

# Effects of the Financial Crisis: an Asia Pacific Perspective

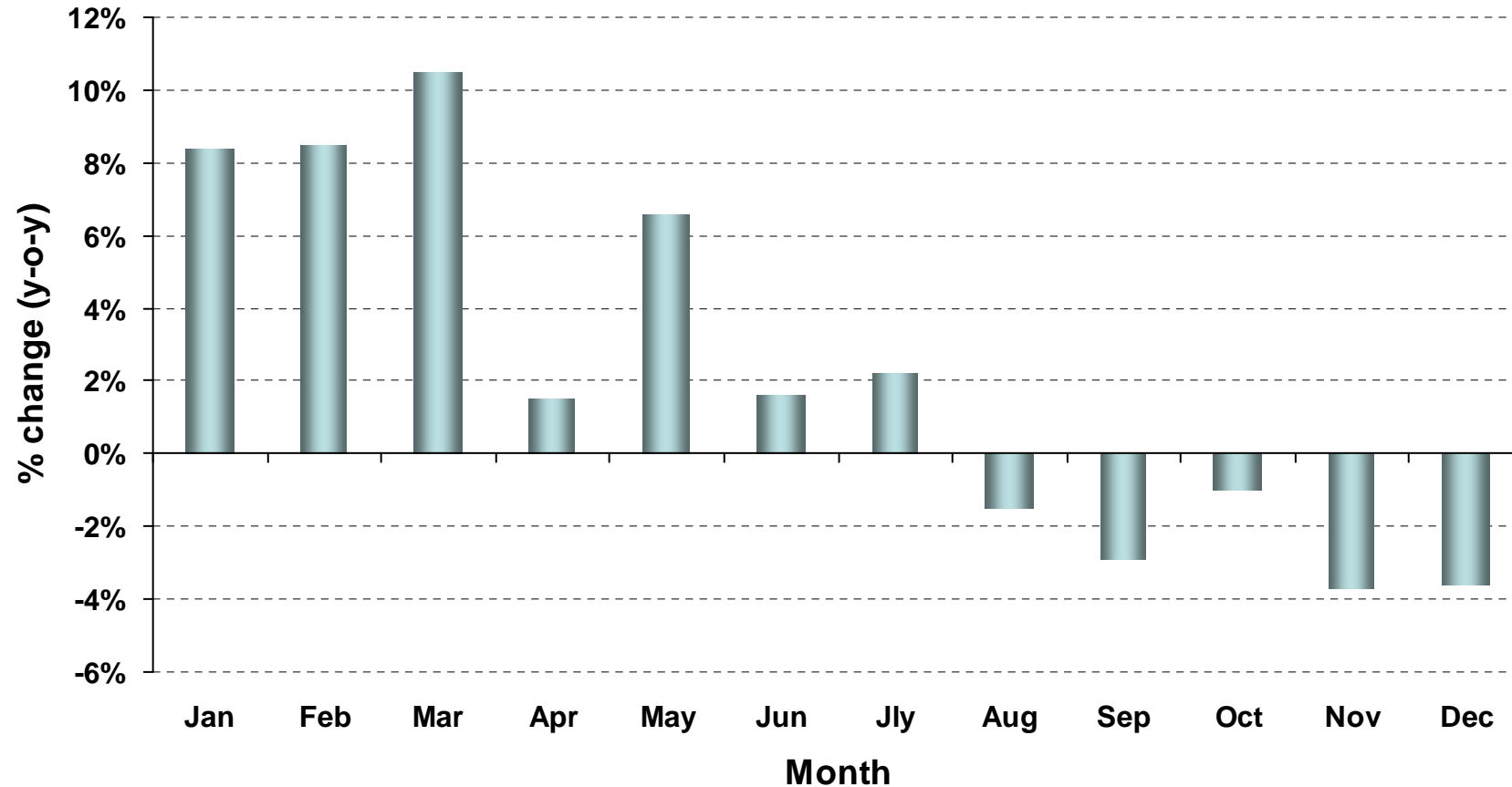
*John Koldowski*

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

# Last Year...

# Asia Pacific: Year-on-year % change in IVAs

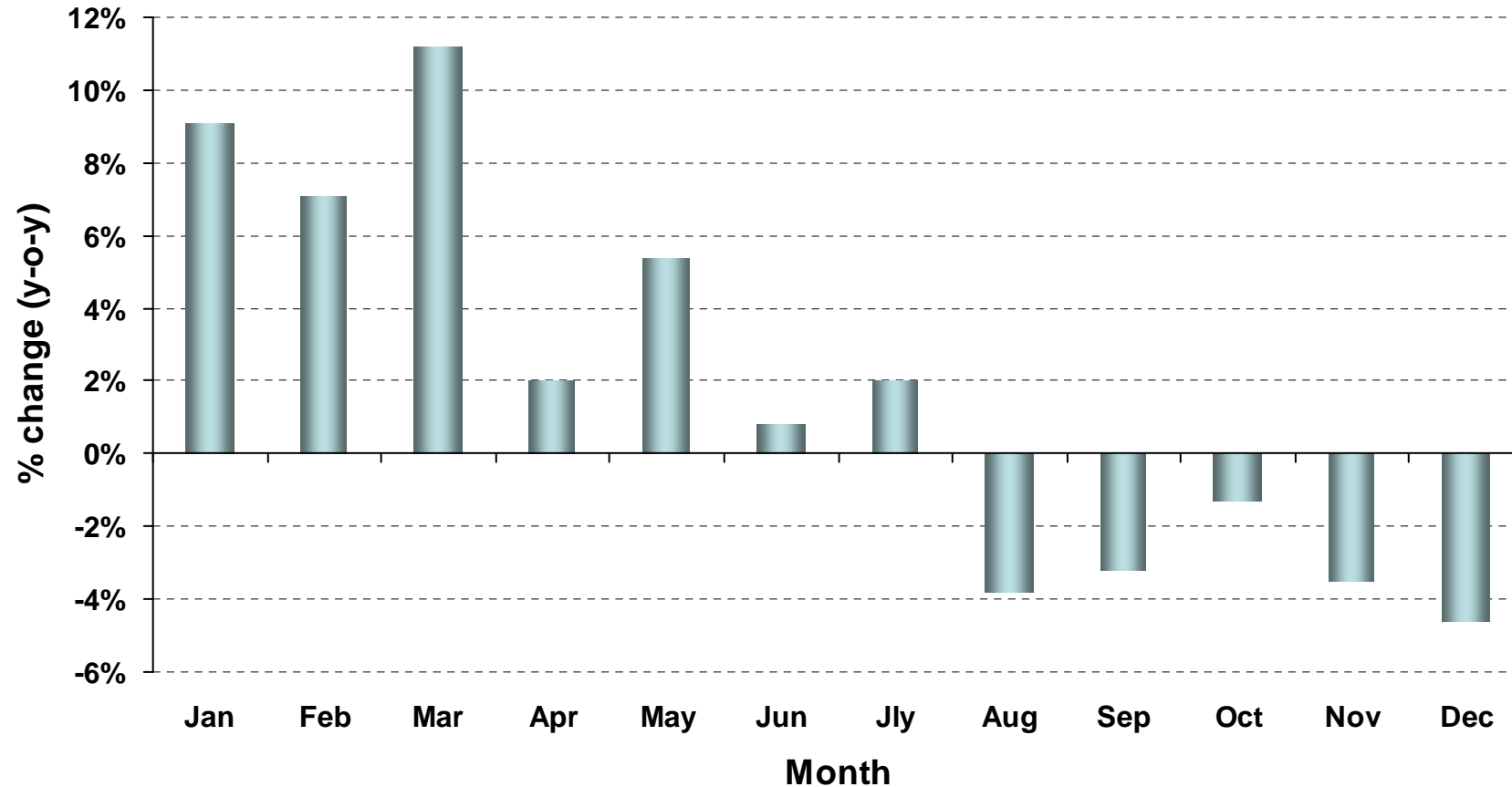
Source: relevant NTOs, compiled by PATA



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# Northeast Asia: Year-on-year % change in IVAs

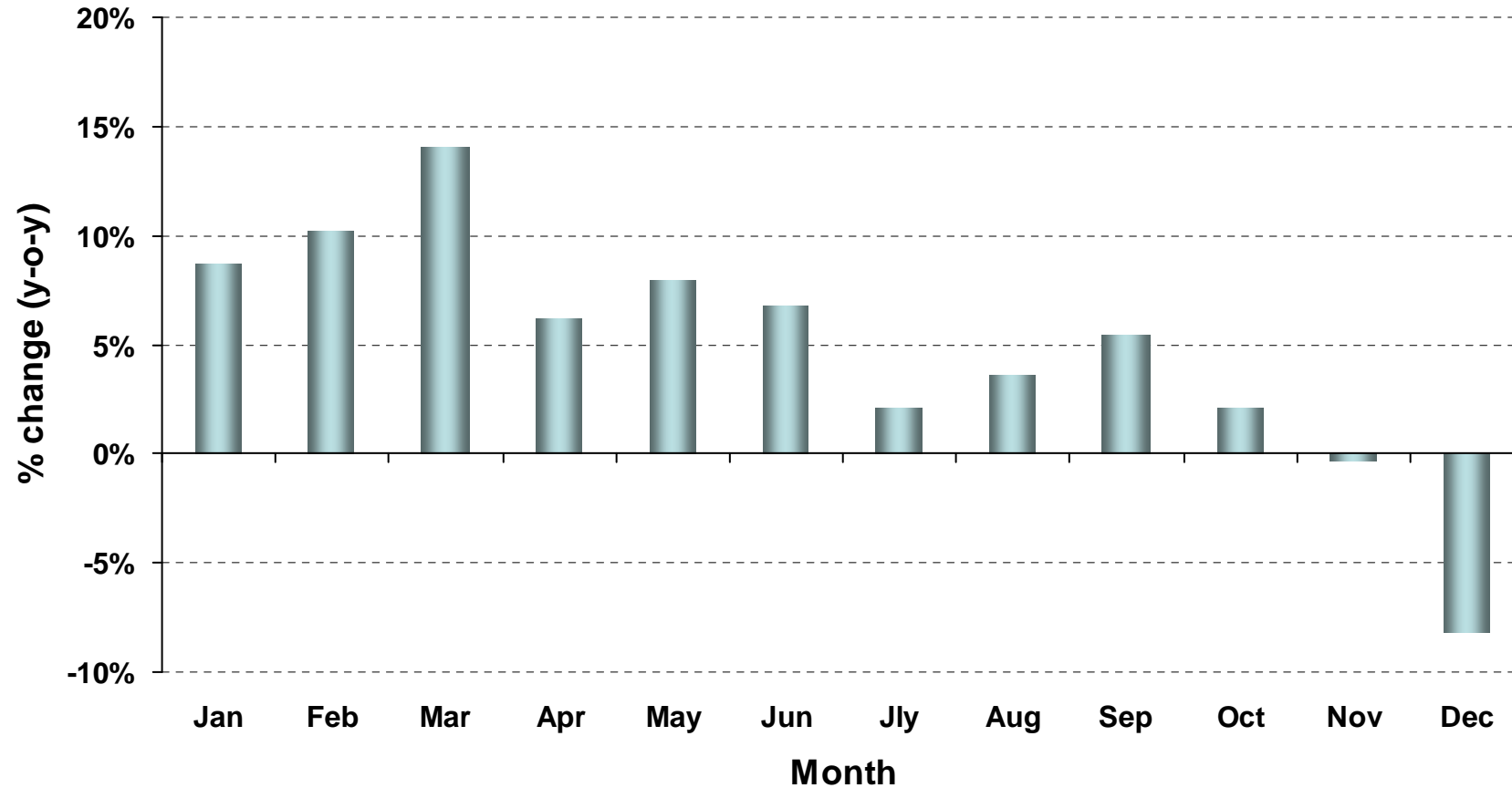
Source: relevant NTOs, compiled by PATA



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# South Asia: Year-on-year % change in IVAs

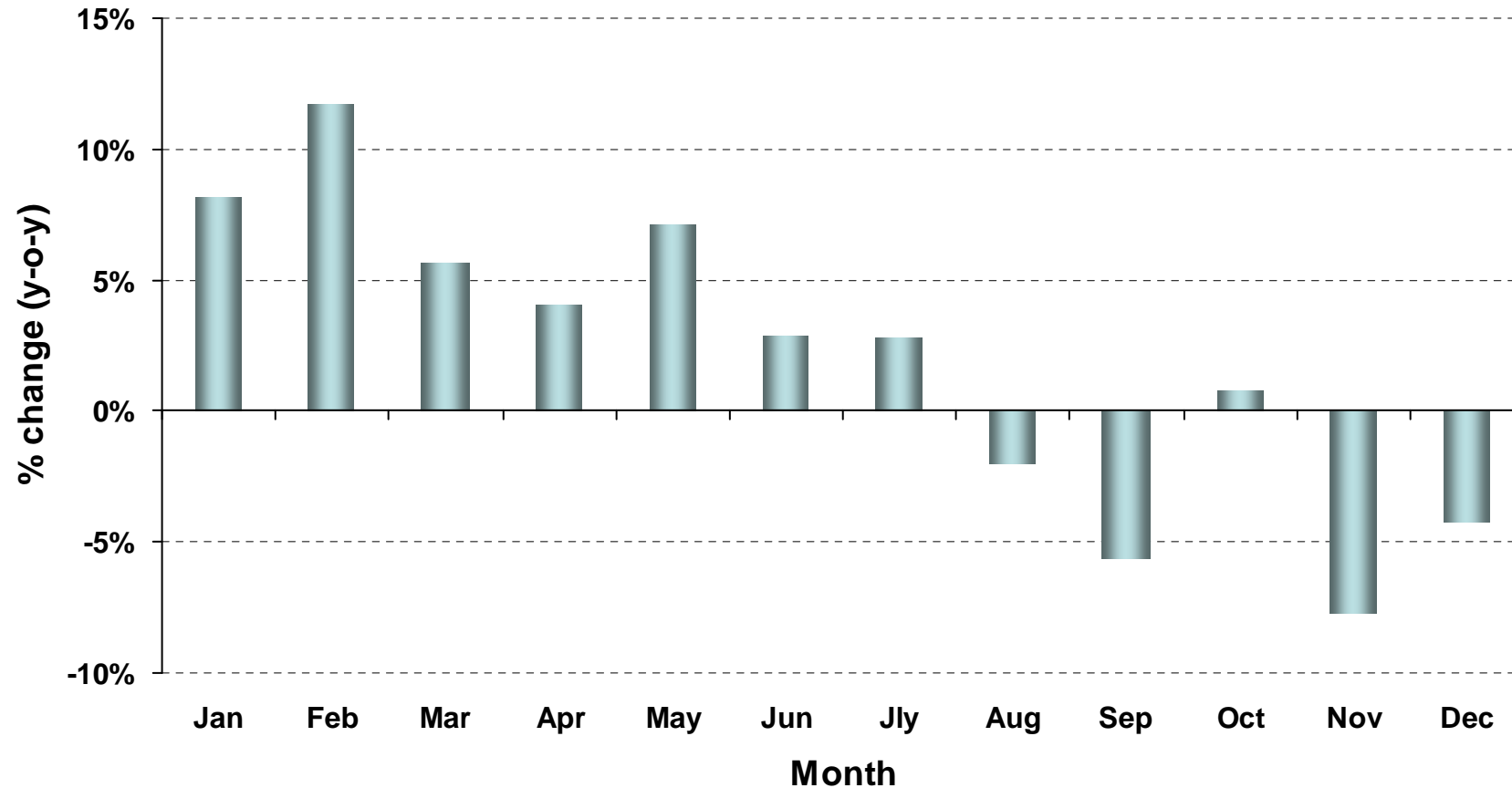
Source: relevant NTOs, compiled by PATA



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# Southeast Asia: Year-on-year % change in IVAs

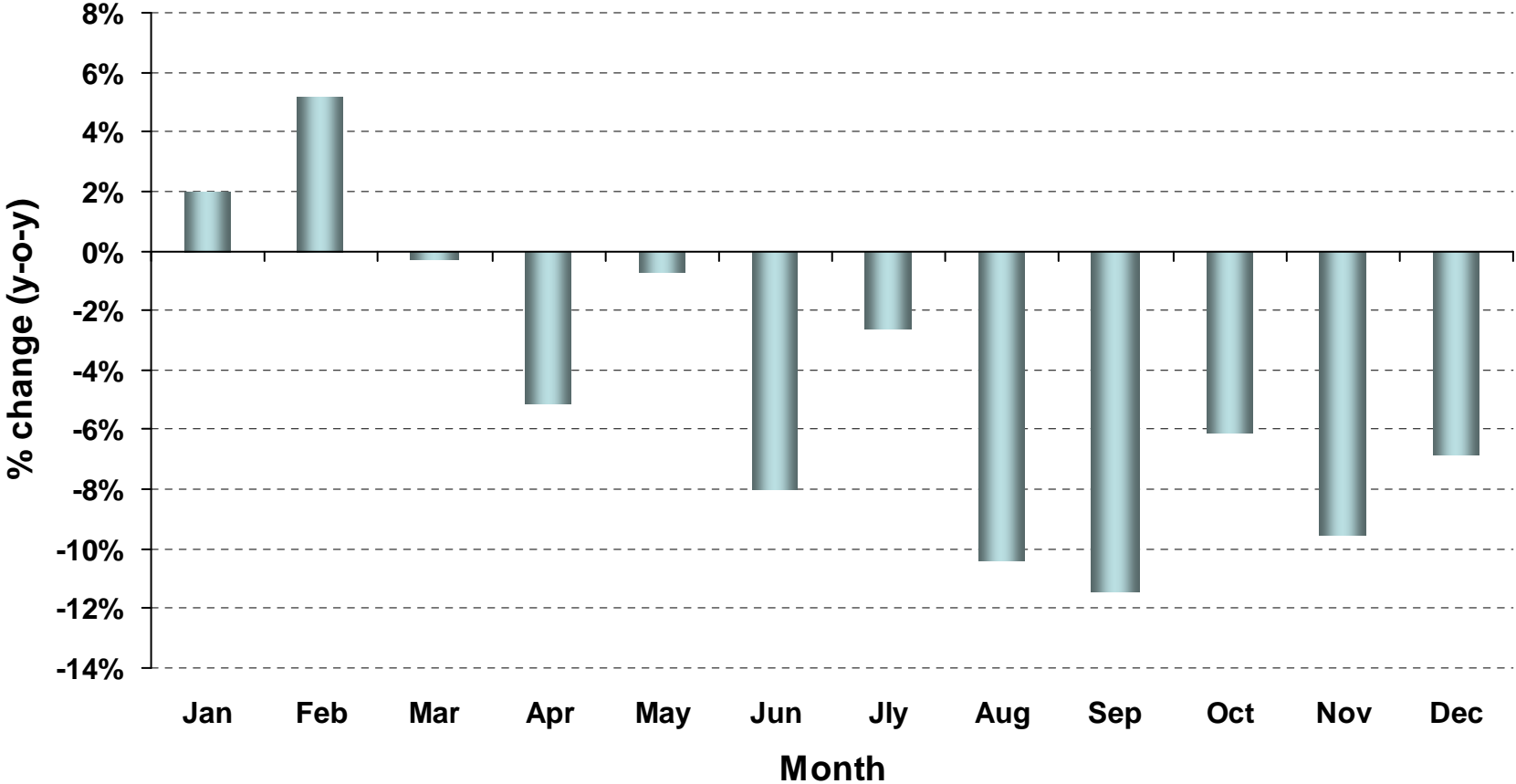
Source: relevant NTOs, compiled by PATA



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# Pacific: Year-on-year % change in IVAs

Source: relevant NTOs, compiled by PATA

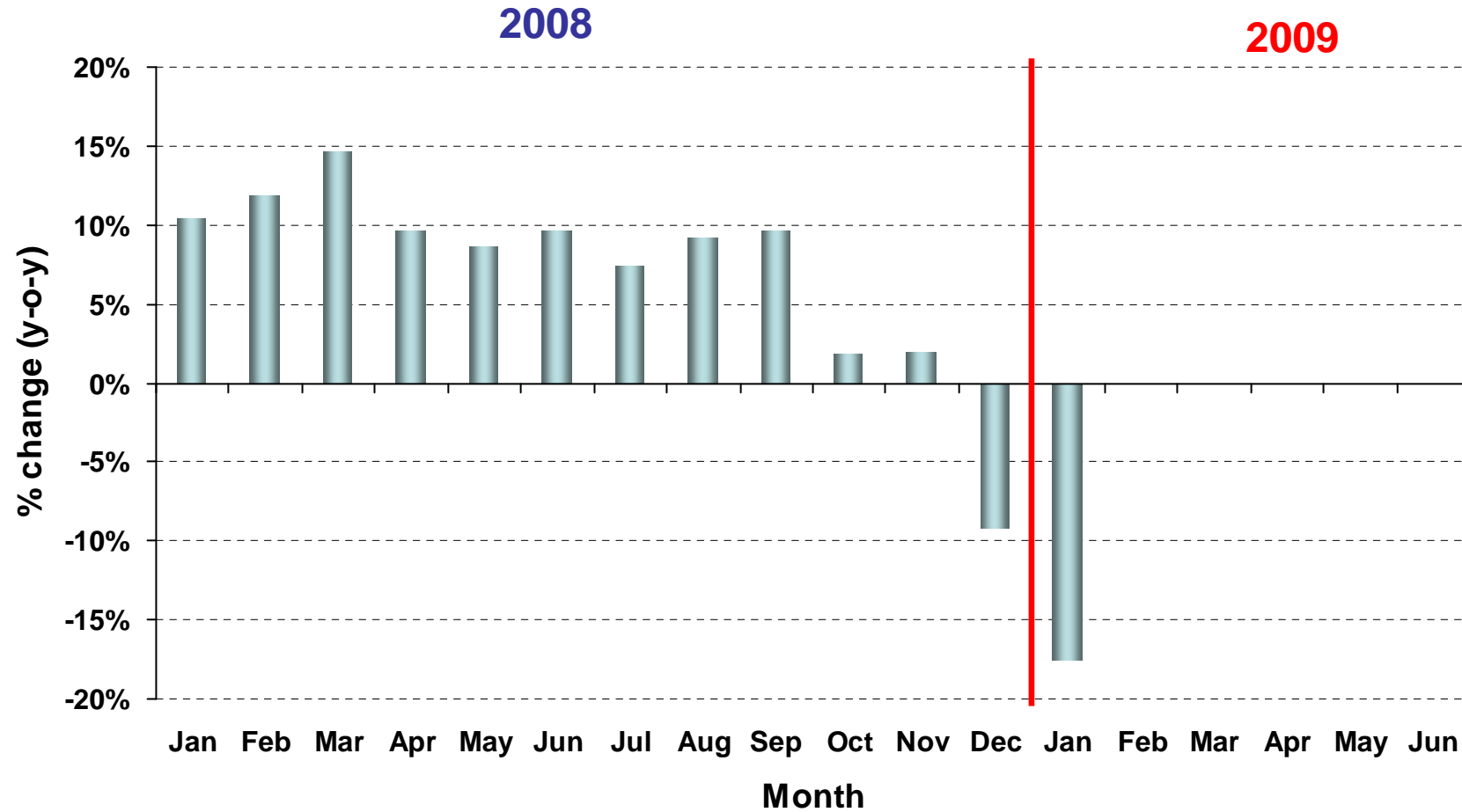


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# Early 2009

# India

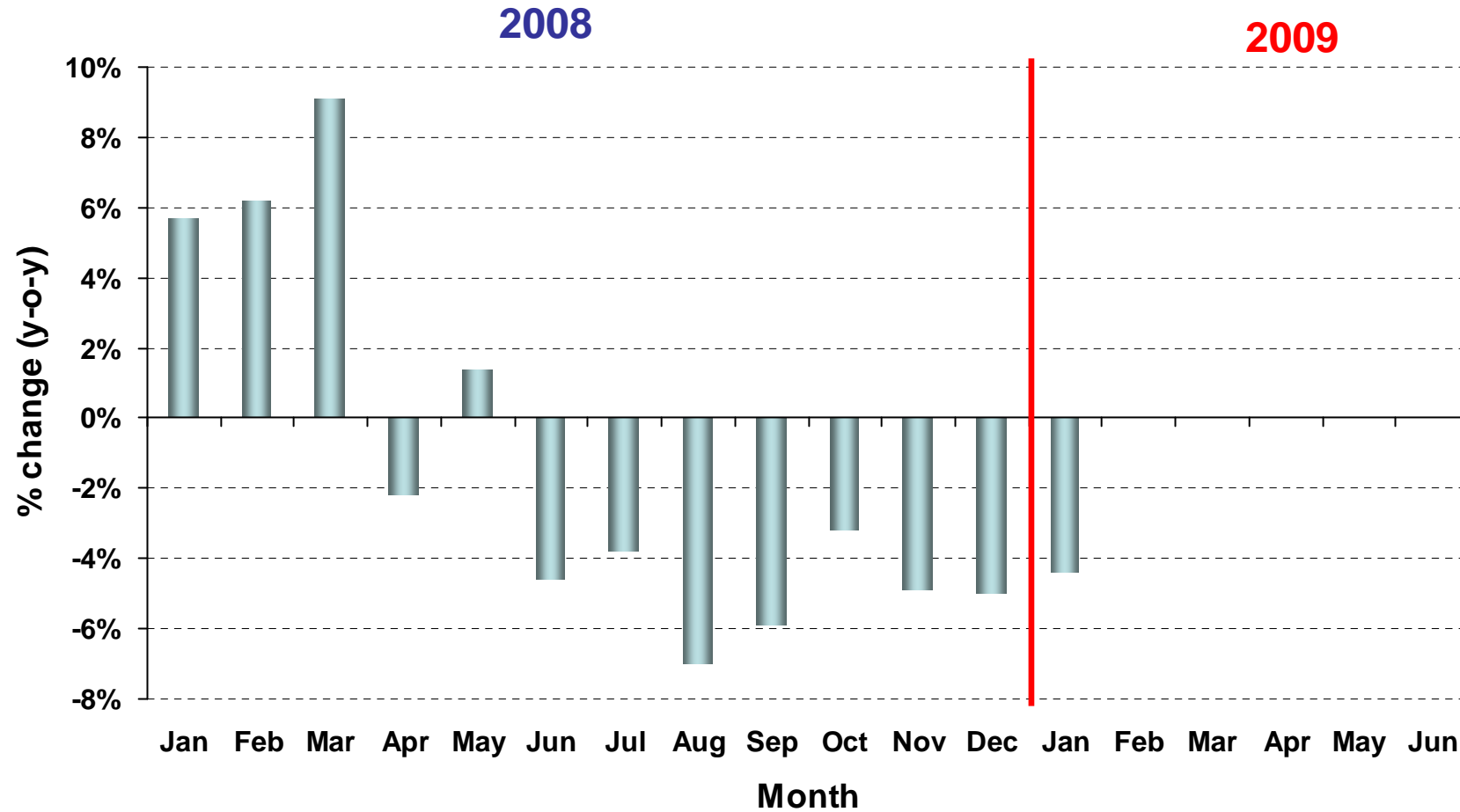
Source: Ministry of Tourism, Government of India



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# China (PRC) (total)

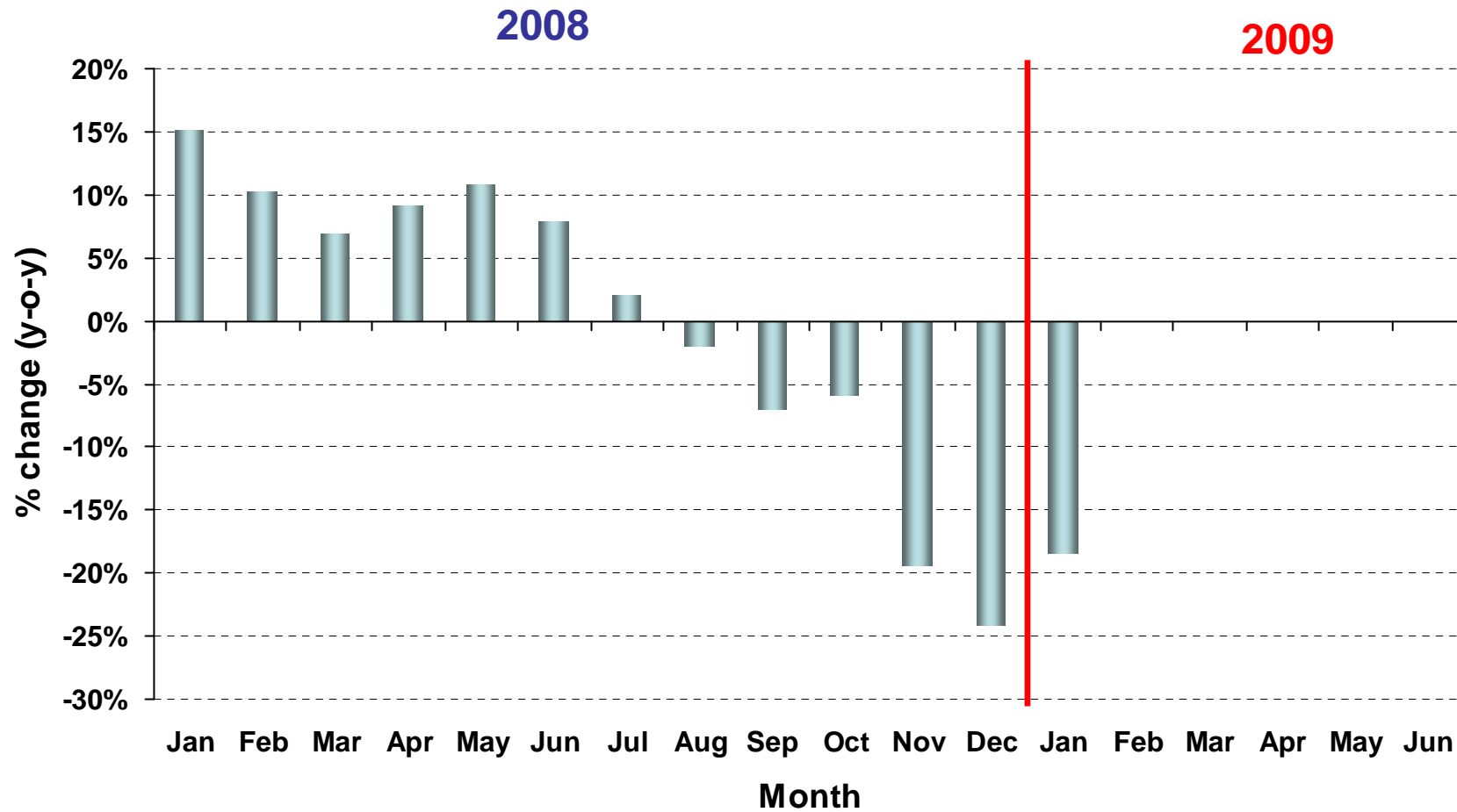
Source: CNTA



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# Japan

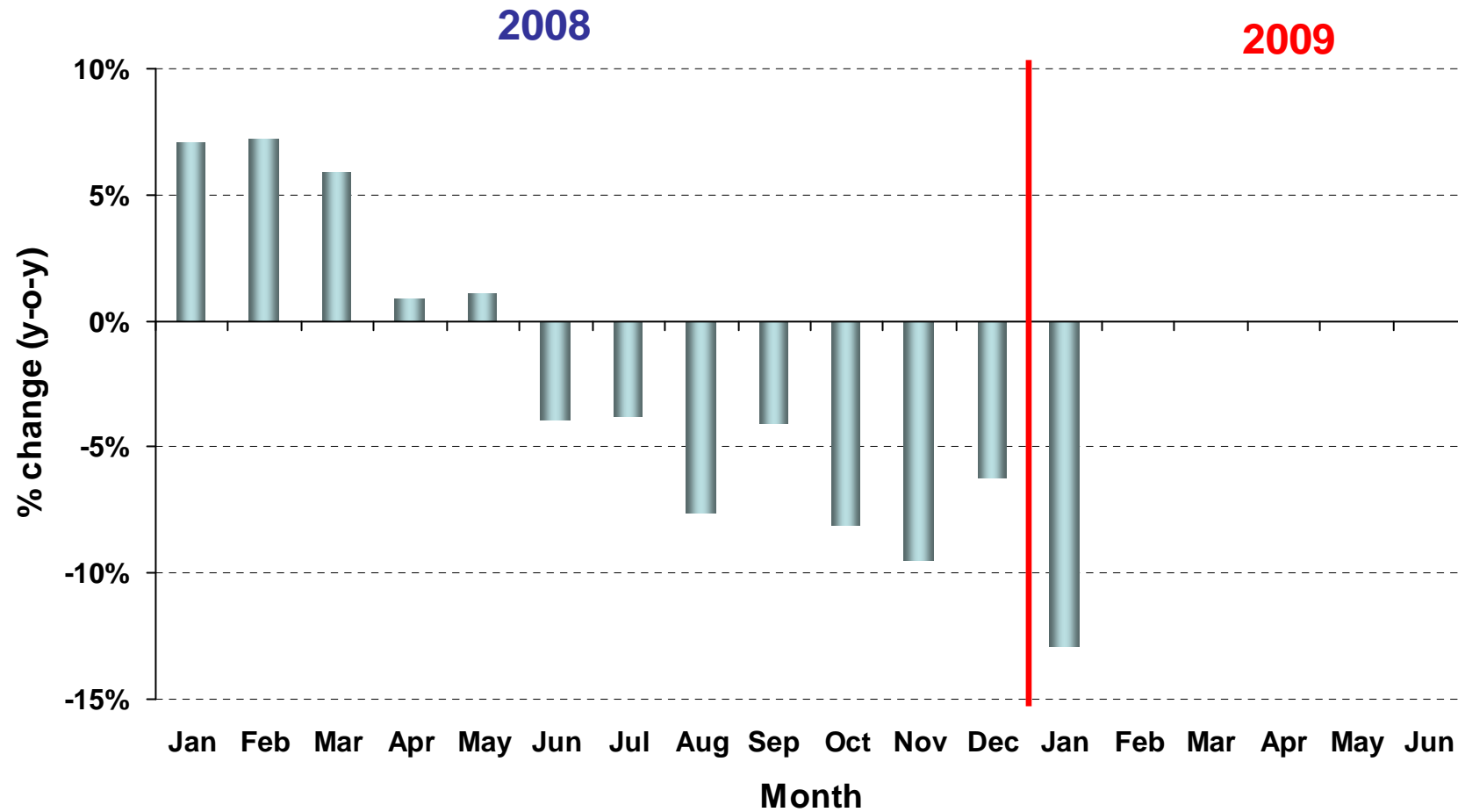
Source: JNTO



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# Singapore

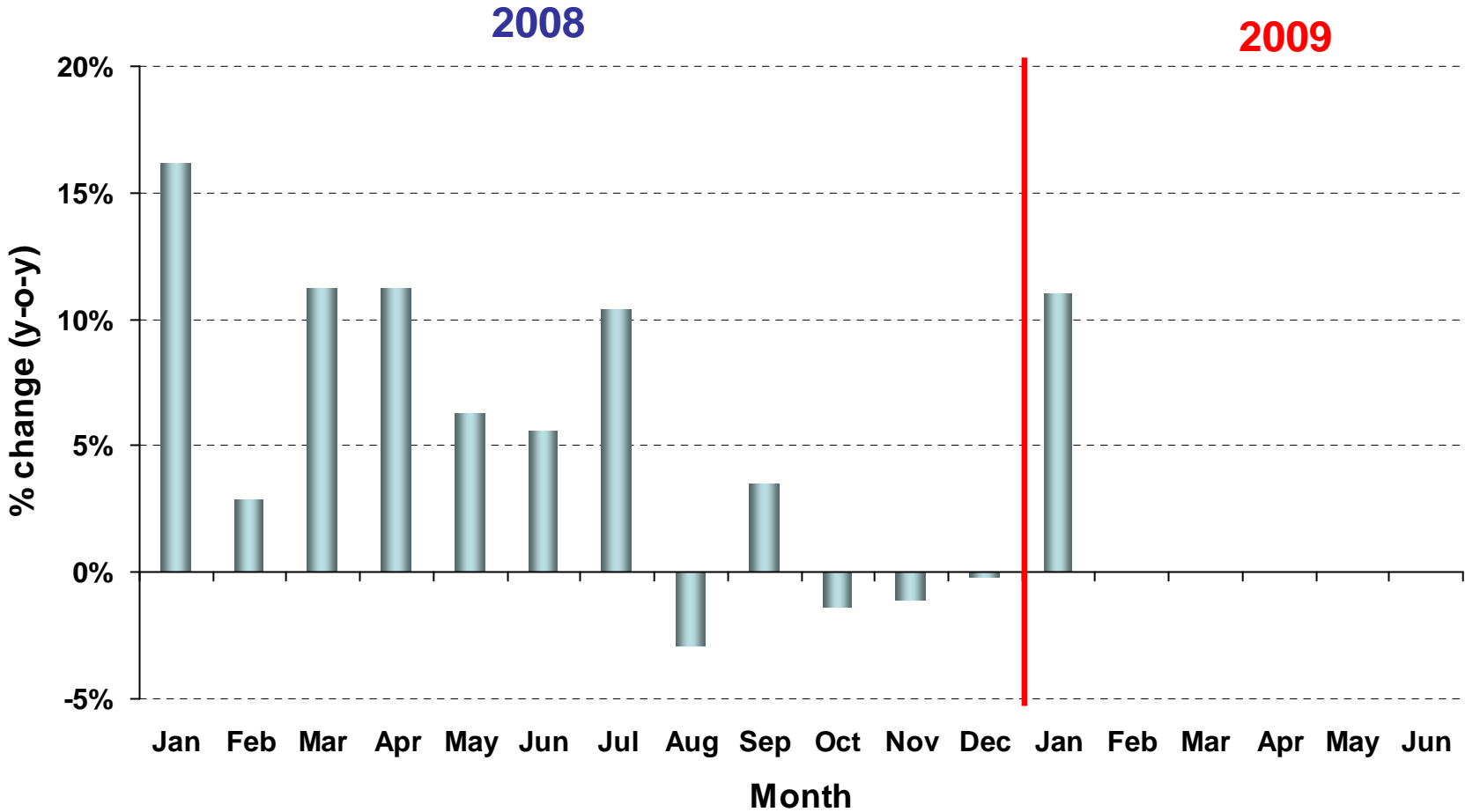
Source: STB



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# Hong Kong SAR (total)

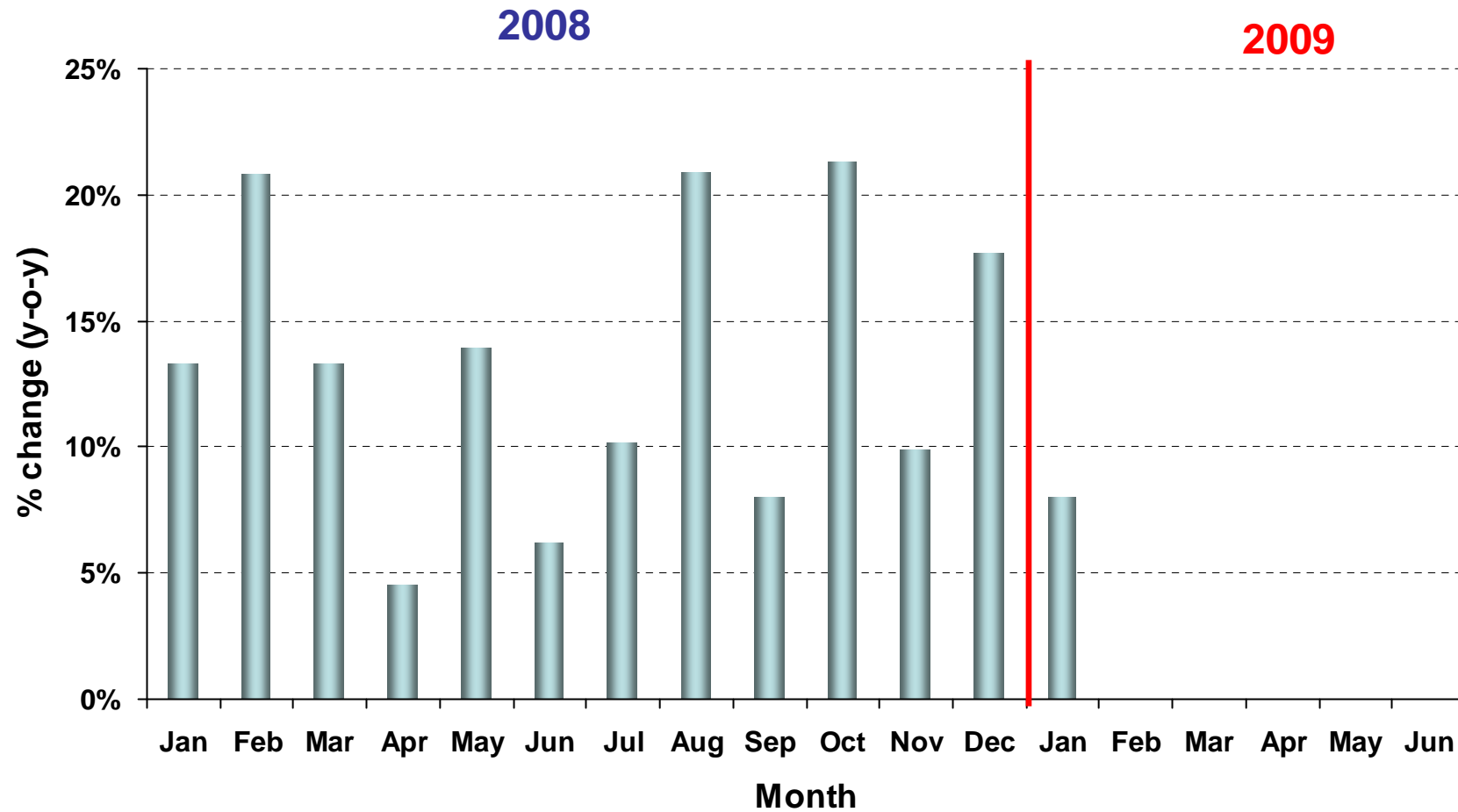
Source: HKTB



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# Indonesia

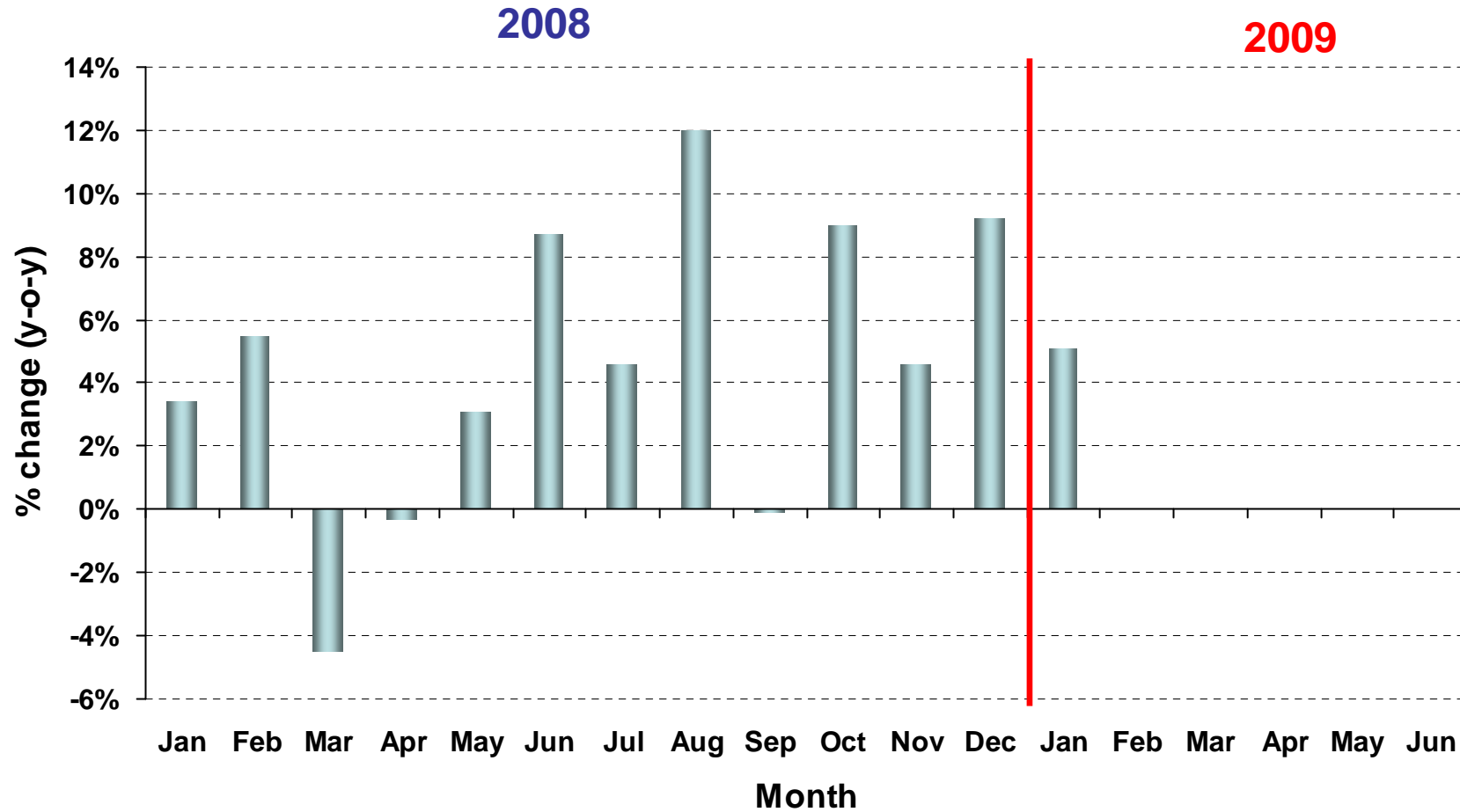
Source: Statistics Indonesia



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# Malaysia

Source: Tourism Malaysia



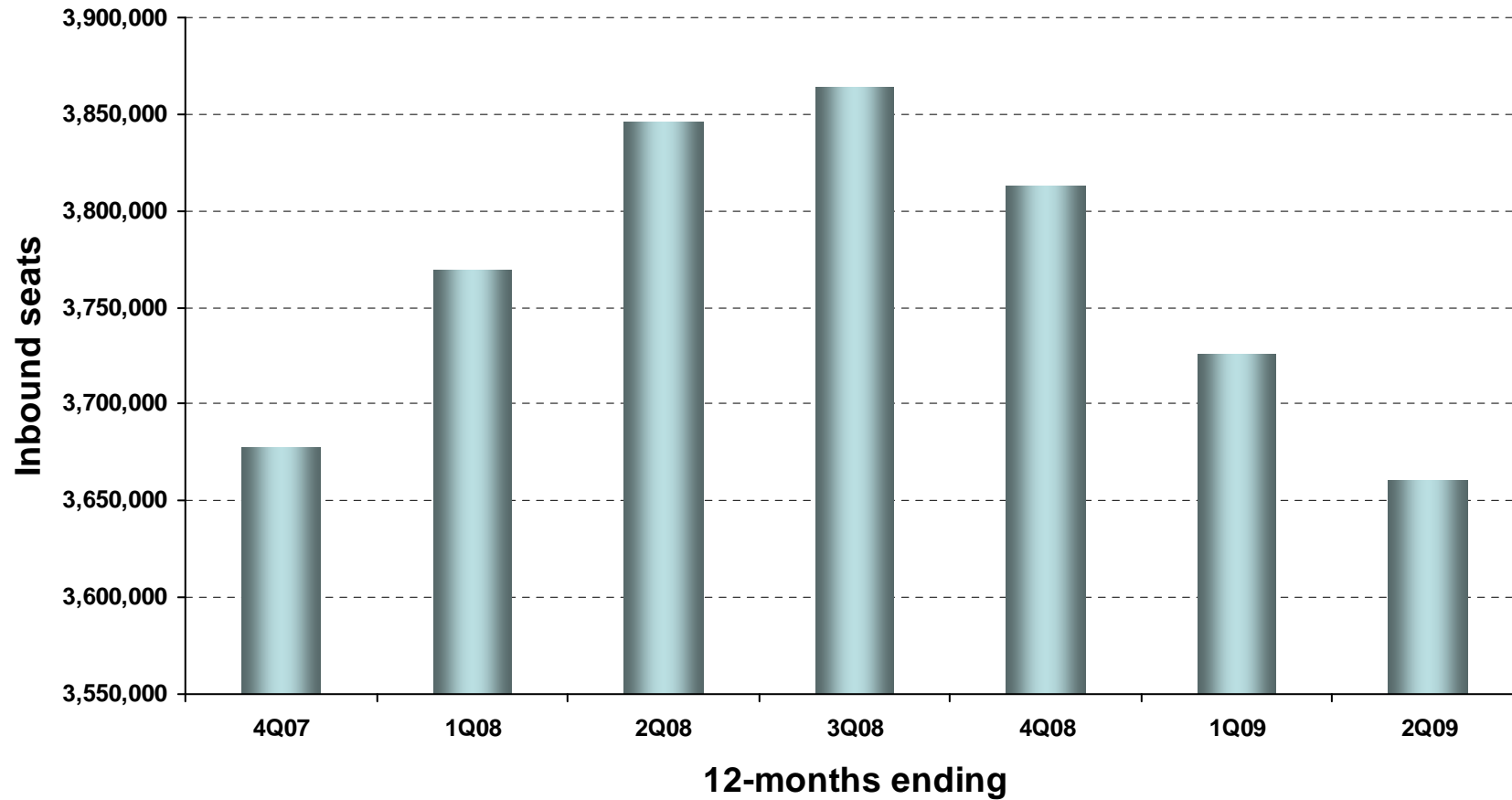
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# Air Capacity is variable. . .



# North America to Asia Pacific

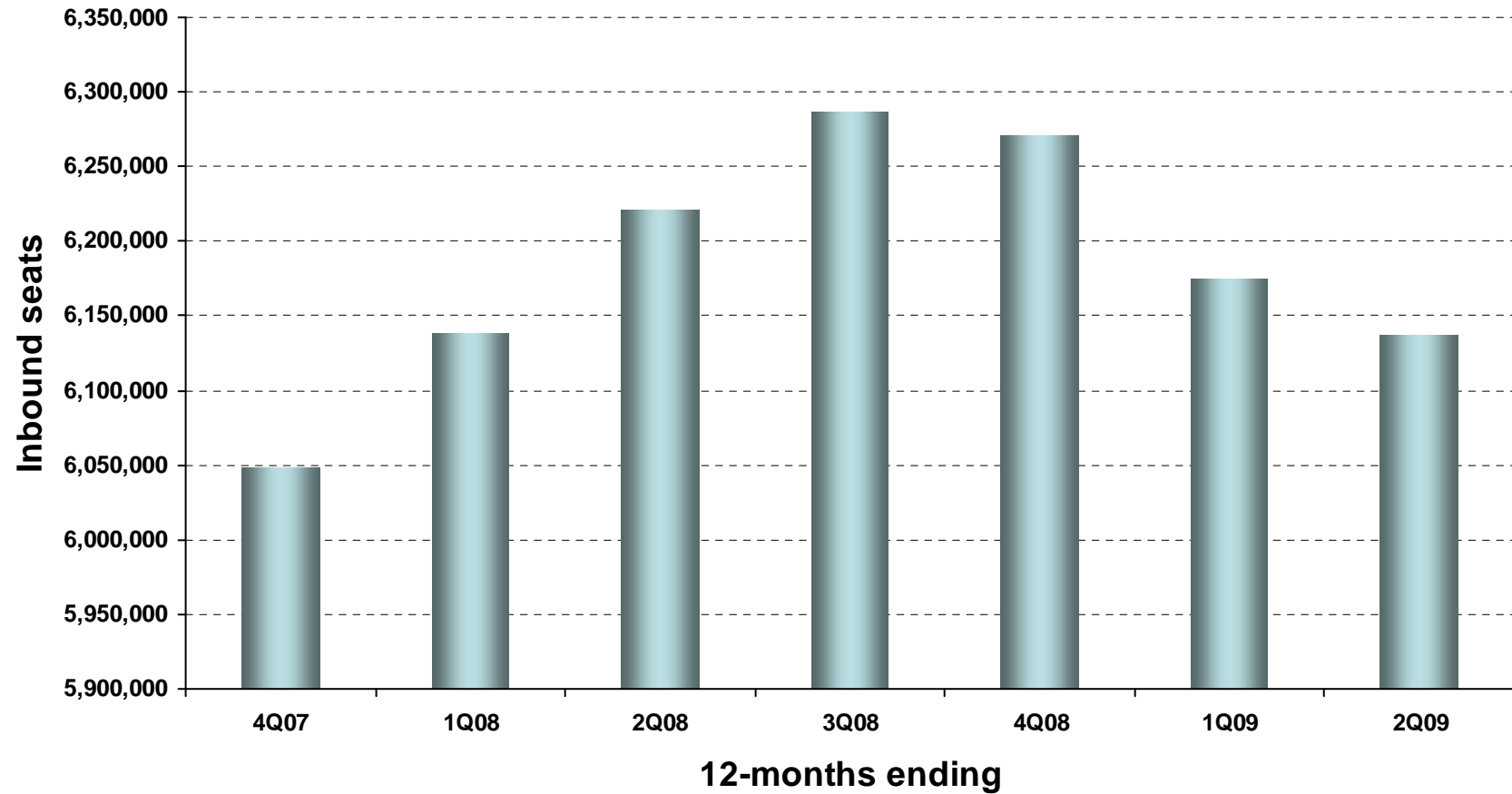
(Inbound, non-stop, source: OAG Solutions)



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# Europe to Asia Pacific

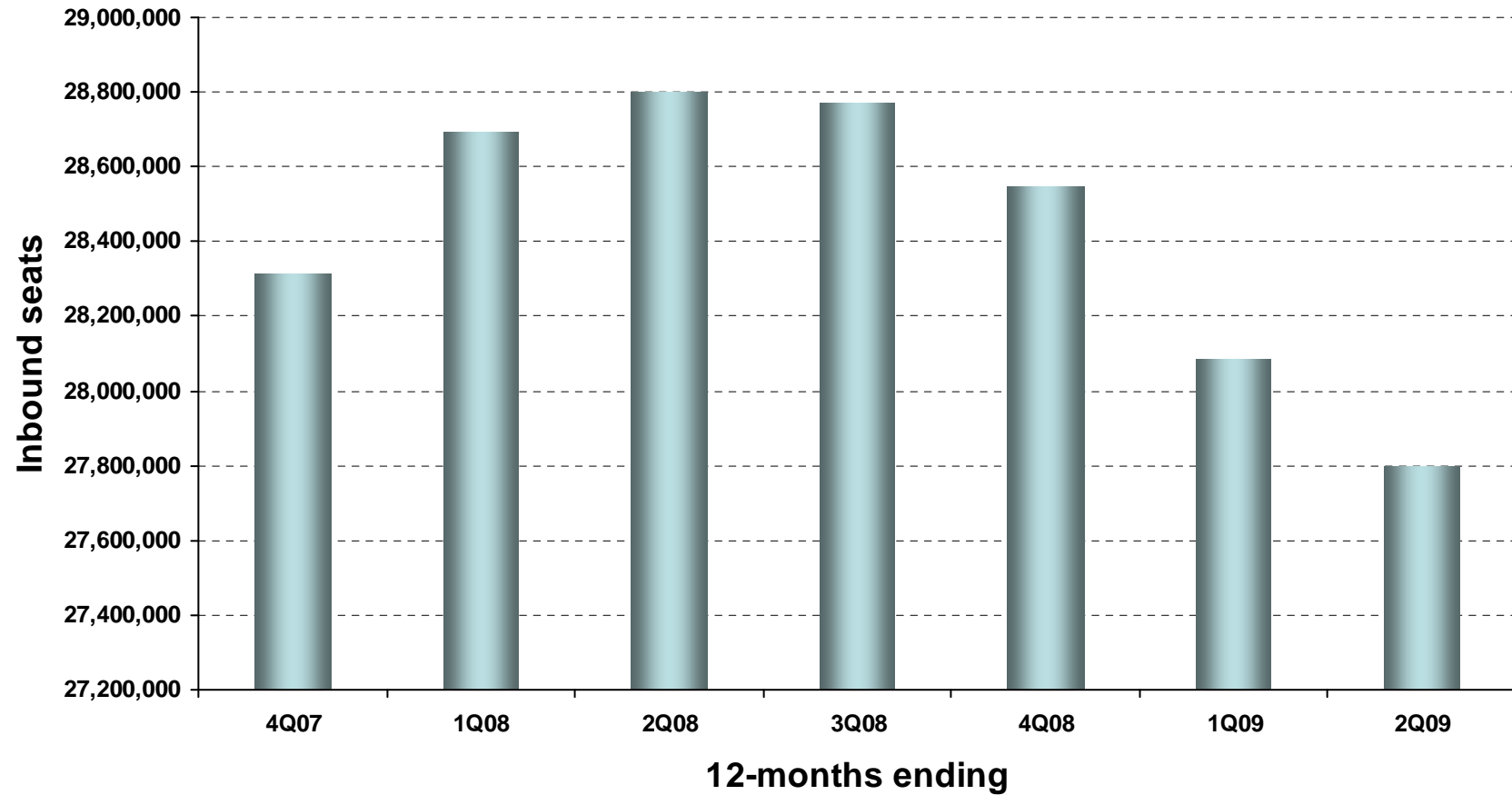
(Inbound, non-stop, source: OAG Solutions)



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# Northeast Asia to Asia Pacific

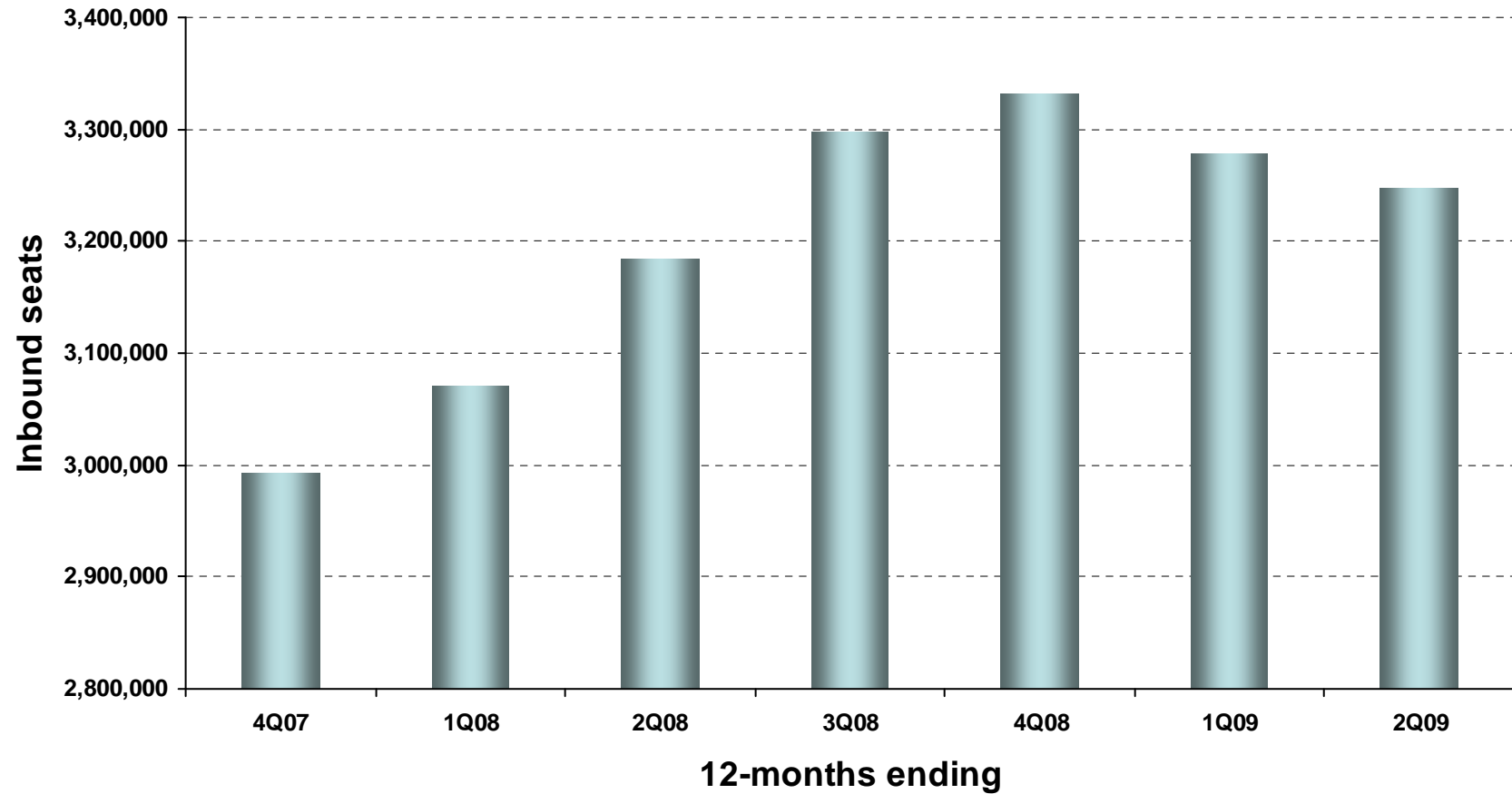
(Inbound, non-stop, source: OAG Solutions)



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# South Asia to Asia Pacific

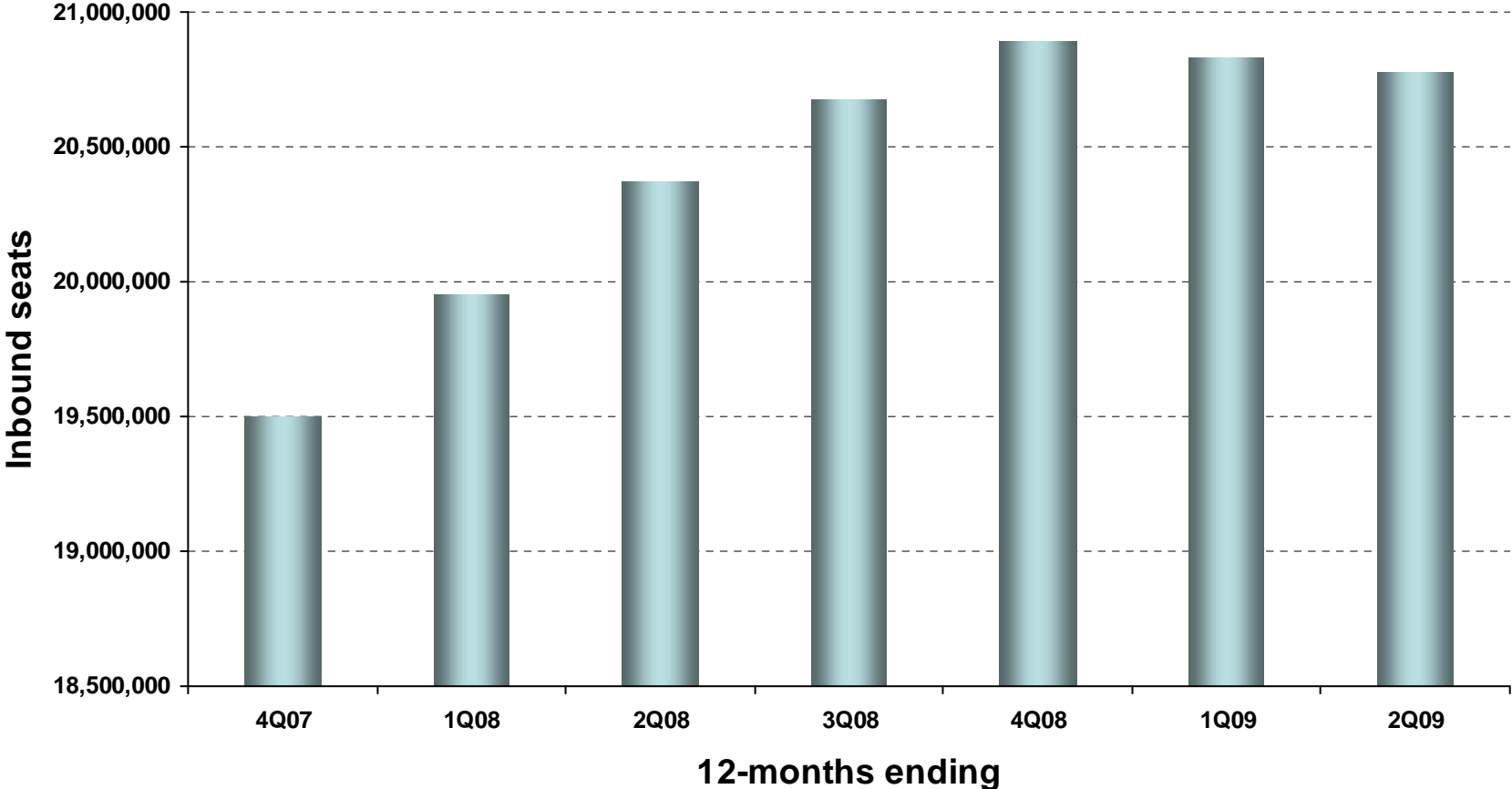
(Inbound, non-stop, source: OAG Solutions)



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# Southeast Asia to Asia Pacific

(Inbound, non-stop, source: OAG Solutions)

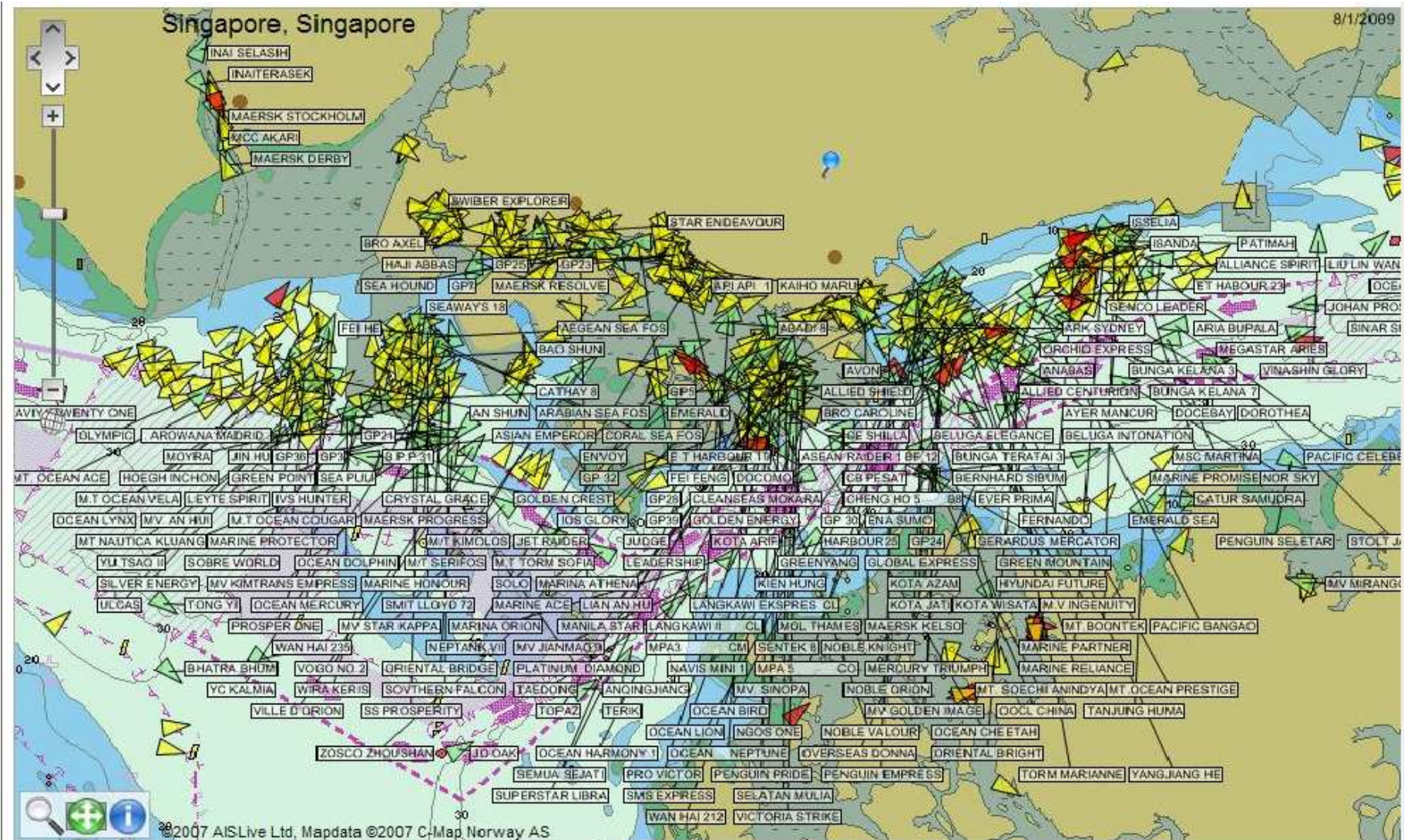


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# **Ships at Anchor in Singapore**

January 08, 2009

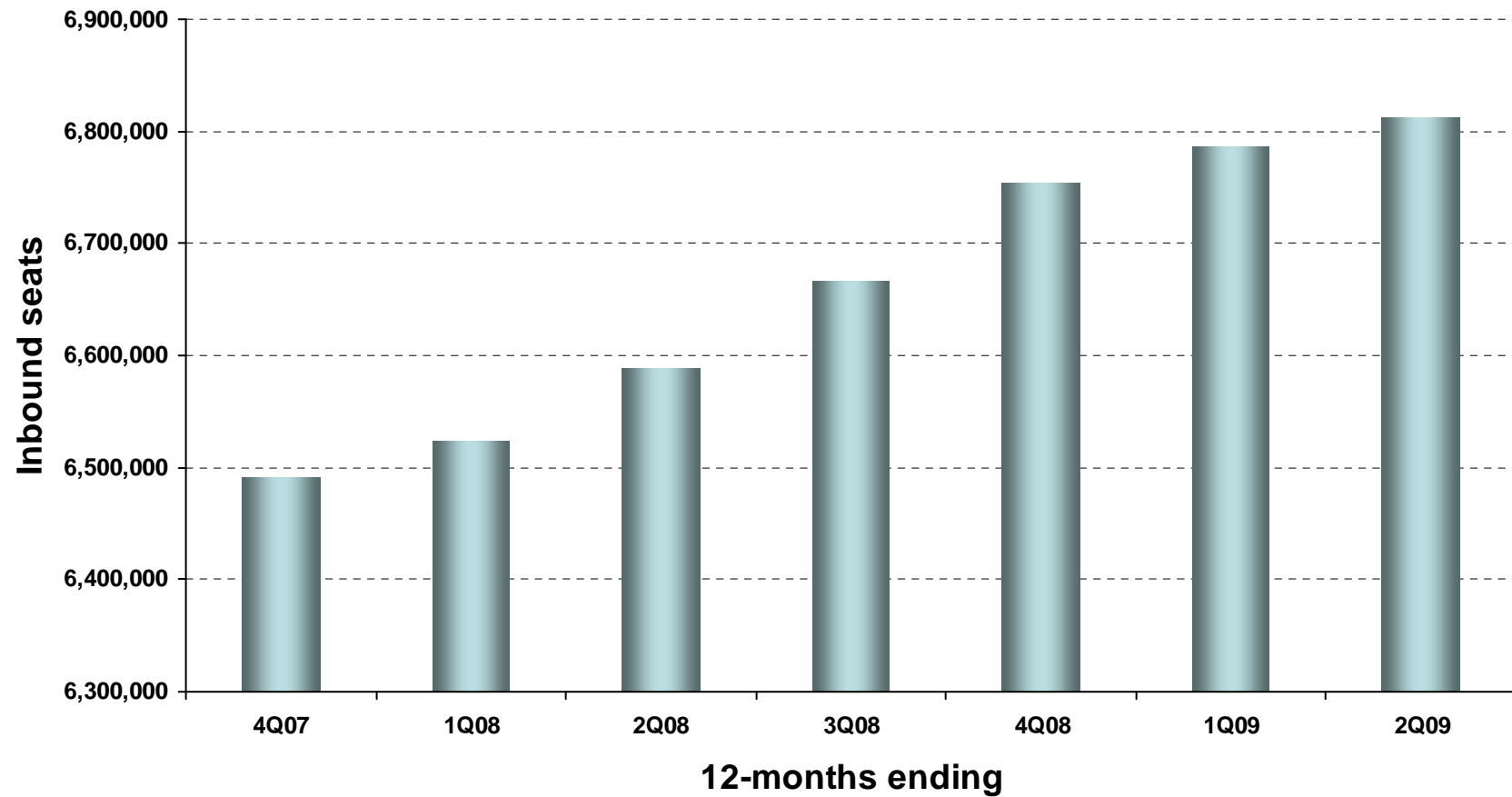




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# Pacific to Asia Pacific

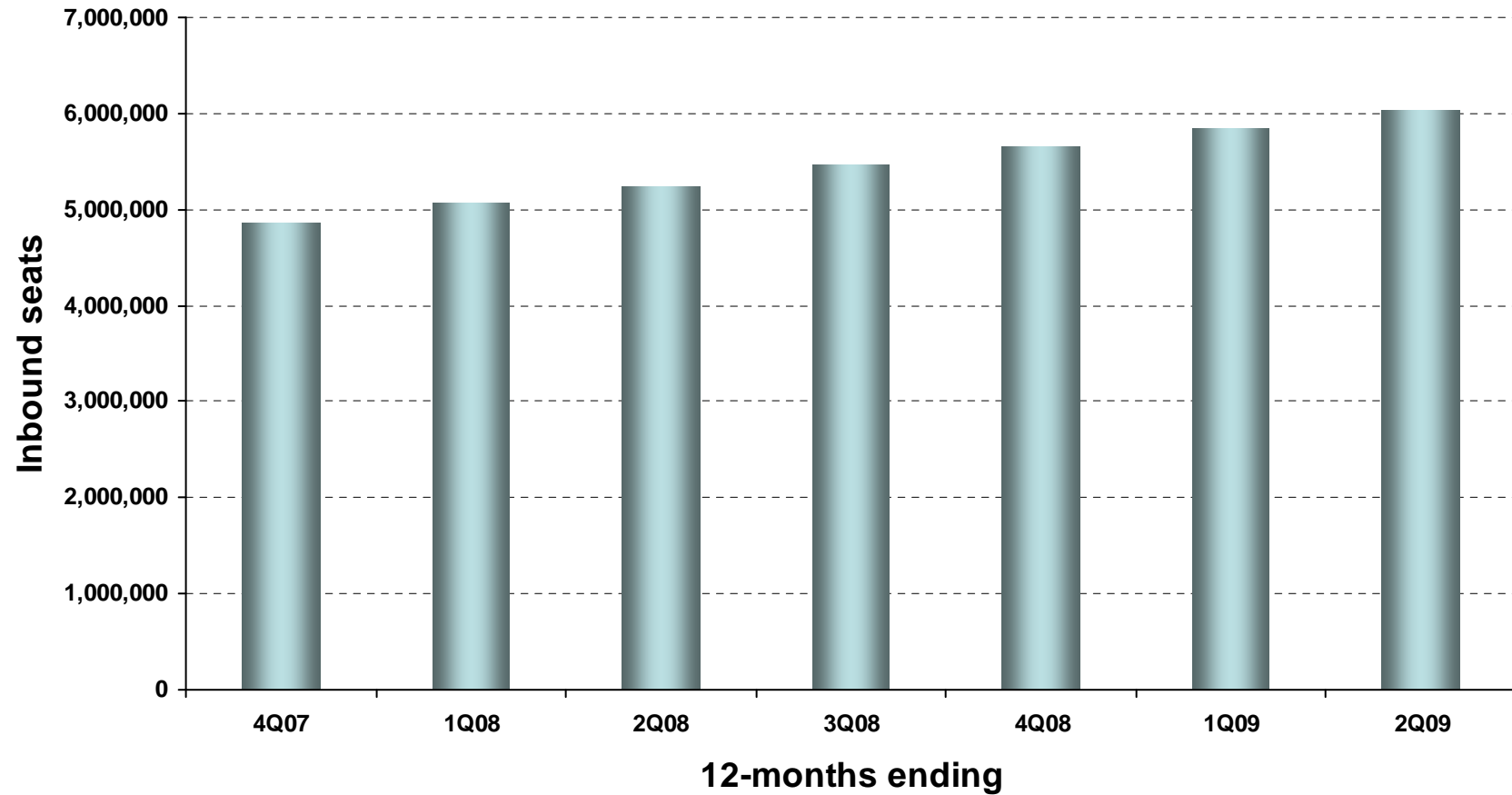
(Inbound, non-stop, source: OAG Solutions)



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# Middle East to Asia Pacific

(Inbound, non-stop, source: OAG Solutions)



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ASIA PACIFIC  
**TOURISM FORECASTS**  
2009-2011



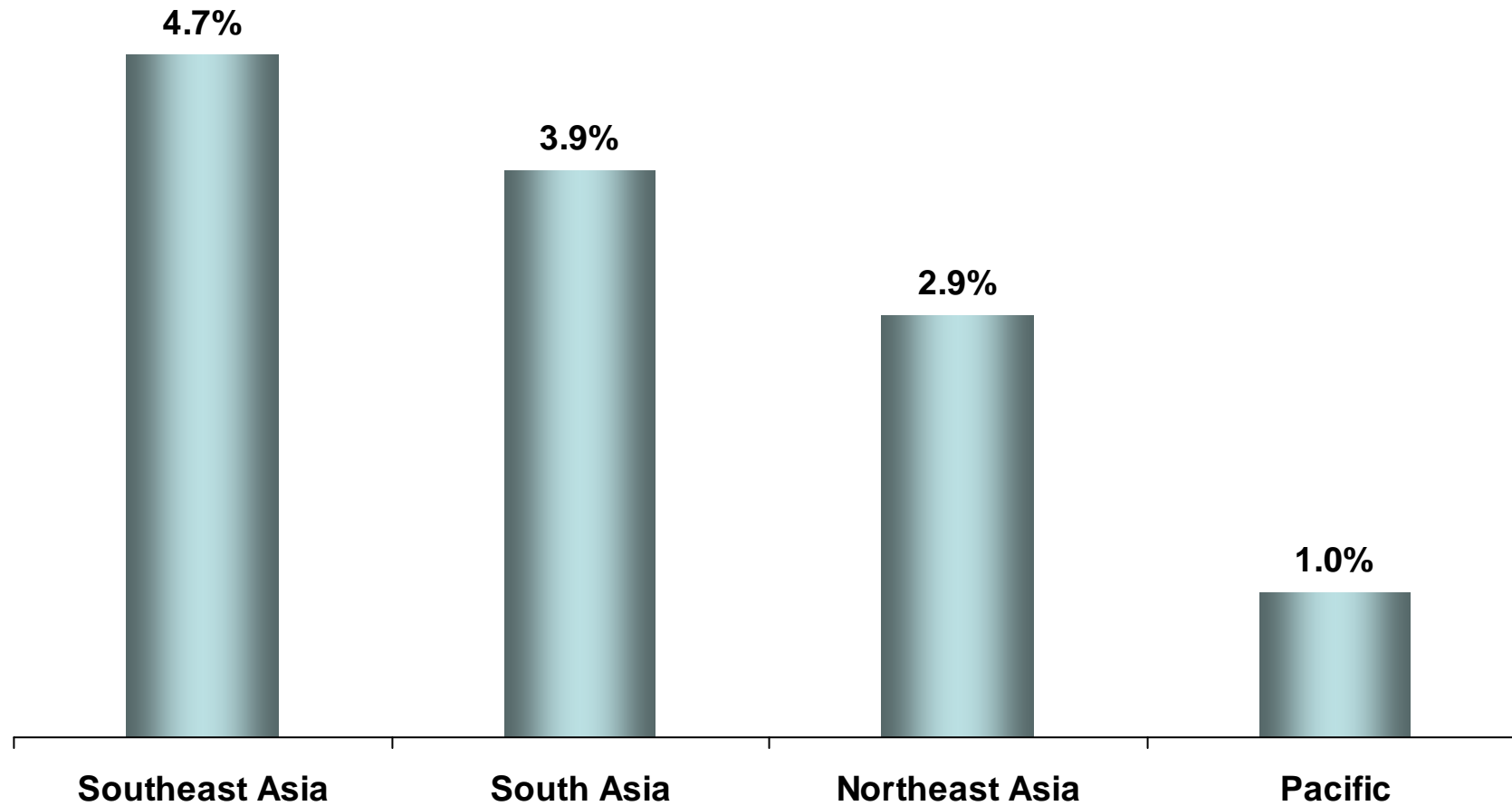
**Lindsay W. Turner & Stephen F. Witt**

- Visitor arrival forecasts for 41 Asia Pacific destinations
- Tourism receipts forecasts for 19 Asia Pacific destinations
- Departure forecasts for 12 Asia Pacific source-markets
- Trends and market-share analysis for 41 Asia Pacific destinations

Over 300 tables and charts

# Forecast Growth rate (% , y-o-y) 2009

Source PATA Asia Pacific Tourism Forecasts 2009-11, Turner & Witt (2009)



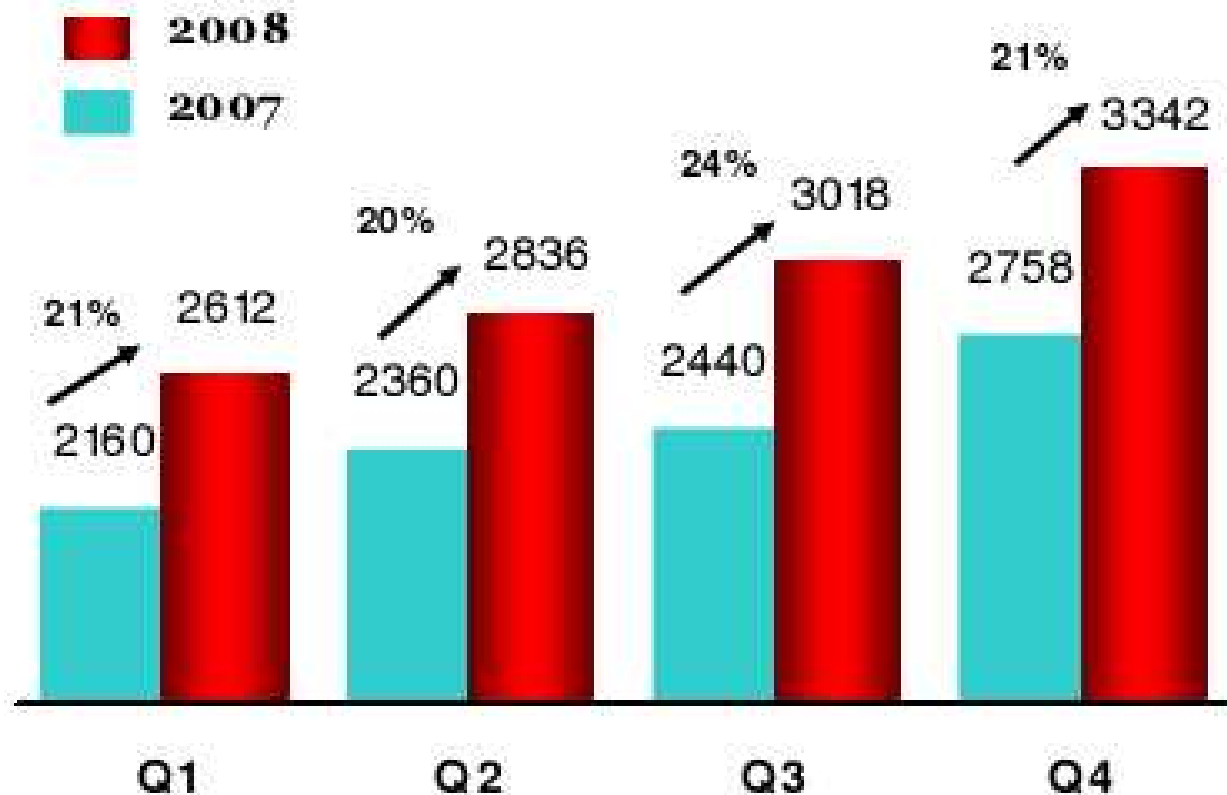
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# Air Asia

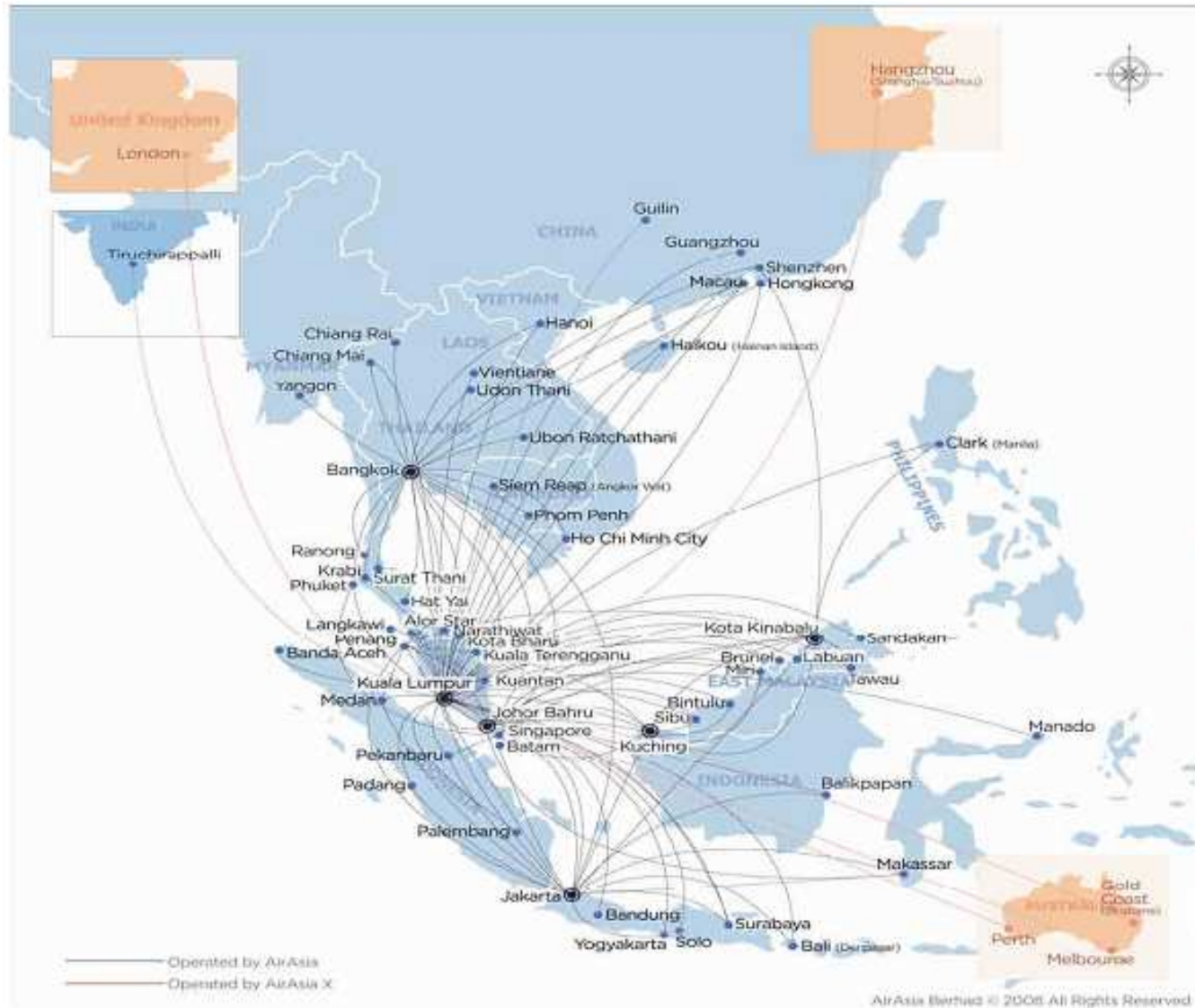
## Operating Statistics 2008

# AirAsia

## AirAsia Passenger Carried '000



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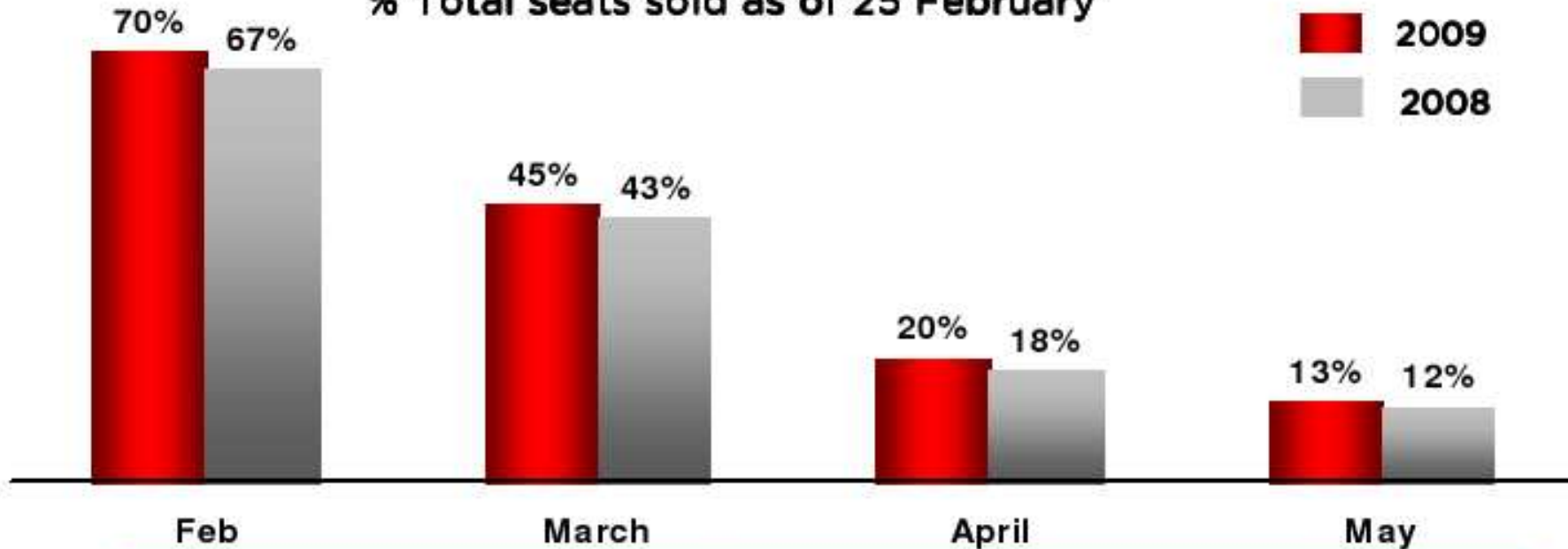


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# No Slow Down in Demand



% Total seats sold as of 25 February

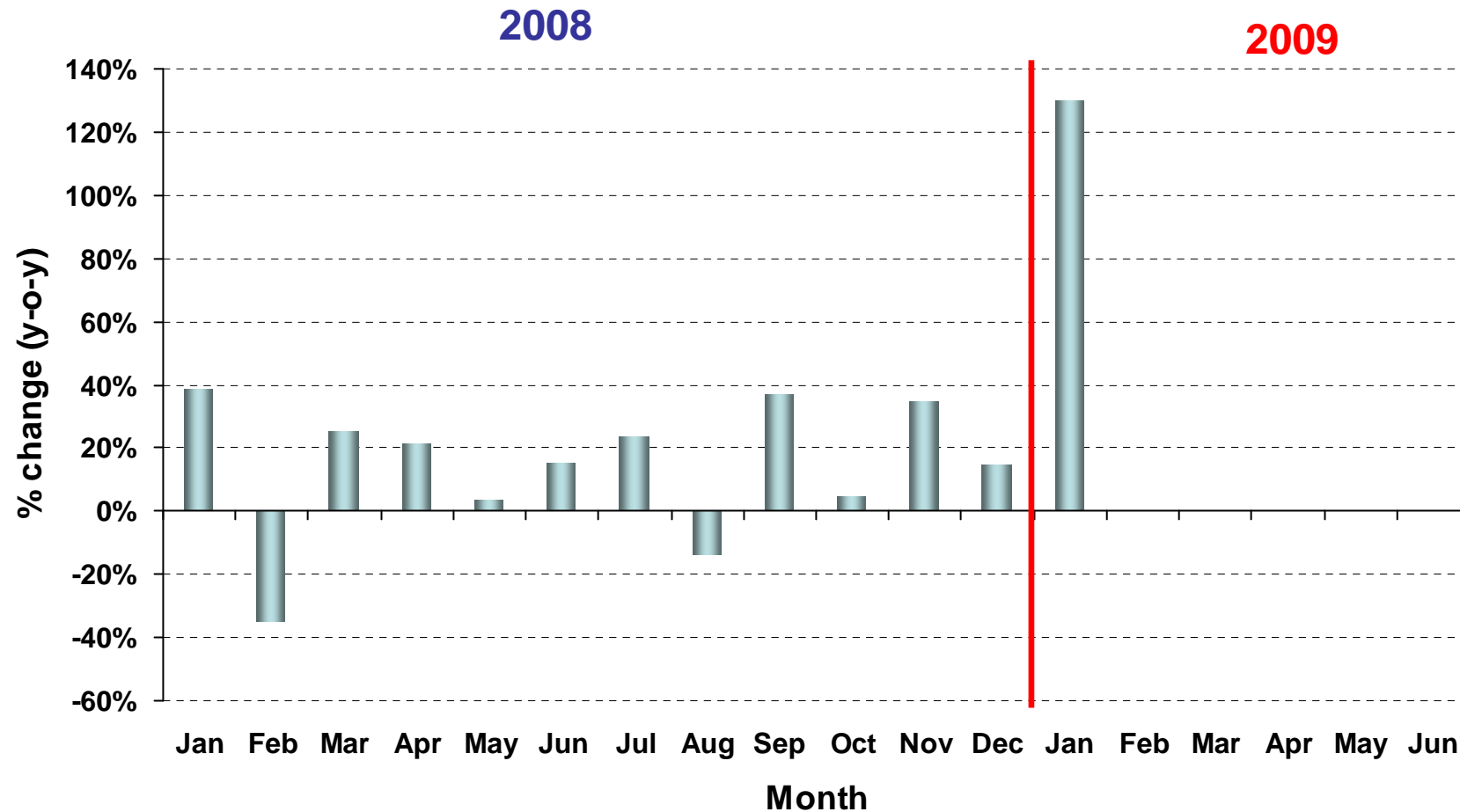


| Cut off date 25 February | 2009      | 2008      | (%) |
|--------------------------|-----------|-----------|-----|
| Seats sold               | 1,841,684 | 1,536,459 | 20% |

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# China (PRC) to the Maldives

Source: Ministry of Tourism



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ITB Berlin

Thursday March 13, 2009

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# Thank you

[JohnK@PATA.org](mailto:JohnK@PATA.org)