

CACCI Tourism Newsletter

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Despite the current global financial crisis, we look with optimism that our industry would be able to withstand the setbacks with great resolve by innovative thinking keeping in mind that travelers will look at competitive offers to cater to their usual appetite to travel.

My Best Wishes

Prema Cooray
Chairman
CACCI Tourism Council

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New PATA chief sets ball rolling

New PATA President and CEO Greg Duffell (pictured) has begun his tenure with a renewed commitment to ensure transparency and accountability across every aspect of the Association's work.



"We're not a secret society but rather a well-established industry organisation with an incredible track record and a remarkable heritage. We have much to offer and I'm determined that our members recognise this and take advantage of their Association membership in a constructive and beneficial manner," he says.

Mr Duffell, who joined PATA this week from Indochina Services Travel in Thailand, has already launched a consultation exercise with a broad cross-section of the PATA membership.

"I'm keen to hear first-hand from our members about how they believe we can improve our service delivery. A key role for me is to ensure that all our members fully appreciate that PATA offers real benefits that add value," he adds.

Source - PATA NEWS February 5 2009

Chairman Receives Prestigious PATWA Award

Our Tourism Council Chairman Mr. Prema Corray was the recipient of the prestigious PATWA's HALL OF FAME award for his lifelong contribution to Sri Lanka Tourism.

The presentation took place during the International Tourism Fair (ITB) in Berlin on 13th March 2009



Hope for Industry

Travel intentions survey results offer hope for industry

The Asia Pacific tourism industry has received a welcome boost from data contained in the Visa/PATA Asia Pacific Travel Intentions Survey 'Determining Travel Preferences in 2009 and Beyond'. The survey found that, of the 5,554 people surveyed, 36 percent said they did not expect to make any changes to their travel plans in the near future while 64 percent of respondents were reviewing their plans in the light of economic uncertainty.



Among those respondents reviewing their plans, 57 percent said they would still travel but would look for cheaper alternatives while 38 percent said they would travel within their own country instead. Only 36 percent said they would postpone their travel as a result of economic uncertainty.

Meranda Chan (pictured), Visa Country Manager for Singapore and Brunei, said, "While the global economic situation will impact tourism it is unlikely to bring travel to a standstill. What our survey has shown is that travellers will be more creative in their selection of destinations."

Chan, a member of the PATA Board, added, "Considering the timing of this survey - when fuel prices were high and the global economy was already showing signs of a slowdown -- the fact that travellers from Asia Pacific's key source marketplaces were looking to adapt by choosing less expensive holidays or travelling in their own country should be a comfort to the regional tourism industry."

Australians, British, Singaporeans, Indians, French and Americans were less likely than the average respondent to let economic concerns keep them from travelling. Those in Chinese Taipei, Korea, Japan, Hong Kong and China were more likely than the average to have their plans affected. Travelers aged 45 and over were far more likely to keep their travel plans intact compared with those in younger age groups.

Source - PATA NEWS February 18 2009

Short breaks and cheaper alternatives in 2009

Survey finds travelers looking for short breaks and cheaper alternatives in 2009

By PATA COMMUNICATIONS

One third of leisure travelers say plans not affected by economy

February 11, 2009, Singapore - Despite economic turbulence worldwide, the Asia Pacific tourism industry has received a welcome boost from data contained in the Visa and the Pacific Asia Travel Association (PATA) Asia Pacific Travel Intentions Survey 'Determining Travel Preferences in 2009 and Beyond'.*

The survey found that of the 5,554 people surveyed, 36 percent said they did not expect to make any changes to their travel plans in the near future while 64 percent of respondents were reviewing their plans in the light of economic uncertainty.

Among those respondents reviewing their plans, 57 percent said they would still travel but would look for cheaper alternatives while 38 percent said they would travel within their own country instead. Only 36 percent said they would postpone their travel as a result of economic uncertainty.

Meranda Chan, Visa Country Manager for Singapore and Brunei, and PATA Board Director, said: "While the global economic situation will impact tourism, it is unlikely to bring travel to a standstill. What our survey has shown is that travelers will be more creative in their selection of destinations."

Greg Duffell, President and CEO - PATA said: "The travel and tourism industry is a major employer in nearly every destination in Asia Pacific. Indeed, the top two global markets for travel and tourism employment are China (74.5 million jobs) and India (30.5 million jobs) with Japan, Indonesia, Vietnam and Thailand also in the top 10. We must never underestimate the importance of working with the travel industry to shape promotions and offerings that suit travelers' desires for new and economically sensitive travel options - and it's vitally important that the industry delivers innovative and creative solutions to keep these people traveling."

Still traveling

Australians, British, Singaporeans, Indians, French and Americans were less likely than the average respondent to let economic concerns keep them from traveling.

Those in Chinese Taipei, Korea, Japan, Hong Kong and China were more likely than the average to have their plans affected.

Travelers aged 45 and over were far more likely to keep their travel plans intact compared with those in younger age groups.

More than half of the frequent travelers** and high spend*** travelers surveyed said their plans would not be affected by the economic downturn.

Revising plans

Of those travelers who said their plans would be affected, less expensive destinations or itineraries were more popular than average for those from Singapore, Hong Kong, Japan, Chinese Taipei and China. Downsizing travel plans was also a popular option for frequent travelers surveyed, with 70 percent saying that they would seek less expensive alternatives such as a change in destination or itinerary.

Domestic travel was an option being considered by 38 percent of respondents, with more travelers from Japan, India, Chinese Taipei, the United States and China opting for local holidays. Women were more likely than men to select the domestic option; infrequent travelers were more likely to take the domestic travel route.

Postponing travel

Travelers surveyed who said they were planning to postpone travel in the near future were more likely than average to be from China, Chinese Taipei, the United States, Korea, India, Australia and Hong Kong. Men were also more likely than women to hold off on travel plans altogether based on economic uncertainties.

Chan said: "Considering the timing of this survey - when fuel prices were high and the global economy was already showing signs of a slowdown - the fact that travelers from Asia Pacific's key source marketplaces were looking to adapt by choosing less expensive holidays or traveling in their own country should be a comfort to the regional tourism industry."

"While things may have slowed down, this is the perfect time for travel professionals to target neighboring marketplaces and key demographic groups with attractive deals. The regional tourism industry can also use this opportunity to drive domestic travel, spurring local economies and helping to minimize the effects of the downturn in their domestic economies."

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* Commissioned by Visa and PATA, the Asia Pacific Travel Intentions Survey 'Determining Travel Preferences in 2009 and Beyond' was an online survey conducted by Synovate from 7 to 28 August 2008. The survey asked 5,554 respondents from 11 key Asia Pacific travel source markets (Australia, China, Chinese Taipei, France, Hong Kong, India, Japan, Korea, Singapore, the United Kingdom and the United States) about past and future travel plans. For each market, respondents were internet users, aged 18 years or above, had traveled for holidays in the past three years or have the intention to do so in 2009 or 2010.

** Those defined as traveling on an average more than three times a year

*** Those defined as spending above the average survey response for their country or territory

ICCA: "Global financial turmoil hits future meetings industry expectations, but few marketing or staff cuts are planned for 2009".

ICCA conducted a survey of its global membership to obtain an updated overview of industry confidence in the light of the current global financial crisis. This survey was a follow-up to a similar survey which was conducted by ICCA in April. The survey results were presented at the ICCA Congress, which is currently taking place from 1 - 5 November in Victoria, Canada.

Almost 30% of ICCA's 850 member companies and organisations responded, providing the most current overview of how the meetings industry is coping, and how industry leaders predict they will be affected in future.

Impact of the economic environment in 2008

In the October survey, 8.5% of respondents indicated to have suffered a significant downturn as a result of the economic environment, opposed to 6% in April, whilst 44% report no impact whatsoever, compared to 60% in April. The number of ICCA members reporting a slight impact of the economic environment on their business rose from 35% to 48%.

However, a surprisingly large figure of more than 39% are expecting their company's 2008 performance to be better than 2007, a year which previous ICCA surveys have indicated was a record breaker in all regions of the world. This is a drop of less than 2% compared to the survey conducted in April. As is April, less than one third think this year will be weaker than 2007.

Expectations for 2009

Almost 80% expect a negative impact on their business in 2009 (20% reported a "significant impact" and 58% a "slight impact"). However, almost 70% of ICCA members planning answered "no" when asked if they are planning to make cuts in their 2009 marketing budgets compared to 2008 and almost 78% does not expect they have to make any staff cuts in 2009. This is good news for magazines and trade show organisers everywhere, and is in marked contrast to the big cuts which were seen in previous economic downturns.

Less positive about the global meetings industry in general

However, the final question of the survey delivered results which call this optimism into question.

More than 60% of ICCA members expect a significant negative global impact on the international meetings industry; just over half of the respondents said there will be significant short-term negative

global impact up to 18 months, while only 35% felt this way in April, and 11% expected a significant negative global impact for more than 18 months. This percentage was just over 7% in April.

Almost 36% predict some regional negative impact only, while only 3% expected no impact at all.

Martin Sirk quote: "What is perhaps most surprising is how little immediate impact has been felt so far, with 2008 still projected to be a good business year overall for most ICCA members in all regions of the world. Clearly there is a great deal of concern for economic prospects in 2009 and beyond, but it is heartening to see the confidence implied by the very small numbers planning marketing or staff cuts. What is also clear from anecdotal discussions with our members is that international association meetings are expected to be the most resilient meetings industry sector, whilst corporate meetings are expected to be worst affected. With ICCA being the leading provider of research tools and marketing opportunities to reach international association decision-makers, this puts our association in an excellent position to help ICCA member companies and organisations weather the challenges heading towards us all."

Source - ICCA NEWS & PUBLICATIONS 2009

Prema Cooray says :No cases of Swine Flu in Sri Lanka, and proper controls are in place to scrutinize all visitors

In response to the inquiry on "How the Tourism industry may respond to the swine flu threat in Sri Lanka" made by Dr Webster Kiang, Director-General, CACCI, Mr. Prema Cooray, the Chairman of the Tourism Council of CACCI has responded as follows :

Sri Lanka's Tourism Authority is working very closely with the Ministry of Health to ensure that proper controls are in place so that all visitors to Sri Lanka are well scrutinized before entry. To this date Sri Lanka has had no reported cases of Swine Flu. The measures taken so far by the Health Ministry are as follows :

Current Measures taken by the Health authorities in Sri Lanka include

- Develop a fact sheet on swine Influenza and distribute to all the health institutions
- Alert airport/seaport health authorities regarding possible influx of infected cases
- Instructions were issued to airport/seaport authorities regarding preventive measures.
- Established surveillance system to detect suspected cases
- Collaboration with Medical Research Institute- establish diagnostic facilities.
- A health alert has been sent to all government and private health institutions to initiate surveillance of suspected cases and collection of laboratory samples. Facilities for lab diagnosis are available at the MRI.
- Since entry points are important in preventing the disease from spreading a special alert was sent to the Airport health officer and the Port health officer to initiate specified vigilance and surveillance activities at these main entry points.
- The Health desk at the airport/seaport will be open 24 hrs and passengers arriving from Mexico, USA, New Zealand, Spain and Canada where the disease is spreading at the moment have been requested to report to the health desk.
- Those passengers arriving from affected countries with manifested symptoms suggestive of Influenza like illness (ILI) would be referred to the Infectious Diseases Hospital for isolation and confirmation of the disease.
- Thermal scanners would be installed at the airport shortly to screen the relevant passengers for symptoms.
- Steps have been taken to strengthen the already available stocks of anti viral drugs and Personal Protective Equipment (PPE) at identified sentinel hospitals and also at the Medical Supplies Division