The only listed travel agent in Taiwan

PHOENIX TOURS™
鳳凰旅遊

Profile of Phoenix Tours INT'L Inc.

- **Security code：5706**

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History

- **Phoenix Tours was founded in 1957.**
- **The capital of NTD 614,565,000**
- **First travel agency to be publicly listed in Taiwan's Stock Market.**

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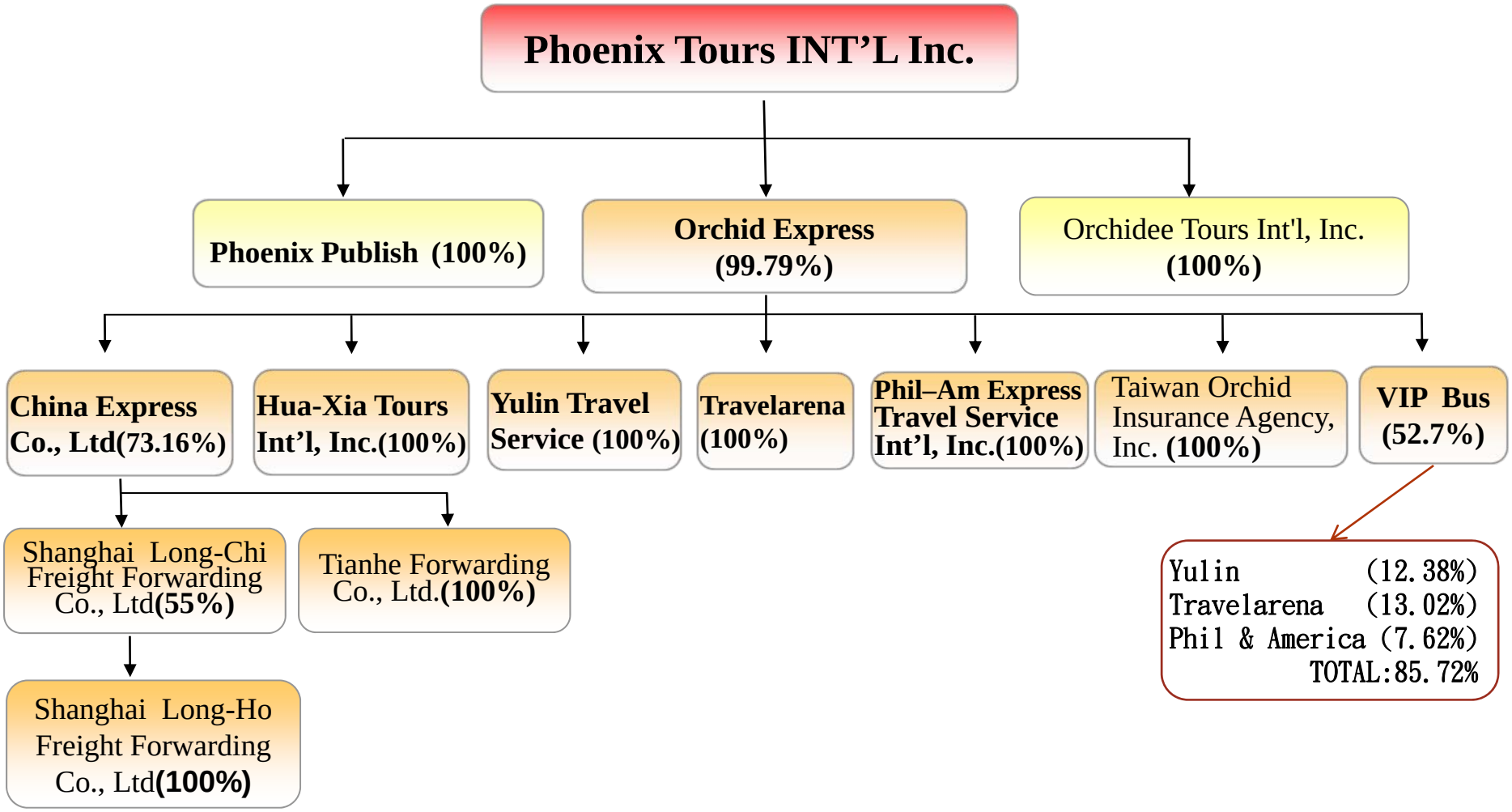
Awards

- **Awarded as the best travel agent in Taiwan by Tourism Bureau in the year of 1984, 1986, 1988, 1990, 1992 and 1995.**
- **1998 the Best Travel Product-cultural & Historic Package by Tourism Bureau, Taiwan.**
- **Top 100 of Travel Awards-Best Travel Agency 1999/2000 by TO'GO Magazine.**

- **2001.02.04.05.10 Travel Award the travel agency in Taiwan by TTG Asia Media.**

Relational Enterprise



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雍利企業股份有限公司
Taiwan Orchid Express, Inc.

Alitalia SKYTEAM

EGYPTAIR A STAR ALLIANCE MEMBER

Air Philippines

ภาษัมลาว Lao Airlines

TRANSAERO AIRLINES

- **GSA of Taiwan**

台灣中國運通股份有限公司
China Express Co., Ltd.

AmericanAirlines® 美國航空SM

ELAL הכי בבית בעולם

Marriott®

- GSA of Taiwan

菲美旅遊 PHIL-AM TOUR

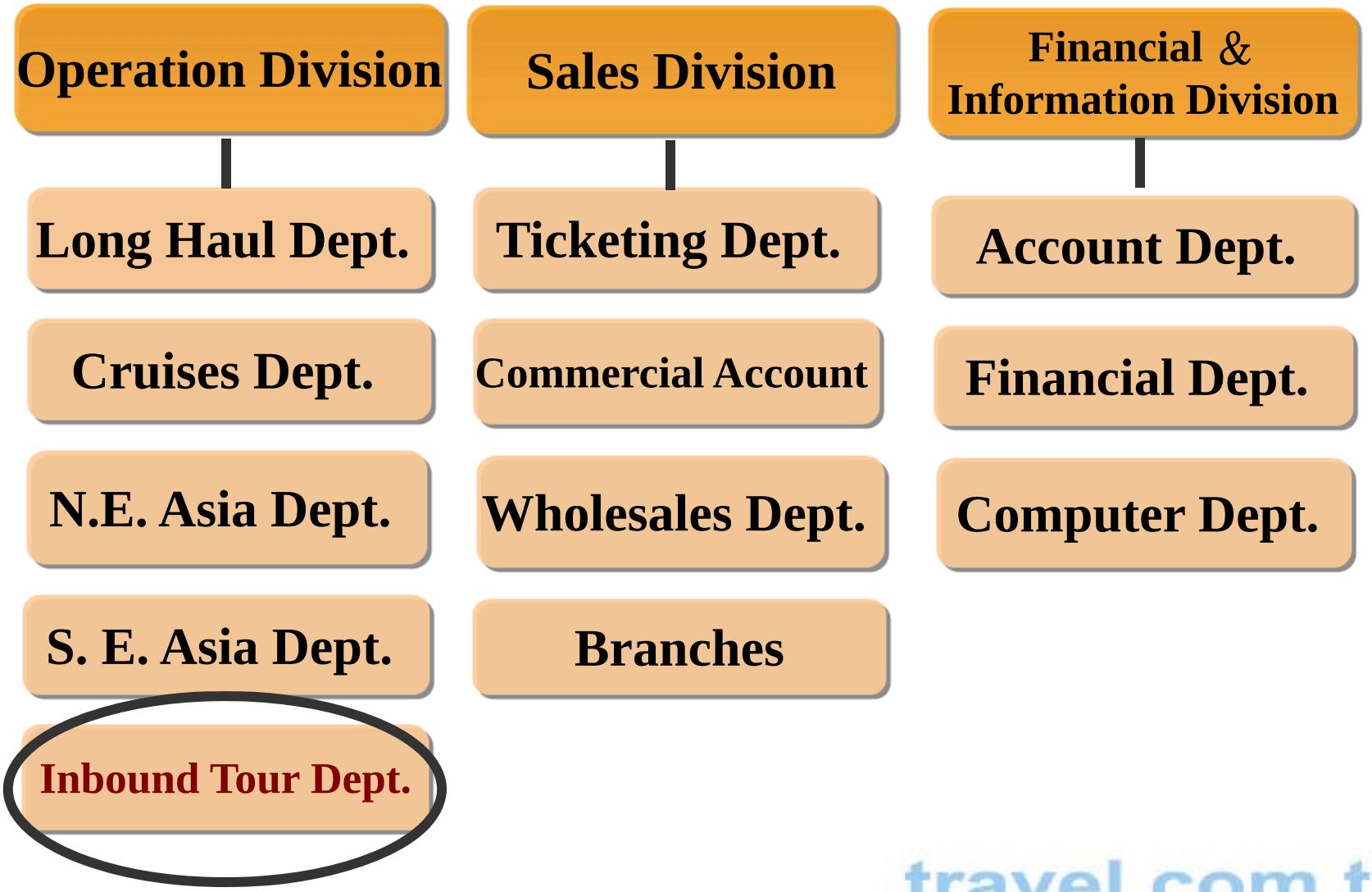
菲美運通旅行社(股)公司
PHIL-AM Express Travel Service Int'l, Inc.

Philippine Airlines

Philippine Airlines Swingaround PHILIPPINES

- **BORACAY**
  direct charter flight

Structure of Phoenix Tours



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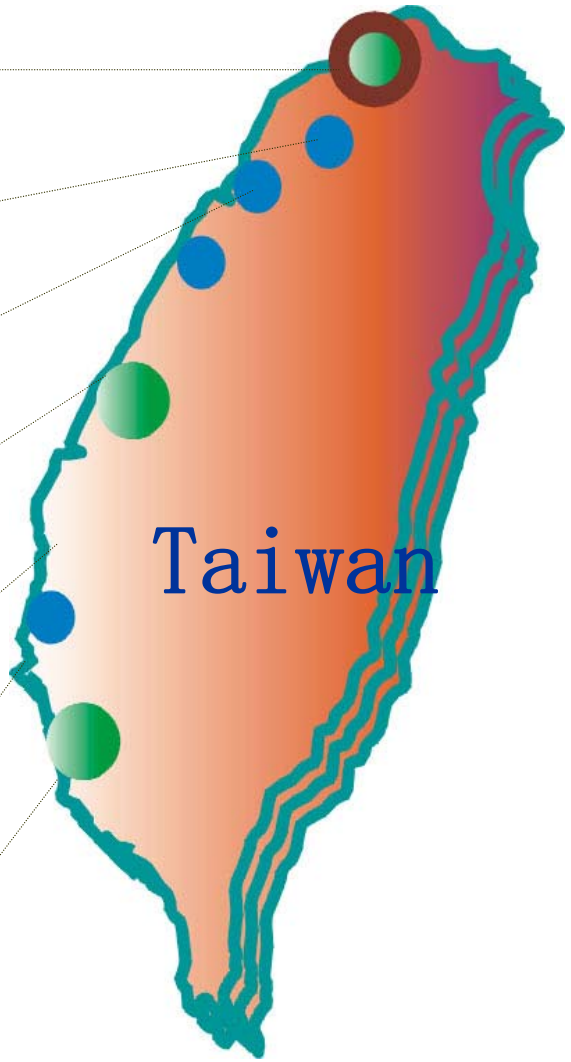
Organization Assets

- Taipei（H.O.）
- Tao Yuan
- Shin Chug
- Tai Chung
- Chi Yi
- Tai Nan
- Kao Shying

Shanghai

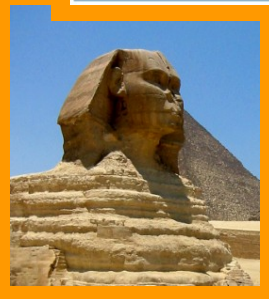


Services Ranges

- works as wholesaler and operator of outbound and inbound package tours, dealing with sub-agents and direct clients.
- ticketing and hotel reservations.
- all sorts of documents applications.
- individual traveler and incentive groups.
- airlines package tours .

Organization Assets

- **Phoenix tours Int'1 has 301 employees, all experienced, enthusiastic and ready to serve our clients at any time.**
- **Phoenix tours Int'1, has handled more than 3,500 outbound groups (75,000 persons) and 1000 inbound groups (25,000 persons) per year.**



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Service Item & Ratio

unit：$NTD

Products (%) / Main	2009	2010	2011(1-6)
Asia	11.52 %	23.21%	19%
America	4.14 %	5.53 %	4%
NZ & Aus.	7.57 %	6.71 %	6%
Europe	31.93 %	28.38%	33%
Cruise	3.58 %	3.83 %	4%
Northern Asia	11.45 %	7.94 %	4%
Mainland China	15.45 %	15.79 %	22%
Domestic Tours	0.72 %	0.21 %	0.8%
Inbound Tours	9.43	5.20 %	5%
Other	4.21 %	3.20 %	2.20 %

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Visitors Numbers of Recent Year

Year	Visitors	Growth rate
2005	3,378,118	+14.50%
2006	3,519,827	+4.19%
2007	3,716,063	+5.58%
2008	3,845,187	+9.24%
2009	4,395,004	+18.27%
2010	5,567,277	+26.67%

2010 Inbound Visitors Analysis

Country	Passenger	Growth rate
Japan	1,080,153	7.94 %
China	1,630,735	67.74%
HK & Macau	794,362	10.51 %
Singapore	241,334	24.06%
Korea	216,901	29.38%
Malaysia	285,734	71.11%
USA	395.729	7.16%
Europe	203.301	3.16%
NZ & AUS	70.898	8.80%

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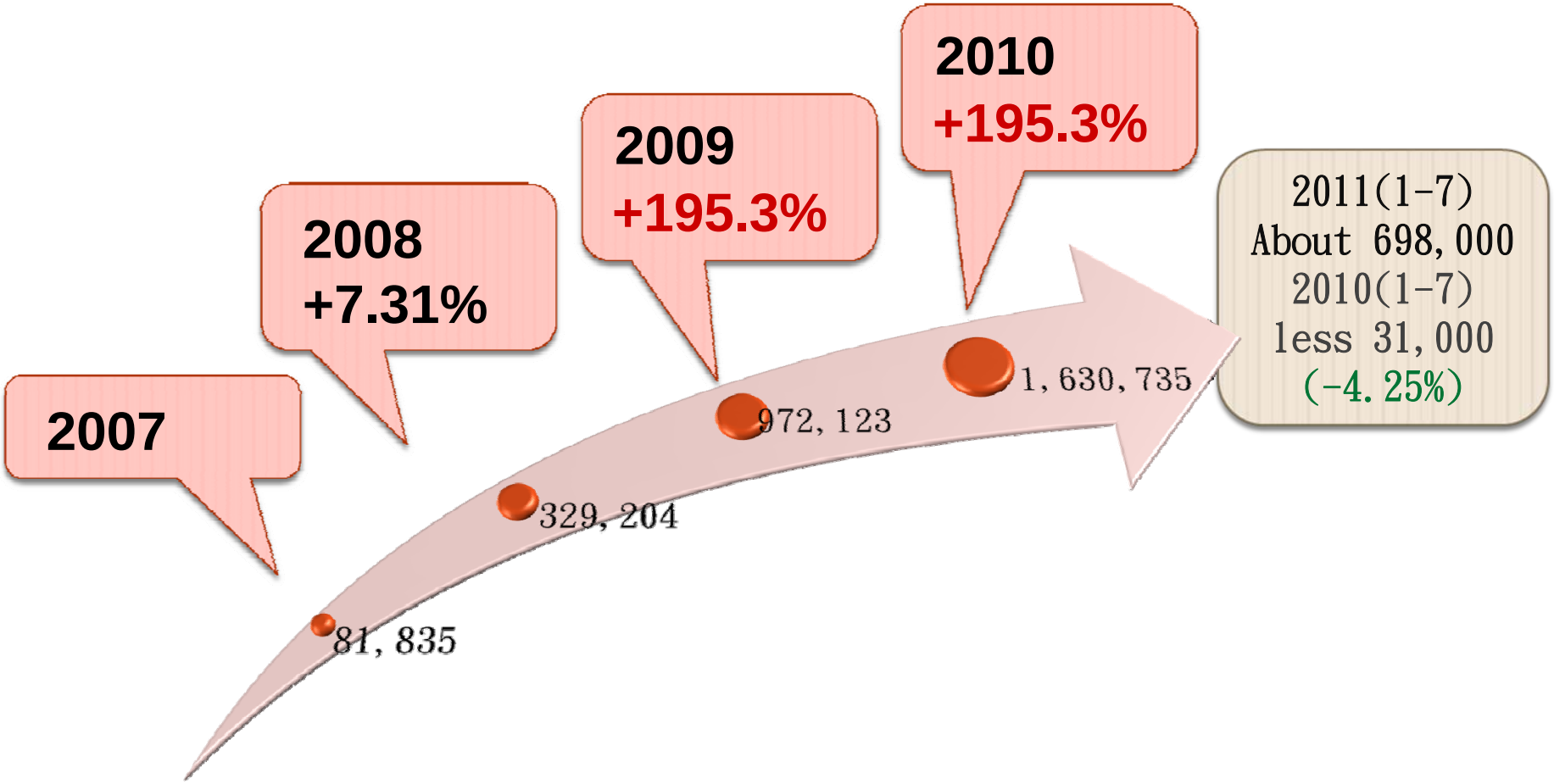
Tourist from China



Source: Tourism Bureau

40 Billions Business Opportunity

- **2010 all together 1.630.735 passengers.**
- **2011 Jan –July 698,000 (-4.25% YOY)**
- **Average stay 6-8 days .**
- **Average consumption US$ 250 per day.**
- **Nearly 40 Billions foreign exchanges & business opportunity**

Source: Mainland affair Committee

Opportunities from Chinese visitors

- **Taiwan has lifted the ban and allowed Chinese visitors to visit Taiwan under group tours on July 04, 2008.**
- **The open policy continued and up to July 18,2010, with total 31 provinces whose citizens are allowed to travel to Taiwan and 164 travel agents in China are authorized as qualified tour organizer.**
- **Meanwhile, there are 340 qualified tour operators in TWN to deal with the China visitors.**

2011 Chinese Visitors Analysis

- **Beginning from Q1 of 2011, the numbers of Chinese tourists has increased from the daily 3000 up to 4.000 passengers .However, the numbers decreased in the first half of 2011.**

The announcement of the approval of individual traveler from China. Starting from the end of Jun.2011.

Daily 500 passengers. Peking Xiaman ,Shanghai citizen for 15days stay, may extend up to 30days.

* Phoenix Tours focus on receiving business groups and exchanging tourist groups .
* Trigger the opportunity for international hotel consortium..

- **We forecast Mainland China visitors of 2m in 2011 and 3m in 2012 .**
- **Itinerary, tour fares been adjusted, age of tourists lower.**
- **New hotels have joined the trade.**

- **The significance of traffic direct links, airfares play important role.**
- **progress depends on politic.**
- **Beneficiary of individual travels.**

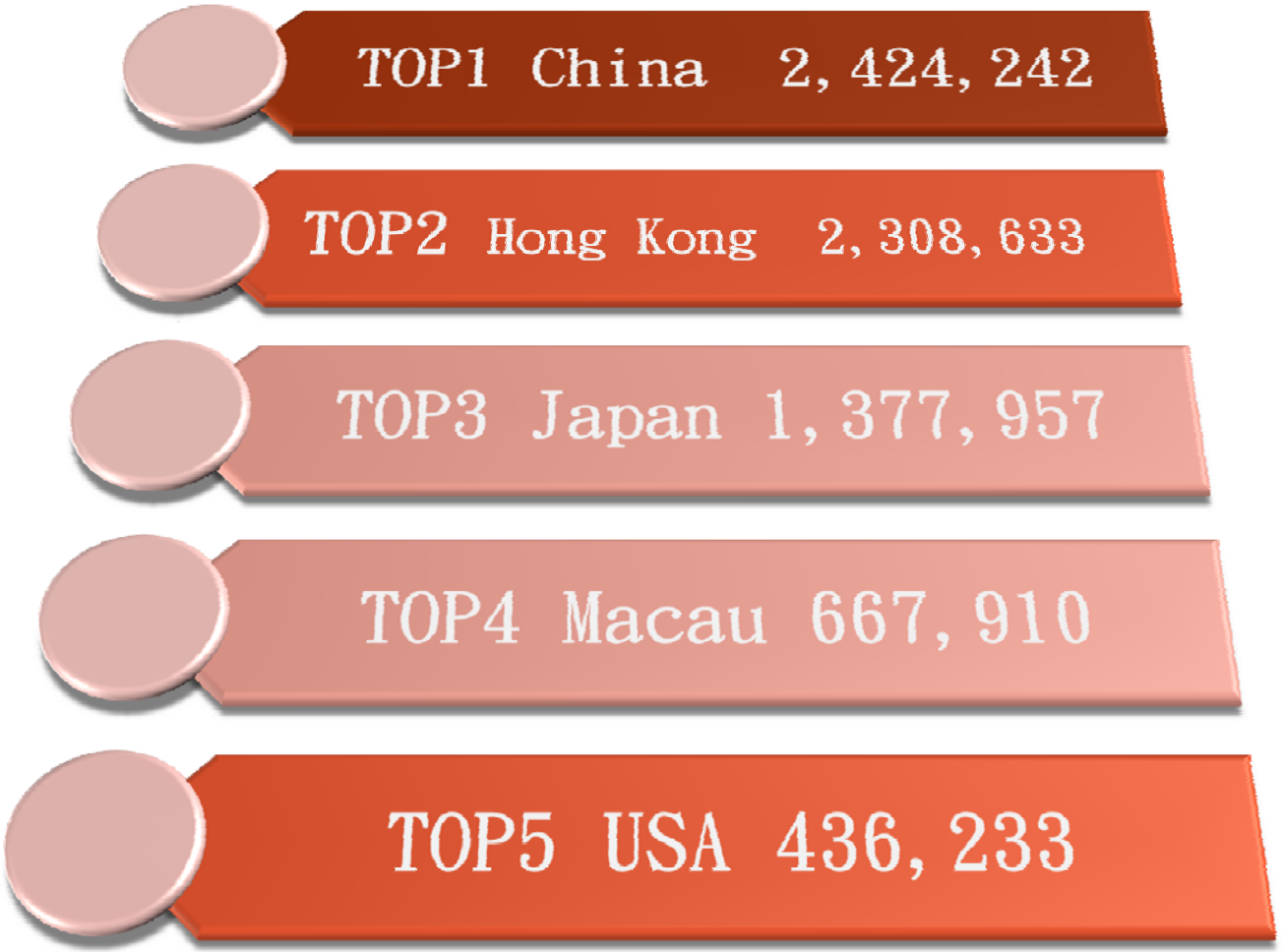
TOP 5

- **Assessment of Tourism Bureau Phoenix Tours The award of The Best Travel Agent in Receiving Chinese visitors .**

Taiwan outgoing passengers

Year	Members	Growth rate
2005	8,208,125	+5.49%
2006	8,671,375	+5.64%
2007	8,963,712	+3.37%
2008	8,465,172	-5.56%
2009	8,142,946	-3.81%
2010	9,415,074	+15.62%

2010 Outbound Destination TOP 5



Phoenix Tours in 2010 & 2011

- **Travel market in 2010 has reached the peak due to the following reasons.**

1.Economy growth rate up to 10%.

2.World Expo in Shanghai urged large numbers of passengers to visit China.

3.Sales income tax lower fro 25% to 17%.

4.No natural or human disaster other than the volcano ashes in Europe.

5.Numbers of vistors from Mainland China has increased.

- **Business in 2011 analysis:**
- **The waive of Europe Shengen Visa, the exchange rate between Euro and USD . is comparatively low , it will benefit the Euro products.**
- **Phoenix has purchased 32 sight-Seeing coaches to cater for the need.**
- **Many holidays in consecutive which the sales of low season will be benefited .**
- **Hwa-Hsia Travel has been established as a wholesaler in receiving the individual travelers from China .**

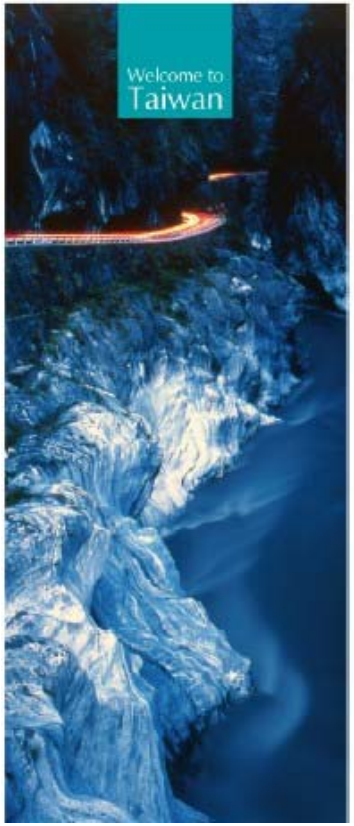
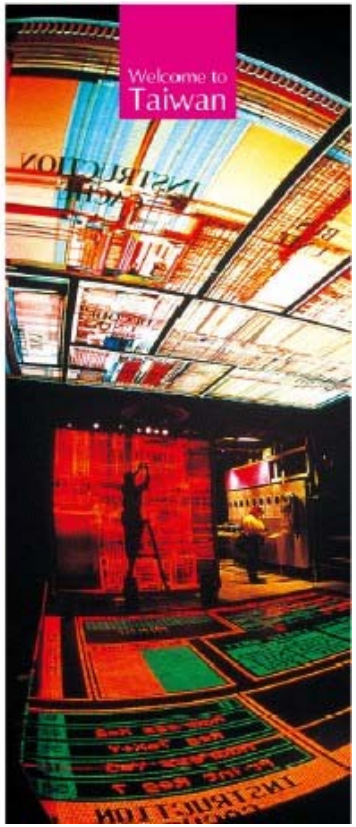
- **Policy of home based travel agents has been implemented.**

- **Investment of travel insurance agent.**

Consolidated income statements

	2008	2009	2010	2011(1-6)
Operating Revenue	2,160,969	1,654,181	2,409,699	1,223,502
No-operating Revenue	30,153	36,778	103,993	16,724
Net Profit	81,443	81,167	221,703	73,582
EPS	2.40	2.24	5.70	1.16

Unit：thousands of NTD

Thank You

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