

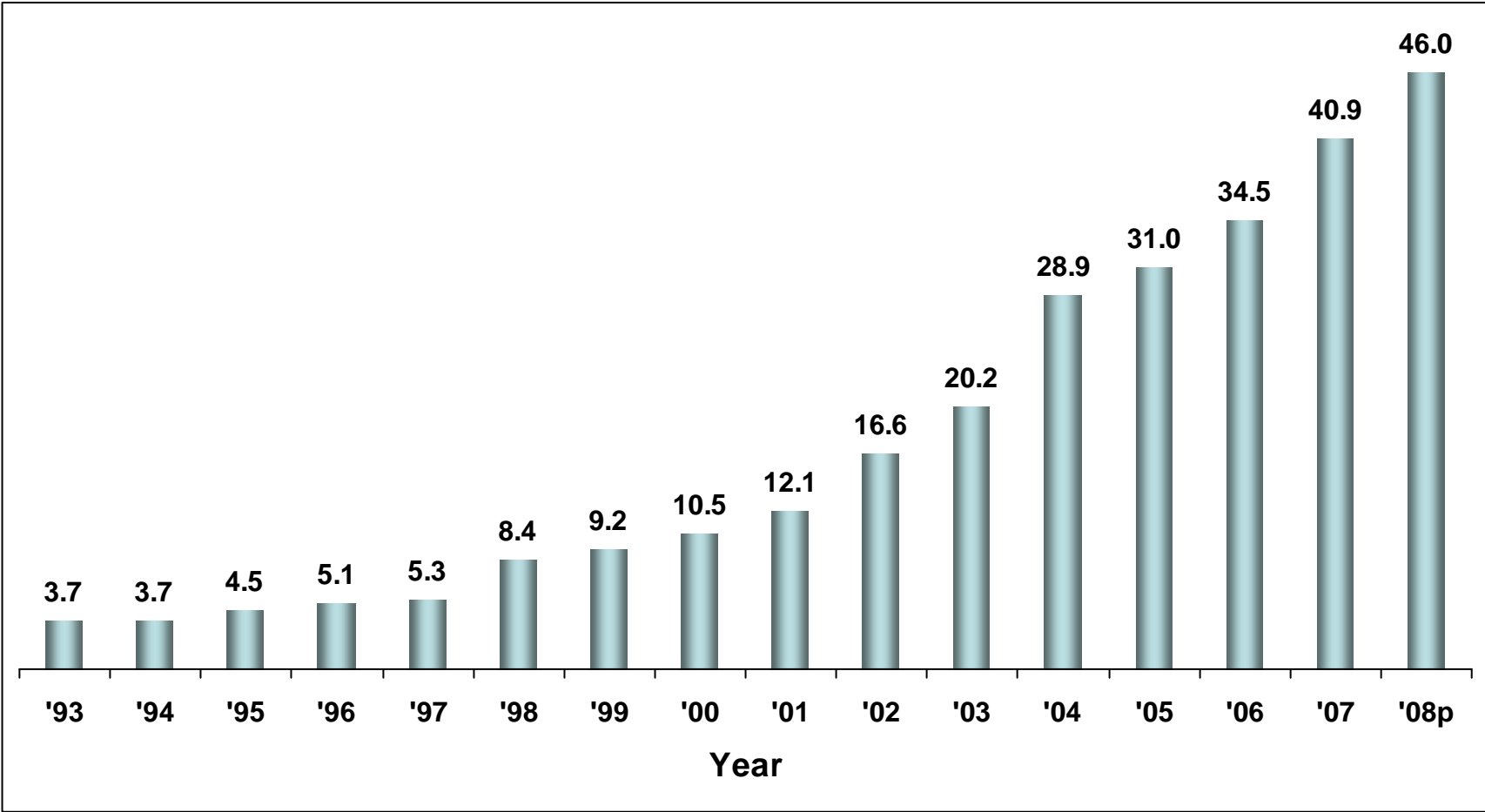
Upmarket Tourism Development in the Asia Pacific Region

John Koldowski

*Director, Strategic Intelligence Centre
Pacific Asia Travel Association (PATA)*

Outbound China (PRC)

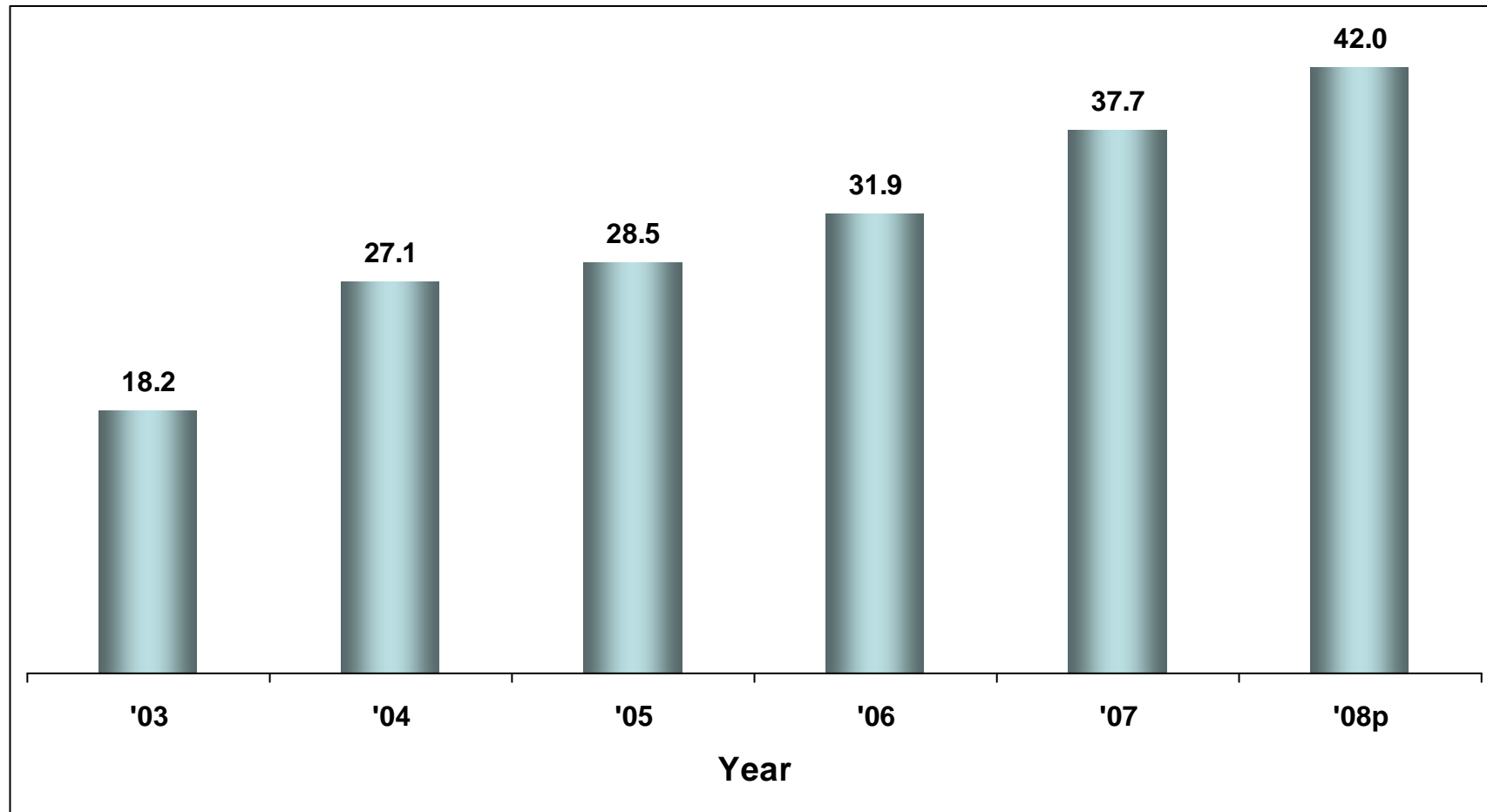
In millions, source: CNTA



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China (PRC) into Asia Pacific (1)

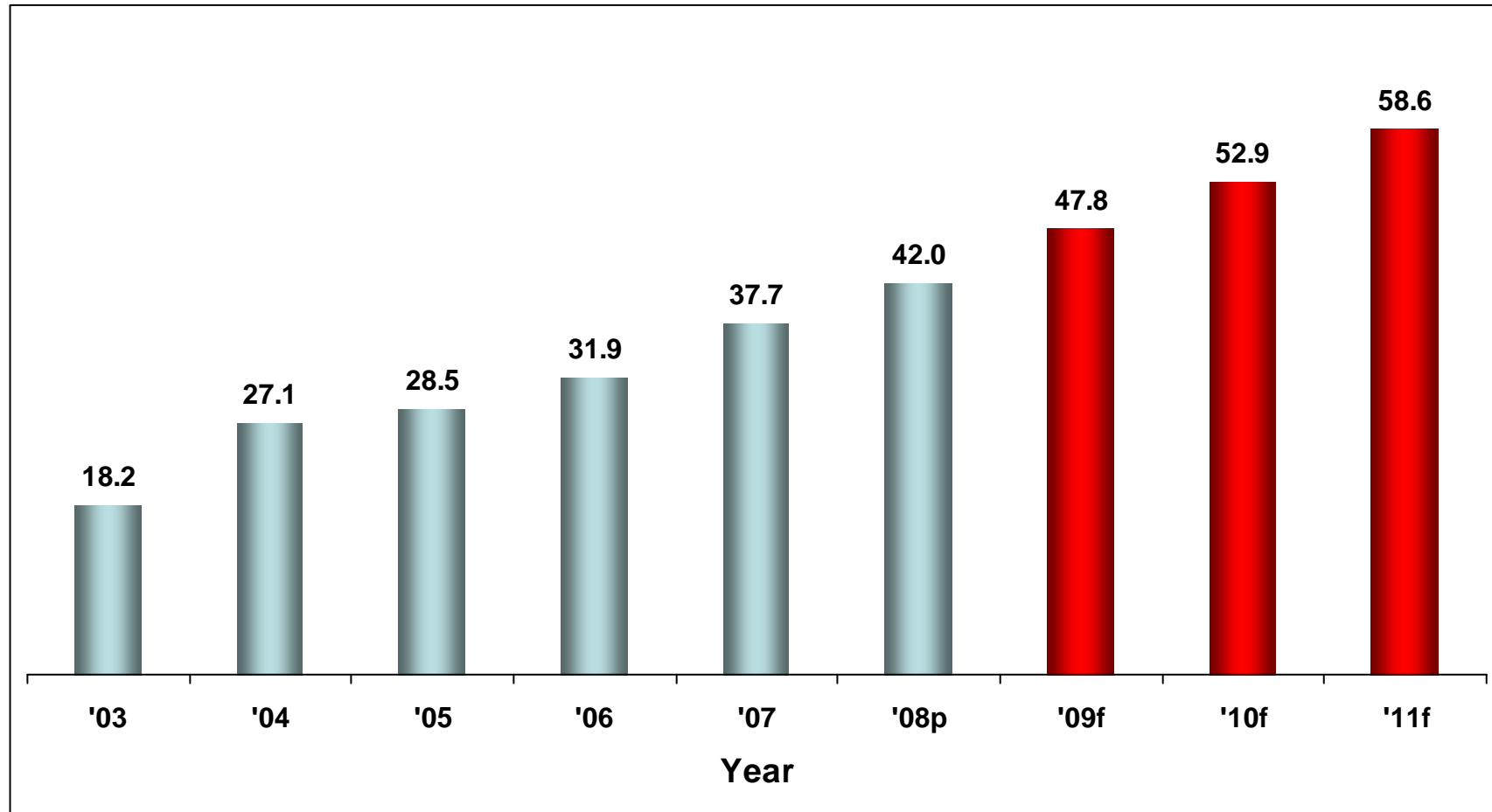
In millions, source: relevant NTOs, compiled by PATA



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China (PRC) into Asia Pacific (2)

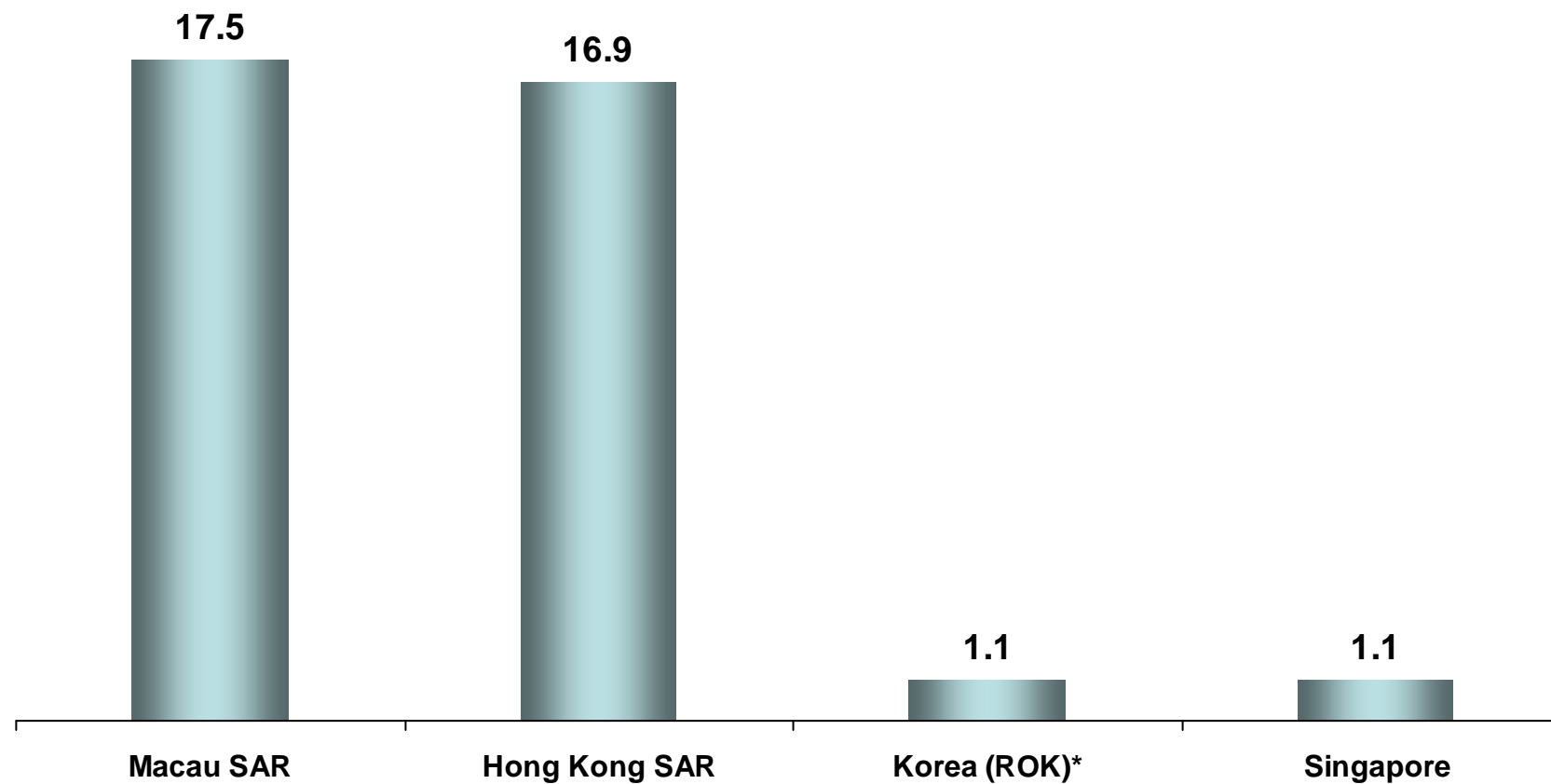
In millions, source: relevant NTOs, compiled by PATA



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China (PRC) to Asia Pacific 2008 (3)

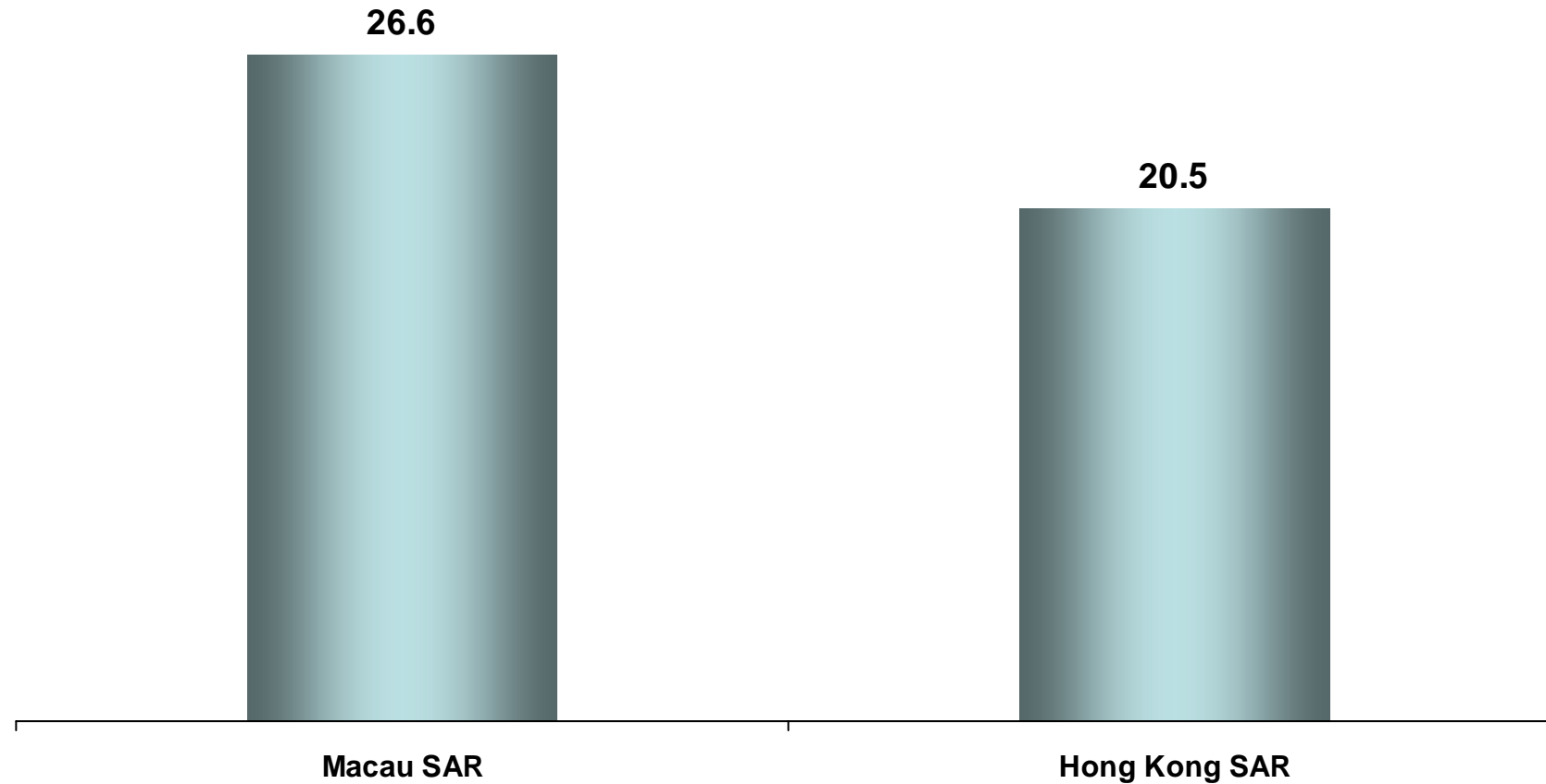
Major destinations (>1 mn), in millions, data for Korea (ROK) for Jan-Nov only,
source: relevant NTOs, compiled by PATA



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China (PRC) to Asia Pacific 2011 (1)

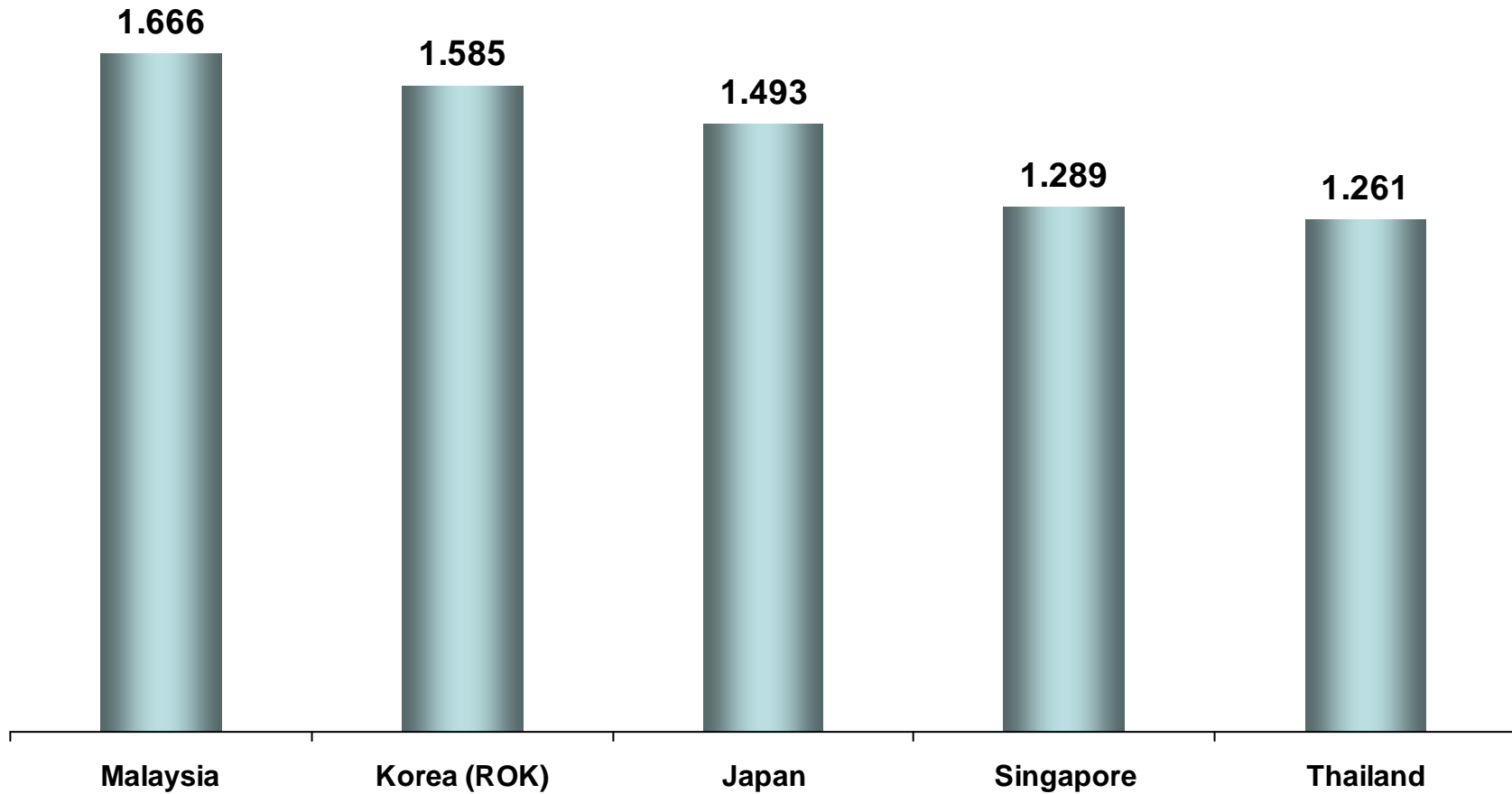
The SARs, in millions, source: relevant NTOs, compiled by PATA



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China (PRC) to Asia Pacific 2011 (1)

In millions, source: relevant NTOs, compiled by PATA



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Change, change and more change. . .



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The Younger Asian Traveller





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UNWTO World Tourism Barometer

International Tourism Expenditure

		US\$			
		1995	2000	2006	2007*
		(billion)			
1	Germany	60.2	53.0	73.9	83.1
2	United States	44.9	64.7	72.1	76.2
3	United Kingdom	24.9	38.4	63.1	71.4
4	France	16.3	17.8	31.2	36.7
5	China	3.7	13.1	24.3	29.8
6	Italy	14.8	15.7	23.1	27.3
7	Japan	36.8	31.9	26.9	26.5
8	Canada	10.3	12.4	20.5	24.8
9	Russian Federation	11.6	8.8	18.2	22.3
10	Korea, Republic of	6.3	7.1	18.9	22.0



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The Hurun Best of the Best Award is presented to the winner of each category. This is the preferred brand of China's richest.

Category	Nationwide Winner
Overall Luxury Brand	
Best Overall Luxury Brand	Louis Vuitton
Jewelry & Watches	
Best Overall Watch	Patek Philippe
Best Watch with High Complications	Patek Philippe
Best Jewelry Watch	Piaget
Best Sports Watch	Rolex
Best Fashion Watch	Louis Vuitton
Best Jewelry	Cartier
Best Watch Collection Accessory	Buben & Zörweg

Travel-related	
Best Luxury Hotel Brand	Shangri-La
Best SPA Brand	Banyan Tree
Best Asian Airline	Cathay Pacific
Best Chinese Airline	Air China
Best European Airline	Lufthansa
Best International Luxury Destination	U.S.A.
Best European Luxury Destination	France
Best Asia Luxury Destination	Singapore
Best Middle East Luxury Destination	Dubai
Best Domestic Luxury Destination	Yunnan

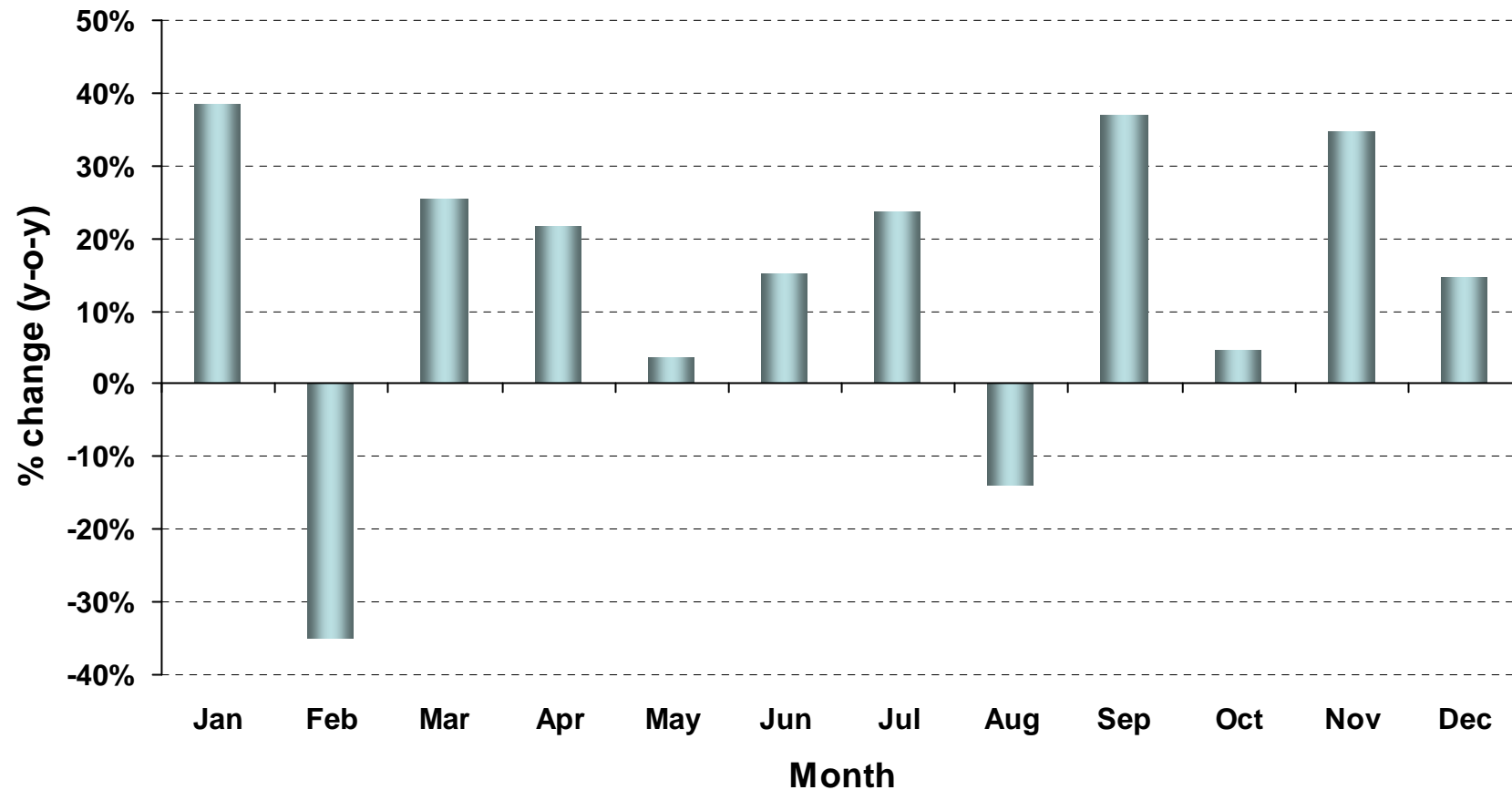




Image source: FreeDigitalPhotos.net

China (PRC) to the Maldives, 2008

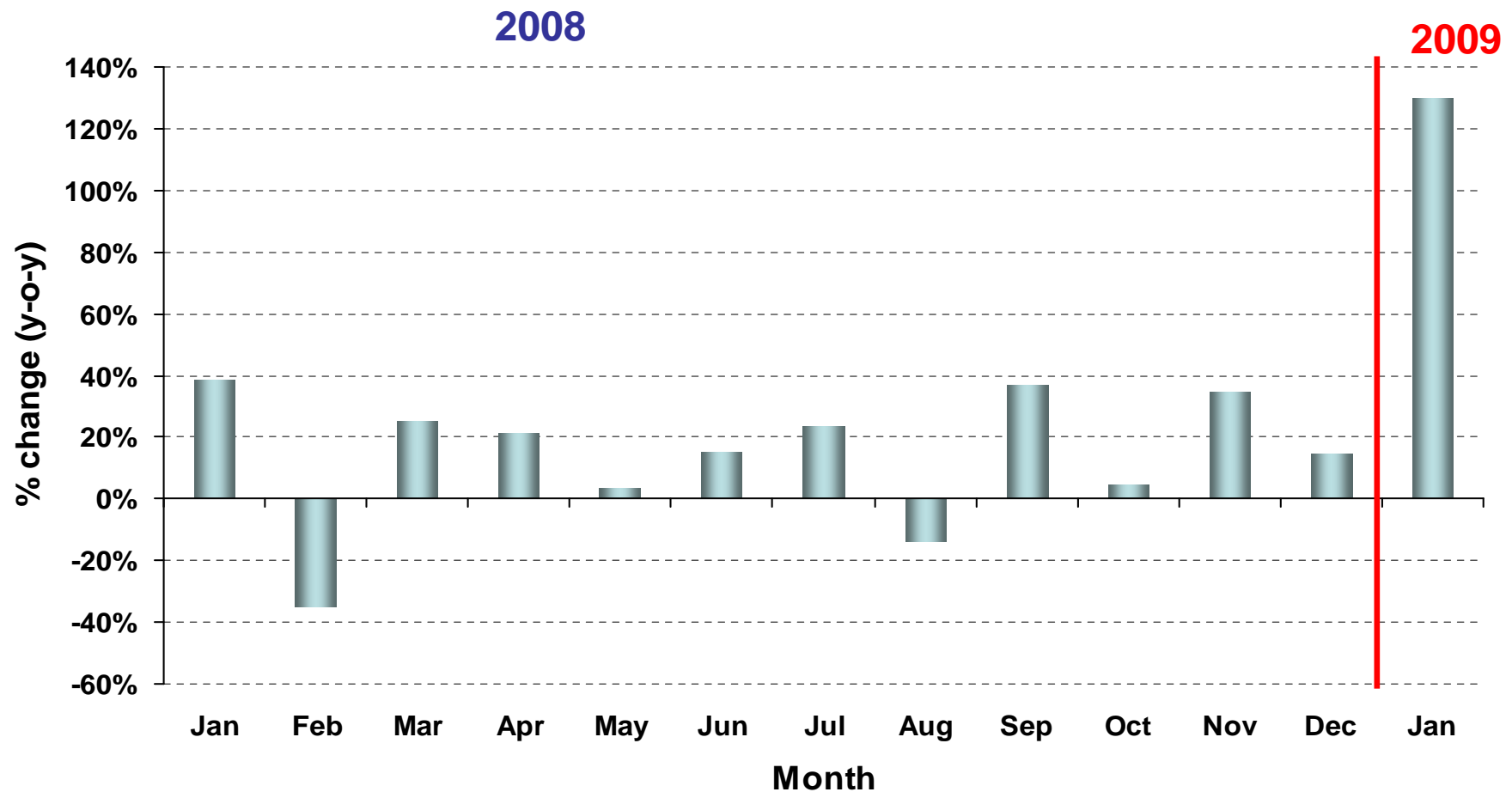
Source: Ministry of Tourism



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China (PRC) to the Maldives

Source: Ministry of Tourism



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Year to date performance

STR Global Hotel Survey
Asia Pacific

Currency: US\$

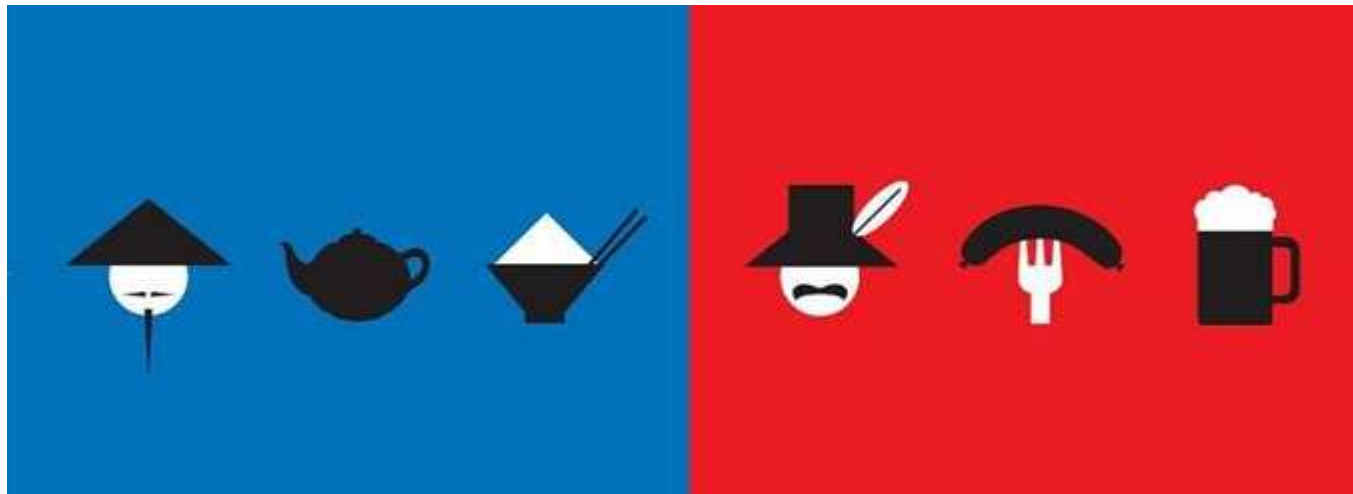
Year To Date (1/2008 - 9/2008)	Occupancy			2008	Average room rate			RevPAR			Daily available rooms	
	2008 %	2007 %	Change		2007	Change	2008	2007	Change	2008	2007	
Northeast Asia												
Greater China												
Beijing	61.0	70.4	-13.3%	178	115	54.5%	109	81	34.0%	22,390	20,267	
Shanghai	57.9	63.3	-8.6%	145	134	7.9%	84	85	-1.4%	23,661	22,014	
Hong Kong SAR	80.5	82.5	-2.5%	202	181	11.7%	163	149	9.0%	19,845	19,808	

Maldives **781** **666** **17.3%**

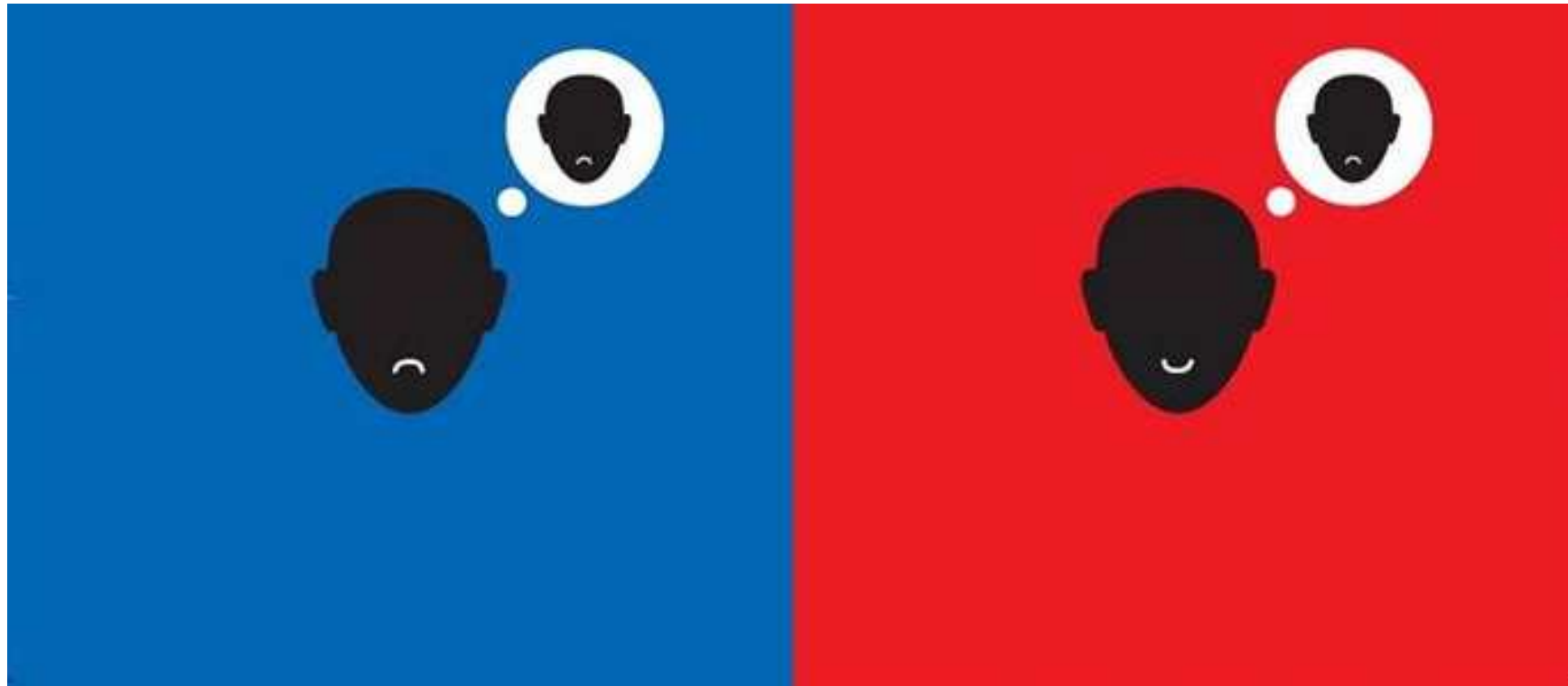
Germans & Chinese

Differing Mindsets

Perceptions of each other's culture

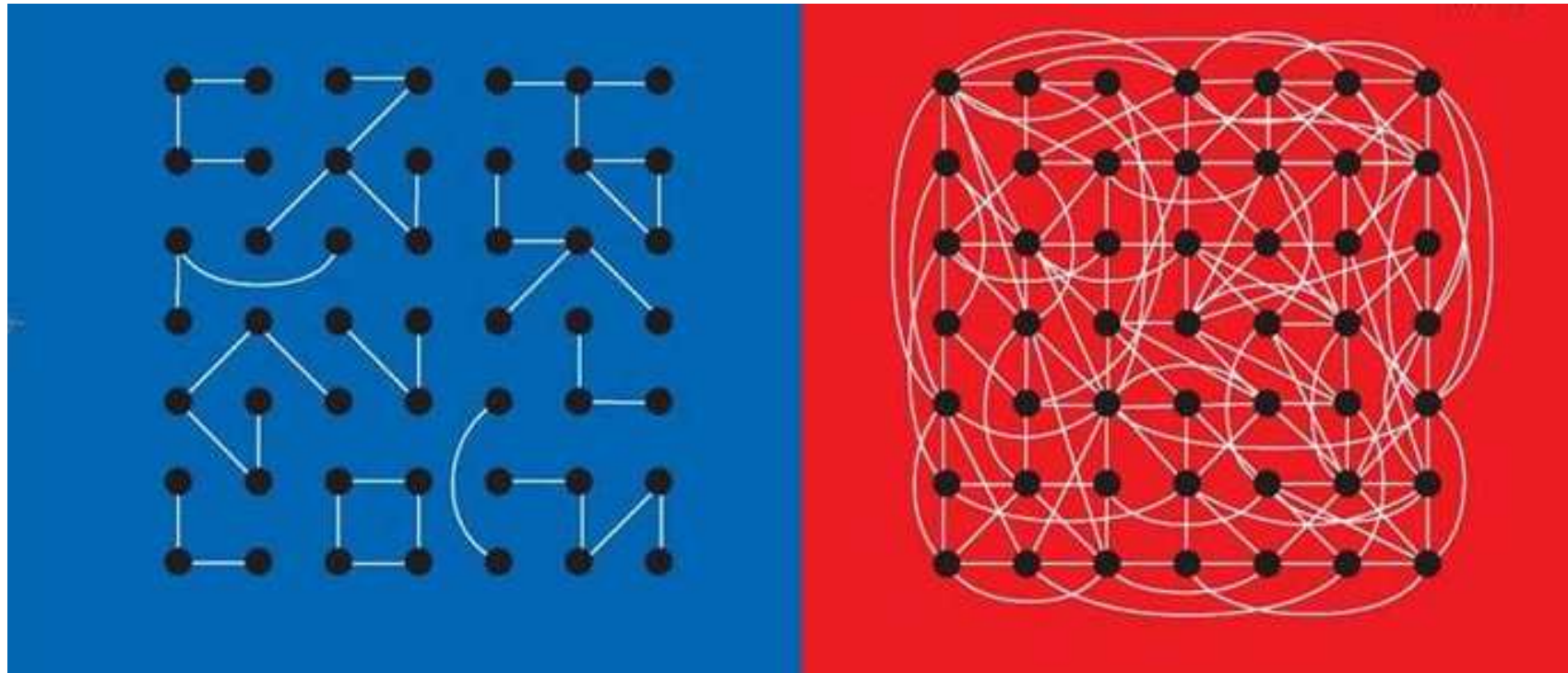


ANGER



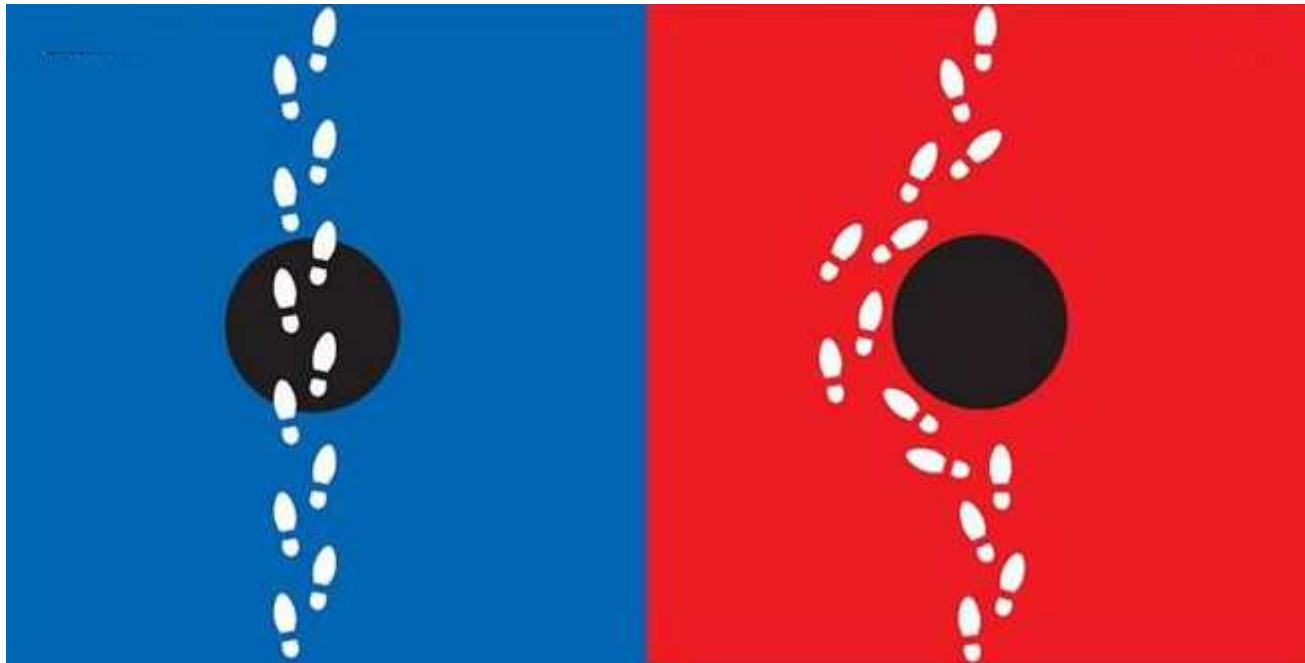
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Contacts

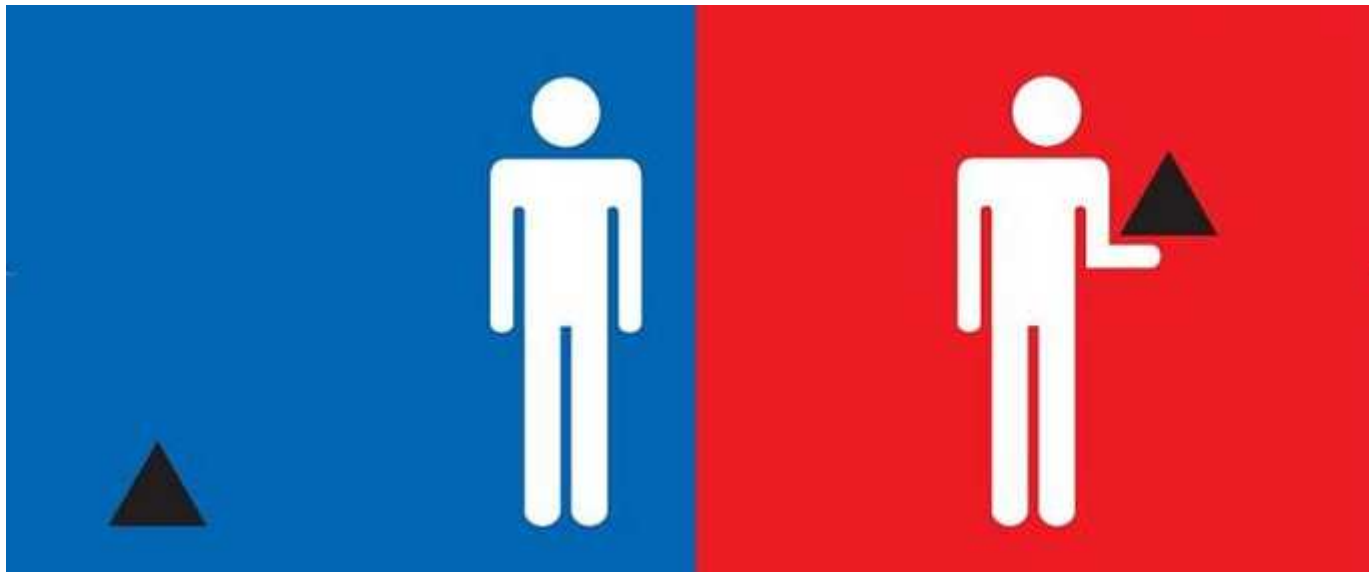


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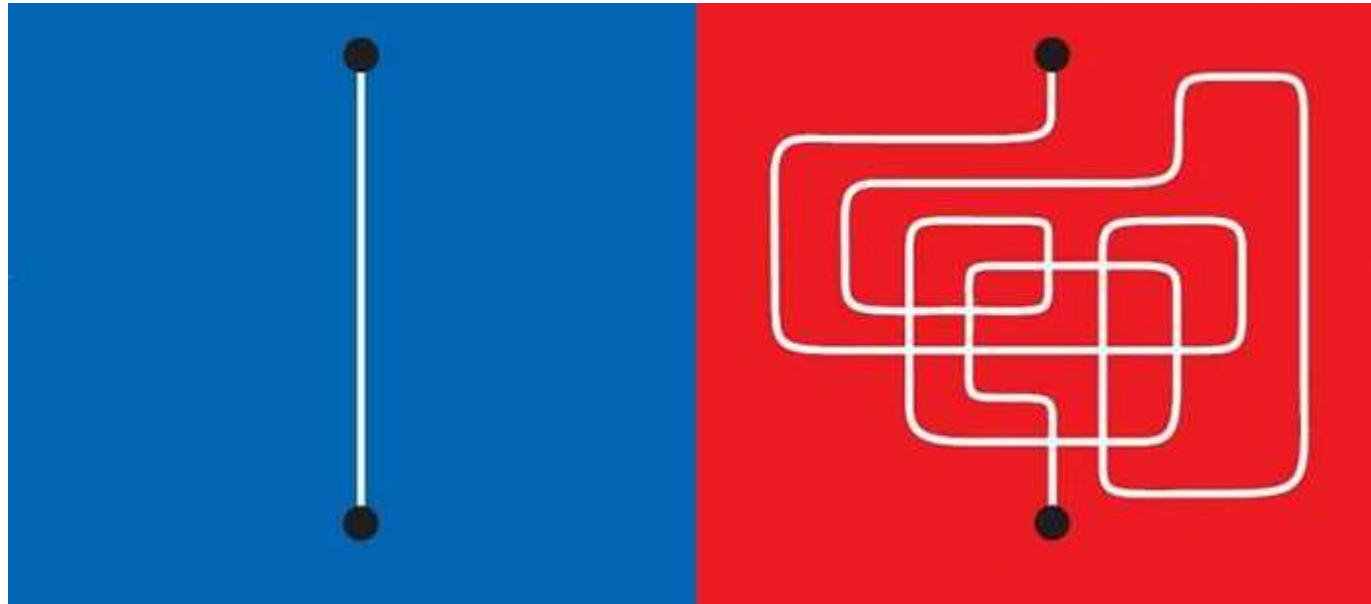
Handling problems



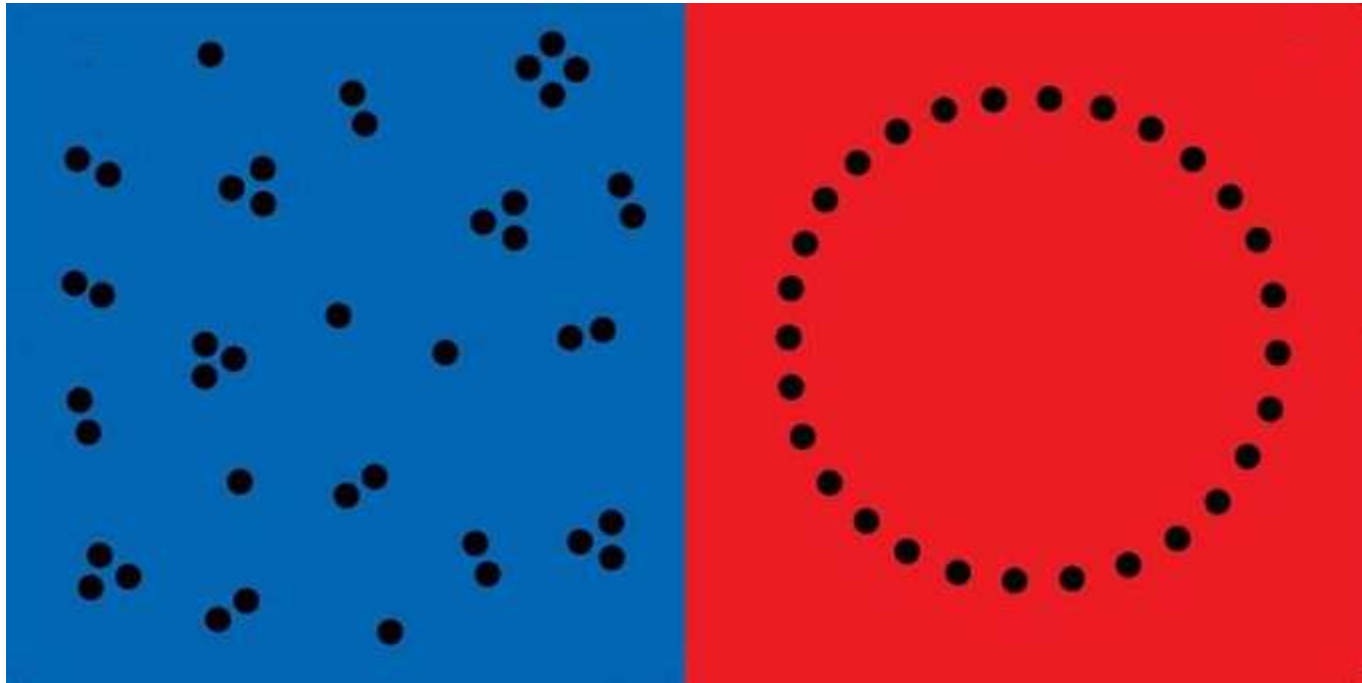
New Things



Opinions

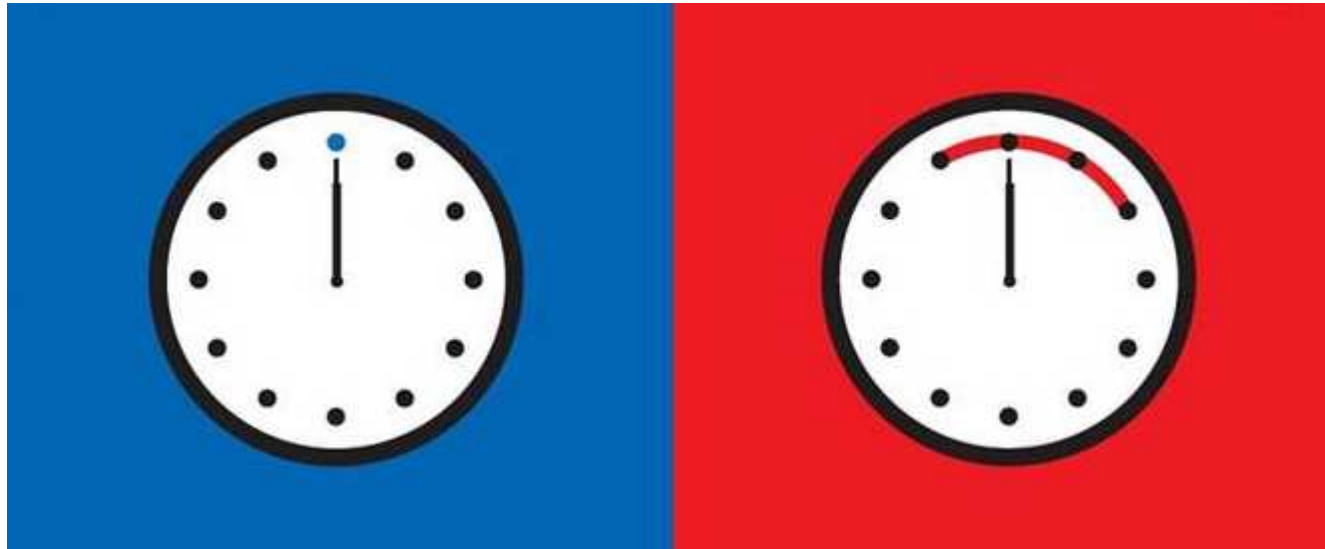


Parties

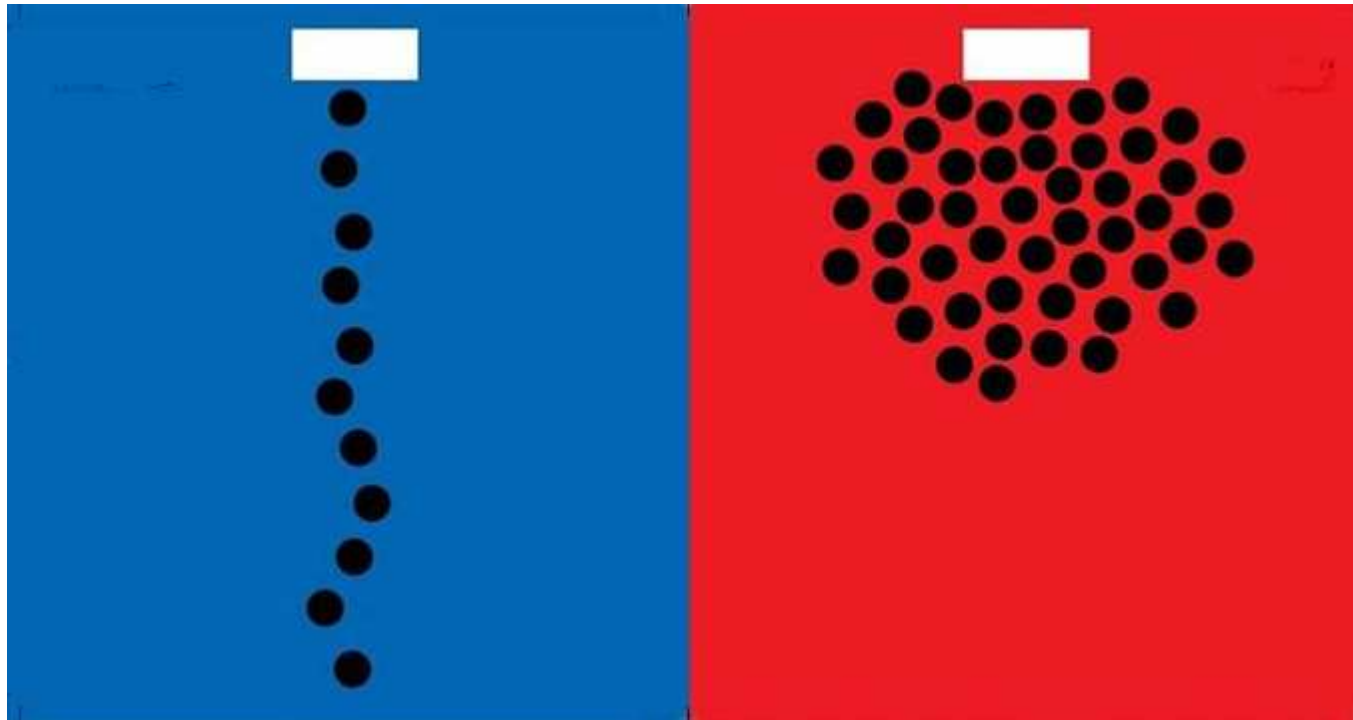


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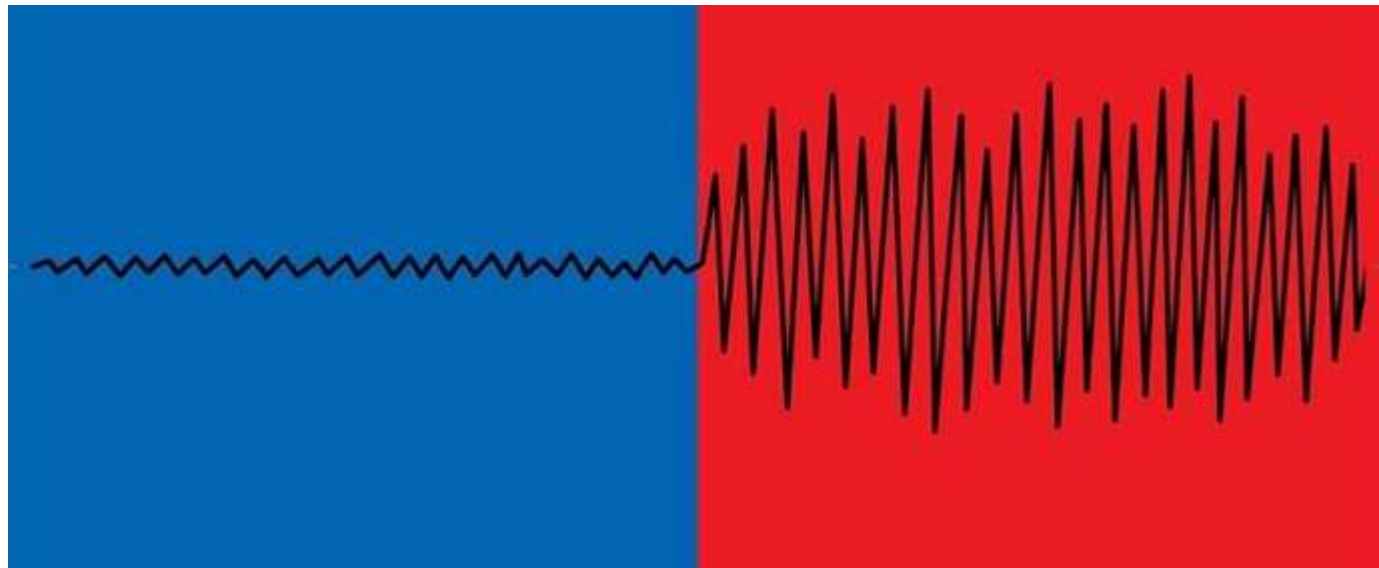
Punctuality



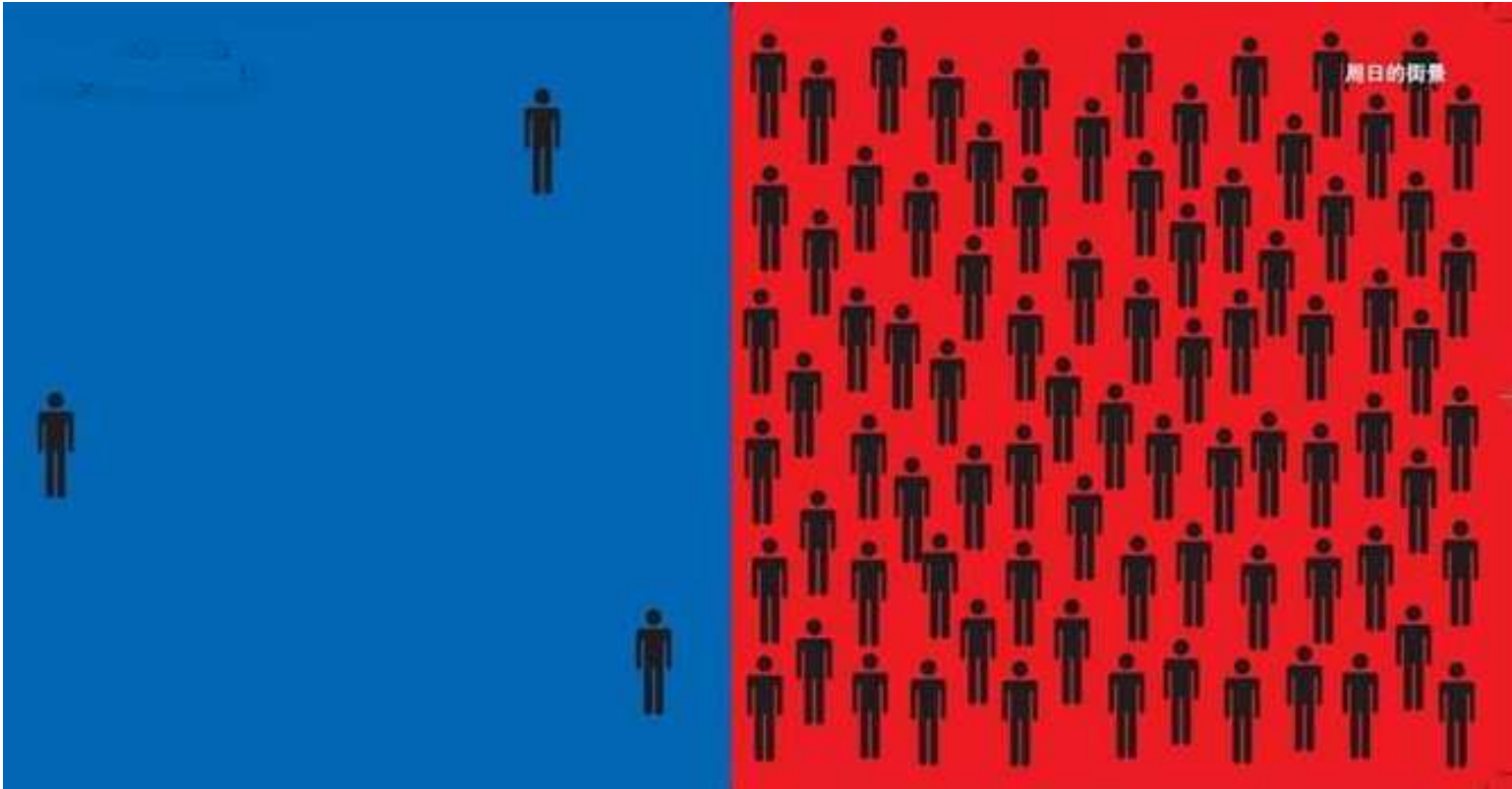
Queuing



Restaurants

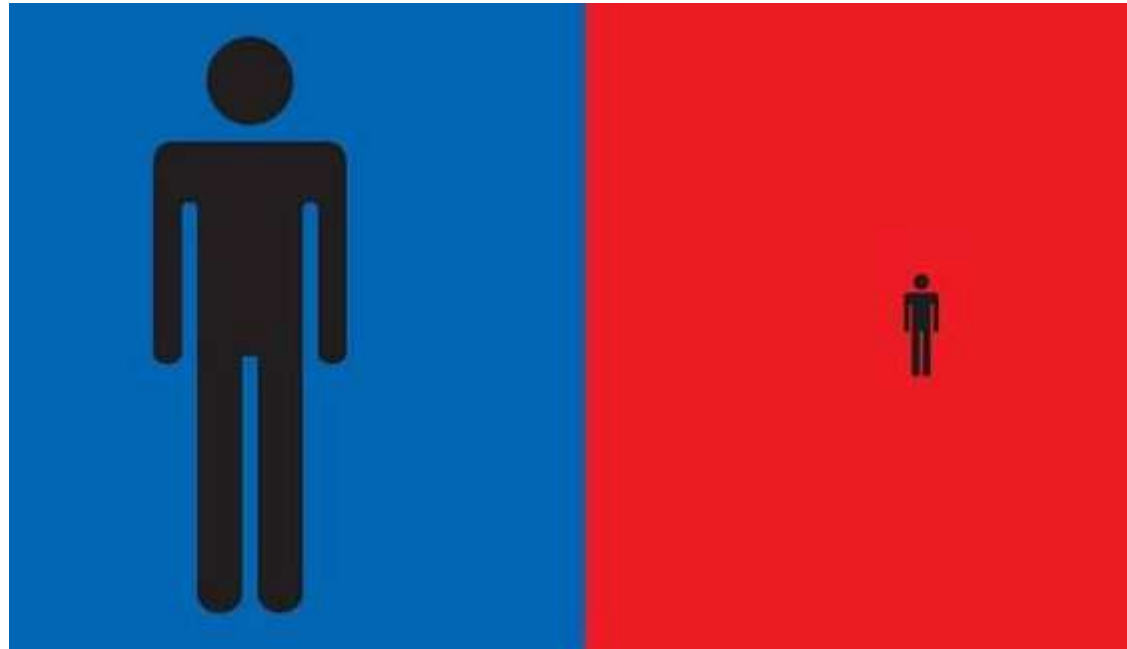


Sunday in the City

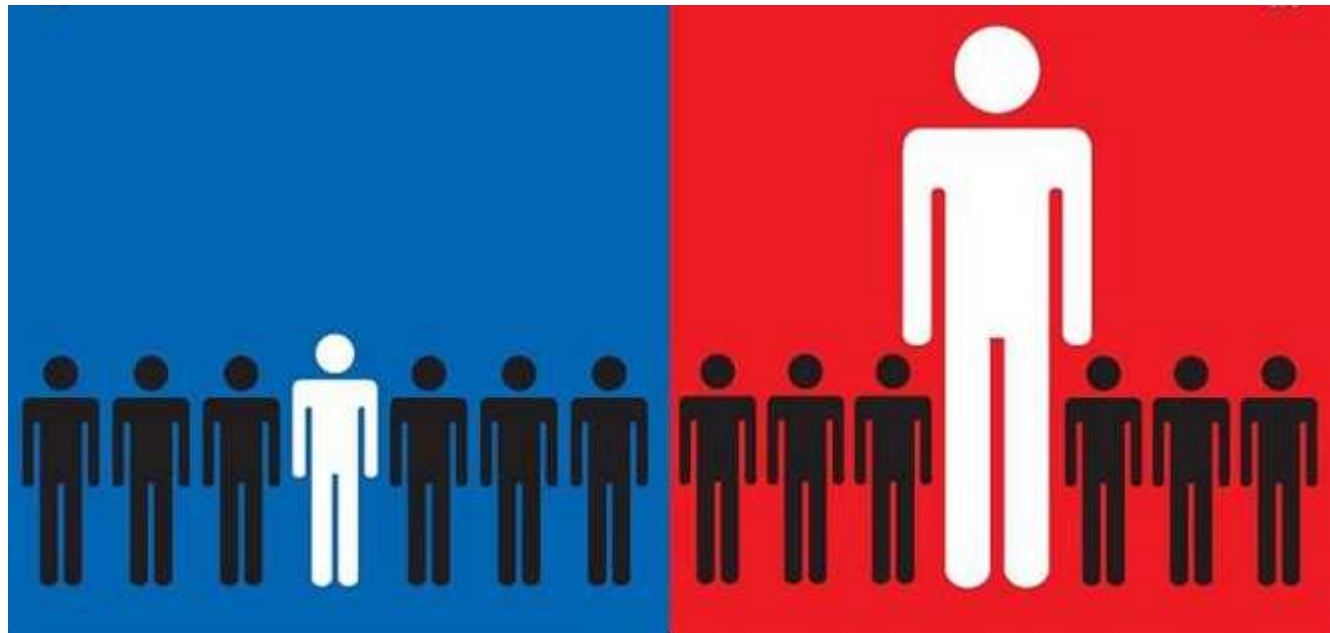


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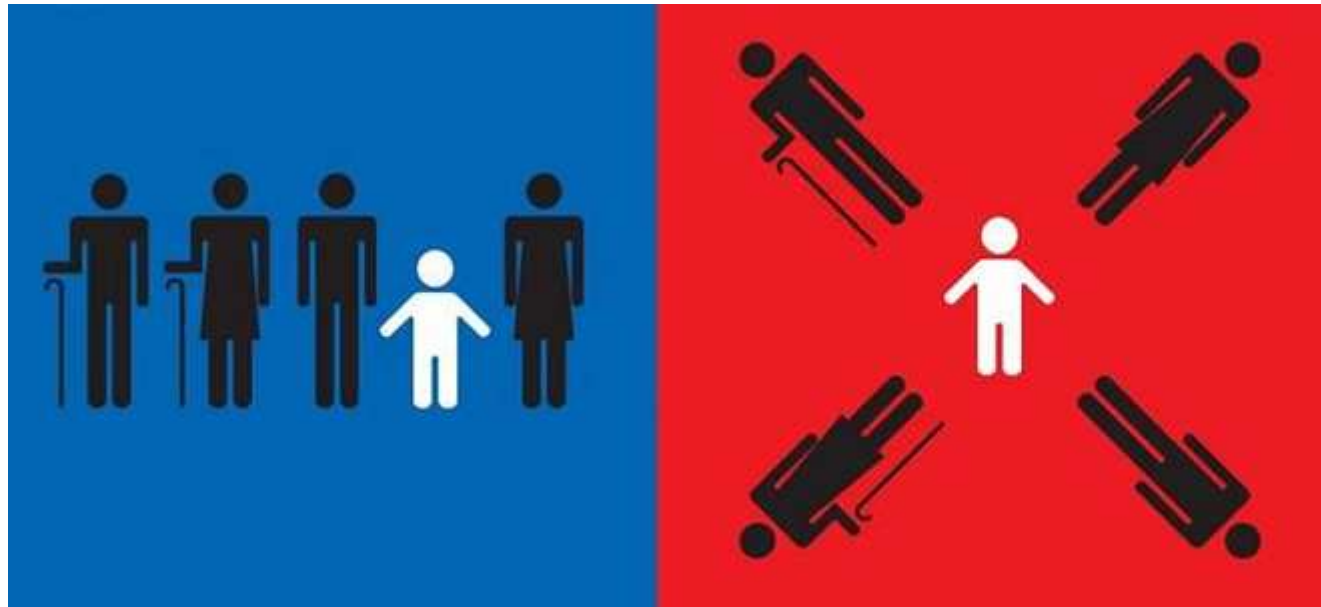
View of Self



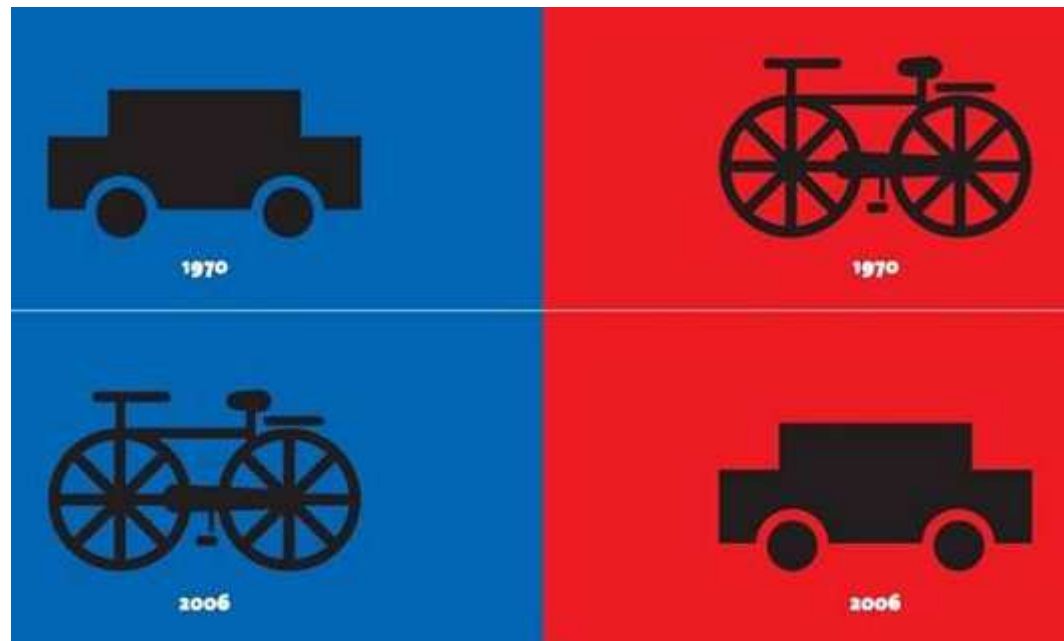
The Boss



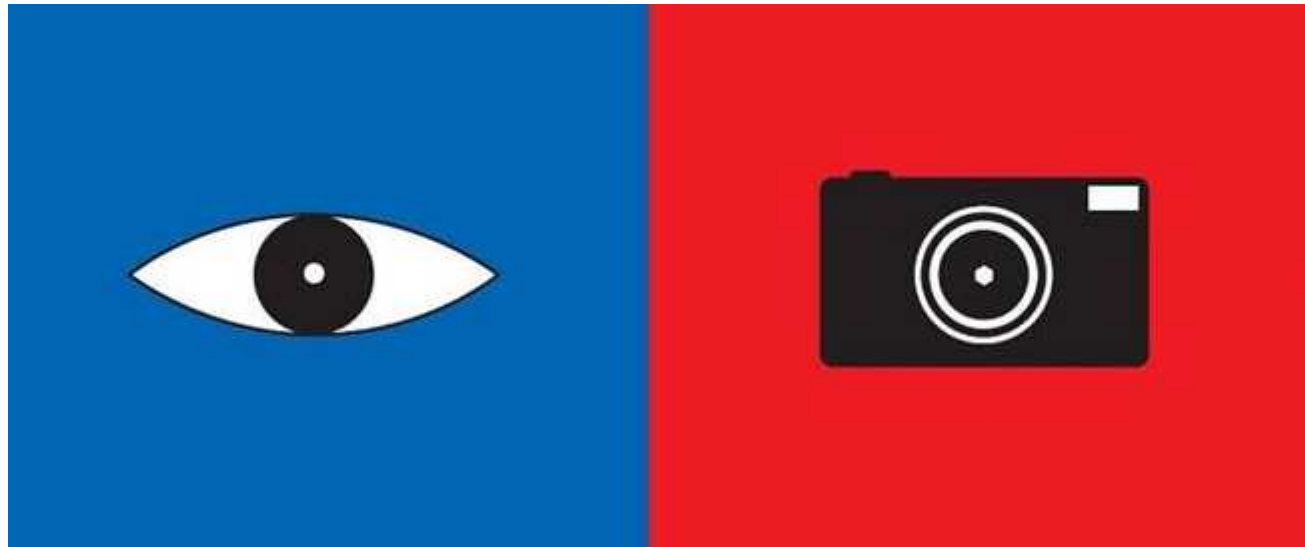
The Child



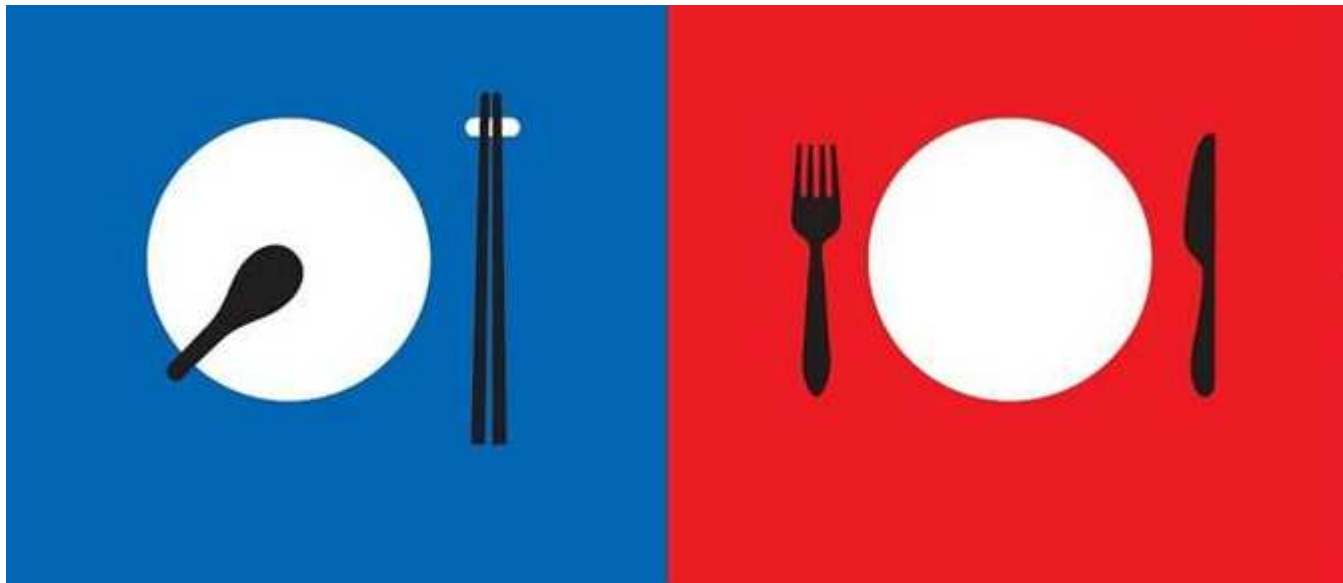
Transportation

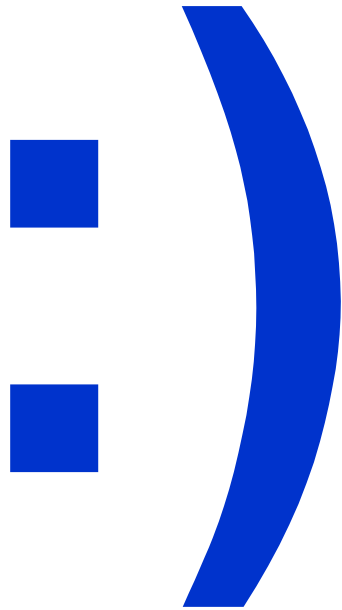


Travelling



What's Trendy





谢谢

johnk@pata.org