

PATA: International Arrivals into Asia and the Pacific grew 8% in March 2013

July 3, 2013, BANGKOK: International arrivals into Asia Pacific destinations grew by a robust eight per cent year-on-year in March 2013, according to preliminary data released by the Pacific Asia Travel Association (PATA). South Asia, Northeast Asia and the Pacific all showed moderate growth while Southeast Asia produced double-digit growth of 15 per cent for the month, year-on-year.

“Given the continuing difficulties in the global marketplace, it is heartening to see Asia Pacific arrivals hold up at eight per cent for the month of March and at almost six per cent for the first quarter of 2013,” said Martin J. Craigs, Chief Executive Office of PATA. “Across the Asia Pacific region, that first quarter growth equates to more than five million additional international arrivals over that of the same period in 2012, bringing with it of course valuable foreign exchange earnings and continuing employment and investment opportunities.”

International arrivals to **Northeast Asia** were up six per cent in March 2013 with Japan showing the strongest growth of 26 per cent, which while still very strong was nevertheless heading back to more sustainable levels after exceptional growth of 93 per cent last year. Chinese Taipei, Hong Kong SAR and Korea (ROK) performed well with each reporting increases in foreign arrivals of around 10 per cent for the month. China reported an improving inbound growth of three per cent for the month, accelerated by a surge in traffic from Hong Kong SAR.

South Asia reported modest growth of five per cent for the month, the lowest among the Asia Pacific sub-regions. Strong travel demand for Bhutan and the Maldives contributed to 20 per cent and 30 per cent growth respectively. However, foreign inbound traffic into India – which accounts for around 70 per cent of this sub-region’s arrivals – showed only a marginal increase of three per cent for the month. This resulted in a moderate, but positive performance for the South Asian sub-region.

The best performing region in Asia Pacific, with a 15 per cent improvement in foreign inbound arrivals was **Southeast Asia**. The best individual destination performers – Malaysia and Thailand – turned in solid growth of 21 per cent and 19 per cent respectively. Some individual source markets showed even stronger growth – the numbers of Mainland Chinese visitors to Thailand in March 2013 for example, were double those arriving in March 2012, while Malaysia saw growth of 24 per cent from its principal source market, Singapore. Myanmar continued to record very strong inbound demand with growth of 42 per cent for the month.

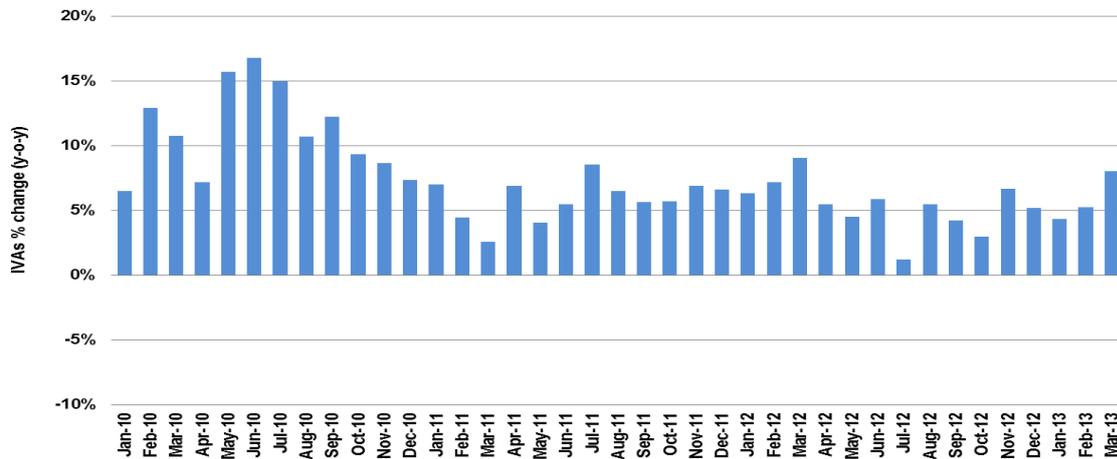
With a seven per cent growth rate, **the Pacific** was the second fastest growing sub-region in Asia Pacific during March 2013. Australia reported strong growth of eight per cent for the month while New Zealand realised double-digit growth of 13 per cent. Both destinations saw strong arrivals from the U.S.A. market, with New Zealand seeing a 24 per cent jump in arrivals from that source while Australia registered a 13.5 per cent increase. Guam and Hawaii also displayed strong total foreign inbound growth of 10 per cent and seven per cent respectively.



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Asia/Pacific international visitor arrivals (IVAs) trends:
 Monthly change, year-on-year (%), Jan-10 to Mar-13
 Source: relevant NTOs/NSAs; compiled by PATA



¹Asia/Pacific is defined as including the following sub-regions for the purposes of press releases:

- Northeast Asia = China, Chinese Taipei, Hong Kong SAR, Japan, Korea (ROK) and Macau SAR
- Southeast Asia = Brunei, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam
- South Asia = Bhutan, India, Maldives, Nepal, and Sri Lanka
- The Pacific = Australia, Cook Islands, Fiji, Guam, Hawaii, Kiribati, Marshall Islands, New Caledonia, New Zealand, Niue, Northern Marianas, Palau, Papua New Guinea, Samoa, Tahiti, and Vanuatu

Results are preliminary; estimates are used for missing data. All comparative figures are year-on-year unless otherwise stated.

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About PATA

Since its foundation in 1951, the Pacific Asia Travel Association (PATA), a not-for profit membership association, has achieved international acclaim by acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

The Association provides aligned advocacy, leadership and events to its members, comprising 90 government, state and city tourism bodies, nearly 30 international airlines, airports and cruise lines, 57 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond.

Thousands of travel professionals belong to dozens of local PATA chapters worldwide. The chapters organise travel industry training and business development events. PATA's 'Next Generation' mPOWER platform delivers unrivalled data, forecasts and insights from the PATA Strategic Intelligence Centre to members' mobile devices anywhere in the world. PATA's headquarters is in Bangkok.

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