

Asia: Outbound Travel Is Steadily Rising

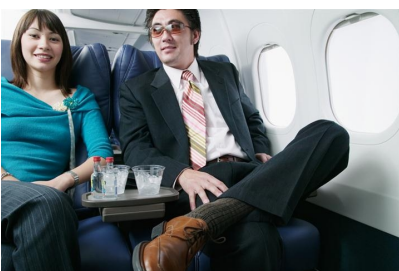
Asia is still in the driver's seat when it comes to global tourism. With outbound trips from Asia rising 7% according to the most recent ITB World Travels Trend Report Asian markets remain strong. A rise in wages due to macroeconomic conditions in the region has been responsible for this increase in traveling and tourism.

The vast majority of travelers originated from Japan and China, both nations reported double digit growth from traveling originating in those countries. From January to June trips originating from China increased by 20%. Since the tsunami event last year provoked Japan's economic collapse this nation has been recovering steadily. A 13.7 percent increase was the amount in outbound traveling from January to September in the country.



Traveling originating from South Korea saw an increase of 6.7 percent, this happened while most other markets in Southeast and South Asia lost their impulse. At the same time, Singapore, Malaysia, India and Thailand grew less than 5 percent. It is worth noticing that among all countries listed in the Asian region only Philippines and Indonesia will break the 10 percent growth rate, a staggering achievement and an indicator of decisive macro-economic factors.

This information source was commissioned by the ITB Berlin and compiled by IPK international, it is known in general as the ITB World Travel Trends Report. Singapore was the first place in Asia where Messe Berlin launched ITB in Asia, that was five years ago. The brand is strong and has earned its spot in importance and attendance levels in trade shows in the Asian travel and tourism industry. October is the month where buyers from the industry, service providers, suppliers and sellers get together to perform networking, have a firsthand look to the latest developments and take advantage of the many business opportunities. Also new trends are presented at the many different events.



People still wish to travel

Most Asian markets are on the rise economically, especially in the tourism area. Next year paints a positive picture in the areas of travel and tourism. Only a small percentage (one third) of Asians answered their travel plans were going to be affected by the global financial crisis, while the rest (two thirds) answered the global economy had no effect on their travel plans at all. Yearly patterns analyses have shown a slow but steady recovery in the Asian region.

Situation in Japan looking positive



The crisis caused by the tsunami last year took its toll short term, but today, the travel and tourism area is currently strongly recovered. A decreased percentage of travelers being affected by the economy in their plans is a strong indicator the recovery will continue. 21 percent of the population expect to travel more in 2013, which is another strong indicator of growth. When predicting the rise of outbound travel levels the statistical margins of error are low. Up to 3% is the expected total growth rate in outbound travel from the island.

China's influencing power keeps being strong

One of Asia's stronger markets in the travel and market industry is China. 38% is the total travel intention rate for the country. With the sheer number of the traveling population in the country this is an impressive amount by far. Growth in this rate consists in a four percent increase from 2012. Also up to 49 percent indicated they would perform the same number of traveling. All these statistics together forecast a total increase of 12% in outbound traveling from the country.

Travel from South Korea show decreasing numbers, mainly due to less confidence in spending capacity. As a result more South Koreans will book flights to Southeast Asia. Taiwan follows a similar trend and Hong Kong remains largely the same.

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