

## Travel Catering Research Centre Quarterly Report

## Asia

## April - June 2007 Forecast



## Passenger Numbers by Route (millions)

	Jan-Mar '07	Jan-Mar '06	% change	Apr-Jun '06	Forecast
Domestic	19.19	18.77	2.26%	19.08	19.51
Intercontinental	22.51	21.92	2.69%	21.59	22.18
Total	41.70	40.69	2.49%	40.67	41.68

Both domestic and intercontinental passenger numbers show a healthy growth respectively at 2.26% and 2.69% in this quarter.

## Passenger Numbers by Seat Class (millions)

	Jan-Mar '07	Jan-Mar '06	% change	Apr-Jun '06	Forecast
First	2.45	2.48	-1.20%	2.44	2.41
Business	4.15	4.11	1.01%	4.05	4.09
Coach	35.09	34.09	2.94%	34.17	35.18

First class experiences a decrease of 1.20% in this quarter, whereas business and coach classes enjoy growth respectively at 1.01% and 2.94%.

## Estimated Complimentary Meal Numbers by Route (millions)

	Jan-Mar '07	Jan-Mar '06	% change	Apr-Jun '06	Forecast
Domestic (Qantas)	3.93	3.76	4.30%	3.88	4.04
Intercontinental	33.77	32.88	2.69%	32.39	33.26
Total	37.69	36.64	2.86%	36.27	37.31

The growth of domestic (Qantas) complimentary meal numbers is higher at 4.30%, compared to those of the intercontinental route (2.69%).

## Passenger Numbers by Carrier (millions)

	Jan-Mar '07	Jan-Mar '06	% change	Apr-Jun '06	Forecast
Cathay Pacific *	5.32	4.02	32.31%	4.13	5.46
Dragon Air *	-	1.23	-	1.38	-
Japan Airlines	13.92	13.99	-0.55%	13.56	13.49
Malaysia Air	3.36	4.06	-17.23%	4.10	3.39
Qantas	6.09	5.90	3.07%	5.84	6.02
Singapore Airways	4.59	4.27	7.59%	4.39	4.73
Thai Air	4.97	4.68	6.25%	4.48	4.76
Air Asia	3.46	2.53	36.68%	2.79	3.81

Note: \*Starting January 2007, the passenger traffic for Cathay Pacific and Dragonair is combined.

Since the beginning of 2006, Air Asia has led the group in passenger numbers. Its growth remains consistent around 36% in this quarter, placing the carrier once again number one among other carriers. As an effect of the growth of Air Asia, however, is the decrease in passenger numbers on Malaysia Air (-17.23%). Only slightly below Air Asia is Cathay Pacific at a growth rate of 32.31%, which represents a major increase from 7.86% in the previous quarter. This is because starting January 2007 the passenger numbers for both Cathay Pacific and Dragon Air are combined.

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### Headlines

#### **A gourmet ‘tasting’ menu in the First Class cabin on non-stop Qantas flights from Sydney.**

Qantas, the Australian airline, has introduced a gourmet ‘tasting’ menu in the First Class cabin on non-stop flights from Sydney. The new menu is designed by internationally renowned chef Neil Perry. The tasting menu is initially being offered on First routes from Australia to Bangkok, Singapore, and Los Angeles, but is expected to become a signature product for most Qantas First routes. The eight-course menu gave customers the opportunity to sample Neil Perry’s signature dishes, matched with specially selected wines from Qantas’ extensive cellar, in small portions throughout the course of their flight. Qantas had also reintroduced caviar for First Class passengers on some international flights, and supplied a comprehensive pocket guide to all 145 wines currently offered in Qantas First and Business cabins until October 2007. In addition, the serving products are overseen by Australian designer Marc Newson and includes Alessi cutlery - the tasting menu is presented on Noritake bone china crockery and an extensive range of specially-designed glassware.

#807.CAT15, Momberger Newsletter, 25 April 2007

#### **JAL to Increase Flight Frequency on many of its routes to China & Vietnam.**

After increasing the number of its flights on the Tokyo (Narita) - Hanoi route from 2 to 3 flights per week from March 25, 2007, JAL will also increase flight frequency on the Osaka - Hanoi route from 3 to 4 flights per week (May 15 2007), increase flight frequency between Tokyo (Narita) and Guangzhou from 11 to 13 flights per week; increase flight frequency between Tokyo (Narita) - Beijing from 14 to 19 flights per week from (June 2 2007) and increase flight frequency between Nagoya and Tianjin, Tokyo - Ho Chi Minh City at the beginning of June 2007. It will also suspend its twice weekly service between Nagoya and Beijing and will adjust just the days of the week it operates flights between Tokyo - Hong Kong route. As a result, the total number of flights offered by JAL between the countries will increase from 276 to 283 flights per week.

Press Release Japan Airlines, <http://www.jal.com/en/press/>  
April 26, 2007 and July 6, 2007.

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### **Korean Air Inaugurates Service To Calgary, Canada**

Korean Air, South Korea's flagship carrier, will introduce thrice-weekly chartered flight service to Calgary, the UNESCO World Heritage Site of Canada for the two months from July 1 to September 2, 2007. The new service is expected to widen the road between North America and Asia which had long suffered from seat shortage in summer due to high air travel demand for leisure and English language courses. Korean Air's new charter service to Calgary marks the airline's third direct flight operation to Canada following Vancouver, Toronto and is expected to boost the flow of visitors between the two countries as well as leisure travelers to Canada during this summer season. The new direct operation to Calgary will allow more convenient access to the Rocky Mountains for travelers who now have to transit through Vancouver, Toronto.

Asia Pacific News, <http://www.tbtravel.com/>, 27 June 2007.

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### **Explanations**

#### **Passenger Numbers by Route**

*The data in this table is derived from the area's major individual carrier's websites. These carriers include Cathay Pacific, Japan Airlines, Korean Airlines, Malaysia Air, Qantas, Singapore Airways and Thai Air.*

*% change - This compares the last full quarter of this year with the same quarter in the previous year.*

*Forecast - The forecast is based on the trend derived from the equivalent quarter of the previous year and the percentage change in the last full quarter.*

#### **Passenger Numbers by Seat Class**

*The data in this table is derived from data found on Euromonitor's web pages. The seat class data is defined by country and is then applied to the major carrier for that country. Two countries are not reported on and the average seat class ratio is applied to these.*

#### **Estimated Complimentary Meal Numbers and Type by Route**

*The data in this table is calculated by taking the total passenger numbers by route and applying a multiplier to provide an estimate of the total meals provided to passengers. The multipliers used are based upon consensus meal values agreed upon by a panel of experts and are subject to change on a monthly basis.*

*% change – Please see above.*

*Forecast – Please see above.*

#### **Passenger Numbers by Carrier**

*The data in this table is derived from the individual carrier's websites. The Association of Asia Pacific Airlines (AAPA) data is derived from Monthly International Statistics as found on their website.*

*% change – Please see above.*

*Forecast – Please see above.*