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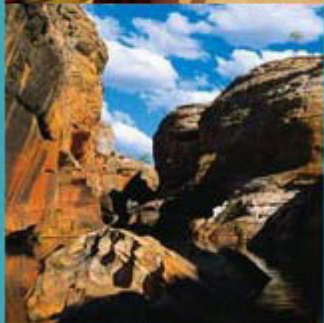
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Asia Pacific Hotel Winners in 2006



Strong hotel performances were recorded throughout the Asia Pacific region in 2006, according to Deloitte's *HotelBenchmark Survey*, with recovery stories, gateway cities and emerging destinations topping the performance

charts.

Hoteliers in Phuket, Thailand breathed easier in 2006 as revenue per available room (RevPAR) improved by 46.6% in local currency terms. This was helped by occupancy rates improving 33.1% over 2005 and average room rates going up more than 10%. Phuket's was a dramatic recovery story in the wake of the December 26, 2004 Indian Ocean tsunami.

Southeast Asian gateway Singapore enjoyed a 23.4% increase in RevPAR last year, with properties in the Marina Square area performing marginally better than average in the city-state. Not far behind was rival gateway Hong Kong SAR, where hoteliers enjoyed a 19.6% improvement in RevPAR.



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Vietnam was an outstanding performer among smaller emerging destinations, with RevPAR improvements of 35.6% in Hanoi and nearly 25% in Ho Chi Minh City. India's supply squeeze was a boon for hoteliers, with RevPAR increases of up to 43.3% (Mumbai) in local currency terms.

According to the survey the five cities/regions with the highest average room rates (in US dollars) across the region in 2006 were:

| | |
|------------------------|-------|
| Delhi | \$219 |
| Tokyo | \$217 |
| Hong Kong SAR (Island) | \$193 |
| Seoul | \$184 |
| Mumbai | \$181 |

[Deloitte Web site.](#)

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Will US Tourism Break Records in 2007?

US inbound tourism numbers are likely to break records by the end of 2007, PATA President and CEO Mr Peter de Jong told a North American travel industry conference in Korea (ROK) this week. "But since the events of September 11, 2001 and the resulting border controls and security restrictions, it has been a long hard struggle that has cost the American economy dearly," he added.

The US economy has missed out on US\$16.4 billion in new expenditure, 189,000 new jobs and US\$2.6 billion in federal, state and local tax revenues, according to the Discover America Partnership (DAP)'s *A Blueprint to Discover America*. The DAP has proposed a three-pronged US\$300 million dollar plan to recover Brand USA's sagging reputation.

Mr de Jong had good news for the rest of the PATA region. "US outbound travel by air has never been stronger," he said. "Last year, there were 39.5 million departures by air. Significantly, almost 30 million of those were to destinations other than Canada and Mexico. And six million trips were to destinations in Asia and the Pacific."

The PATA chief was speaking at the American Society of Travel Agents (ASTA) International Destination Expo -- Asia, Jeju Island, Korea (ROK), March 27. His prediction of record US inbound numbers is based on PATA's *Asia Pacific Tourism Forecasts 2007-2009*, which will be officially launched in Vancouver, Canada, April 22, along with a presentation and panel discussion about the DAP's *Blueprint*.

[ASTA Web site.](#) April 22 information and registration -- patabkk@PATA.org.

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PATA invites you

Masters Course Offers Latest Tech Training

amADEUS
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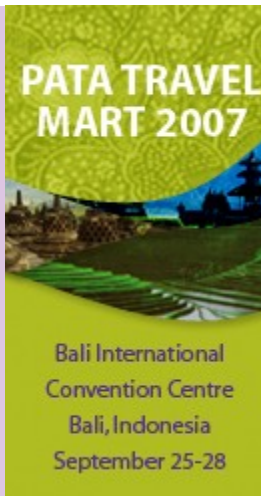
The next generation of hospitality leaders will leave business school with practical experience of the latest technology management tools in a real life setting, if an agreement between Amadeus and Cornell-Nanyang Institute of Hospitality Management (CNI) of Singapore's Nanyang

Technological University signals a trend among educational programmes.

Students of PATA member CNI's Master of Management in Hospitality (MMH) will now have access to Amadeus' Revenue Management

System (RMS) as part of their programme. It is hoped that this experience will align the MMH much more closely to the requirements of the hospitality industry.

CORNELL NANYANG
INSTITUTE OF HOSPITALITY MANAGEMENT



**PATA TRAVEL
MART 2007**

Bali International
Convention Centre
Bali, Indonesia
September 25-28



**PATA
GOLD AWARDS
2007**

Entries close April 30



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Dean of CNI Professor Judy Siguaw said: "Revenue management practice has become increasingly important in all aspects of the service industry and we see this as a significant plus to equip our students with a "hands on" approach in our programme."

Amadeus Hospitality Business Group Vice President Mr Bruno des Fontaines said: "By investing heavily in education initiatives, Amadeus hopes to ensure that tomorrow's leaders have the skills to compete in the global market."

[Amadeus Web site.](#) [CNI Web site.](#)

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ITB Honours Ram Kohli



ITB awarded former PATA Chairman Mr Ram Kohli (pictured left) its highest recognition, the ITB Golden Pin, at this year's show. Mr Kohli, Chairman and Managing Director of PATA member Creative Travel attended the first ITB in 1966. Upon presenting the honour, Dr Martin Buck (pictured right), Director of ITB organiser and PATA member Messe Berlin said: "It seems Ram was here even before the first ITB in 1966," adding that Mr Kohli has been a strong supporter of the event. PATA management, including

President and CEO Mr Peter de Jong, attended the award presentation.

[Creative Travel Web site.](#)

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www.PATA.org/goldawards

What's New Extra

News highlights about PATA members. For more, visit [What's New Extra](#).

Guam Celebrates 40 Years of Tourism

Guam is celebrating 40 years of tourism with a series of special events, festivals, contests, tree plantings and more throughout the year.

Korean, Hawaiian Codeshare Deal

Hawaiian Airlines and Korean Air have a new codeshare deal giving Koreans more options to the US and making Hawaii a more attractive gateway to Asia.

United Cuts Spring Fares

United Airlines has reduced its fares on more than 20,000 routes to as low as US\$39. Flights must be booked by April 9 for travel through June 7.

Sheraton Appoints CBO -- Chief Beer Officer

Who said drinking beer wouldn't get you anywhere? Sheraton's Four Points brand has appointed a 27 year-old as CBO for its Best Brews programme.

www.PATA.org/whatsnewextra.

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New Members Weekly

New PATA members that have signed up over the past week:-

Invelj Travel -- Canoga Park, USA

In business for 15 years, Invelj Travel is a full service agency located in Southern California and specialising in the Latino market.

Beijing UTS International Travel Service -- Beijing, China (PRC)

Established in 1995, and one of the biggest wholesalers of Chinese outbound tourism in China. [Web site](#).

www.PATA.org/members. www.PATA.org/join.

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Hot links to PATA members:

[PATA Special Offers](#) -- Special deals from and for PATA members

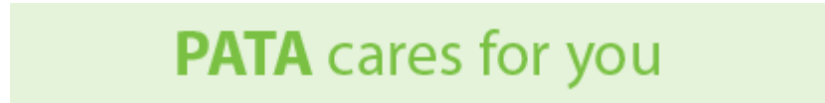
[PATA Careers Directory](#) -- PATA members' careers information

[PATA Member Directory](#) -- There's a PATA member near you

[PATA Member Air Timetable](#) -- Travel with PATA member airlines

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