

PATA[®]

Pacific Asia Travel Association

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‘Embracing the Complete Visitor Economy’

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Private Sector Challenges and Opportunities Inherent in advancing the Complete Visitor Economy

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Visitor Economy Framework

- Internationally traded service, inbound tourism has become one of the world's major trade categories.
- For many developing countries it is one of the main sources of foreign exchange income and the number one export category, creating much needed employment and opportunities for development.

Framework

- The overall export income generated by inbound tourism, including passenger transport, exceeded US\$ 1.2 trillion in 2011, or US\$ 3.4 billion a day on average.
- Tourism exports account for as much as 30% of the world's exports of commercial services and 6% of overall exports of goods and services.
- Globally, as an export category, tourism ranks fourth after fuels, chemicals and food.

Framework

- 2012
 - Global Travel and Tourism industry outperformed the global economy
 - Direct contribution to GDP growing by 3.2%
- 2013
 - Global economy set to grow at 2.4%
 - Travel and Tourism direct contribution to GDP is forecast to grow at 3.1%

Regional Performance

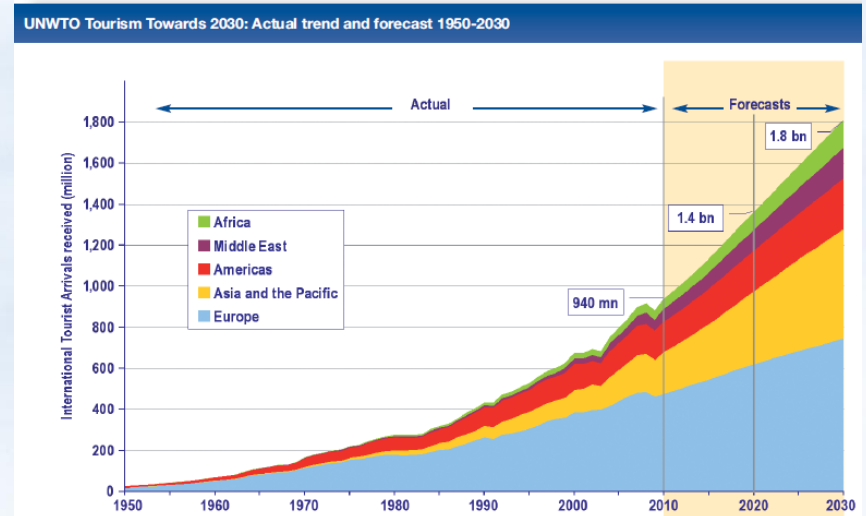
- Mixed Travel & Tourism performance across the globe in 2012.
 - South East Asia (7.3%) was the fastest growing in terms of Travel & Tourism's contribution to total GDP.
 - Half of the 4.0 million growth in total Travel & Tourism employment was in Asia alone.

Tourism Trends

- One of the largest and fastest growing economic sector
 - Continuous expansion and diversification
 - New destinations challenging the traditional destinations
 - Emerging economy destinations have grown faster than the advanced economy destinations.

International Arrivals

- The number of international tourist arrivals worldwide expected to increase on an average by 3.3% per year until 2030
 - Emerging economies – +4.4%
 - Advanced economies – +2.2%



UNWTO Tourism Highlights

Understanding Travelers

- Shift of emphasis from the rational to the emotional aspects of consumer decision-making
- A transition from satisfying needs to fulfilling aspirations, desires and dreams
- The role of the customer as an active participant rather than a passive consumer

Issues & Trends

- Political
- Economic
- Legal
- Socio-Cultural
- Technological
- Environmental

Strategy

The strategy should take into account:

- Increase awareness of Asia Pacific region as a premier tourist destination.
- Facilitate ease of access and movement for travellers while ensuring the safety and integrity of borders.
 - Facilitating international air travel
 - Enhancing passenger convenience
 - Speeding up access to visas

Strategy

- Encourage product development and investments
 - Tourism assets and products
 - Fostering cultural and sports tourism
- Foster an adequate supply of skills and labour to enhance visitor experiences through quality service and hospitality.

Strategy

- Focus on volume, value, or both
- Adapt to survive
- Invest for long-term gain
- Enhance the tourism supply chain
- Coordinate policies

Thank You