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AOCAP 2010

Phuket Visitor Profile – Leading Market Indicator

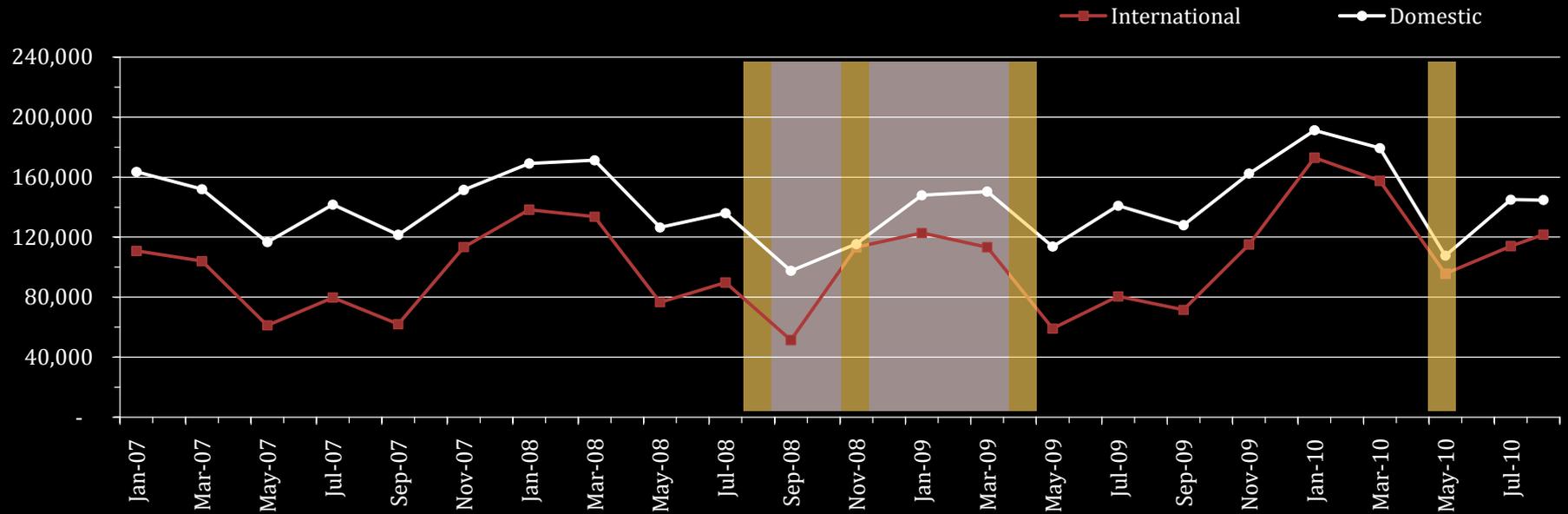
“The Winds of Change”

Bill Barnett, Managing Director - C9 Hotelworks

October 11, 2010

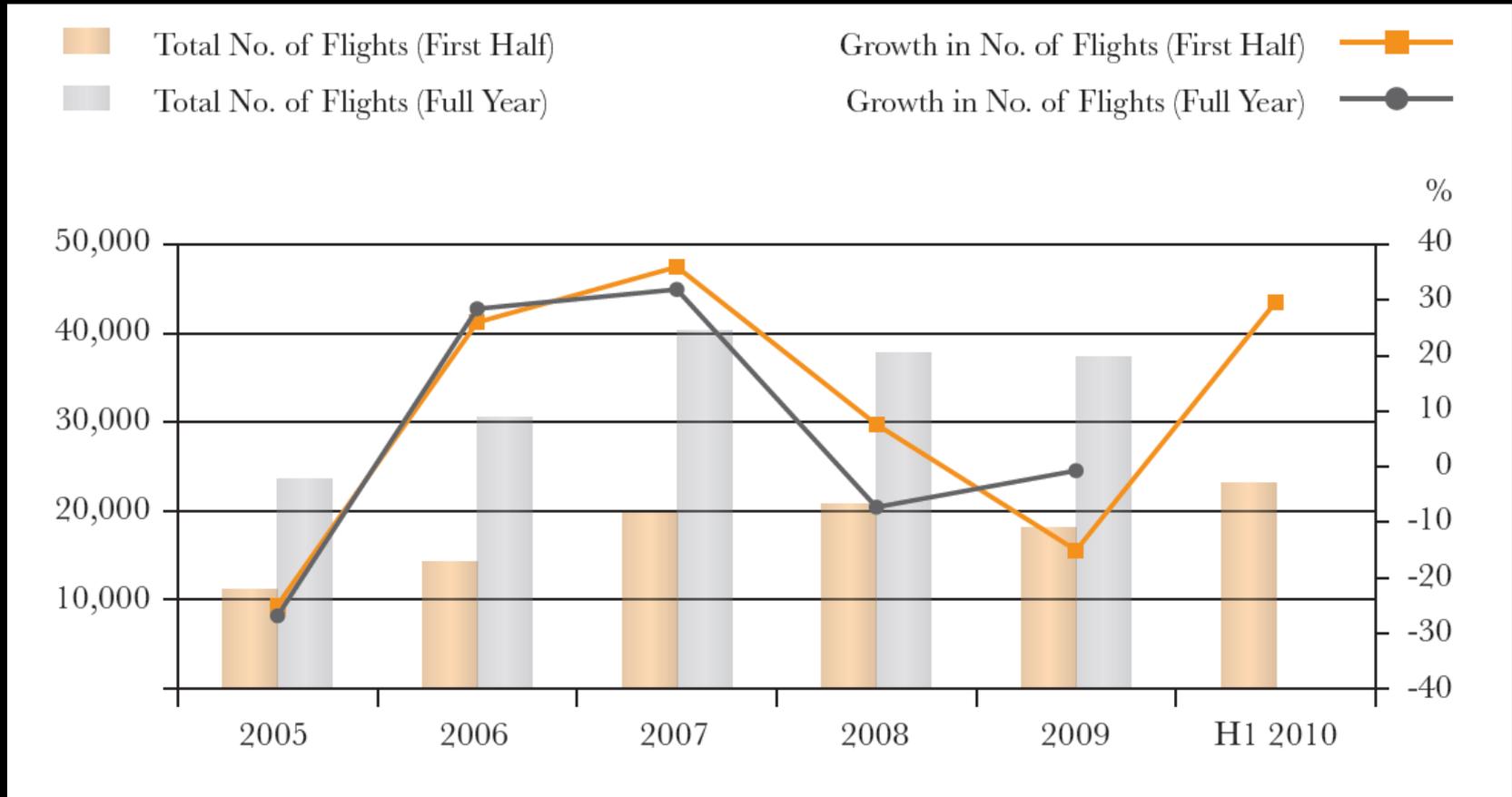
Visitor Arrivals By Air

Visitor Arrivals at Phuket International Airport

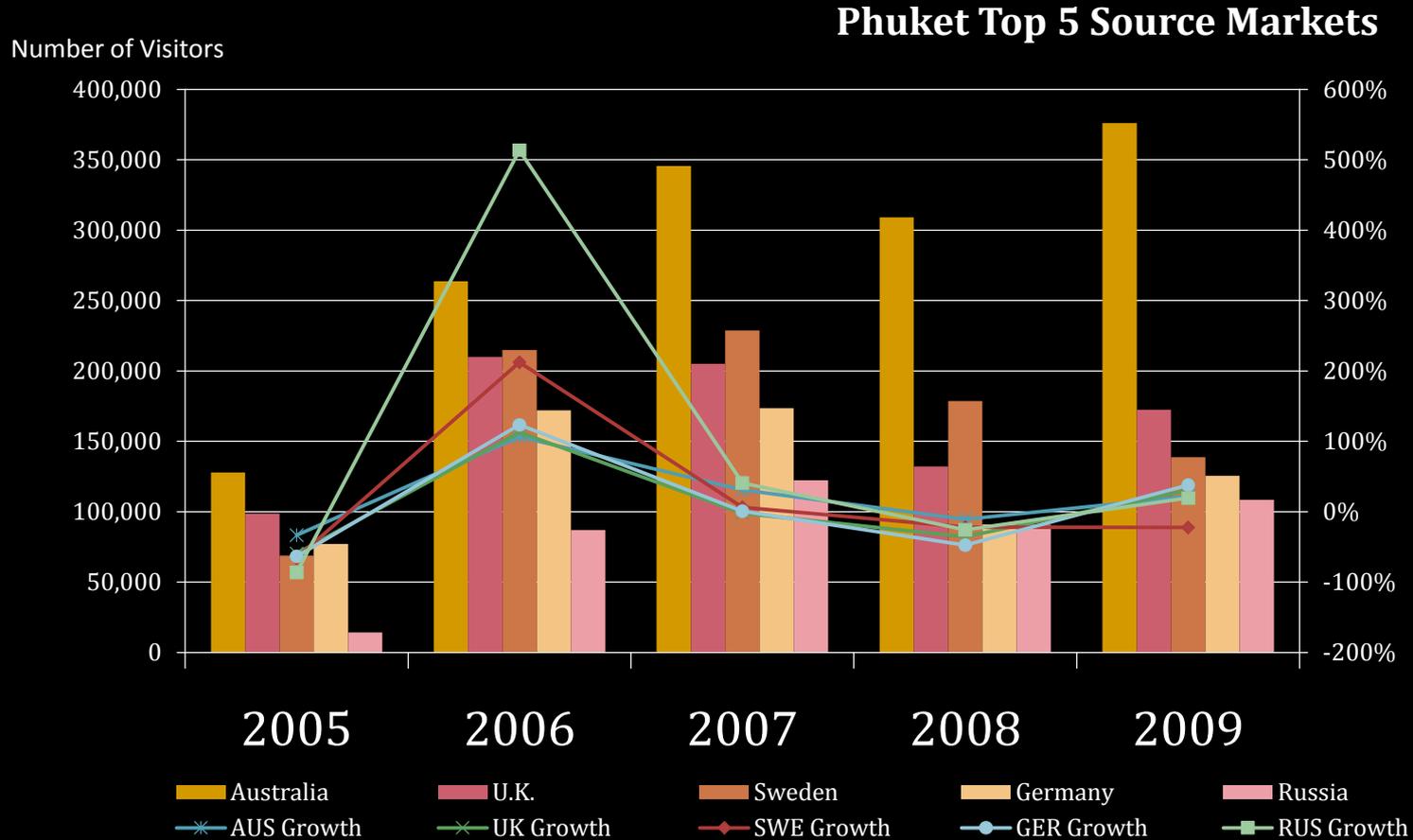


- Global Financial Crisis
- Politically Related Events
 - Phuket airport closure (Aug-08)*
 - Bangkok airport closure (Nov-08)*
 - ASEAN Summit disruption (Apr-09)*
 - Bangkok red shirt protest (May-10)*

Number of Flights at Phuket Airport



Phuket Key Growth Markets



Phuket Top 5 Source Markets

Top 5 Source Markets*

1. Australia
2. Sweden
3. Russia
4. China
5. United Kingdom

Top 5 Asian Markets*

1. China
2. Japan
3. Korea
4. Malaysia
5. Singapore

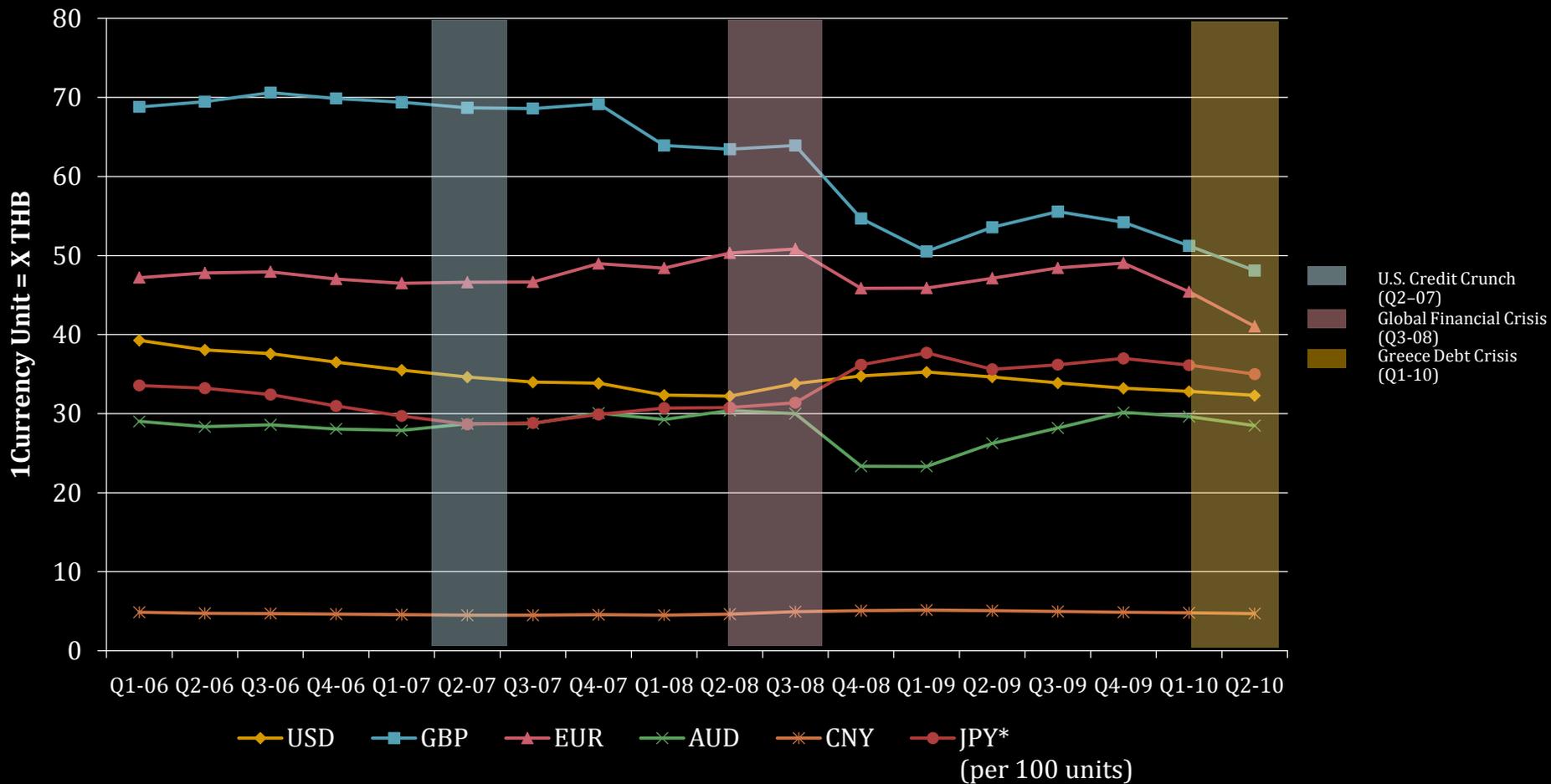
Top 5 Growth Markets*

1. China
2. Korea
3. Australia
4. Middle East
5. Russia

* First half 2010

Source: Office of Tourism Development Thailand and C9 Hotelworks Market Research

Tracking Exchange Rate Fluctuation (2006 - Q2 2010)





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Today's Takeaway....

*The Face of Today Might Not Be the
Face of Tomorrow*