



Key Outbound Tourism Markets in Southeast Asia

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Content

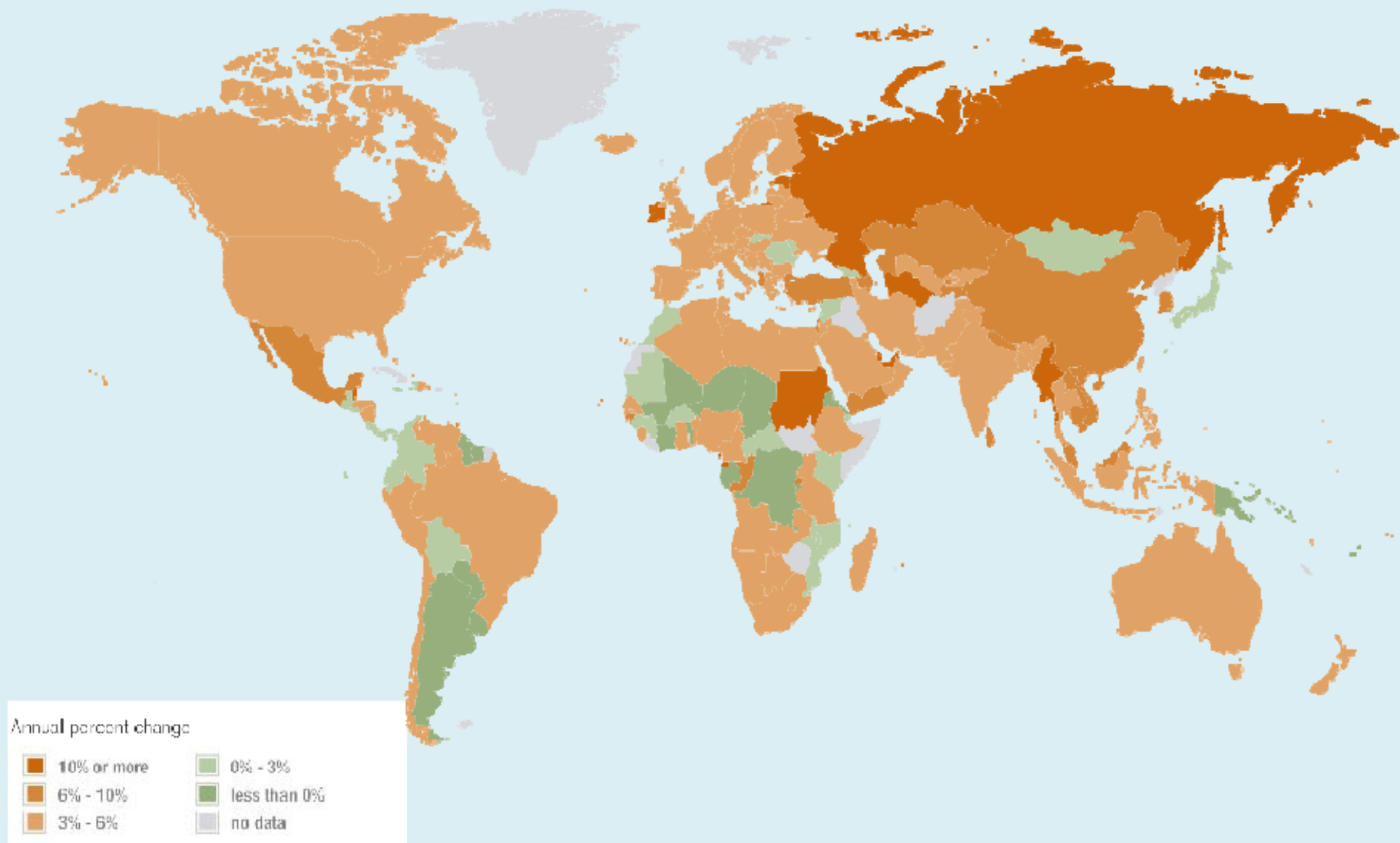
- Economic development
- Demographic trends
- Aviation development
- Tourism growth and forecast



Economic development

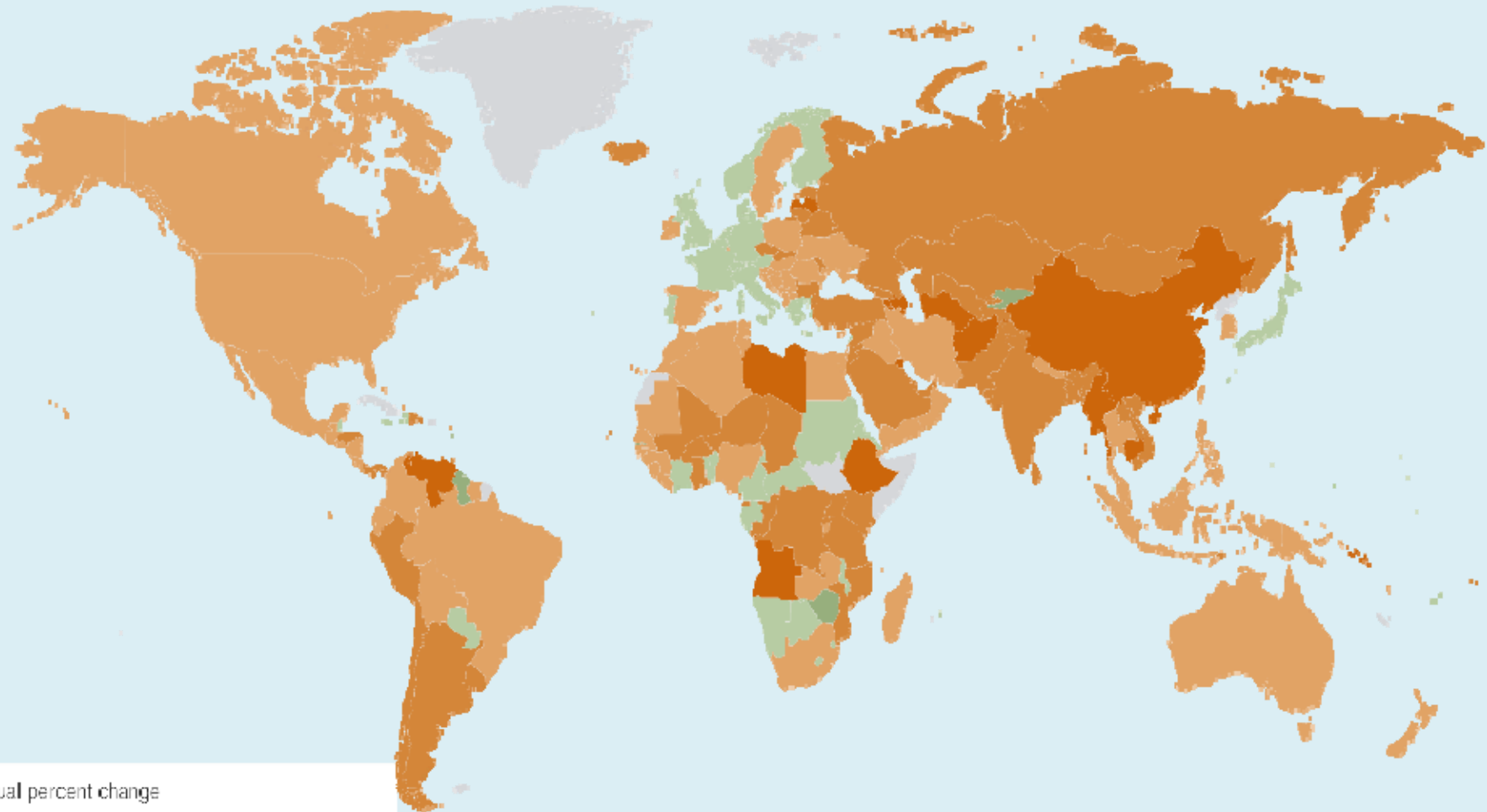
Real GDP growth (2000)

Source : IMF, World Economic Outlook April 2013



Real GDP growth (2005)

Source : IMF, World Economic Outlook April 2013

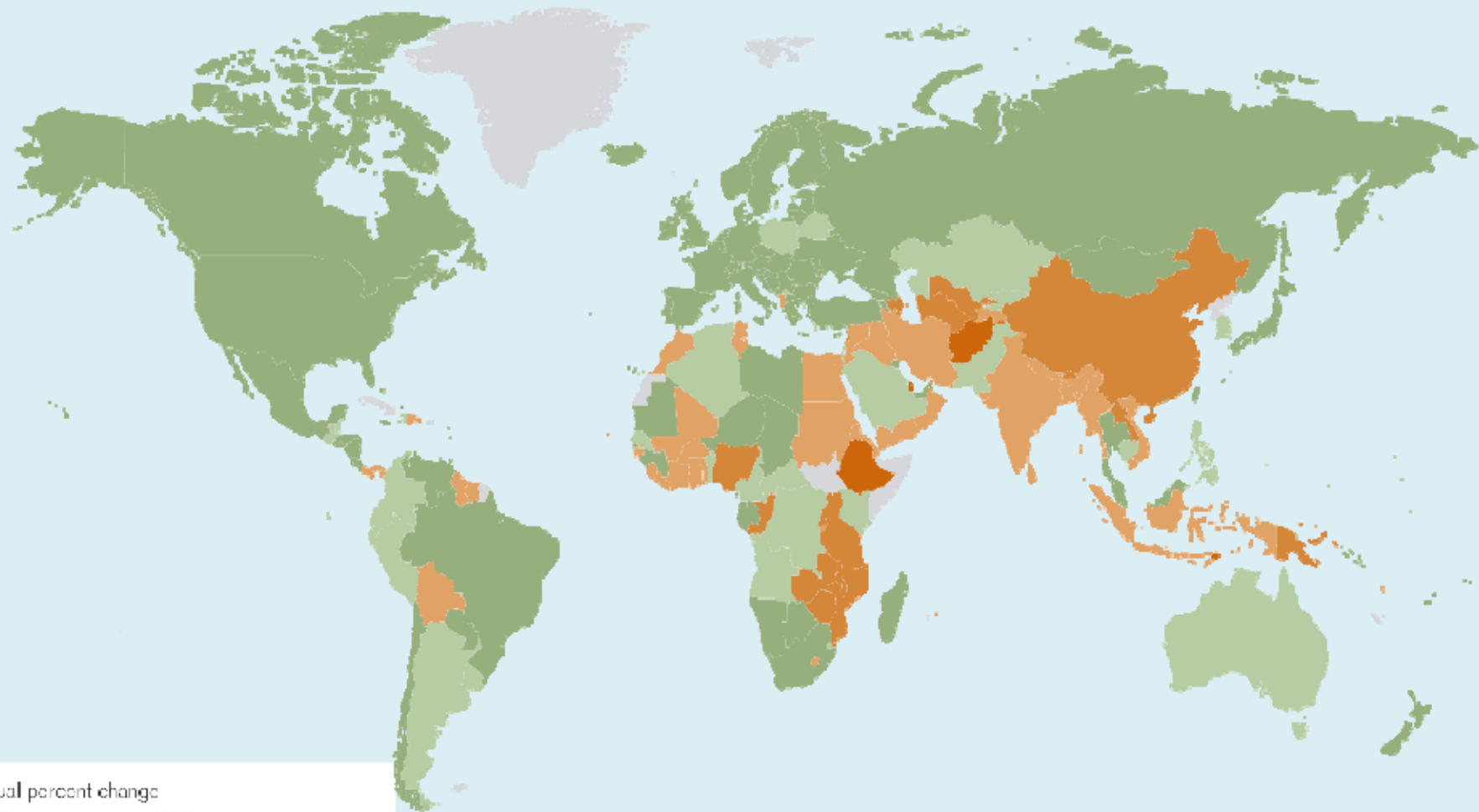


Annual percent change

- | | |
|-------------|--------------|
| 10% or more | 0% - 3% |
| 6% - 10% | less than 0% |
| 3% - 6% | no data |

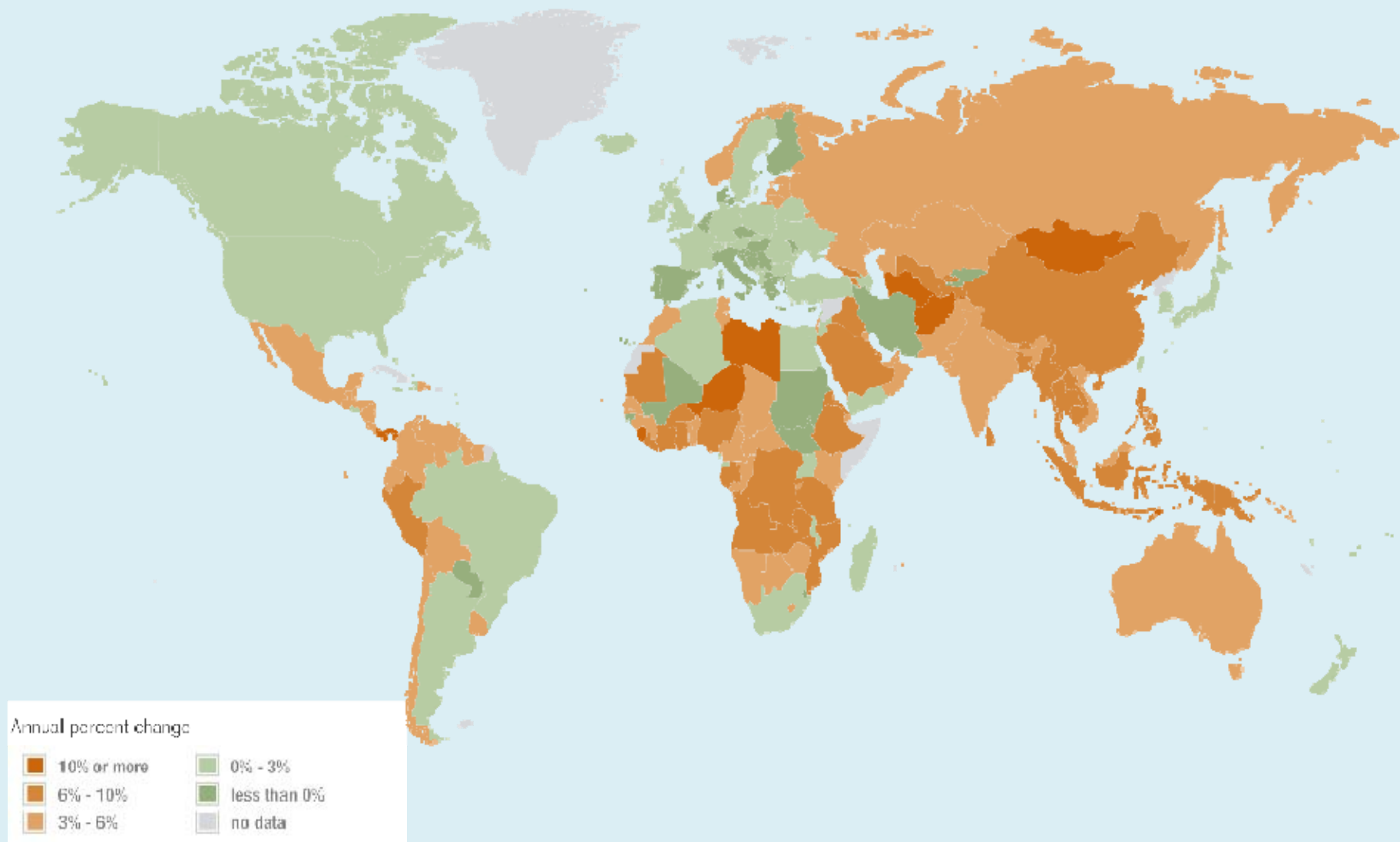
Real GDP growth (2009)

Source : IMF, World Economic Outlook April 2013



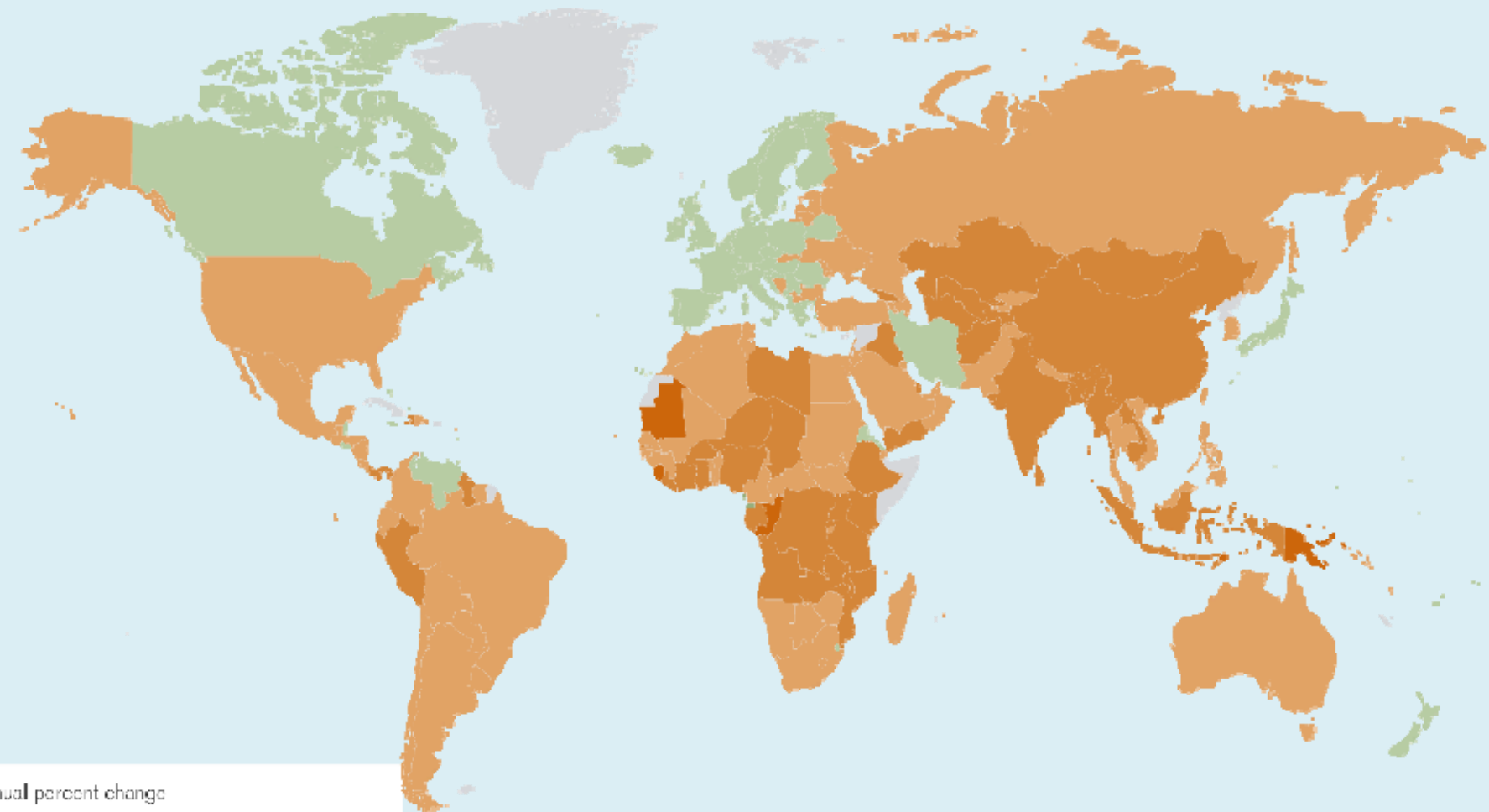
Real GDP growth (2012)

Source : IMF, World Economic Outlook April 2013



Real GDP growth (2015 forecast)

Source : IMF, World Economic Outlook April 2013

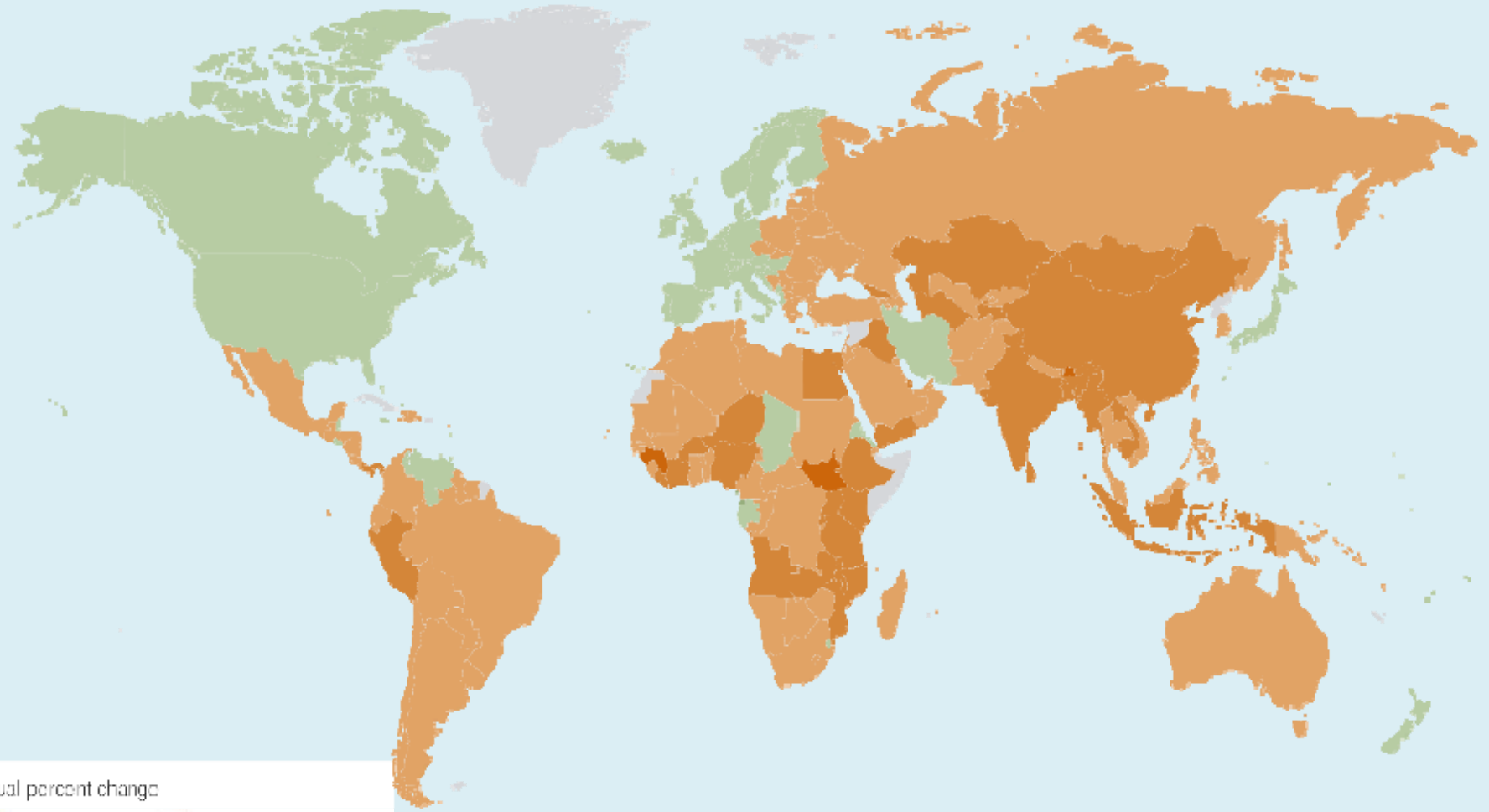


Annual percent change

10% or more	0% - 3%
6% - 10%	less than 0%
3% - 6%	no data

Real GDP growth (2018 forecast)

Source : IMF, World Economic Outlook April 2013



Annual percent change

10% or more	0% - 3%
6% - 10%	less than 0%
3% - 6%	no data

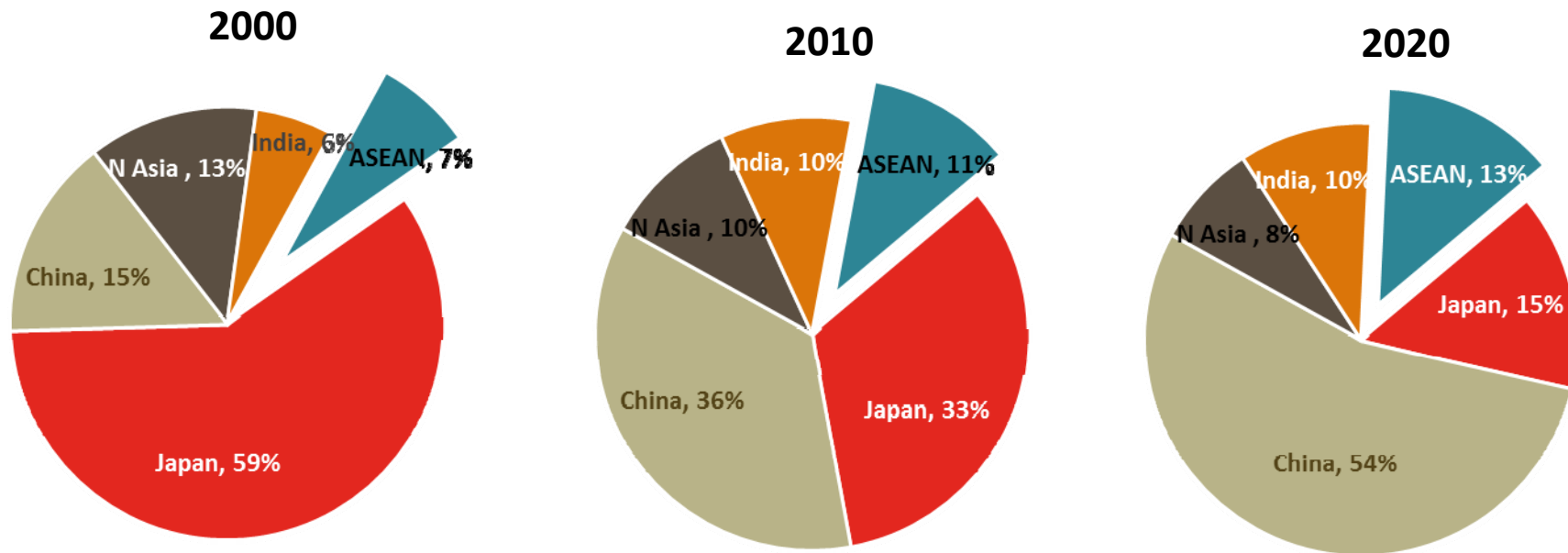
A mixed bag of rising wealth

	2011	2012	2013	2014	2015	2016	2017	2018
YOY % change								
Singapore	11.9%	2.3%	2.0%	1.6%	1.7%	1.8%	2.0%	2.0%
Malaysia	15.1%	3.7%	6.2%	5.9%	6.1%	5.9%	5.7%	5.7%
Indonesia	17.6%	2.3%	6.2%	7.6%	7.9%	7.5%	7.8%	8.4%
Thailand	8.1%	5.3%	15.7%	9.4%	6.6%	6.9%	6.5%	6.4%
Vietnam	17.1%	11.2%	11.6%	8.2%	6.6%	8.5%	7.7%	7.7%
Philippines	10.7%	9.6%	11.6%	8.6%	7.2%	7.2%	7.3%	7.2%
India	12.3%	-2.0%	6.7%	6.5%	7.0%	7.4%	7.6%	7.4%
China	22.9%	11.8%	9.1%	9.8%	10.2%	10.1%	10.2%	10.1%
UK	6.4%	-0.4%	-1.5%	2.5%	3.5%	3.6%	3.7%	4.2%
USA	3.2%	3.3%	2.7%	4.1%	4.7%	4.7%	4.6%	4.2%
Germany	8.9%	-5.9%	6.0%	2.0%	2.1%	2.2%	2.2%	2.2%
Japan	7.4%	1.4%	-13.5%	2.9%	2.8%	2.9%	3.7%	3.7%
GDP per capital US\$								
Singapore	\$50,000	\$51,162	\$52,179	\$53,014	\$53,931	\$54,922	\$56,031	\$57,134
Malaysia	\$9,941	\$10,304	\$10,946	\$11,594	\$12,305	\$13,034	\$13,779	\$14,567
Indonesia	\$3,511	\$3,592	\$3,817	\$4,105	\$4,430	\$4,763	\$5,136	\$5,569
Thailand	\$5,395	\$5,678	\$6,572	\$7,189	\$7,664	\$8,190	\$8,722	\$9,284
Vietnam	\$1,374	\$1,528	\$1,705	\$1,844	\$1,965	\$2,132	\$2,296	\$2,474
Philippines	\$2,386	\$2,614	\$2,918	\$3,169	\$3,396	\$3,641	\$3,909	\$4,191
India	\$1,523	\$1,492	\$1,592	\$1,695	\$1,814	\$1,948	\$2,095	\$2,249
China	\$5,434	\$6,076	\$6,629	\$7,277	\$8,019	\$8,828	\$9,725	\$10,711
UK	\$38,759	\$38,589	\$38,002	\$38,958	\$40,313	\$41,770	\$43,331	\$45,147
USA	\$48,328	\$49,922	\$51,248	\$53,328	\$55,837	\$58,436	\$61,134	\$63,676
Germany	\$44,111	\$41,513	\$44,010	\$44,870	\$45,814	\$46,824	\$47,847	\$48,903
Japan	\$46,108	\$46,736	\$40,442	\$41,596	\$42,757	\$43,979	\$45,590	\$47,281

Source : IMF, World Economic Outlook, April 2013

Realignment of growth within Asia

Share of Asia GDP



N Asia : Hong Kong, Taiwan and Korea

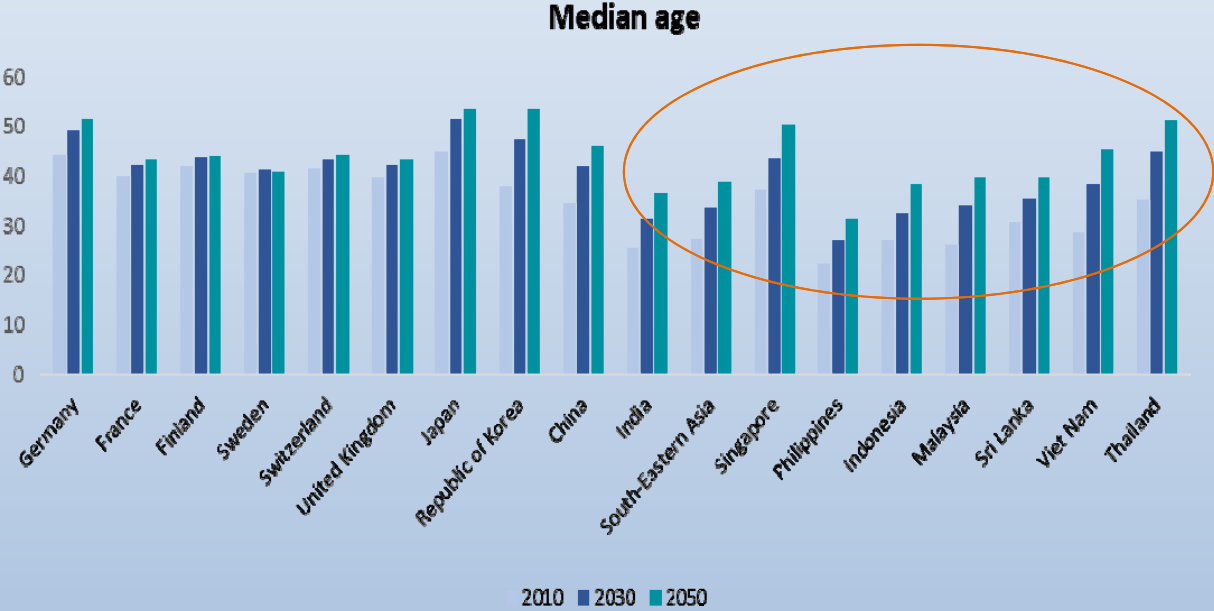
ASEAN : Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

Source : IMA Asia Forecast (September 2013)

A scenic landscape featuring a man and a woman in the foreground. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a pink dress. They are standing on a grassy hillside overlooking a large body of water. In the background, there are mountains and a long pier extending into the water. The sky is blue with scattered white clouds.

Demographic trend

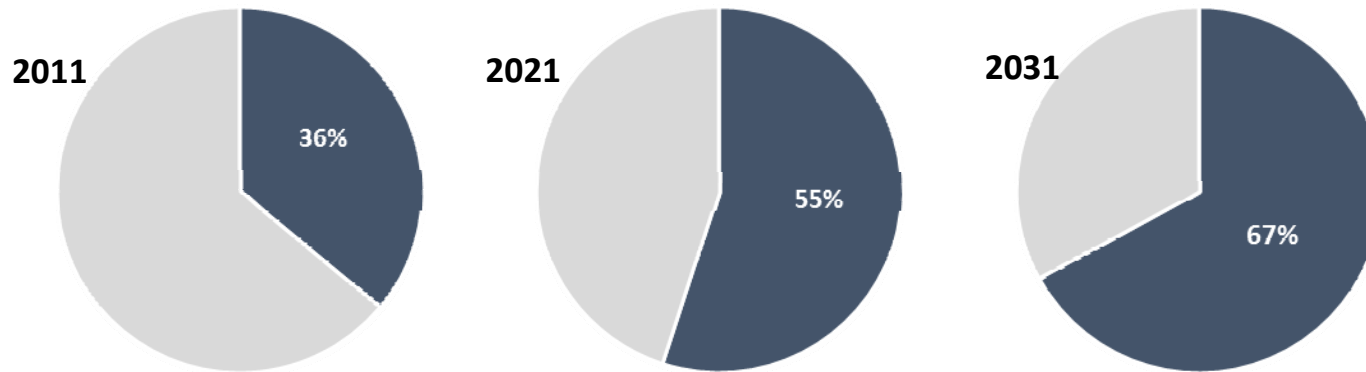
SEA generally remain 'younger' into the future



Source : UN data

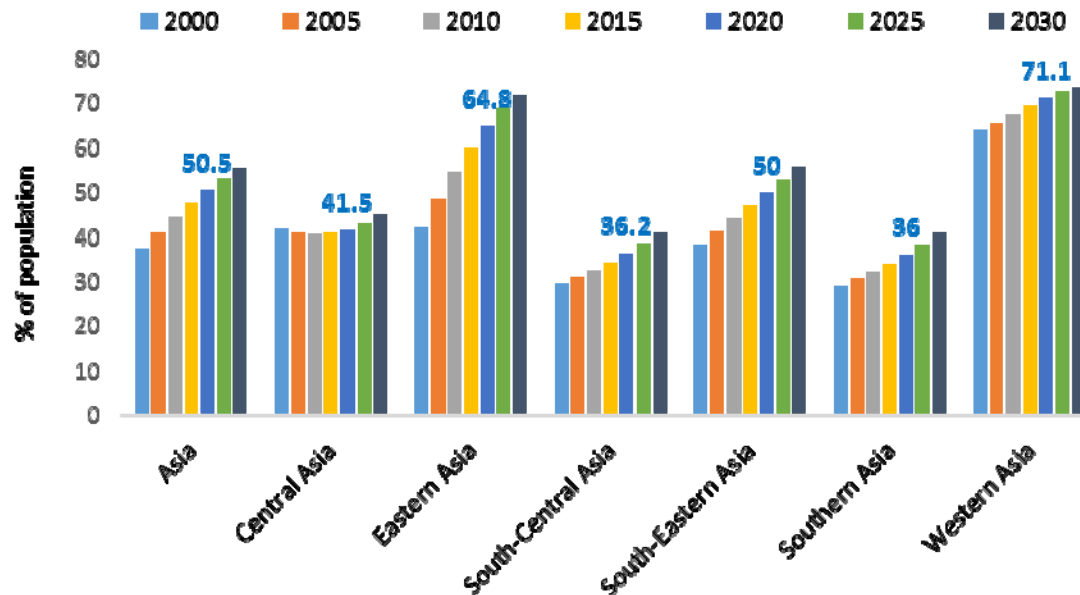
A prospering middle class emerges from growing urbanisation

Asia Pacific' s middle class population as a % share of world



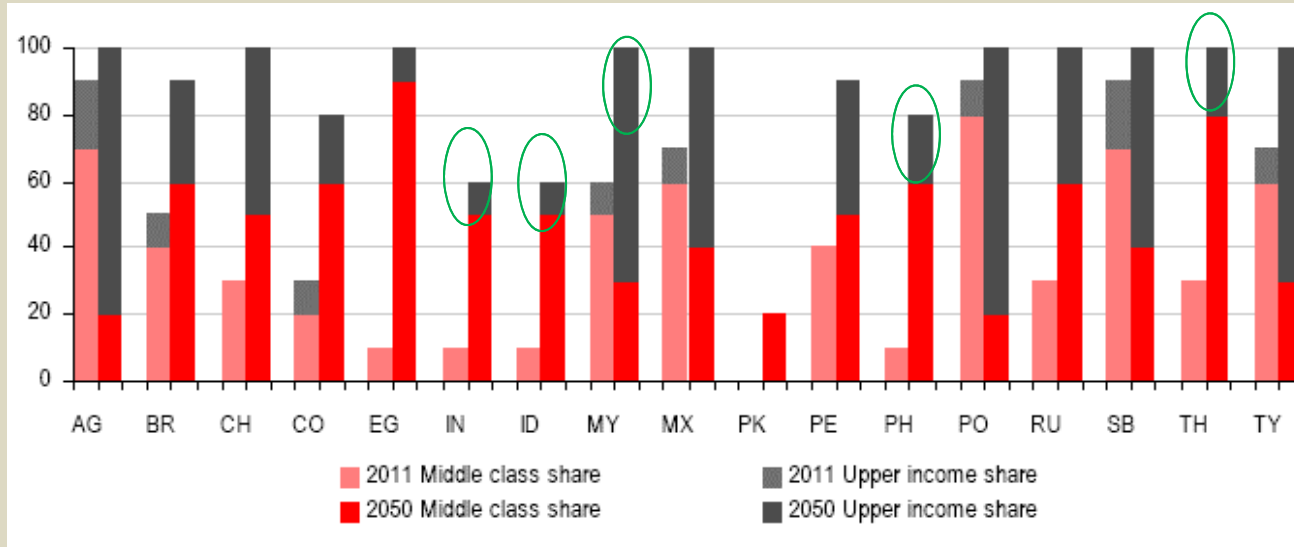
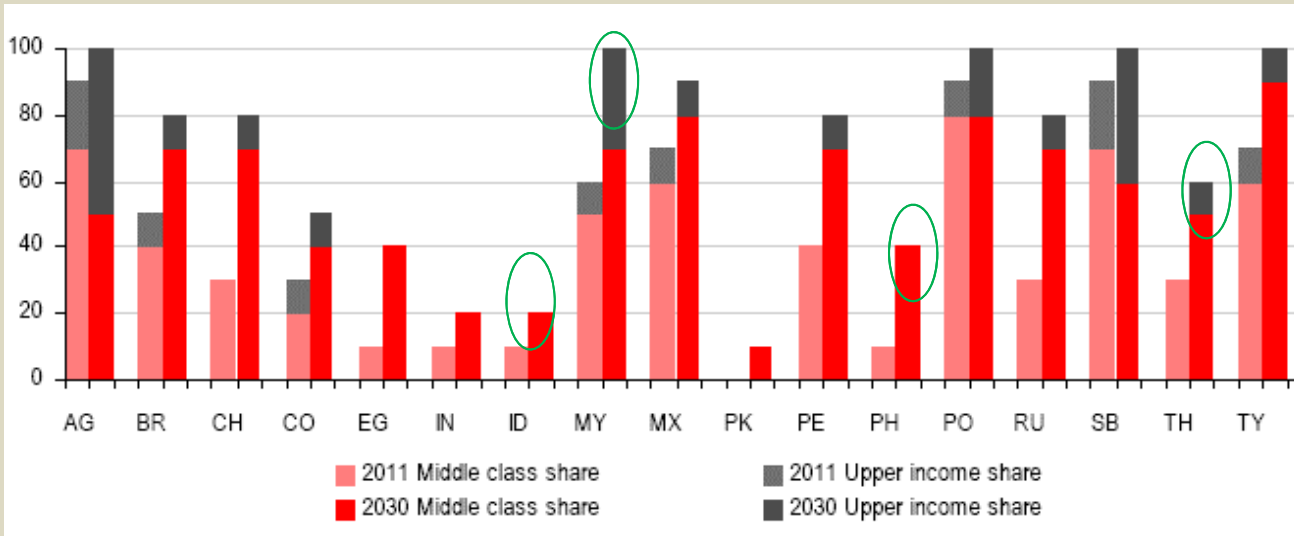
Source : Airbus Industries forecasts, 2011

% Urban Population



Source : United Nations, Population Division

A rising 'upper middle' class



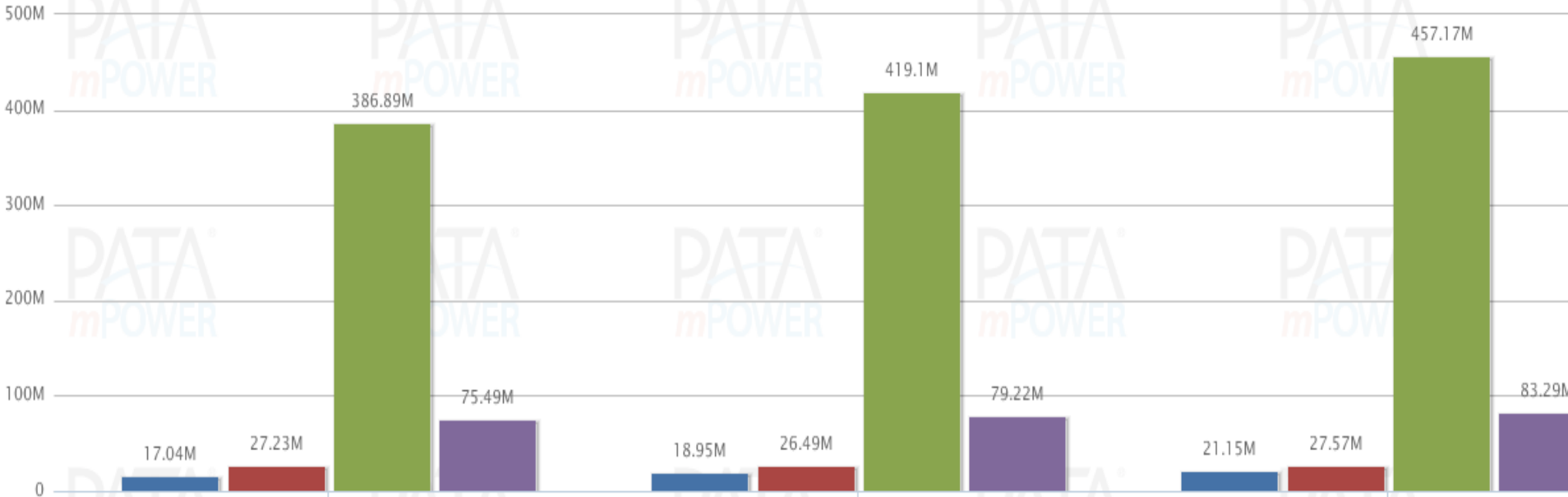


Aviation development

Robust aviation activity from Asia

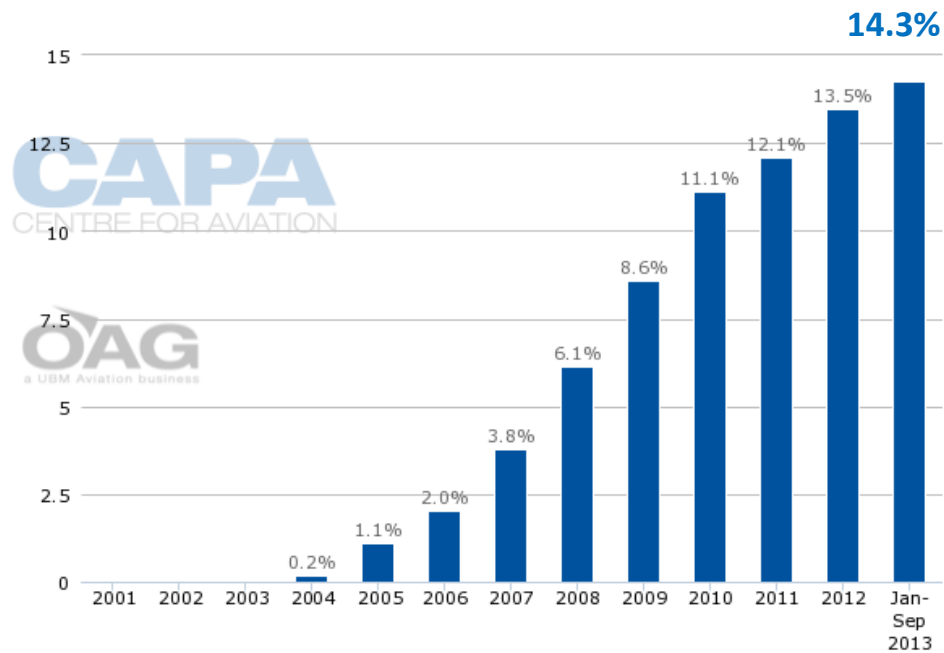


Seat Capacity between Origin/Destination
Asia as Origin for Multiple Destinations

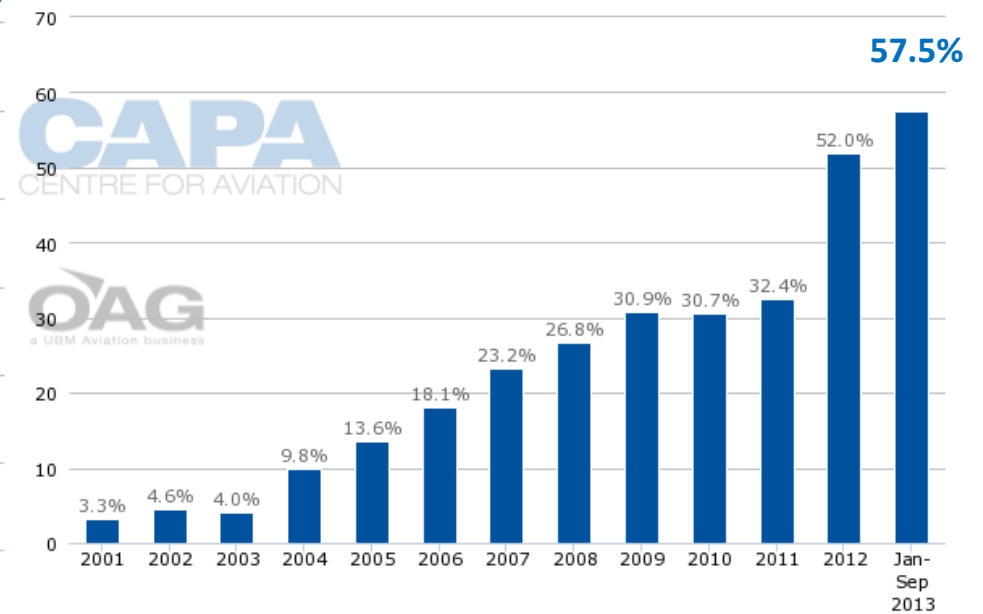


LCCs growth will underpin outbound travel

LCCs share to/from SEA



LCCs share within SEA



Year to Month indicated

Source : CAPA – Centre for Aviation with data by OAG

LCC fleet in SEA to grow by over 20% in 2013

PROJECTED 2013 LCC FLEET GROWTH IN SOUTHEAST ASIA BY CARRIER

SOURCE: CAPA - CENTRE FOR AVIATION | WEEK STARTING 01-JUL-2013

RANK	CARRIER	COUNTRY	END 2012 FLEET	PROJECTED END 2013 FLEET
1	Lion Air	Indonesia	91	97
2	AirAsia Berhad	Malaysia	64	70
3	Cebu Pacific Air	Philippines	41	48
4	Wings Air	Indonesia	28	33
5	Thai AirAsia	Thailand	27	35
6	Indonesia AirAsia	Indonesia	22	29
7	Citilink	Indonesia	21	29
8	Tigerair	Singapore	20	25
9	Nok Air*	Thailand	20	23
10	Jetstar Asia	Singapore	16	18
11	Zest Air	Philippines	15	14
12	AirAsia X	Malaysia	11	18
13	VietJet	Vietnam	5	10
14	Jetstar Pacific	Vietnam	5	6
15	Tigerair Mandala	Indonesia	5	12
16	Tigerair Philippines	Philippines	5	5
17	Orient Thai*	Thailand	4	4
18	Scoot	Singapore	4	5
19	Valuair	Singapore	2	2
20	Philippines AirAsia	Philippines	2	2
21	Golden Myanmar	Myanmar	0	5
22	Malindo	Malaysia	0	14
TOTAL			408	504

Notes: Nok fleet includes wet-leased Saab 340s; Orient Thai fleet only includes domestic LCC operation (737s); PAL Express, which transitioned from LCC to FSC in early 2013, has been removed entirely for comparison purposes.



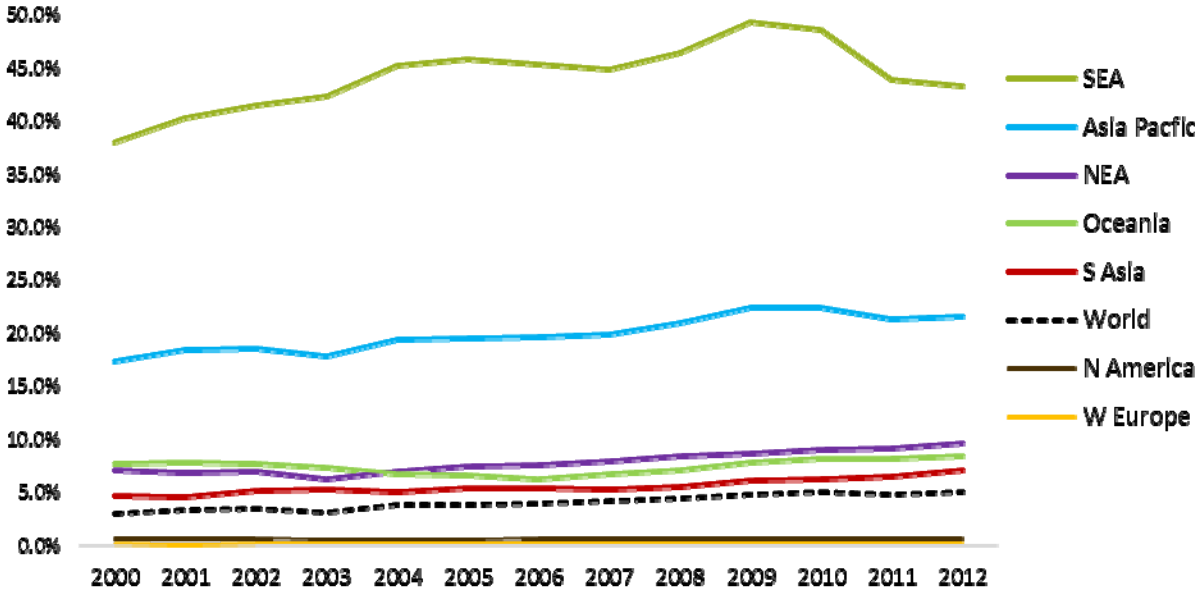


Growth and forecast

A steady rise in share of arrival from SEA to other regions



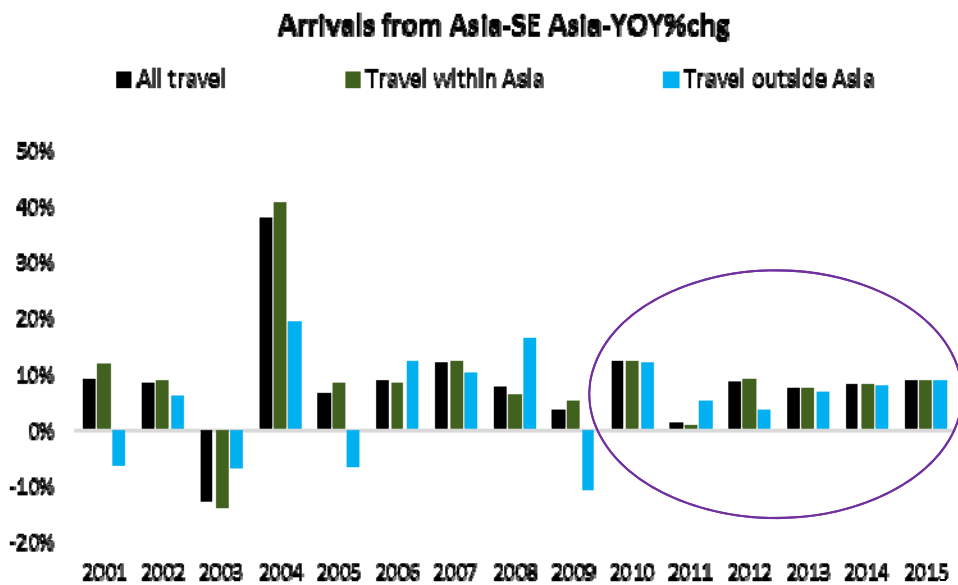
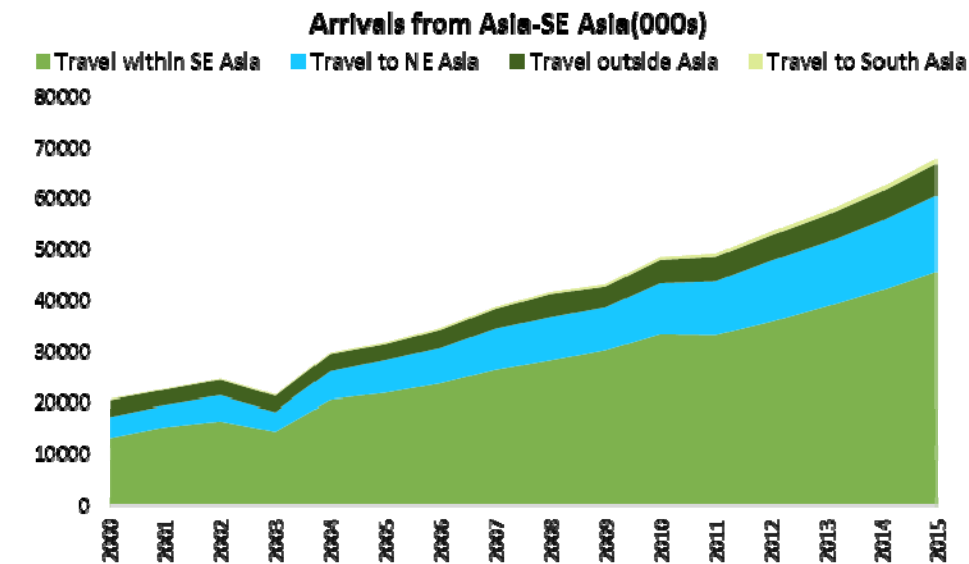
Share of overnight arrivals from Southeast Asia



Share of overnight arrivals	2000	2002	2005	2008	2012
World	3.1%	3.6%	3.9%	4.5%	5.1%
Asia Pacific	17.4%	18.6%	19.6%	21.0%	21.6%
SEA	38.0%	41.5%	45.9%	46.4%	43.4%
NEA	7.2%	7.1%	7.5%	8.4%	9.6%
Oceania	7.8%	7.8%	6.6%	7.2%	8.5%
S Asia	4.7%	5.2%	5.4%	5.5%	7.2%
N America	0.72%	0.66%	0.64%	0.70%	0.69%
W Europe	0.18%	0.17%	0.19%	0.21%	0.26%

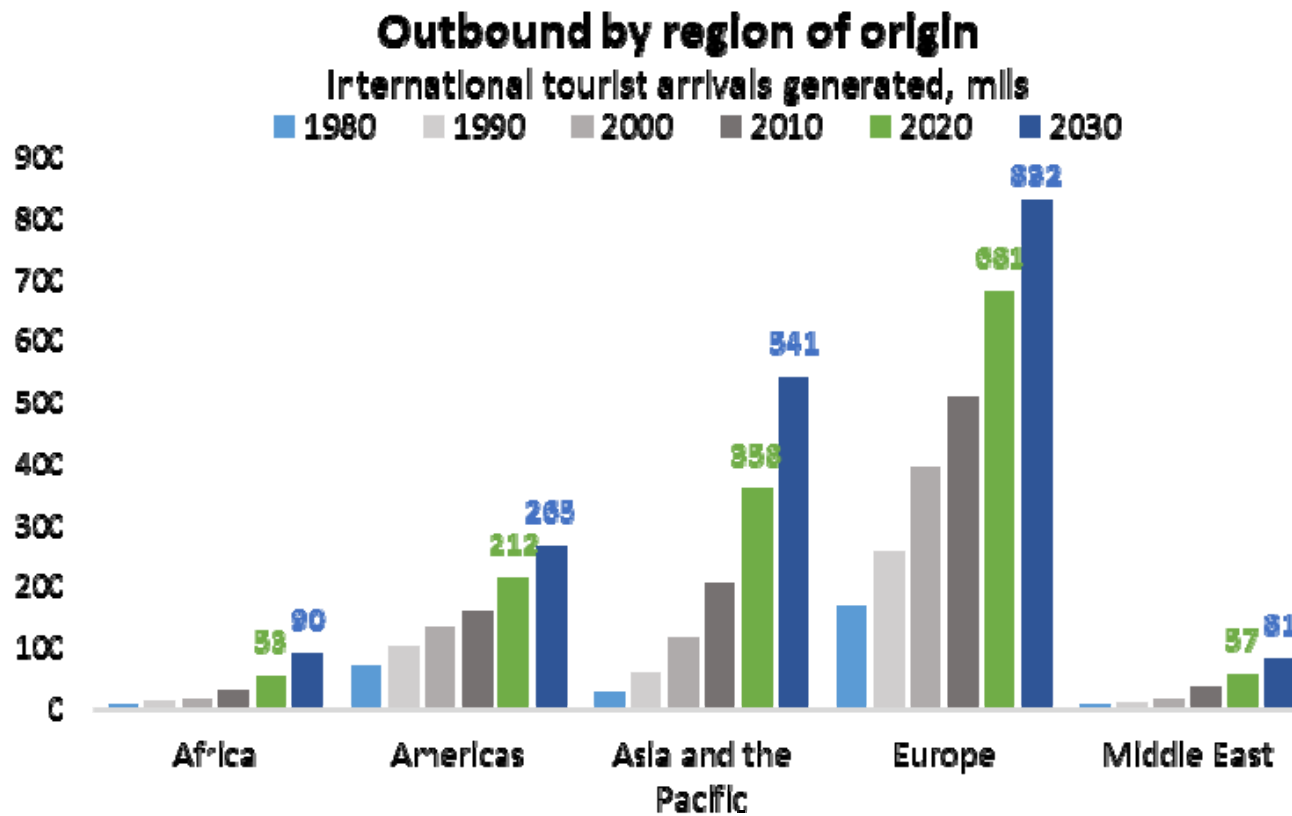
Source : Tourism Economics

Steady outbound numbers ahead from Southeast Asia



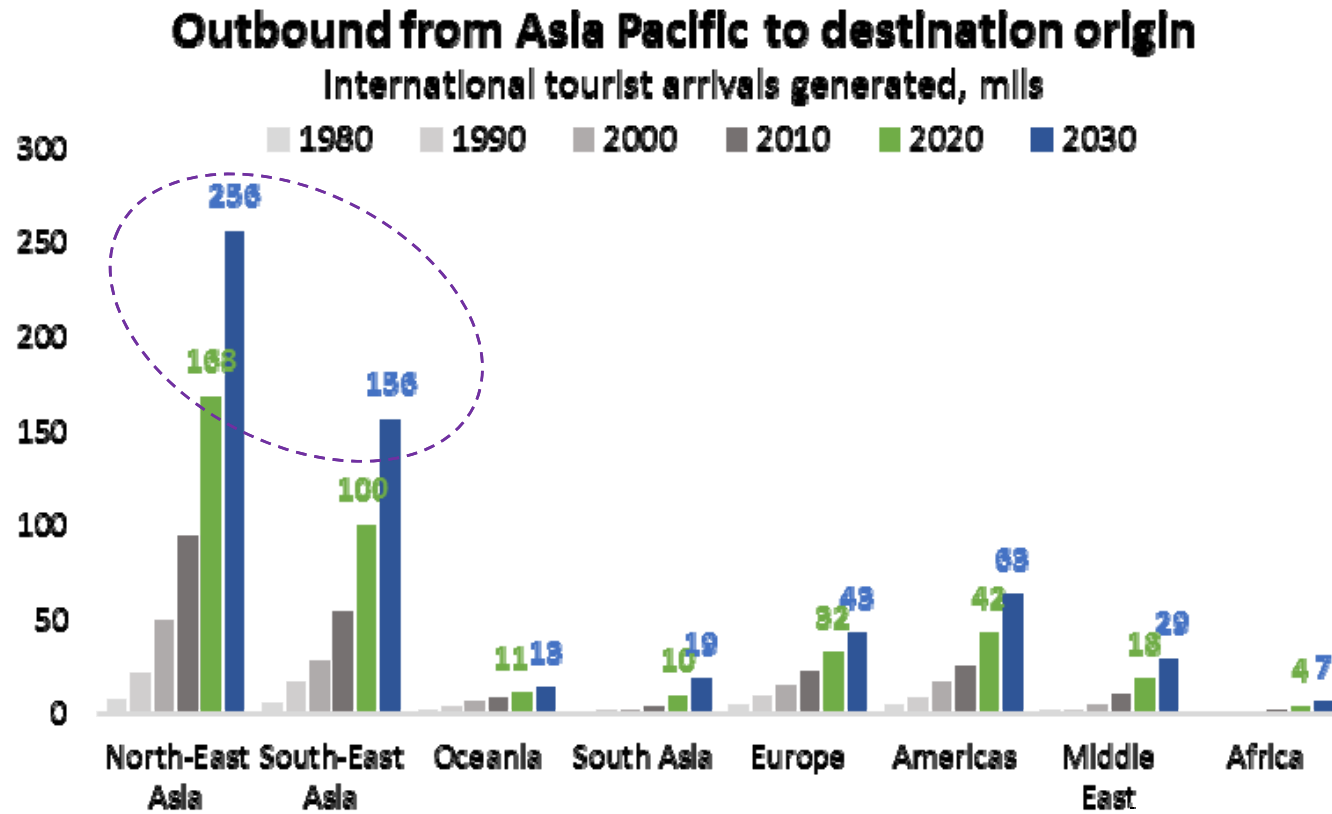
Source : Tourism Economics

Asia and the Pacific will be outbound region that grows most



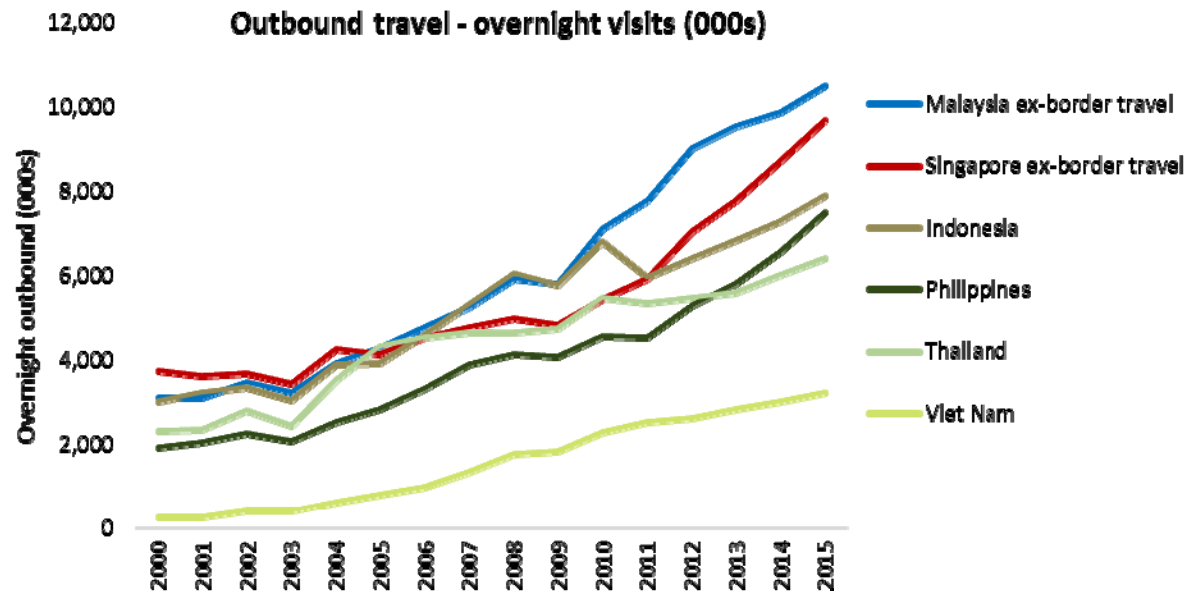
Source : UNWTO, *Tourism Towards 2030*, October 2011

Northeast and Southeast Asia will experience the most growth from intra-regional travel



Source : UNWTO, Tourism Towards 2030, October 2011

A strong outbound travel forecast out of SEA



CAGR	2001-2005	2006-2010	2011-2015
Singapore ex-border travel	4%	5%	13%
Malaysia ex-border travel	8%	10%	8%
Indonesia	5%	10%	7%
Thailand	17%	5%	5%
Viet Nam	31%	23%	6%
Philippines	8%	8%	13%



Top destinations remain largely intra-region

	Indonesia	Malaysia	Singapore	Thailand	Vietnam
1	Malaysia	Thailand	Malaysia	Malaysia	Cambodia
2	Singapore	China	Indonesia	Laos	Thailand
3	China	Indonesia	China	China	Laos
4	Thailand	Singapore	Thailand	Korea	China
5	Hong Kong	Hong Kong	Hong Kong	Singapore	Singapore
6	Saudi Arabia	Taiwan	Taiwan	Hong Kong	Malaysia
7	Netherlands	Vietnam	Australia	Japan	Korea
8	Korea	Australia	Vietnam	Vietnam	France
9	Macao	India	Macao	Macao	Russia
10	Australia	Macao	USA	Cambodia	Japan

Source : Tourism Economics (from UNWTO)



Summary

Optimising the opportunities



The top line opportunity exists

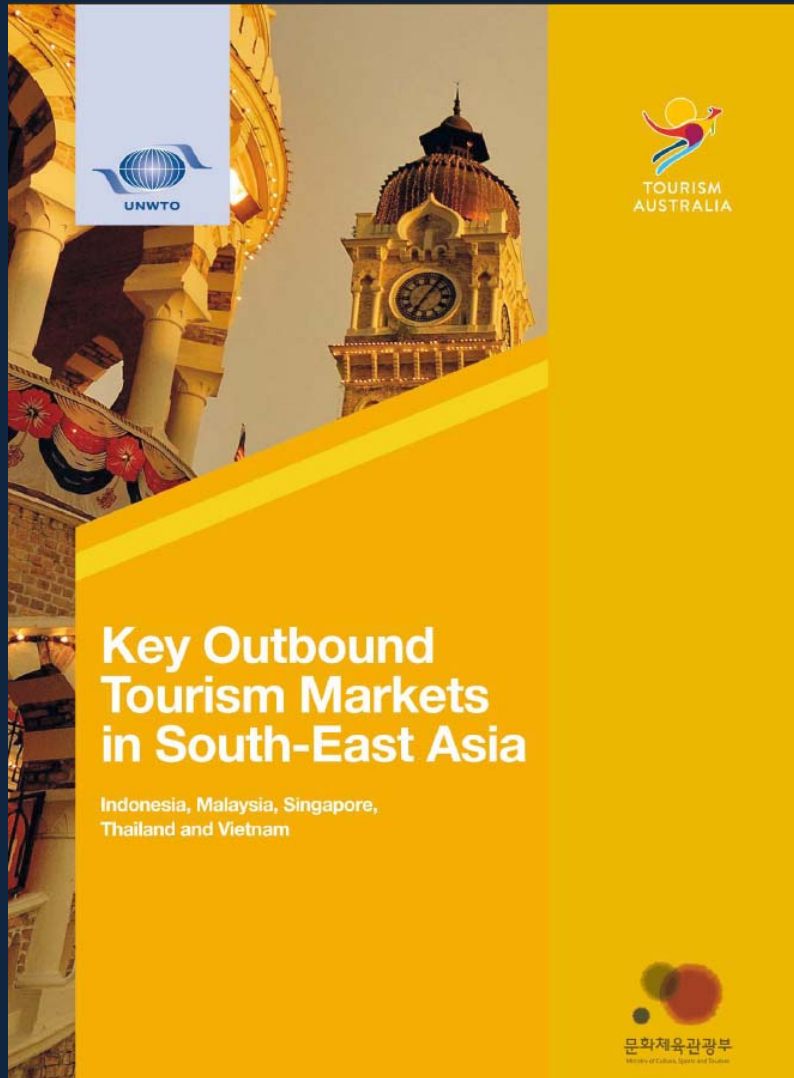
The demographic, macro-economic factors, aviation development all suggest that the growth potential is there for destination marketers to tap into



There are challenges and risks to watch

Exchange rate competitiveness
Inflation
Political risks in some countries
Recovery in Western economics impact on export driven economies

Reference materials



Joint project between Tourism Australia (TA) and the World Tourism Organisation (UNWTO)
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Thank you!