

Internet prevalence in Asia Pacific

Consumer internet usage tipping point on the horizon

Internet users in Asia

43%¹

Average internet usage:

APAC (16.4 hrs) vs. World (23.8 hrs) per visitor²

Online penetration by 2015

+39%¹

CAGR (2010-15)

8%¹

Visit an e-Retail site

54.5%²

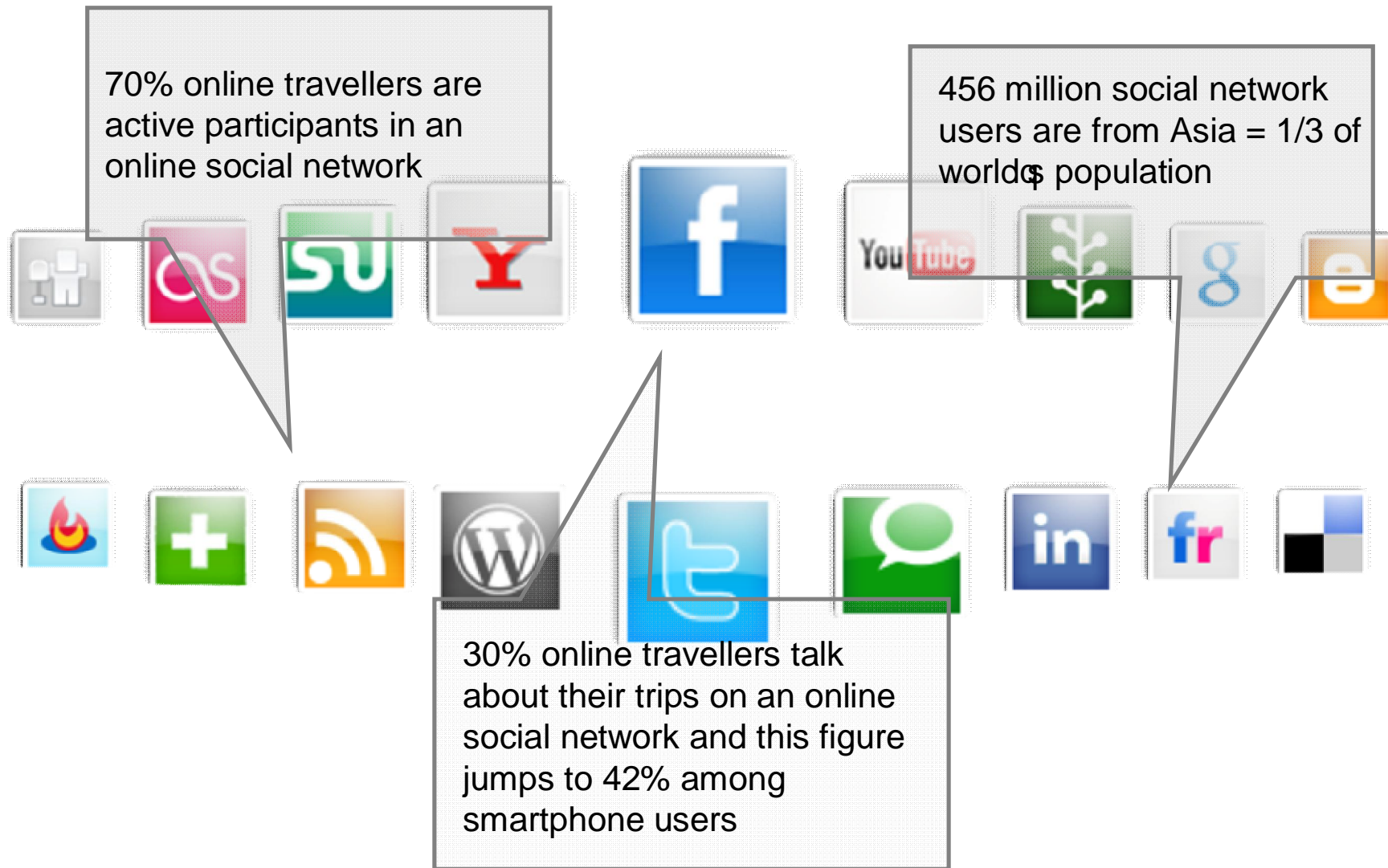
Mobile momentum in Asia Pacific

Numerous developments are driving momentum for mobile in travel

- 3.1 billion mobile subscribers by 2015¹
- In 2015, 54% of all devices sold in APAC will be smart-phones (up from 5% in 2009)²
- 56% of World's total 3G subscribers in 2013³
More than 450 million mobile Internet subscribers⁴
- 70% of mobile users are part of online social networks .
1/3 of them are influenced by others within network when making travel purchase decisions
- By 2012, 123 million mobile payment users in APAC⁵

Sources: 1 Euromonitor International; 2 IEMarket Research 2010; 3 RNCOS (March 2010); 4 PhoCusWright; 5 <http://www.networkasia.net>

Social media in travel becoming reality



Sources: Phocus Wright, Ogilvy, NM Incite