全台首家上市旅行社

鳳凰旅遊
PHOENIX TOURS

# Phoenix Tours Int'l Inc.

## Investors' Conference

Stock code: 5706

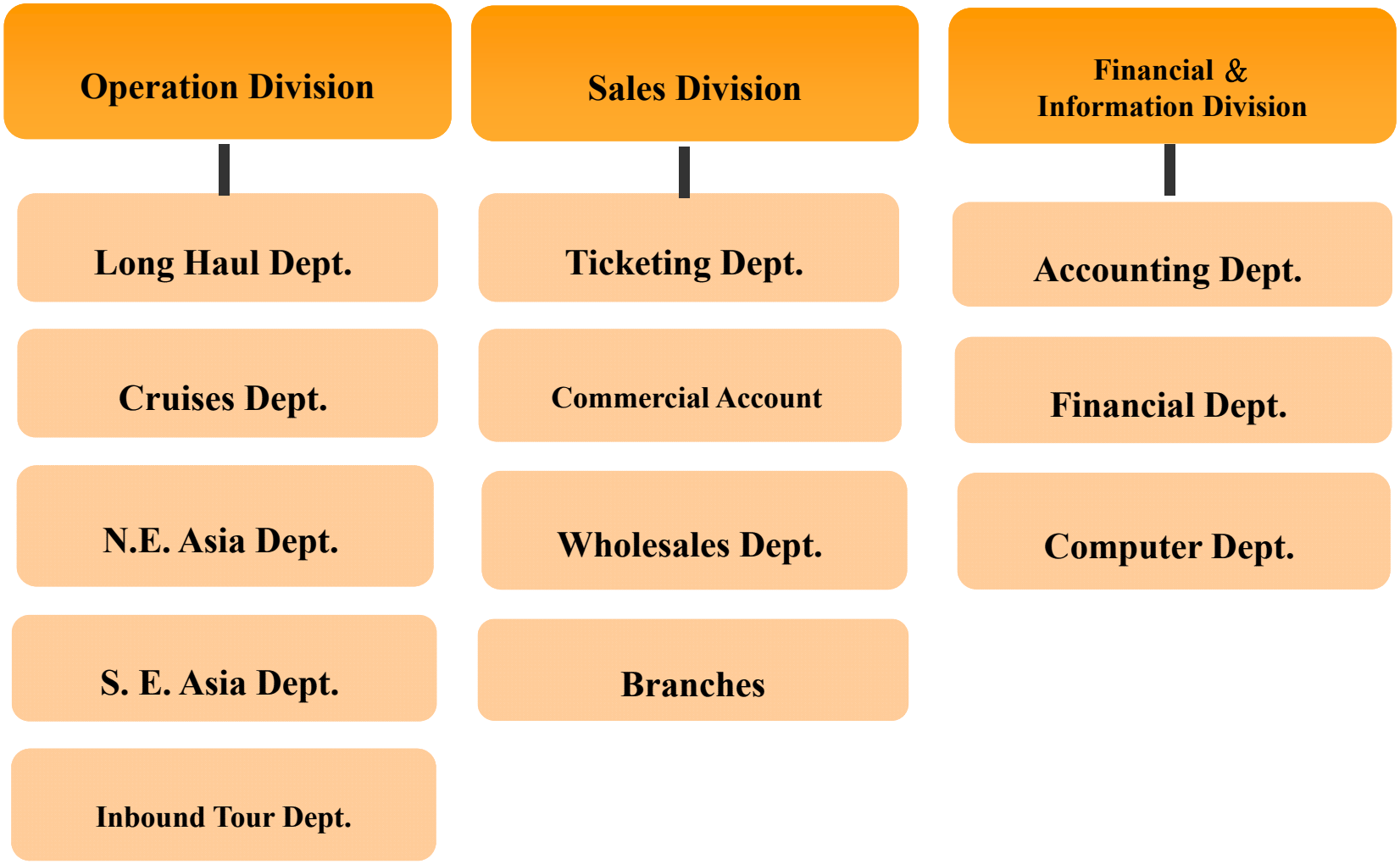
Nov 29 2018

# Company Overview

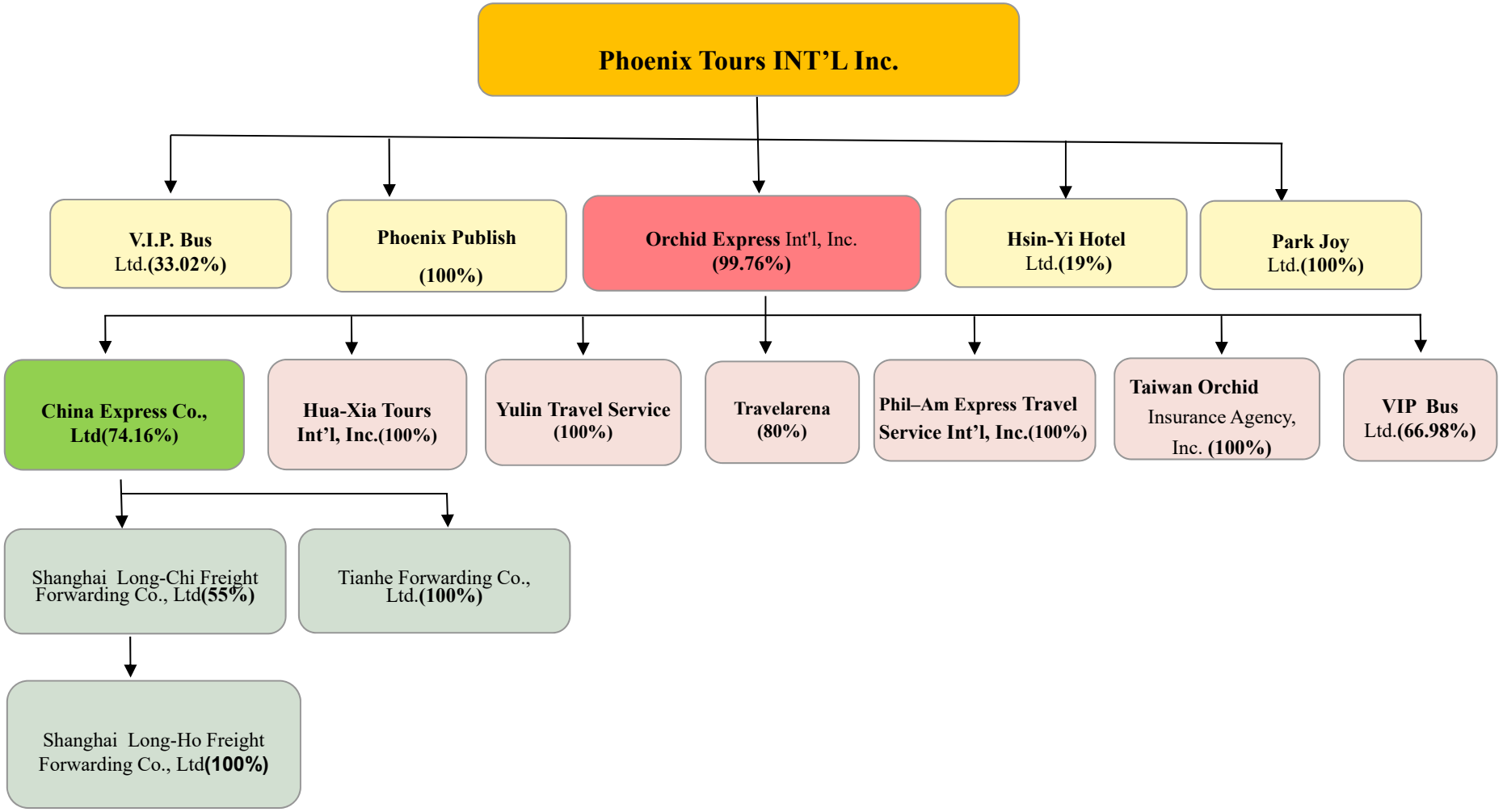
# ★Company Profile

- Phoenix Tours was founded in 1957
- Chairman：Mr. William Chang
- First travel agency to be listed in Taiwan's stock market(2001). Transfer to the main stock market in 2011.
- The capital of NTD 610,605,750.(around USD20Million)
- Works as wholesaler and operator of outbound and inbound package tours, dealing with sub-agents and direct clients、Individual traveler and incentive groups、G.S.A. for Airlines.

# Structure of Phoenix Tours

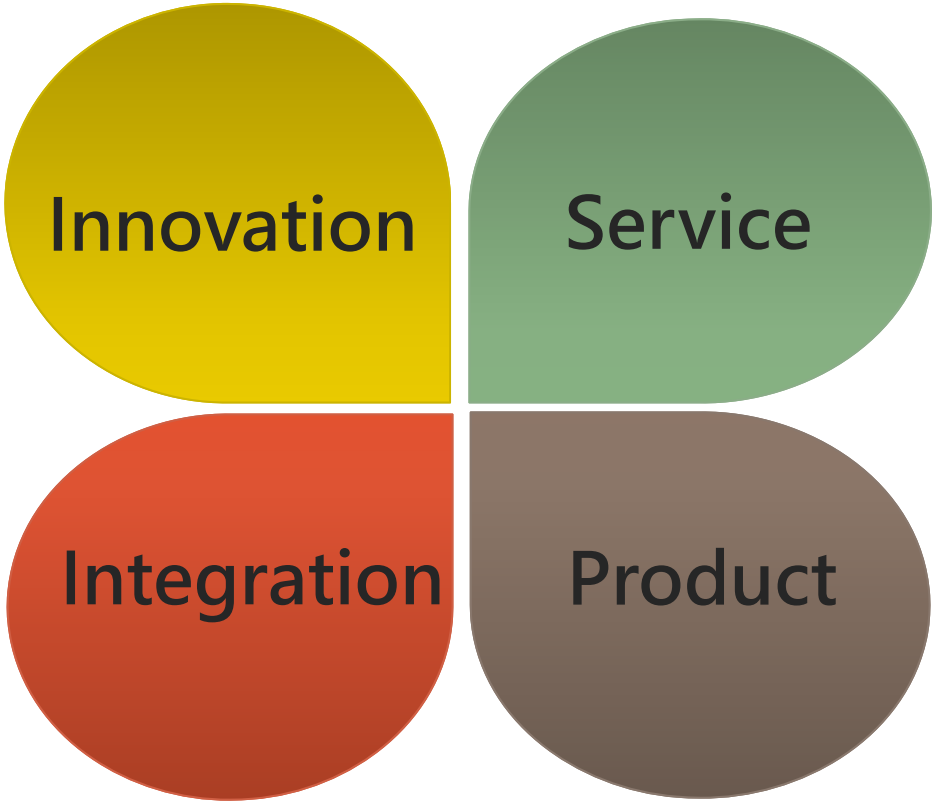


# Affiliated Company

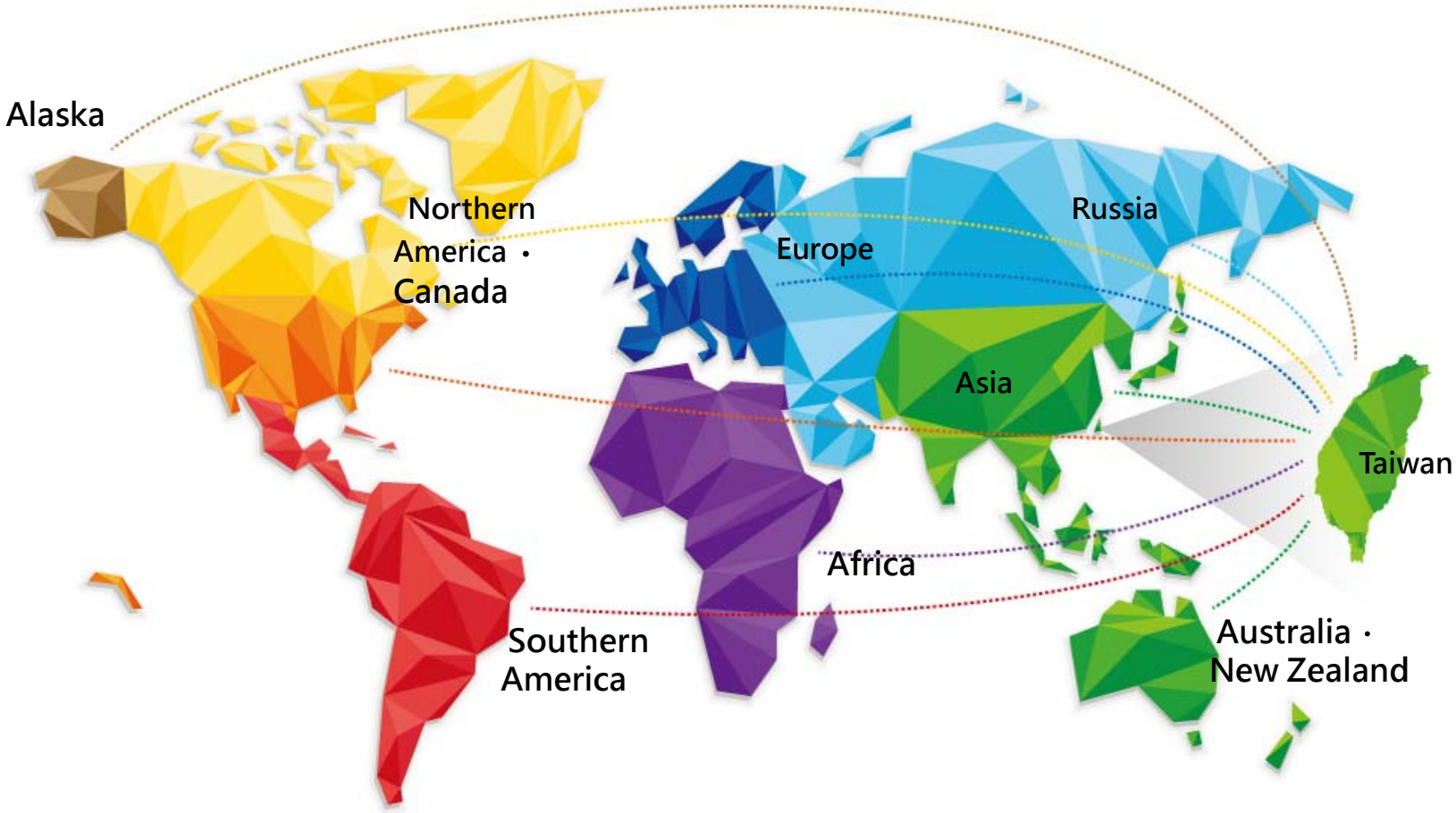


# Competitive advantage

# ★Our Core Values



# ★Globalized tour product



# ★Resource integration

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

## G.S.A. of Airlines

Alitalia SKYTEAM

EGYPTAIR
A STAR ALLIANCE MEMBER

JINAIR

STARFLYER

全台首家上市旅行社

鳳凰旅遊
PHOENIX TOURS

中國運通
China Express

AmericanAirlines®
美國航空SM

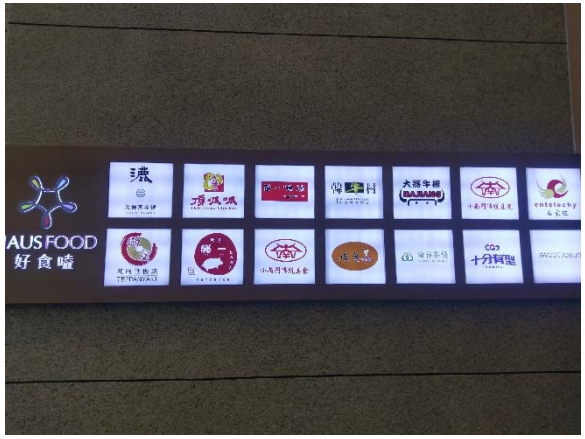
ENTERPRISE HOLDINGS

Alamo
enterprise
National.

אל על
הכי בבית בעולם

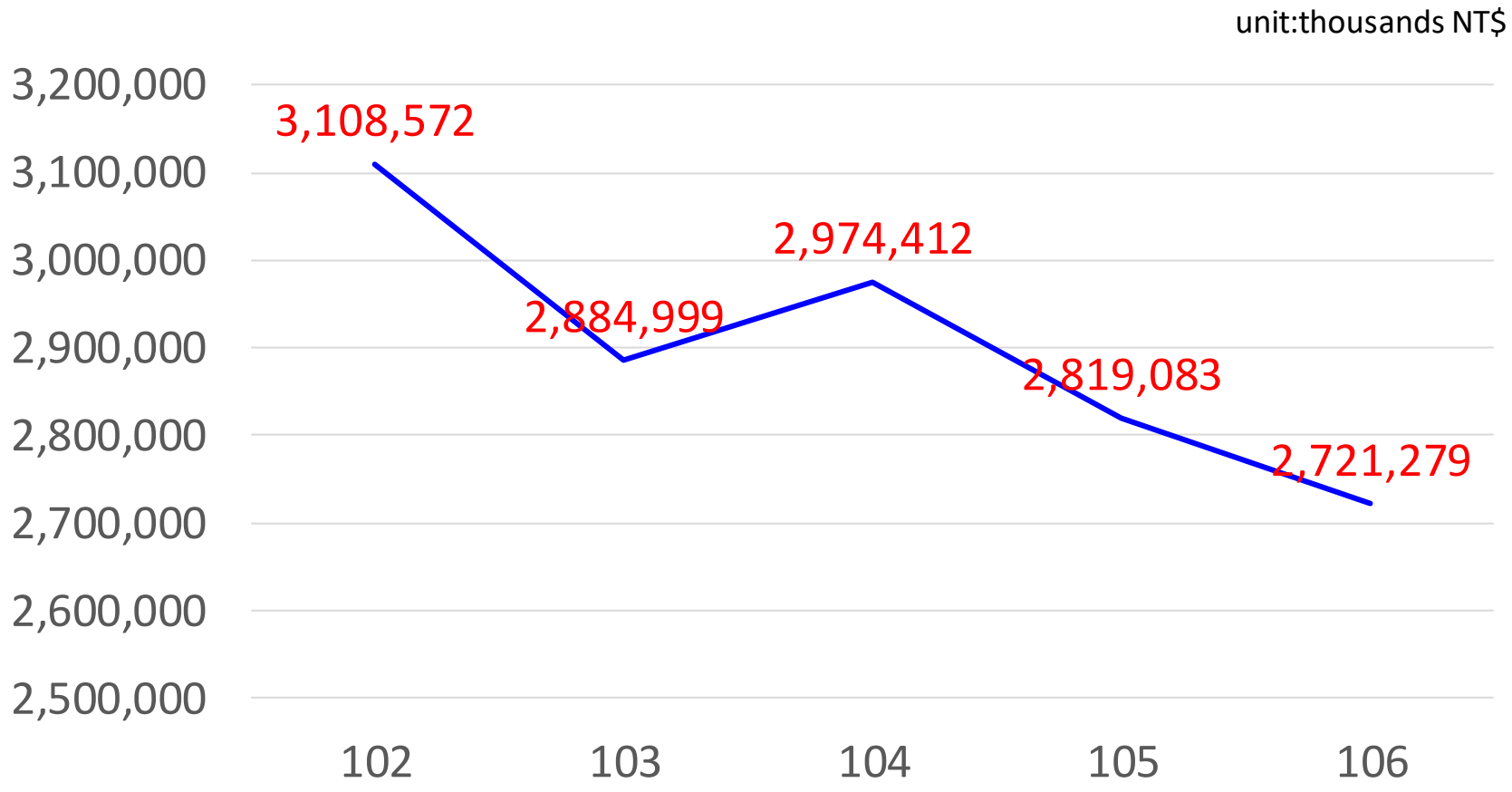
# Park Joy Ltd.

The new “HAUS FOOD” food court brand entered the “日月光廣場WeMall” in Tucheng District, New Taipei City. It was officially opened on July 26, 2018 . From property management began the first step of diversified management of Phoenix Tours.



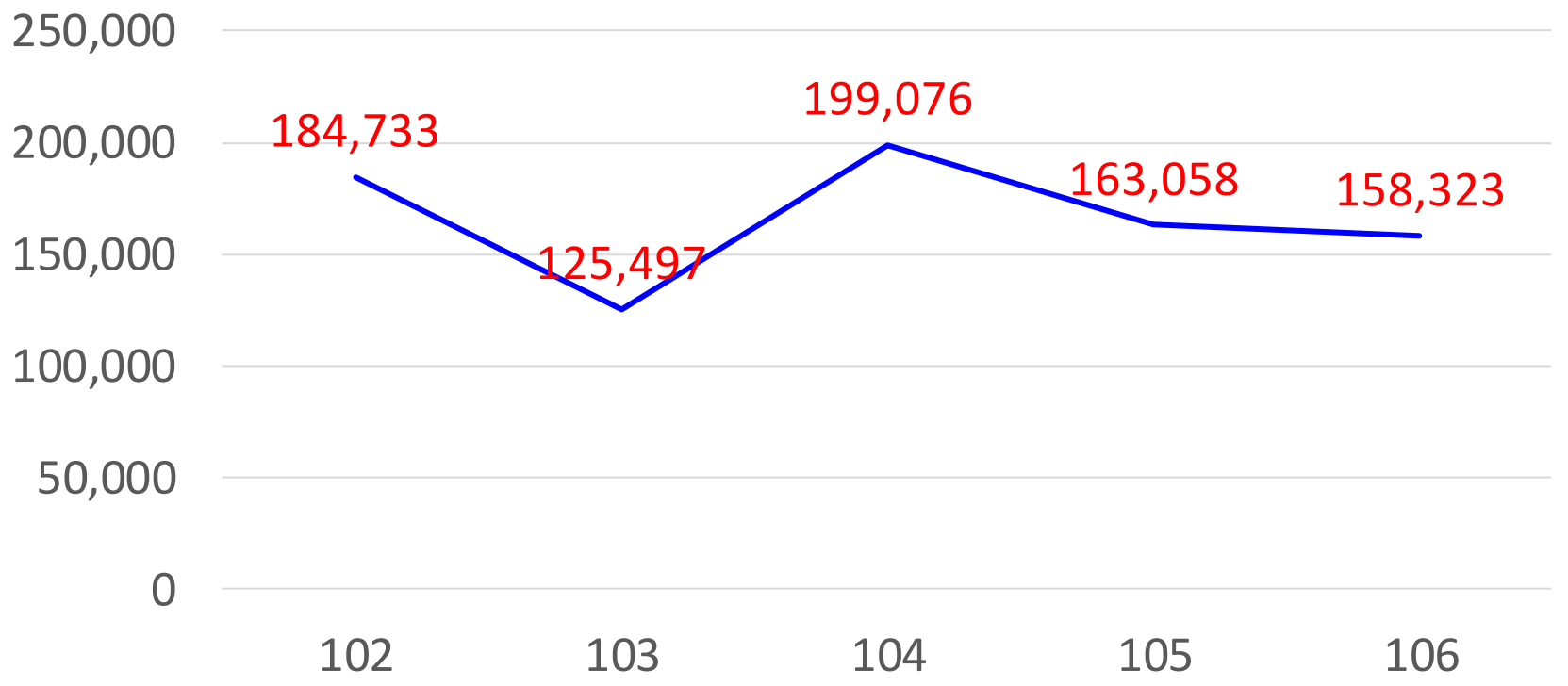
# Financial Performance

# (1)Operating Revenue

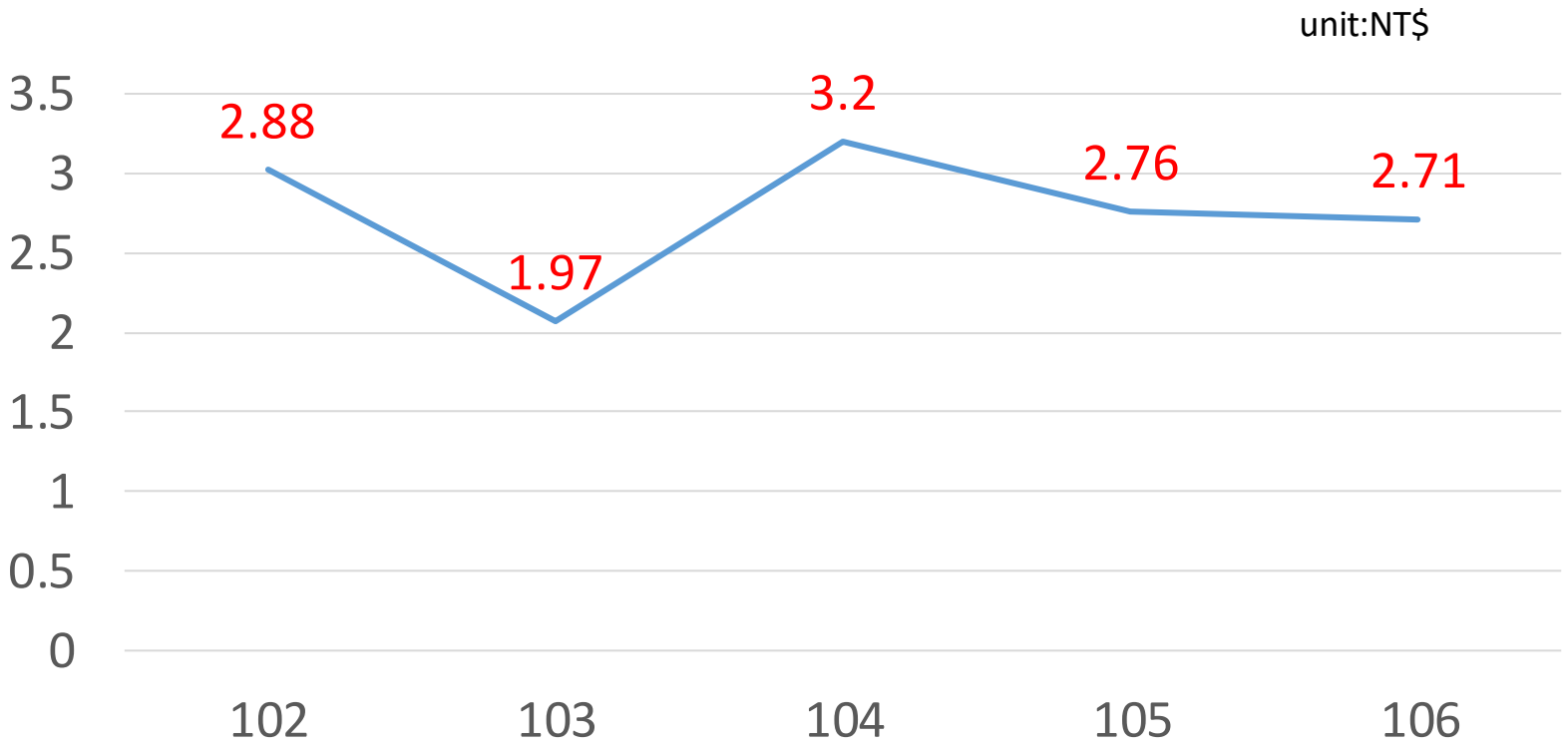


# (2)Net Profit after Tax

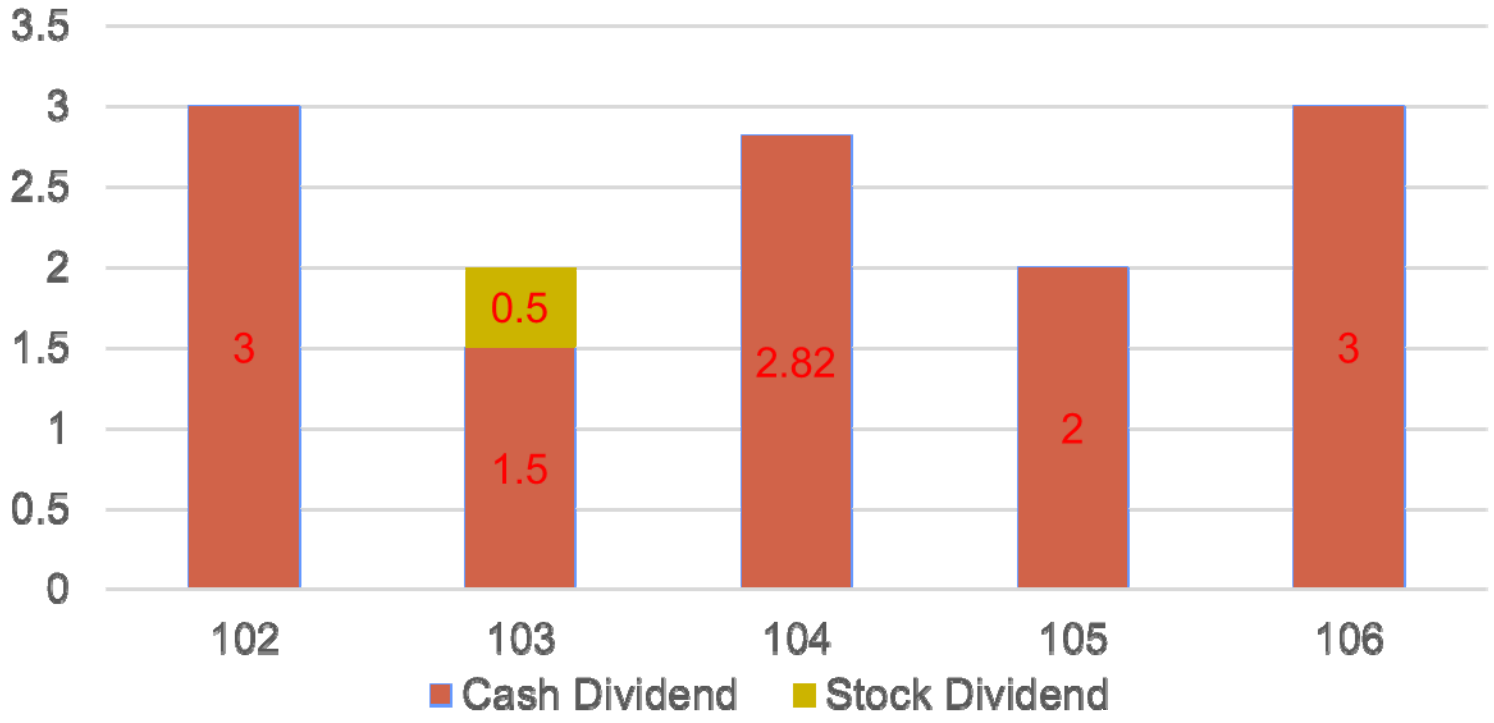
unit:thousands NT$



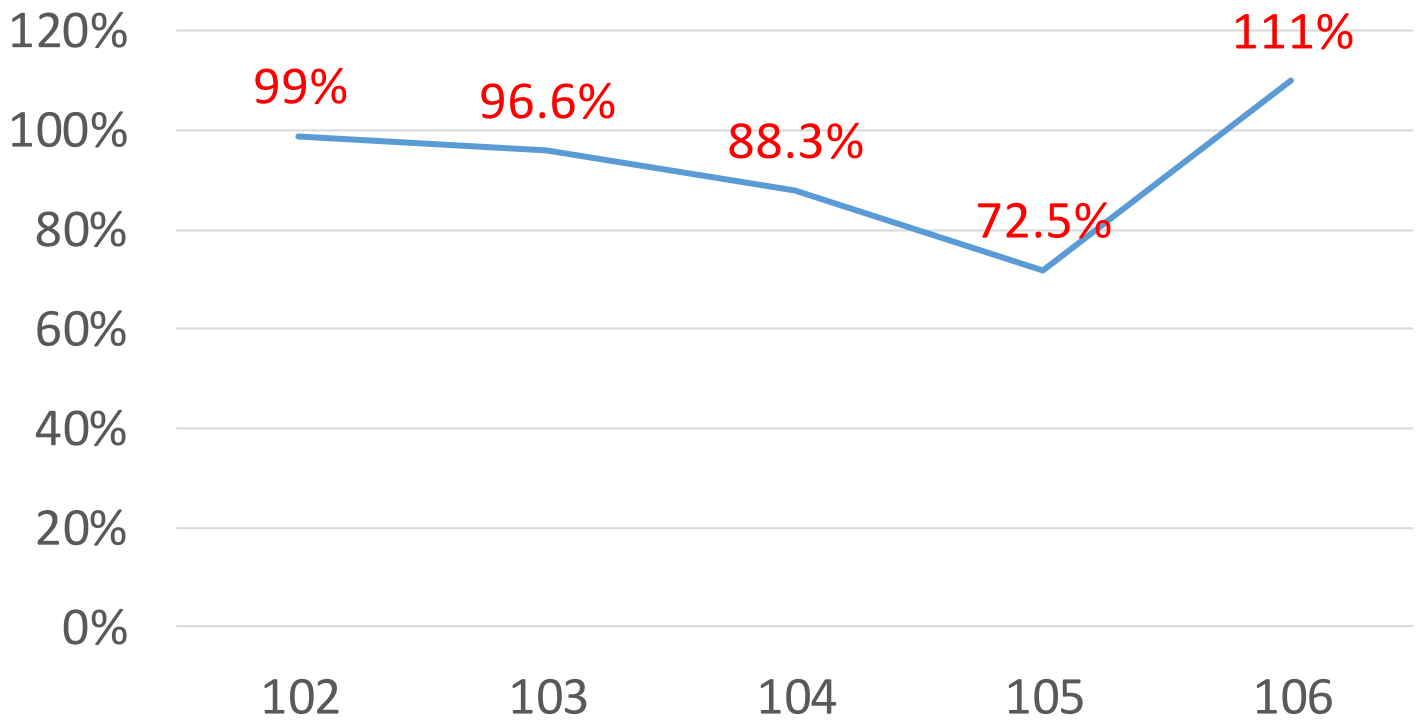
# (3)EPS



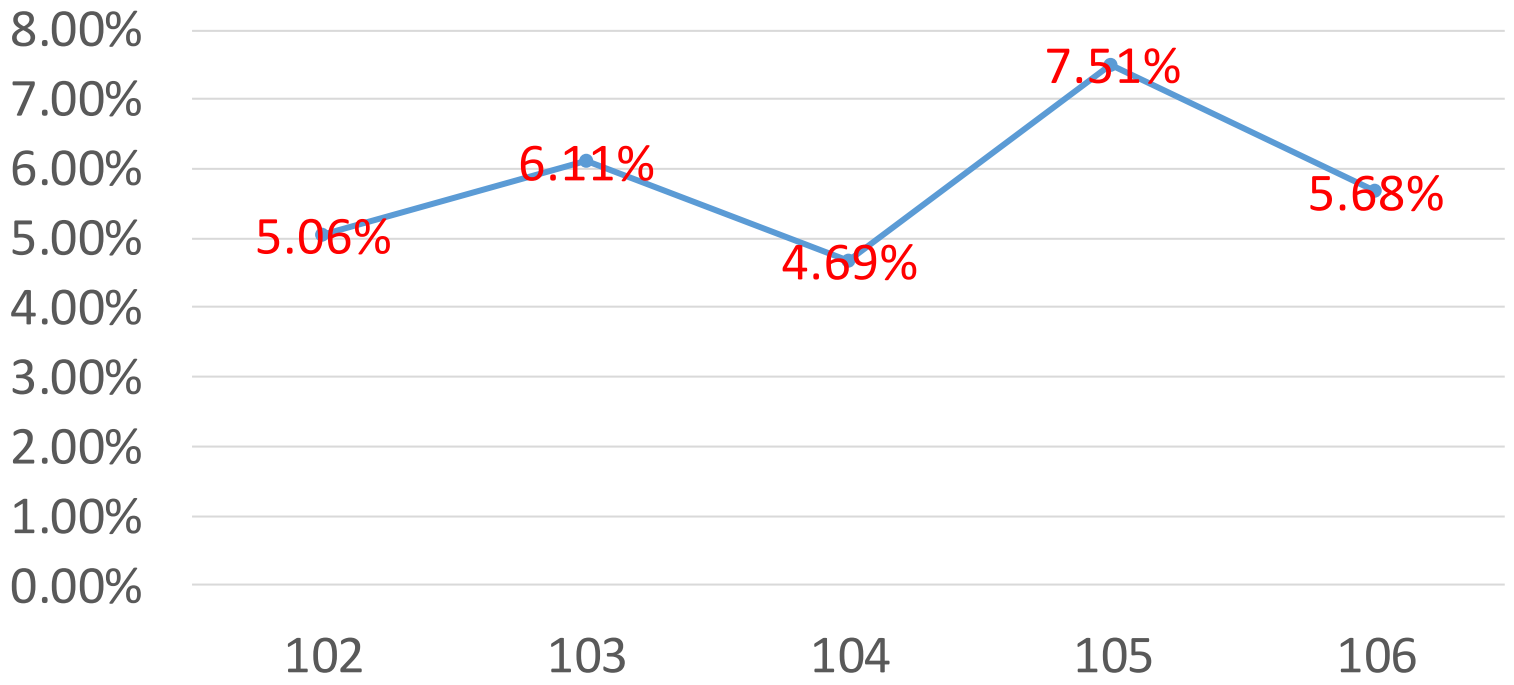
# (4) Dividend policy



# (五)Payout ratio(%)



# (六)Dividend yield(%)



# ★2018 1-3Q V.S 2017 1-3Q

| 2018 unit: thousand NT$ | |
|---|---|
| Operating Revenue | 2,243,071 |
| Gross Profit | 119,169 |
| Non Operating income | 31,949 |
| Net Profit After Tax | 122,939 |
| EPS | 2.11 |

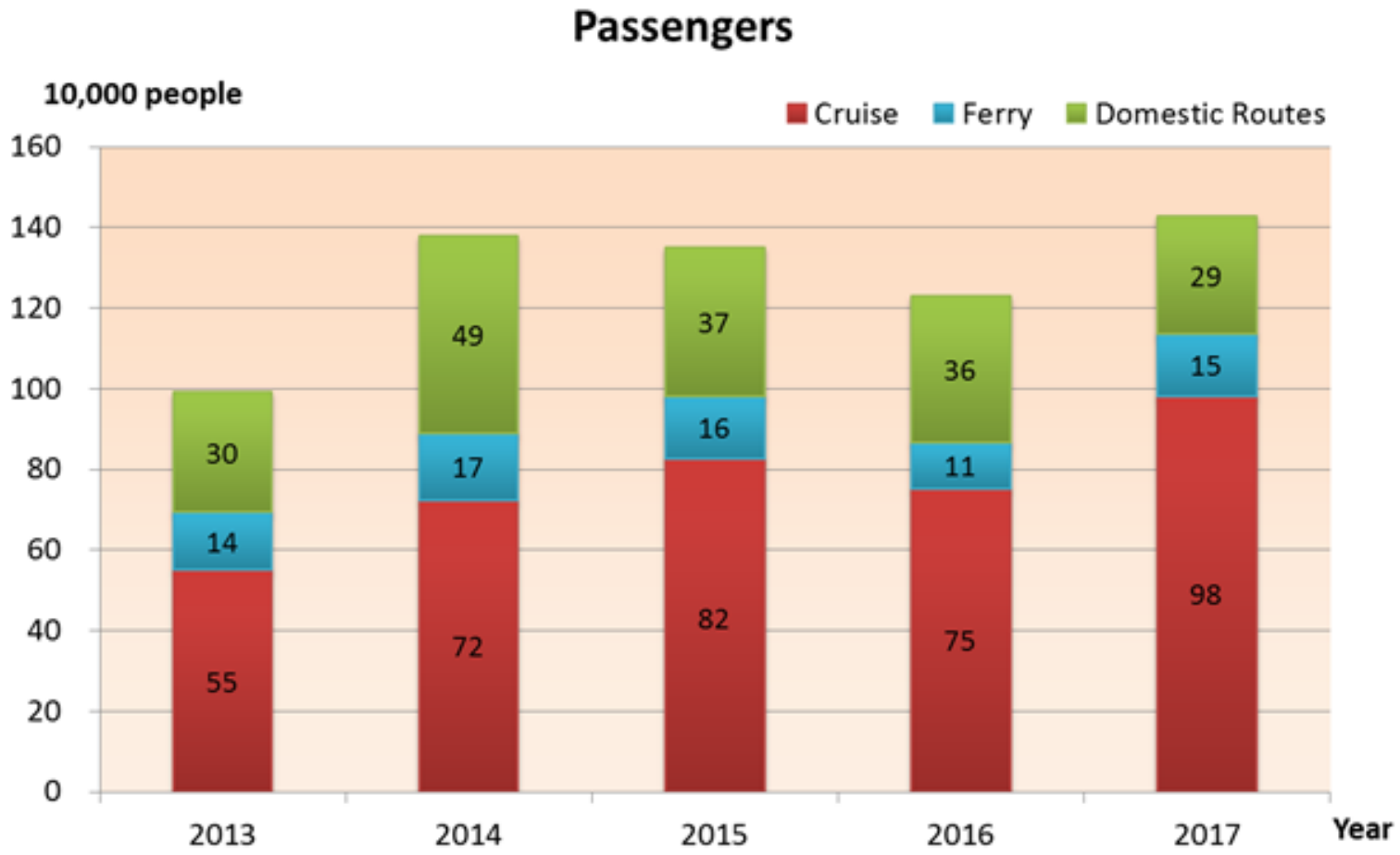
| 2017 unit: thousand NT$ | |
|---|---|
| Operating Revenue | 2,128,491 |
| Gross Profit | 131,439 |
| Non Operating income | 34,004 |
| Net Profit After Tax | 135,725 |
| EPS | 2.33 |

# ★Service Item & Ratio

| Year / Product Main | 2018 1-3Q | 2017 | 2016 |
|---|---|---|---|
| Europe | 27% | 32.94% | 30.03% |
| America | 4% | 9.69% | 8.35% |
| NZ & Aus | 2% | 2.82% | 4.62% |
| Cruise | 15% | 10.36% | 9.69% |
| Asia | 6% | 4.74% | 5.50% |
| Mainland China | 13% | 13.15% | 14.78% |
| Northern Asia | 5% | 7.36% | 10.90% |
| Domestic Tours | 1% | 0.74% | 1.45% |
| ＊Other | 27% | 18.20% | 14.68% |

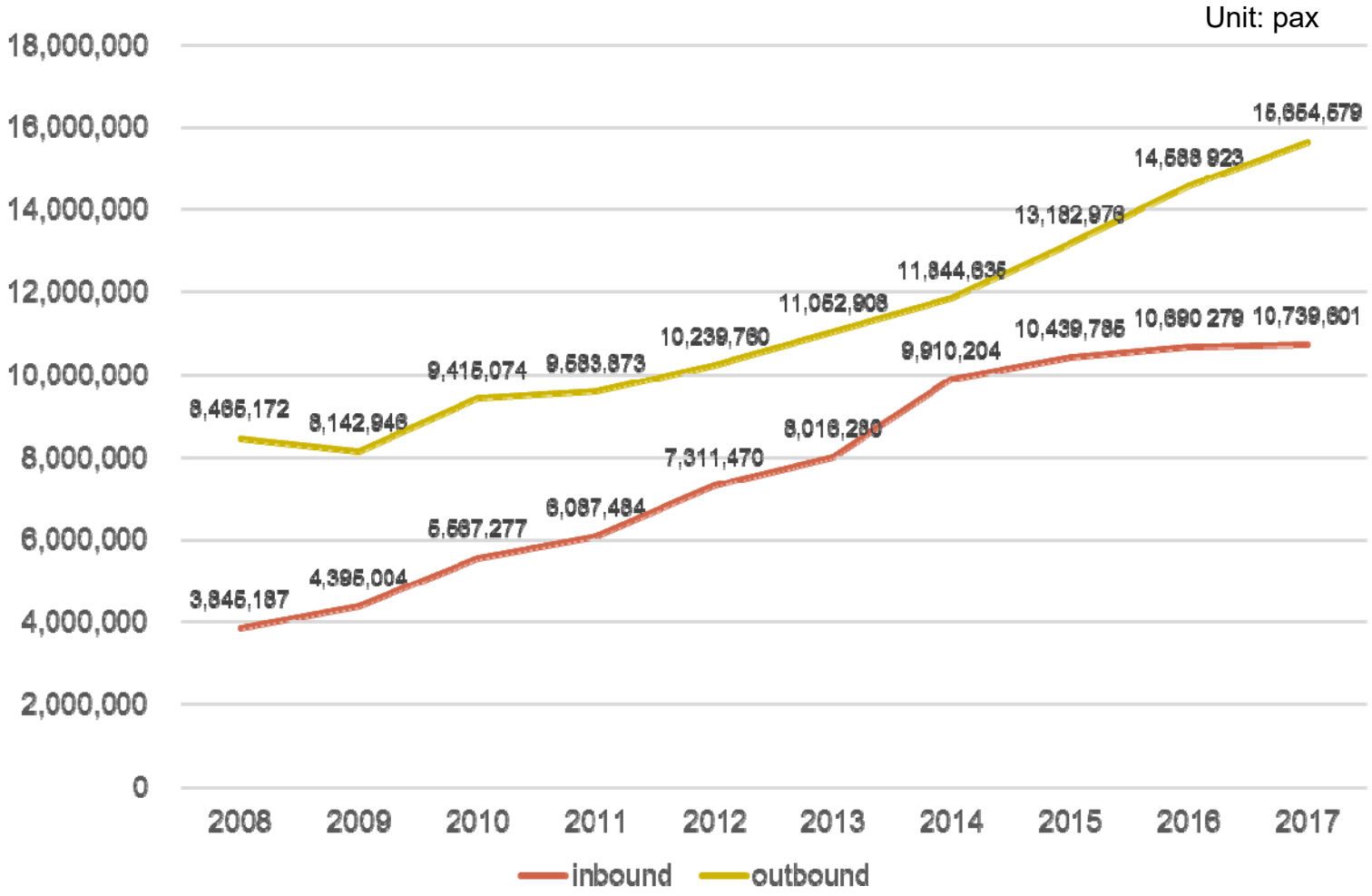
# Travel Market Analysis

# ★Number of int'l ports visitors in Taiwan




**from:** Taiwan International Ports Corporation, Ltd.

# ★In the past 10 years in/outbound change in number




from:Tourism Bureau, M.O.T.C

# ★2016-17 TOP5 Outbound destination

| | 2016 | 2017 |
|---|---|---|
| Japan | • TOP1 4,295,240 | TOP1 4,615,873 ↑ |
| Mainland China | • TOP2 3,685,477 | TOP2 3,928,352 ↑ |
| Hong Kong | • TOP3 1,902,647 | TOP3 1,773,252 ↓ |
| Korea | • TOP4 808,420 | TOP4 888,526 ↑ |
| Macao | • TOP5 598,850 | TOP5 589,147 ↓ |

from:Tourism Bureau, M.O.T.C

# ★Future Development Strategy

※Charter business (cruises or airlines)

※Product diversification

※Resource integration

※Polygonization

# Thank you for your attention !