 | TBA-E | 29,800 |
| **Hong Kong** | Dec | 81,910,703 | 1.5 | PATA | 14,000 |
| | May‡ | 33,931,289 | -0.3 | PATA | 15,100 |
| **India** | Dec† | 9,783,232 | 17.3 | PATA | 8,200 |
| **Indonesia** | Dec† | 4,594,582 | -8.8 | PATA | 4,900 |
| **Japan-B** | Dec | 15,987,250 | -7.6 | NTO | 26,900 |
| | Jun‡ | 7,189,775 | -9.1 | NTO | 26,500 |
| **Korea-B** | Dec | 11,996,093 | -10.0 | NTO | 18,200 |
| | Jun‡ | 4,471,800 | -31.9 | NTO | 20,900 |
| **Macau** | Dec | 606,417 | 1.2 | PATA | 71 |
| **New Zealand** | Jun‡ | 830,897 | -5.4 | PATA | 3,100 |
| **Philippines** | Dec 06 | 2,745,191 | 29.1 | PATA | 632 |
| **Singapore-D** | Dec† | 6,024,130 | 8.9 | PATA | 10,400 |
| | Dec | 6,828,362 | 13.4 | PATA | 11,800 |
| **Taiwan-B** | Dec | 8,465,209 | -5.6 | NTO | 8,700 |
| | Jun‡ | 3,836,131 | -11.5 | NTO | 9,100 |
| **Thailand** | Dec† | 4,020,713 | 18.9 | PATA | 5,200 |
| **Asia Pacific** | latest-E | 45,995,686 | -6.6 | various | NA |

Notes: See Master Notes, page 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-May/Jun 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 Aug 09 | Growth†,% stock | Growth†,% market | TBA 100 index* AL/HO | TBA 100 index* All | Indices‡ Region | Indices‡ August 2009 |
|---|---|---|---|---|---|---|---|
| **Air China** | 4.56 | -8.8 | -4.1 | 152 | 207 | Asia Pacific | 73 |
| **Air NZ** | 1.25 | 13.6 | 2.7 | 1 | 1 | | |
| **All Nppn AW** | 287 | 9.5 | 1.3 | 74 | 100 | | |
| **Cathay P AW** | 11.2 | -6.8 | -4.1 | 78 | 106 | | |
| **China AL** | NA | NA | -3.6 | 45 | 61 | Europe | 49 |
| **Japan AL** | 169 | -0.6 | 1.3 | 32 | 44 | | |
| **Malysn AL** | 3.07 | -1.3 | -0.1 | 85 | 116 | | |
| **Qantas AW** | 2.50 | 7.8 | 5.5 | 71 | 96 | | |
| **Singpre AL** | 12.7 | -5.8 | -2.5 | 74 | 101 | World | 58 |
| **Thai AW** | 20.0 | 47.1 | 4.7 | 63 | 85 | | |
| **Mndrn-Orntl** | 1.34 | -4.3 | -2.5 | na | na | | |
| **Shangri-La** | 11.4 | -7.8 | -4.1 | 135 | 183 | | |

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

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

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

| Agency | 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 |
|---|---|---|---|---|---|
| **China travellers** | 'looking'; dest sites | current | 61% | NA | Nielsen |
| | 'looking'; online forums | current | 48% | NA | Nielsen |
| **China travel ads** | internet; leis/biz | current | 68/72% | NA | Nielsen |
| **Elong** | revenue,$m | H 09 | 25 | +1% | company |
| **hotels** | revenue,$m | H 09 | 17 | -4% | company |
| **air** | revenue,$m | H 09 | 6 | +13% | company |
| **Abacus, Asia** | Online bookings | Q2 | 30% | Q1 +13% | company |
| | Online bookings | 2009 | 10% | NA | company |

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

## 16 Economic indicators of major countries in Asia Pacific

| Country | Forecast GDP growth*†,% 2009 | Forecast GDP growth*†,% 2010 | Actual GDP growth*,% Period | Actual GDP growth*,% 2008 | GDP per person,US$ | Inflation period | Inflation Growth*,% |
|---|---|---|---|---|---|---|---|
| **Australia** | 0.5 | 2.0 | Q2: | 0.6 | 38,260 | Q2: | 1.5 |
| **China** | 7.2 | 7.6 | Q2: | 7.9 | 2,000 | Jun: | -1.7 |
| **Hong Kong** | -5.4 | 2.6 | Q2: | -3.8 | 26,750 | Jul: | -1.5 |
| **India** | 5.5 | 6.3 | Q2: | 6.1 | 810 | Jul: | 11.9 |
| **Indonesia** | 4.1 | 4.4 | Q2: | 4.0 | 1,620 | Aug: | 2.8 |
| **Japan** | -5.5 | 1.4 | Q2: | -6.4 | 34,080 | Jul: | -2.2 |
| **Korea** | -4.4 | 0.5 | Q2: | -2.5 | 18,500 | Jul: | 1.6 |
| **Malaysia** | -5.0 | 3.3 | Q2: | -3.9 | 5,840 | Jul: | -2.4 |
| **Pakistan** | 3.7 | 2.8 | '08/9: | 2.0 | 790 | Jun: | 13.1 |
| **Singapore** | -6.2 | 3.2 | Q2: | -3.5 | 30,040 | Jul: | -0.5 |
| **Taiwan** | -5.7 | 2.5 | Q2: | -7.5 | 15,990 | Aug: | -0.8 |
| **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** | -5.6 Q2 | 1.8 Jun | 4.4 Jul | 3.5 Jun |
| **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.

## 18 Hotel† measures in Asia Pacific, July

| Location | Occupancy,% | | | | Average room rate, | | | | | Revpar, | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | local | US$* | | | | US$* | | | |
| | 2009 | | 2008 | | 2009 | 2009 | | 2008 | | 2009 | | 2008 | |
| | Mth | YTD | Mth | YTD | YTD | Mth | YTD | Mth | YTD | Mth | YTD | Mth | YTD |
| **Auckland-all** | 61.5 | 66.0 | 64.2 | 73.6 | 148 | 92.58 | 85.94 | 112.18 | 129.31 | 56.95 | 56.75 | 72.00 | 95.13 |
| L-4 | 55.2 | 71.4 | NA | NA | 97 | 60.74 | 56.29 | NA | NA | 33.51 | 40.19 | NA | NA |
| U-4 | 63.3 | 66.0 | NA | NA | 166 | 100.55 | 96.19 | NA | NA | 63.69 | 63.50 | NA | NA |
| **Bali-all** | 82.0 | 70.1 | 87.1 | 76.6 | 1217884 | 136.36 | 112.22 | 128.94 | 105.40 | 111.85 | 78.61 | 112.36 | 80.73 |
| U-4 | 83.9 | 74.5 | 86.0 | 76.8 | 901534 | 101.15 | 83.07 | 95.81 | 82.39 | 84.84 | 61.90 | 82.41 | 63.30 |
| 5-star | 81.8 | 64.9 | 88.3 | 76.4 | 1672005 | 174.75 | 154.06 | 163.23 | 141.41 | 142.86 | 100.06 | 144.19 | 108.09 |
| **Bangkok-all** | 49.0 | 48.2 | 66.4 | 72.3 | 3867 | 102.98 | 110.52 | 122.85 | 135.13 | 50.51 | 53.24 | 81.63 | 97.70 |
| L-4 | 44.8 | 47.9 | 61.7 | 66.7 | 2176 | 60.26 | 62.18 | 68.88 | 73.53 | 26.98 | 29.79 | 42.49 | 49.01 |
| U-4 | 52.4 | 50.7 | 70.3 | 74.4 | 2884 | 76.93 | 82.42 | 96.83 | 106.80 | 40.35 | 41.79 | 68.04 | 79.45 |
| 5-star | 46.6 | 45.4 | 64.4 | 72.6 | 5931 | 149.52 | 169.51 | 180.07 | 191.89 | 69.67 | 76.96 | 116.03 | 139.38 |
| **Beijing-all** | 56.1 | 50.5 | 55.0 | 65.5 | 796 | 102.48 | 116.50 | 156.82 | 150.93 | 57.50 | 58.82 | 86.25 | 98.90 |
| U-4 | 52.6 | 51.1 | 51.3 | 64.5 | 736 | 98.67 | 107.73 | 190.46 | 157.65 | 51.86 | 55.09 | 97.61 | 101.61 |
| 5-star | 50.5 | 42.2 | 43.4 | 61.1 | 1351 | 172.51 | 197.61 | 228.98 | 229.35 | 87.11 | 83.30 | 99.36 | 140.21 |
| **Colombo** | 68.8 | 41.9 | 40.7 | 49.1 | 7600 | 63.04 | 65.67 | 80.96 | 79.94 | 43.37 | 27.53 | 32.98 | 39.28 |
| **Fiji** | 72.7 | 47.8 | 71.8 | 60.9 | 192 | 99.32 | 96.26 | 152.73 | 132.96 | 72.23 | 46.04 | 109.65 | 81.02 |
| **Guangzhou** | 48.3 | 50.1 | 40.8 | 55.2 | 618 | 78.95 | 90.36 | 74.33 | 87.46 | 38.16 | 45.23 | 30.31 | 48.24 |
| **Hong Kong-all** | 72.2 | 70.9 | 82.6 | 81.9 | 1246 | 141.65 | 160.67 | 172.29 | 195.60 | 102.21 | 113.90 | 142.40 | 160.28 |
| L-4 | 82.6 | 77.8 | 90.1 | 88.3 | 882 | 96.66 | 113.72 | 124.18 | 139.48 | 79.86 | 88.52 | 111.92 | 123.19 |
| U-4 | 68.6 | 70.2 | 82.0 | 78.5 | 1275 | 149.77 | 164.46 | 169.90 | 187.27 | 102.79 | 115.45 | 139.40 | 147.06 |
| 5-star | 56.2 | 56.9 | 68.3 | 72.8 | 2457 | 275.77 | 316.88 | 338.15 | 375.31 | 155.03 | 180.36 | 231.10 | 273.09 |
| **Jakarta-all** | 57.9 | 59.8 | 73.7 | 66.8 | 885006 | 82.85 | 81.54 | 86.49 | 87.20 | 48.00 | 48.78 | 63.72 | 58.24 |
| 5-star | 49.8 | 55.8 | 68.9 | 67.8 | 1286335 | 119.53 | 118.52 | 119.72 | 110.13 | 59.47 | 66.17 | 82.54 | 74.71 |
| **Kuala Lumpur-all** | 70.3 | 58.5 | 75.5 | 67.1 | 371 | 103.09 | 103.69 | 128.46 | 119.71 | 72.51 | 60.67 | 96.95 | 80.36 |
| U-4 | 69.7 | 58.5 | 74.1 | 66.3 | 409 | 111.08 | 114.17 | 139.35 | 137.85 | 77.42 | 66.75 | 103.26 | 91.34 |
| **Macau-all** | 74.5 | 71.6 | 73.3 | 70.4 | 1408 | 158.24 | 172.93 | 127.62 | 135.19 | 117.91 | 123.78 | 93.60 | 95.21 |
| casino hotels | 75.4 | 71.4 | 67.5 | 66.2 | 1578 | 184.50 | 193.82 | 151.52 | 159.07 | 139.10 | 138.42 | 102.27 | 105.35 |
| **Maldives-5-S** | 37.9 | 59.0 | 68.2 | 74.8 | 12786 | 594.49 | 985.38 | 685.60 | 909.20 | 225.15 | 581.14 | 378.45 | 680.16 |
| **Manila-all** | 64.5 | 67.9 | 71.6 | 75.6 | 4985 | 98.92 | 103.65 | 118.99 | 121.14 | 63.80 | 70.41 | 85.25 | 91.53 |
| U-4 | 66.0 | 69.1 | 72.0 | 75.0 | 5558 | 109.91 | 115.57 | 134.29 | 132.77 | 72.53 | 79.82 | 96.72 | 99.58 |
| **Melbourne-all** | 71.0 | 71.3 | 74.8 | 76.2 | 210 | 158.79 | 152.80 | 189.82 | 201.41 | 112.67 | 108.90 | 141.95 | 153.41 |
| U-4 | 71.1 | 70.8 | 72.5 | 73.3 | 215 | 161.03 | 156.41 | 190.34 | 201.45 | 114.49 | 110.77 | 137.94 | 147.74 |
| 5-star | 68.1 | 69.1 | 79.9 | 79.9 | 282 | 210.01 | 205.50 | 254.75 | 221.59 | 143.01 | 142.05 | 203.55 | 221.59 |
| **Mumbai** | 55.5 | 63.7 | 63.6 | 71.4 | 9680 | 176.61 | 196.46 | 264.83 | 312.84 | 98.05 | 125.19 | 168.55 | 223.40 |
| **Penang** | 64.5 | 52.5 | 70.9 | 58.0 | 281 | 87.14 | 78.46 | 94.28 | 96.56 | 56.19 | 41.20 | 66.88 | 55.99 |
| **Phuket-all** | 60.8 | 60.3 | 65.5 | 74.6 | 3673 | 76.15 | 104.97 | 83.33 | 127.70 | 46.27 | 63.28 | 54.58 | 95.22 |
| U-4 | 38.8 | 50.9 | 51.1 | 67.3 | 4706 | 109.27 | 134.49 | 96.51 | 168.99 | 42.41 | 68.43 | 49.27 | 113.79 |
| **Seoul-all** | 74.9 | 76.1 | 75.5 | 71.1 | 193210 | 153.78 | 144.00 | 191.65 | 195.33 | 115.25 | 109.61 | 144.70 | 138.80 |
| 5-star | 70.2 | 71.2 | 60.6 | 65.2 | 243708 | 192.66 | 181.64 | 231.53 | 243.59 | 135.29 | 129.36 | 157.96 | 158.76 |
| **Shanghai-all** | 55.3 | 49.9 | 56.3 | 61.0 | 951 | 122.45 | 139.10 | 142.81 | 154.95 | 67.76 | 69.47 | 80.45 | 94.57 |
| U-4 | 56.6 | 54.1 | 61.2 | 65.6 | 835 | 109.93 | 122.10 | 136.41 | 145.08 | 62.24 | 66.11 | 83.45 | 95.13 |
| 5-star | 48.3 | 41.6 | 46.6 | 52.2 | 1821 | 230.81 | 266.35 | 243.09 | 269.19 | 111.42 | 110.71 | 113.35 | 140.60 |
| **Shenzhen** | 51.2 | 48.0 | 63.9 | 62.2 | 723 | 101.72 | 105.83 | 117.90 | 117.80 | 52.10 | 50.76 | 75.34 | 73.26 |
| **Singapore-all** | 81.1 | 71.2 | 80.7 | 79.4 | 229 | 144.41 | 154.10 | 204.56 | 224.21 | 117.06 | 109.76 | 165.13 | 177.95 |
| U-4 | 86.4 | 72.5 | 82.9 | 79.5 | 223 | 138.33 | 150.11 | 198.77 | 217.11 | 119.47 | 108.84 | 164.88 | 172.63 |
| 5-star | 70.4 | 64.7 | 72.3 | 74.1 | 317 | 206.60 | 213.60 | 279.38 | 285.58 | 145.44 | 138.13 | 201.99 | 211.51 |
| **Sydney-all** | 78.9 | 78.6 | 79.1 | 81.0 | 206 | 151.64 | 150.06 | 202.51 | 214.69 | 119.58 | 117.90 | 160.20 | 173.89 |
| U-4 | 80.8 | 79.8 | 77.3 | 80.0 | 223 | 162.86 | 162.18 | 220.63 | 235.38 | 131.61 | 129.47 | 170.56 | 188.37 |
| 5-star | 61.2 | 69.1 | 68.5 | 75.6 | 298 | 212.55 | 216.97 | 258.98 | 292.22 | 130.13 | 149.94 | 177.48 | 220.83 |
| **Taipei** | 60.1 | 62.6 | 73.7 | 70.3 | 4762 | 126.67 | 142.22 | 140.17 | 156.70 | 76.14 | 88.98 | 103.37 | 110.19 |
| **Tokyo-all** | 67.8 | 63.1 | 67.3 | 72.3 | 24554 | 247.40 | 256.35 | 257.91 | 238.80 | 167.77 | 161.71 | 173.45 | 172.71 |
| L-4 | 69.3 | 79.8 | NA | NA | 13153 | 154.85 | 137.32 | NA | NA | 107.37 | 109.64 | NA | NA |
| U-4 | 69.4 | 62.7 | NA | NA | 23314 | 219.85 | 243.41 | NA | NA | 152.62 | 152.59 | NA | NA |
| 5-star | 62.2 | 55.5 | 60.0 | 69.4 | 37275 | 361.17 | 389.17 | 386.18 | 293.75 | 224.76 | 215.98 | 231.53 | 203.88 |
| **OTHERS** | | | | | | | | | | | | | |
| **Dubai** | 70.7 | 72.3 | 74.5 | NA | 619 | 133.41 | 168.50 | 170.40 | NA | 94.39 | 121.88 | 126.90 | 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** | 80.6 | 73.8 | 86.1 | 82.1 | 196 | 182.70 | 195.86 | 252.17 | 261.45 | 147.30 | 144.61 | 217.06 | 214.70 |
| **Asia Pacific-total** | **62.9** | **60.3** | **66.7** | **69.7** | **na** | **120.49** | **129.80** | **148.31** | **160.41** | **77.10** | **80.03** | **100.03** | **113.77** |
| **US-total** | 64.1 | 56.0 | 69.3 | 62.6 | 98 | 97.18 | 98.41 | 106.50 | 107.45 | 62.34 | 55.12 | 73.81 | 67.24 |
| **Europe-total** | 69.8 | 64.3 | 71.1 | 71.3 | na | 209.35 | 212.45 | 259.09 | 286.09 | 149.16 | 136.89 | 188.05 | 204.72 |
| **World** | 65.6 | 60.2 | 69.0 | 67.9 | na | 142.34 | 146.89 | 171.30 | 184.65 | 96.20 | 90.68 | 120.63 | 128.58 |

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.

contd from p3 - Zero

little value.

In other positive developments, GCCEC has installed:

-Light sensors in toilets and store-rooms.

-Flow-restriction on taps, reducing water usage from 30-litres per minute to 6L, and on shower hoses reducing water from 25L to 9L.

-LED lights, cutting usage from 18W per unit to 3W per unit.

-Others: recycling printer cartridges and toners; using recycled paper for printers and faxes; using glass-crushing machines to recycle glass; recycling water for landscape irrigation; drawing menus with 50% locally-grown and organic ingredients; donating leftover packaged foods to a local food bank.

• Following a local requirement to save water, **Melbourne**'s convention and exhibition centre has: reduced the flow in taps and toilets; stopped watering lawns; introduced rainwater tanks for watering gardens and for cleaning; installed new dishwashing systems.

*MCEC says the resulting 8% reduction over the past year is "impressive". We would term it "disappointing", and presume that not all the measures noted above are being followed or implemented fully.*

It says it has reduced water consumption by the equivalent of 5.2L per person (visitors and staff).

## Briefs

• Following the June launch of ACA (**Airport Carbon Accreditation**) by Airports Council International, Frankfurt has become the first airport to receive its accreditation status, at the 'Reduction' level.

ACA comprises four progressive levels of accreditation – Mapping, Reduction, Optimisation, and Neutrality. About 30 airports – accounting for 26% of Europe's airport traffic - have signed up for ACA designation.

'Reduction' recognises that Frankfurt Airport has achieved a reduction of about 42,000 tonnes of $CO_2$ during the last three years. FA's target is to reduce $CO_2$ emissions per passenger by 30% by 2020.

• The German Convention Bureau and CO2OL have launched a '**$CO_2$ Calculator**' that identifies the carbon footprint of meetings, conventions, and events.

# Trends

## End of era; China casino

*We have long said that one day China would do something to stop the money flowing from Chinese gamblers to casinos in other countries. The amount is enormous; we estimate Chinese gamblers spend at least US$30bn annually. Those gambling funds support casinos in Macau, plus border towns in Lao and Myanmar, purpose-built locations in Philippines, and in Singapore from end-2009, and more.*

*Now, China Holdings (CH; a US quoted Chinese-controlled company that concentrates primarily on land development and energy) has announced a 100sqkm "China Vegas" resort city (CV) in Inner Mongolia, nominally an autonomous region of China. ('Outer' Mongolia is actually the sovereign state of Mongolia; the 'Inner' part is one of China's colonies.)*

*CH has not identified where in IM it plans its CV project. It claims a high-speed railway was opened in 2008 - although none of the five high-speed rail operations in China include IM. IM's main centres are Hohhot, the capital, and Baotou, the largest city. China has its space centre (like Houston has NASA) in the west of IM, but much of this is closed to the public.*

*CV is estimated to take 10 years to complete. The first stage is planned to comprise accommodation for 1mn people and infrastructure to allow expansion to 5mn. A 5sqkm area would include the hotel, retail, and entertainment core. The entertainment offer would include hotels, exhibition hall, casinos, "Broadway-style"- and Chinese-theatres, Las Vegas-style floor shows, movie houses, golf courses, soccer stadium, other sports stadiums, tennis courts, equestrian centre, and tracks for car-, motorcycle-, and horse-races.*

*Also planned are the hallmark world-city styles perfected in Las Vegas with architectural landmarks from Hong Kong, Las Vegas, London, New York Paris, Rome, Tokyo, Vancouver, and Venice, as well as China.*

*Of course, some scepticism is obligatory for such a giant project. Overall, and separate from that, Inner Mongolia is the wrong location, primarily because it is too cold. Better would be Hainan or elsewhere in the south, but this region is part of China proper, and gambling is not yet legally allowed in China. (In financial terms, Hong Kong and Macau are considered foreign lands.)*

## Travco buys a problem

*Steigenberger Hotels has been sold to Travco, an Egyptian travel group, for an unknown amount.*

*Both companies are mixed operations. Steigenberger has 90 hotels in that brand and InterCity Hotels; some under management, some representation. Neither hotel brand is well-known among the travelling public. Its turnover in 2008 was put at US$660mn (€495mn) but this is almost meaningless as it is an unknown mix of revenues, fees, and commissions.*

*Travco, like Steigenberger, is a family-owned company, with hotels, Nile cruisers, inbound and outbound travel services, and ground operations, almost all in Egypt.*

*Its hotels are a marketing nightmare. It has Jaz (sic), Iberotel (in Egypt only), Sol y Mar (also only in Egypt), Travcotels. And now the two Steigenberger names.*

*We see no synergy between the two companies. Worse, in today's travel marketing environment, Steigenberger's place in the market is at risk - both with competition from bigger and smaller-but-better-known names. And from its businessplan - which is changing in this internet-driven market, making companies such as Steigenberger less relevant.*

*Does Travco know this? If it does, it shows no sign of having the management skills to make the changes that are probably necessary to make this acquisition work.*

## Luxury in North Korea?

*In what seems to be a contradiction, US tour operator Remote Lands has launched top-market holidays to North Korea. In effect, this is a travel-agency service offering an extension option to its tours to Beijing, from where its Korea tours start.*

*RL has no set program, but says travellers fly into Pyongyang, and can travel throughout the country. Or to events, such as the Mass Games in August and September, where 100,000 synchronised performers are more impressive than the games themselves.*

*Tour prices start at US$1000 per person per day.*

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