PHOENIX TOURS™
鳳凰旅遊

# Profile of
# Phoenix Tours INT'L Inc.

▶**TWSE Stock code：5706**

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# History

- Phoenix Tours was founded in 1957.

- First travel agency to be publicly listed in Taiwan's Stock Market(2001). Transfer to the main stock market from O.T.C in 2011.

- The capital of NTD 610,605,000

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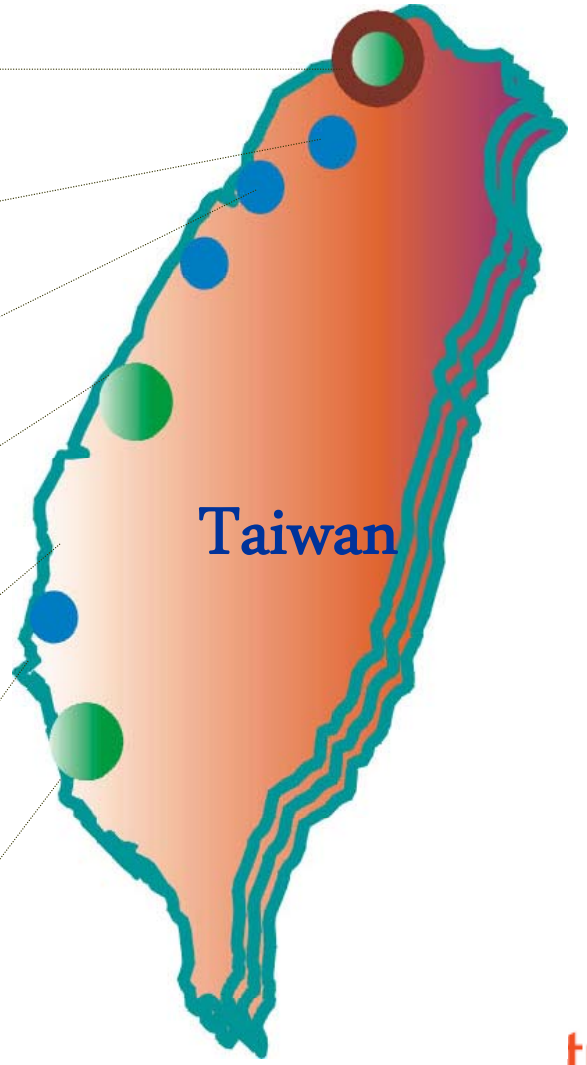
# Operating Units

Taipei（H.O.）

- Tao Yuan
- Shin Chug
- Tai Chung
- Cha Yi
- Tai Nan
- Kao Hsiung

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# 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 .
- G.S.A. for Airlines

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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.**

- **2001.02.04.05.10.11.12.13 .14Travel Award of the best travel agency in Taiwan by TTG News Asia .**

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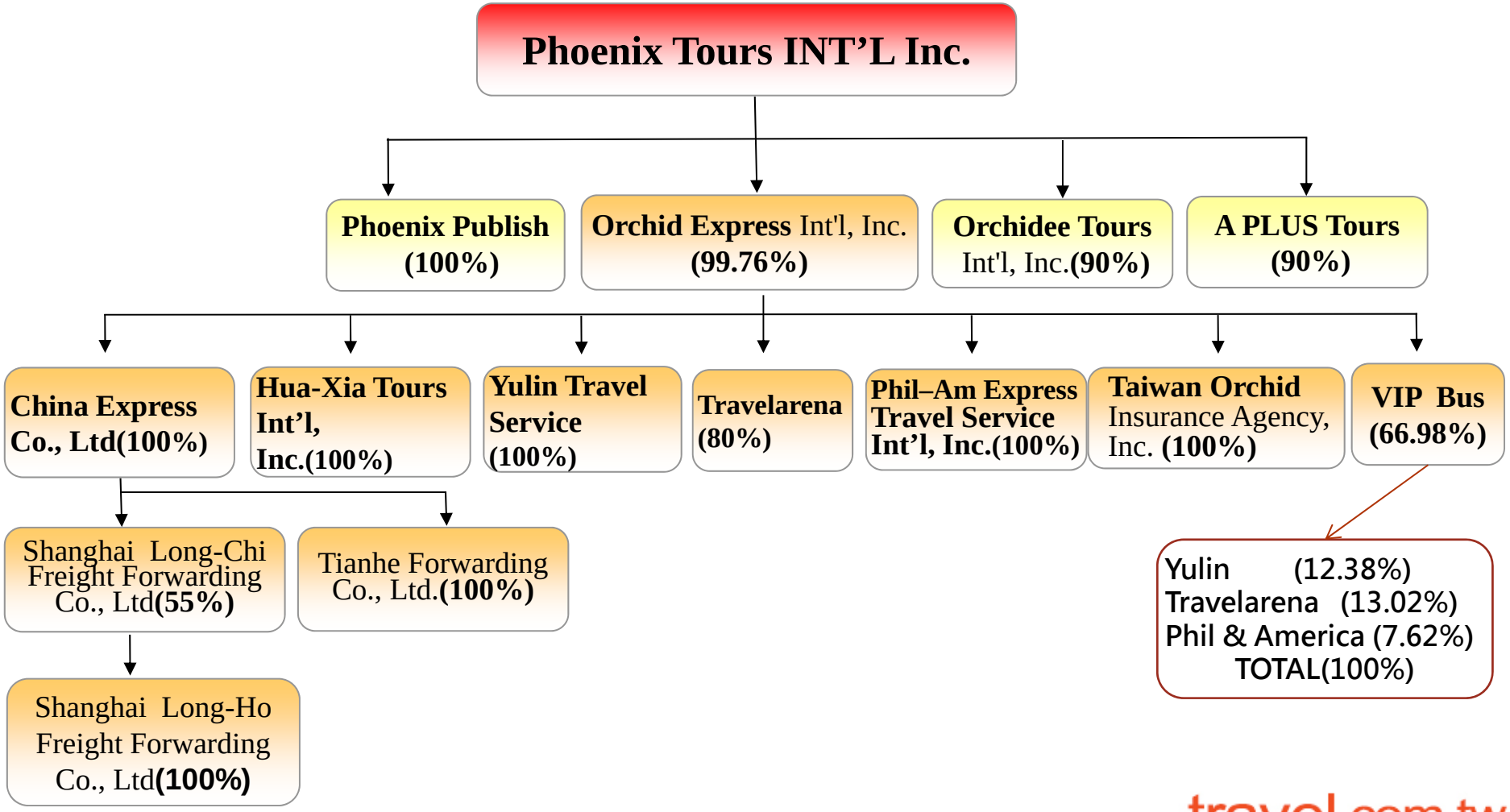
# Affiliated Company

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

Alitalia

SKYTEAM

مصر للطيران
EGYPT AIR

ภาษีบินลาว
Lao Airlines

AIR NEW ZEALAND

TRANSAERO
AIRLINES

- **GSA of Taiwan**

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中國運通 China Express

# 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

ENTERPRISE HOLDINGS

Alamo

enterprise

National.

Marriot

- **GSA of Taiwan**

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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**

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# Structure of Phoenix Tours

| Operation Division | Sales Division | Financial & Information Division |
|---|---|---|
| Long Haul Dept. | Ticketing Dept. | AccountingDept. |
| Cruises Dept. | Commercial Account | Financial Dept. |
| N.E. Asia Dept. | Wholesales Dept. | Computer Dept. |
| S. E. Asia Dept. | Branches | |
| Inbound Tour Dept. | | |

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# Organization Assets

- **Phoenix tours Int'1 has 344 employees, all experienced, enthusiastic and ready to serve our clients at any time.**
- **Phoenix tours Int'1, has handled more than 4,500 outbound groups (90,000 persons ) and 1000 inbound groups (25,000 persons) per year.**

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# Service Item & Ratio

| Year / Products Main | 2011 | 2012 | 2013 | 2014 |
|---|---|---|---|---|
| Europe | 47.50 % | 34.01% | 35.79% | 37.78% |
| America | 5.09 % | 4.71% | 7.97% | 5.86% |
| NZ & Aus. | 4.70 % | 4.79% | 6.18% | 5.75% |
| Cruise | 2.90 % | 4.59% | 4.62% | 5.36% |
| Asia | 12.0 6% | 12.95% | 7.22% | 5.36% |
| Mainland China | 17.50 % | 12.95 % | 6.91% | 9.07% |
| Northern Asia | 5.91 % | 10.23 % | 12.07% | 12.66% |
| Domestic Tours | 0.78 % | 1.00 % | 0.72% | 0.64% |
| Other | 3.56 % | 5.68 % | 18.54% | 17.03% |

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# Service Item & Ratio

| Year / Products Main | 2015.Q1 | 2014.Q1 |
|---|---|---|
| Europe | 28.70% | 26.45% |
| America | 3.95% | 4.84% |
| NZ & Aus. | 13.16% | 15.24% |
| Cruise | 2.13% | 3.31% |
| Asia | 10.99% | 14.46% |
| Mainland China | 6.76% | 4.08% |
| Northern Asia | 16.91% | 17.45% |
| Domestic Tours | 0.69% | 0.62% |
| Other | 16.71% | 13.55% |

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# Consolidated income statements

| Item \ Year | 2011 | 2012 | 2013 | 2014 | 2015.Q1 |
|---|---|---|---|---|---|
| Operating Revenue | 2,854,535 | 3,000,736 | 3,108,572 | 2,884,999 | 591,080 |
| Non Operating income | 65,146 | 69,049 | 67,830 | 48,985 | -5,113 |
| Net income | 182,496 | 234,155 | 186,383 | 127,136 | 30,148 |
| EPS | 2.92 | 3.76 | 3.03 | 2.07 | 0.51 |

**Unit：thousands of NTD**

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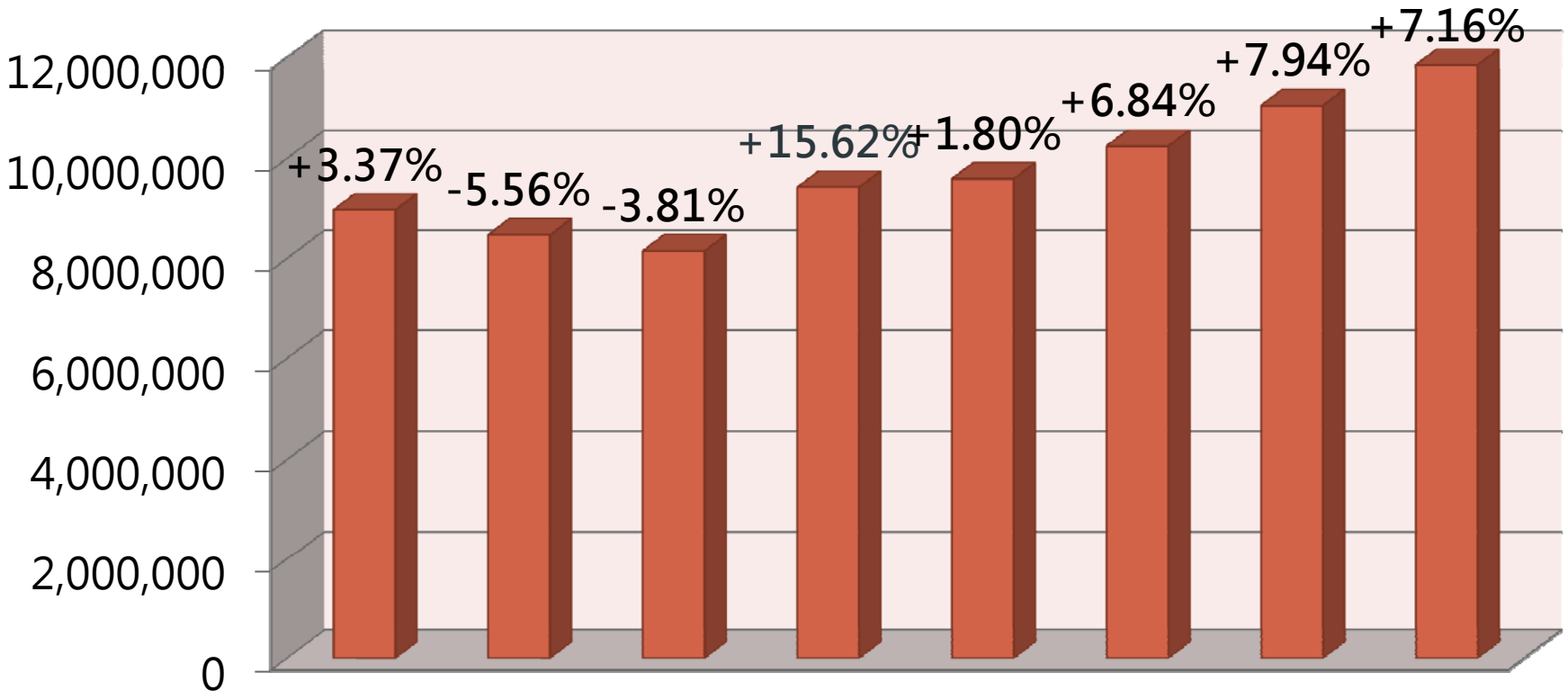
# Outbound

# Taiwan outgoing passengers

Source: Tourism Bureau

| Year | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|---|---|---|---|---|
| Visitor No. | 8,963,712 | 8,465,172 | 8,142,946 | 9,415,074 | 9,583,873 |
| Year | 2012 | 2013 | 2014 | 2015.Q1 | |
| Visitor No. | 10,239,760 | 11,052,798 | 11,844,635 | 3,011,436 | |



# 2014 Outbound Destination TOP 5

| | 2014 年度 | 2015 Q1 |
|---|---|---|
| TOP1 China | • 3,267,238 | • 767,460 ↑ |
| TOP2 Japan | • 2,829,880 | • 793,873 ↑ |
| TOP3 Hong Kong | • 2,018,129 | • 469,272 ↓ |
| TOP4 Korea | • 626,694 | • 152,704 ↑ |
| TOP5 Macau | • 493,188 | • 118,158 ↓ |

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# Phoenix Tours in 2014

1.Taiwan government imposed the ban of traveling to the Egypt area due to the turmoil of Jasmine revolution.

2.The Avian Flu caused the revenue decrease of China products.

3.The social unrest occurred in Vie-Nam and Thailand decreased the numbers of Southern- Asia bound passengers.

4.The low gross profit margin of Japanese products caused by the increasing cost of local hotels and transportation.

5.The failure of our subsidiary brand—Mercury Tours.

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# The Prospect of 2015

**Weakness:**

1.Passengers will linger over the economic constant depression.

2.Constant rising of the fuel price causing the high cost of tours.

3.The aggravation of competition in short haul market effects the gross profit margin.

4.The chaos of Chinese visitor market .

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**Opportunity:**

1.Continuous holidays cause the total holidays in 2015 .

2.The cruises-chartered business is booming, high revenue and income can be expected as the project of 10 charters will be launched during April and May 2015.

3.The weakness of EURO causes the lower cost of European products.

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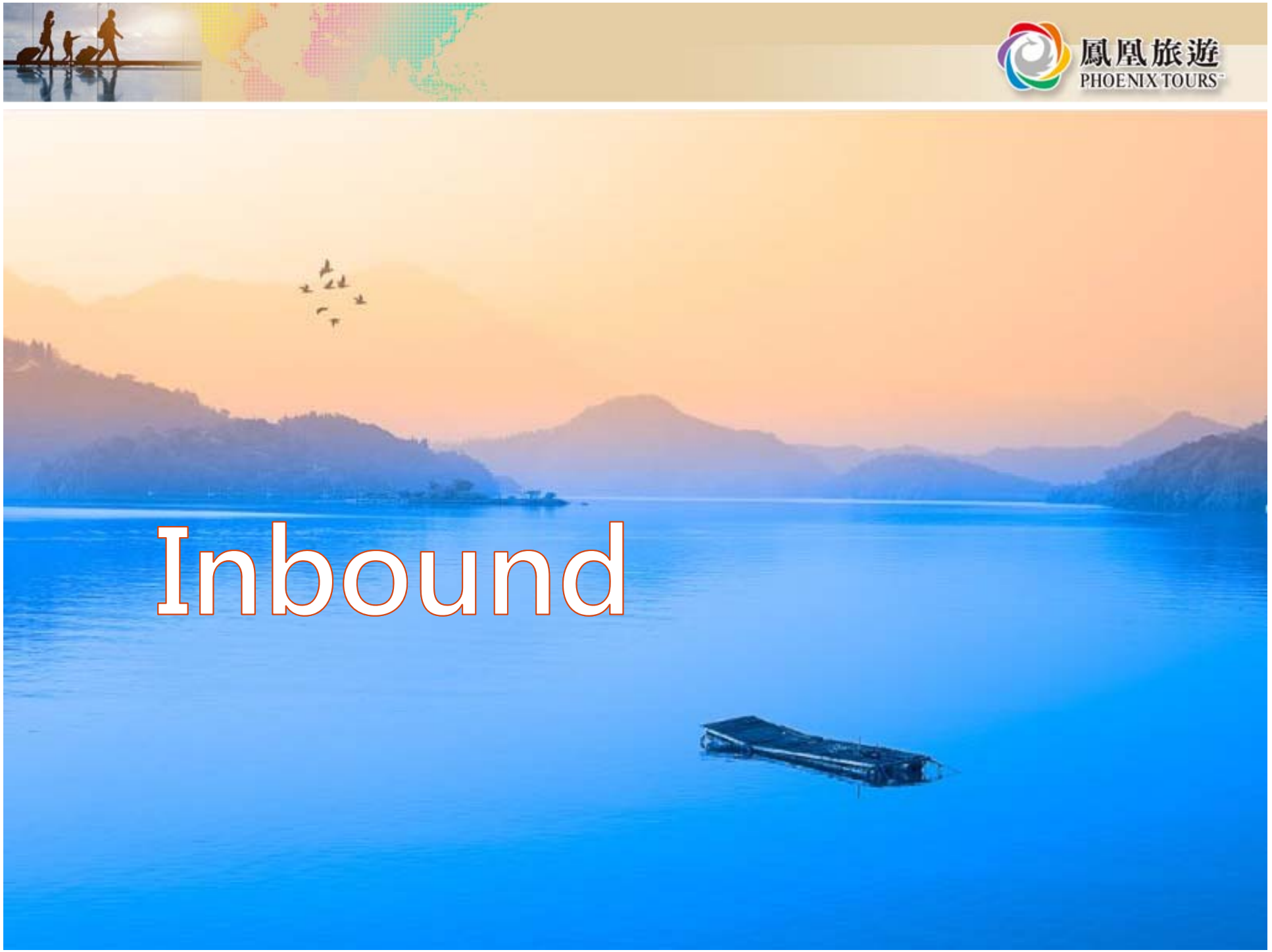
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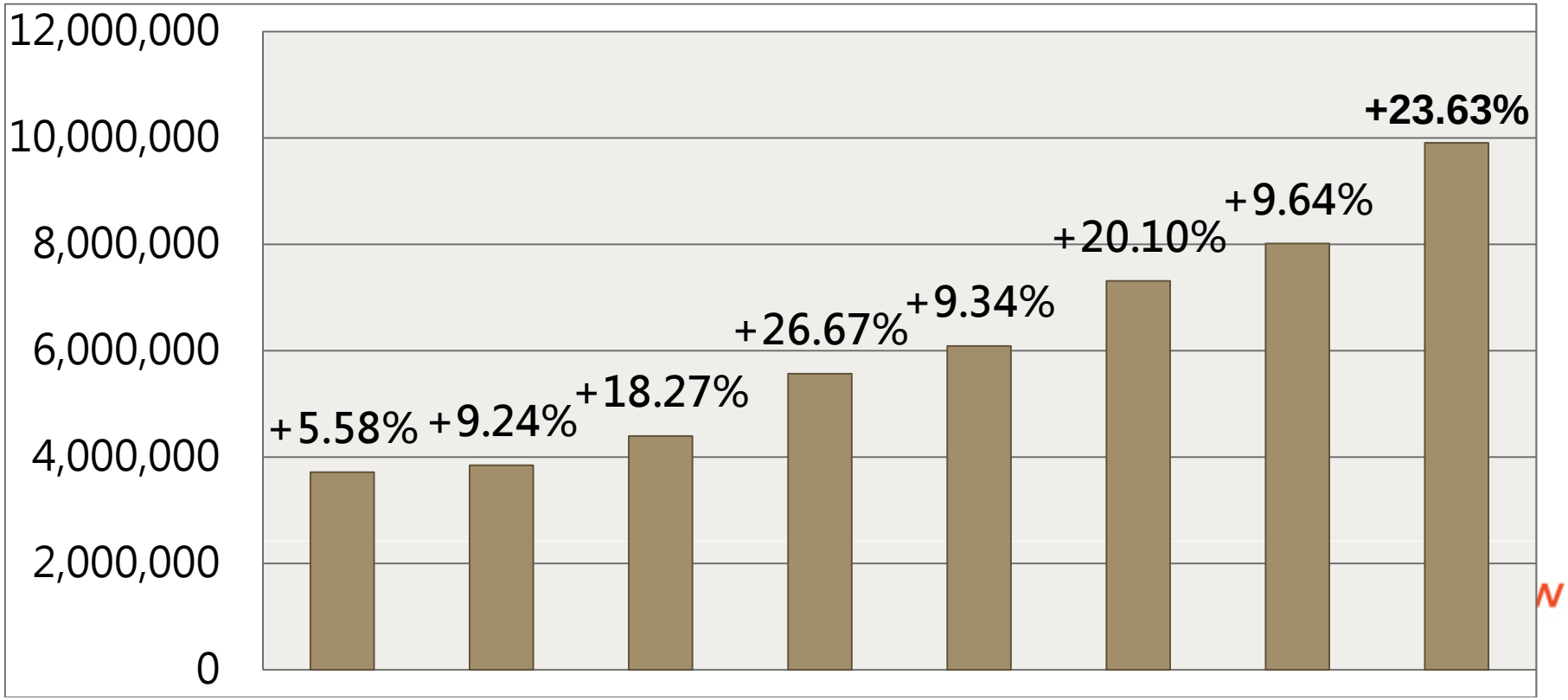
Inbound

# Visitors Numbers of Recent Year

| Year | 2007 | 2008 | 2009 | 2010 | 2011 |
|---|---|---|---|---|---|
| Visitor No. | 3,716,063 | 3,845,187 | 4,395,004 | 5,567,227 | 6,087,484 |
| Year | 2012 | 2013 | 2014 | 2015.Q1 | |
| Visitor No. | 7,311,470 | 8,016,280 | 9,910,204 | 2,431,046 | |



# The Implementation of “High Quality Group” policy for China visitors

Phoenix Tours- being the quality driven company,
as of May 01.2015, will be benefited by the policy.

- **Policy regulated :**

1.Meals: average NT$ 1000 per meal.

2.Accomadations stay at 5stars hotel, for at least 2/3 nights. Of all itinerary .

3.Transportation : Use new sightseeing coach within 5years. 250KM per day the maximum.

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# *Thank You*

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