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 640,395,750.

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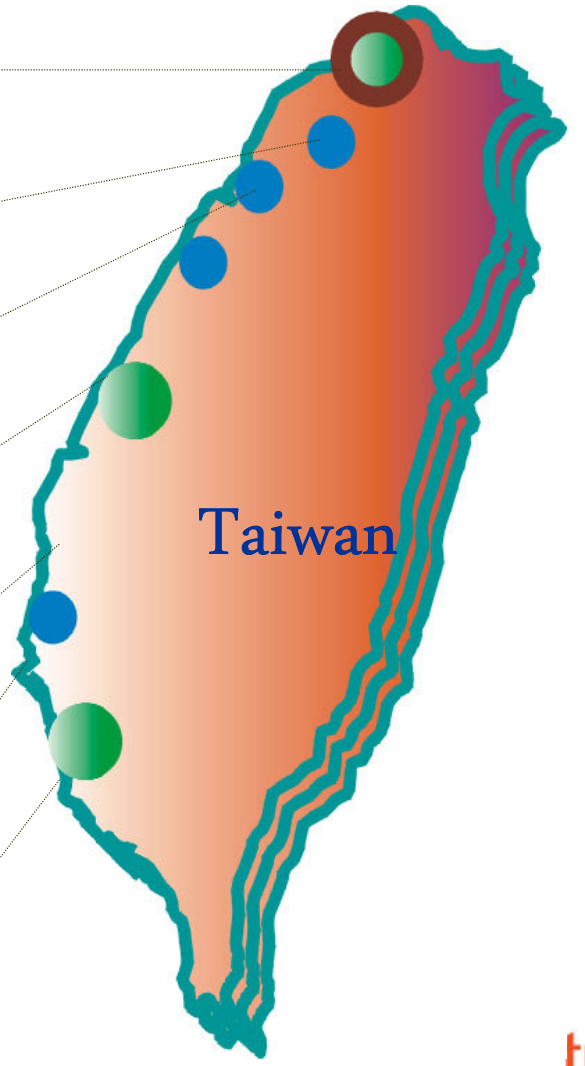
Operating Units

Taipei（H.O.）

- Tao Yuan
- Shin Chu
- 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 .14.15 Travel Award of the best travel agency in Taiwan by TTG News Asia .**

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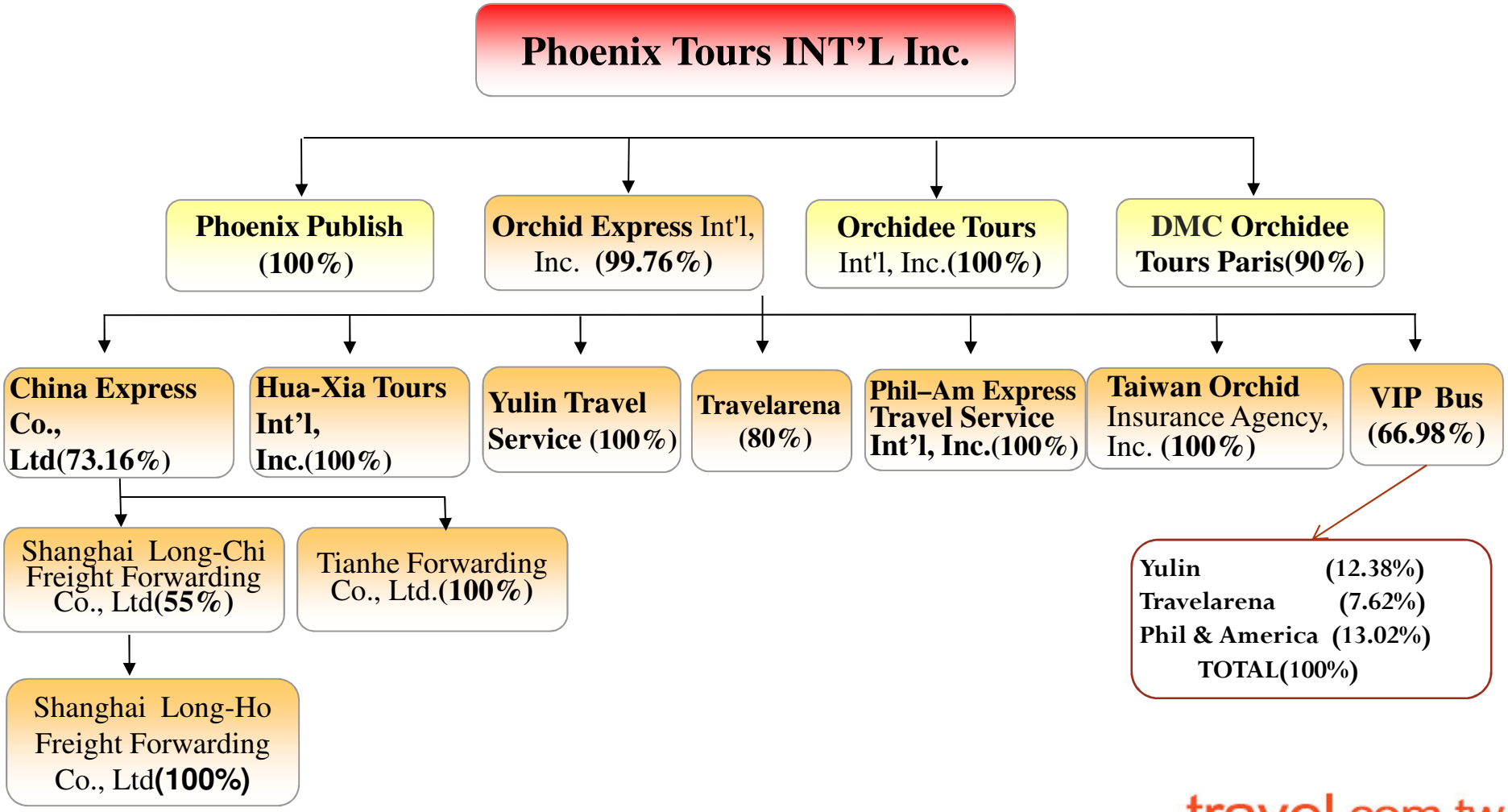
Affiliated Company



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

▶ GSA of Taiwan

Alitalia
SKYTEAM
EGYPTAIR
A STAR ALLIANCE MEMBER
ภาษบิบลาอ
Lao Airlines
AIR NEW ZEALAND
TRANSAERO
AIRLINES
Thailand Elite
JINAIR
STARFLYER

▶ PSA 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.

▶ **GSA of Taiwan**

American Airlines® 美國航空SM

EL AL הכי בבית בעולם

Marriott®

ENTERPRISE HOLDINGS™

Alamo

enterprise

National.

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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

Products Main \ Year	2013	2014	2015
Europe	35.79%	37.78%	39.24%
America	7.97%	5.86%	6.25%
NZ & Aus.	6.18%	5.75%	3.46%
Cruise	4.62%	5.85%	6.56%
Asia	7.22%	5.36%	4.82%
Mainland China	6.91%	9.07%	10.20%
Northern Asia	12.07%	12.66%	10.46%
Domestic Tours	0.72%	0.64%	1.06%
Other	18.54%	17.03%	17.95%

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Consolidated income statements

Item \ Year	2012	2013	2014	2015
Operating Revenue	3,000,736	3,108,572	2,884,999	2,974,412
Non Operating income	69,049	67,830	48,985	65,334
Net income	229,719	184,733	125,497	199,076
EPS	3.76	3.03	1.97	3.20

Unit：thousands of NTD

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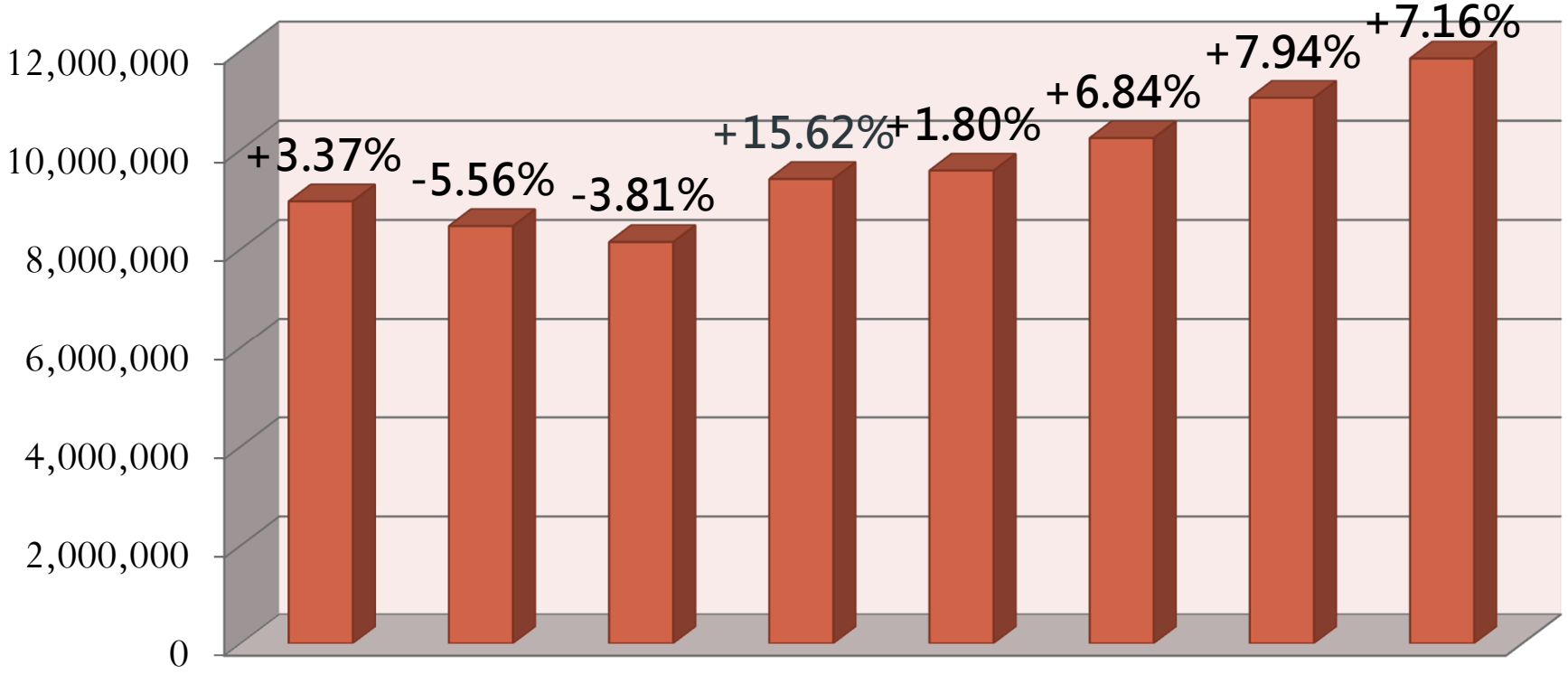
Outbound

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	
Visitor No.	10,239,760	11,052,798	11,844,635	13,182,976 (+11.30%)	



2014-15(1-10) Outbound Destination TOP 5

	2014	2015
China	• TOP1 3,267,238	TOP2 •3,403,920 ↑
Japan	• TOP2 2,829,880	TOP1• 3,797,879 ↑
Hong Kong	• TOP3 2,018,129	TOP3• 2,008,153 ↓
Korea	• TOP4 626,694	TOP6• 500,100 ↓
Macau	• TOP5 493,188	TOP5• 527,144 ↑

Source: Tourism Bureau

TOP4 Thailand 599,523

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Phoenix Tours in 2015

1. The MERS caused the revenue decrease of Korean products.

2. Bangkok bombing decreased the numbers of Southern- Asia bound passengers.

3. The cruises-chartered business increased high revenue and income for 2015.

4. The weakness of EURO causes the lower cost of European products increased passengers and revenue .

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The Prospect of 2016

Weakness:

1. International terrorist attacks, affecting consumers‘ willingness to go abroad.

2. Slower Growth in Emerging Markets, a Gradual Pickup in Advanced Economies.-by IMF

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Opportunity:

1. Product diversity strategy reduce business risk .
2. Total 116 public holidays for 2016.
3. Charter cruises business between Taiwan Keelung to North east Asia selling for 2016.
4. Implementation of the “Taiwan’s 2015-2018 Tourism Action Plan” help to increasing visitors mostly from Mainland China and Southeast Asia.
5. The new product of affiliated company might bring vertical integration synergy.

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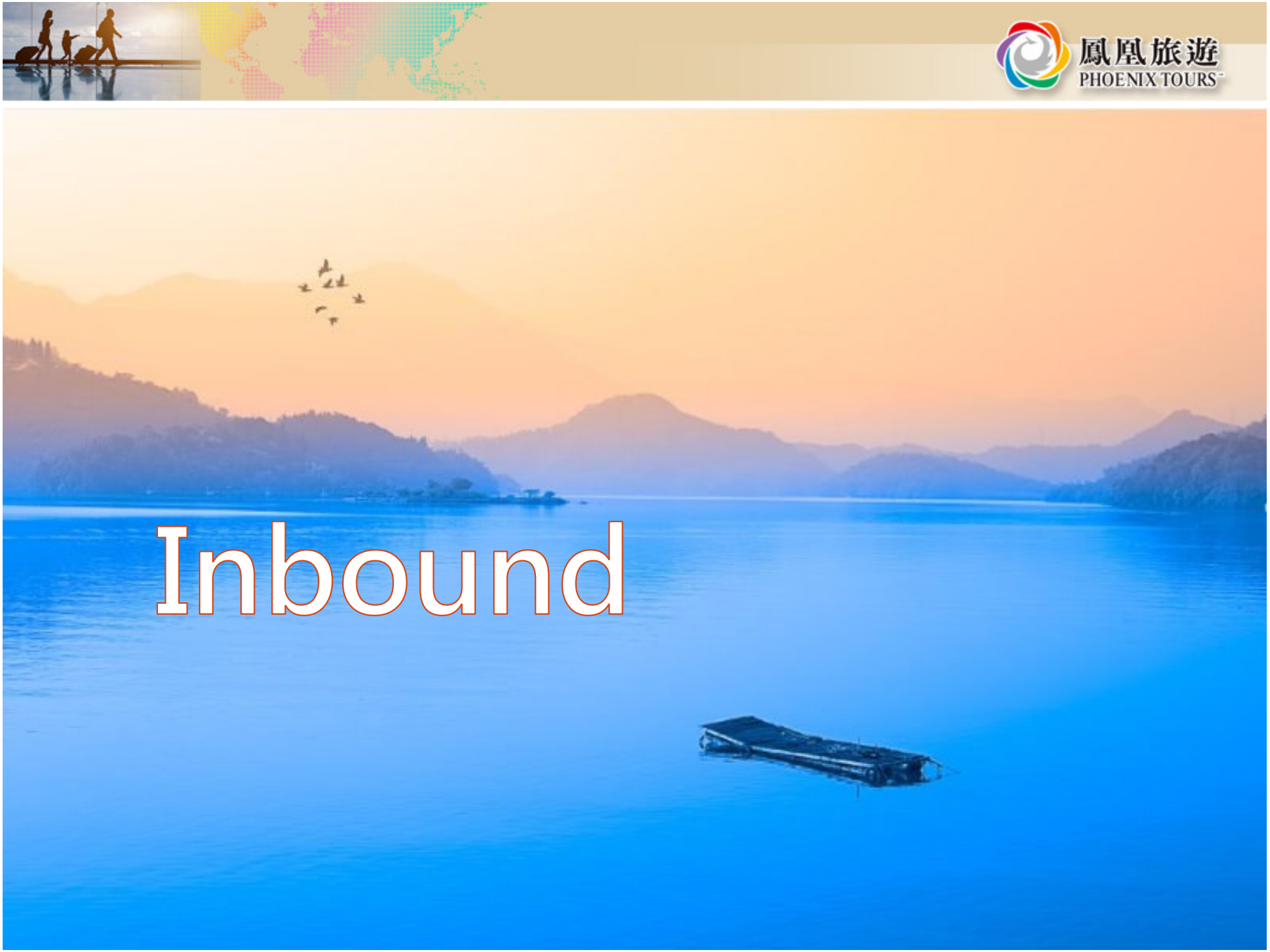
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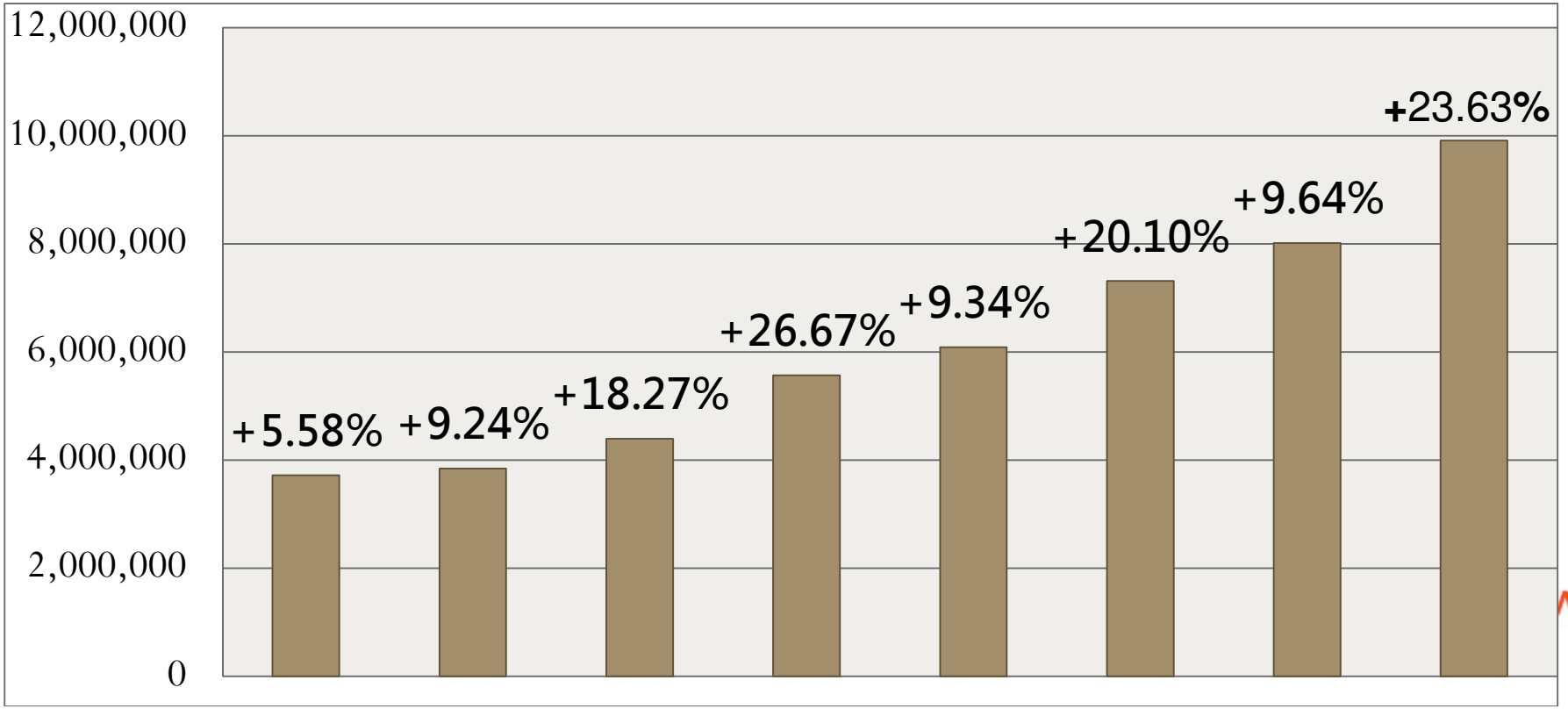
Inbound

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	
Visitor No.	7,311,470	8,016,280	9,910,204	10,439,785 (+5.34%)	



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