China Air Transport and Airport Industry Report, 2015-2018

Mar. 2015
METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.

◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.

◆ To help company to succeed in a competitive market, and
Abstract

Since 2014, despite negative influence from slower economic growth at home and abroad and high-speed railway on Chinese aviation market demand, China’s civil aviation passenger throughput still kept relatively rapid growth driven by tourist’s leisure demand, and cargo & mail throughput rallied slightly driven by a pickup in exports. In the first eleven months of 2014, China’s total civil aviation turnover, passenger turnover, and cargo & mail turnover reached 68.385 billion ton-kilometers, 580.181 billion passenger-kilometers, and 16.874 billion ton-kilometers, a year-on-year increase of 11.1%, 11.60%, and 8.8%, respectively.

However, the airlines suffered heavy exchange losses due to yuan depreciation against dollar. In the first three quarters of 2014, four big airlines all saw sharp decline in net income, with China Eastern Airlines falling the hardest, at 48.94%. Compared with significant drop in profits of the four big airlines since 2010, Spring Airlines, a representative of budget airlines, has enjoyed continuous increase in revenue and net income ever since 2011, with the latter recording a growth of 4.17% in the first three quarters of 2014.

To improve performance, the airlines in China have sought to make progress in two aspects since 2013: accelerate the opening up of international and regional routes; speed to expand into low-cost aviation industry.

Actively opening up new routes: In 2014, Air China added 12 routes (4 domestic ones and 8 international ones), totaling 33 international routes from 2012. In the same year, China Southern Airlines opened 9 new international routes, bringing the total newly-added international routes to 26 since 2012.

Speeding layout in low-cost aviation industry: In Mar. 2013, China West Air announced to transform into a low-cost carrier; in Jun. 2013, Hong Kong Express Airways announced its intention to transform into a low-cost carrier; on Jul. 2014, China Eastern Airlines announced its subsidiary China United Airlines to convert into a low-cost airline; on Jan. 21, 2015, Spring Airlines got its shares listed on the Shanghai Stock Exchange, becoming the first listed low-cost airline in China.
China Air Transport and Airport Industry Report, 2015-2018 focuses on the following:

- Development environment for air transport industry in China, covering economic environment, policy environment, and social environment;
- Operation status of air transport industry and low-cost aviation market in China;
- Operation status of airport transportation in China, including passenger throughput, cargo & mail throughput, and airplane takeoffs and landings;
- Overall economic results of air transport industry in China, encompassing revenues and total profits of companies in the industry;
- 16 major airlines in China, including financial situation, transport capacity, carrying capacity, load factor, development strategy, and performance forecast;
- 15 major transport airports in China, including financial situation, three production index, and performance forecast;

### Revenue and Net Income of Major China Airlines in the First Three Quarters of 2014 (Unit: RMB mln)

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<td>658</td>
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Source: Companies Mentioned Above, ResearchInChina
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<tr>
<td>Address:</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
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