

A decorative graphic on the left side of the slide, composed of two overlapping, curved shapes. The top shape is orange and the bottom shape is blue, both pointing towards the right.

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Topics

- A brief introduction to Visa
- Travel, tourism and Visa
 - experience, knowledge and tools for e-payment
- Trends and forecasts

About Visa



- One of the world's leading payment organization
- 1.5 billion cardholders, more than 325 million in Asia Pacific
- More than 24 million acceptance locations in 170 countries
- Annual card sales volume in excess of US\$ 4 trillion
- A membership association owned by more than 20,000 financial institutions around the world
- Capable of processing over 6,300 transactions a second
- Cash access at over one million ATMs



“All it Takes” - Visa delivers 21 percent of Asia Pacific’s tourism revenues



The tourism industry and Visa



Its impact

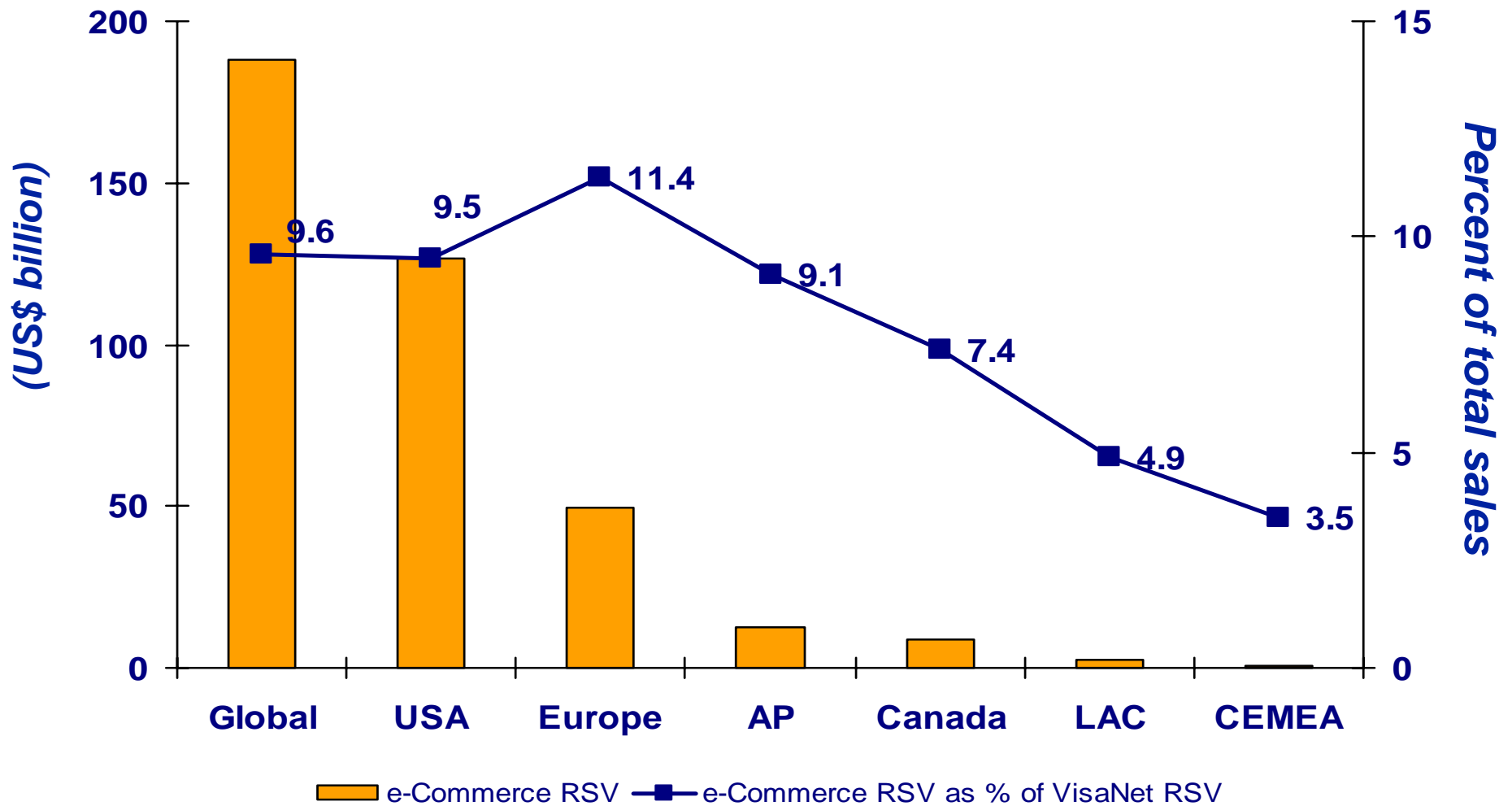
- Driving small and large industries

Visa's role

- Drive tourism - Visa delivers 21 percent of Asia's tourism revenues
- Support tourism authorities with data collection and analysis
- Identify high-value spending patterns

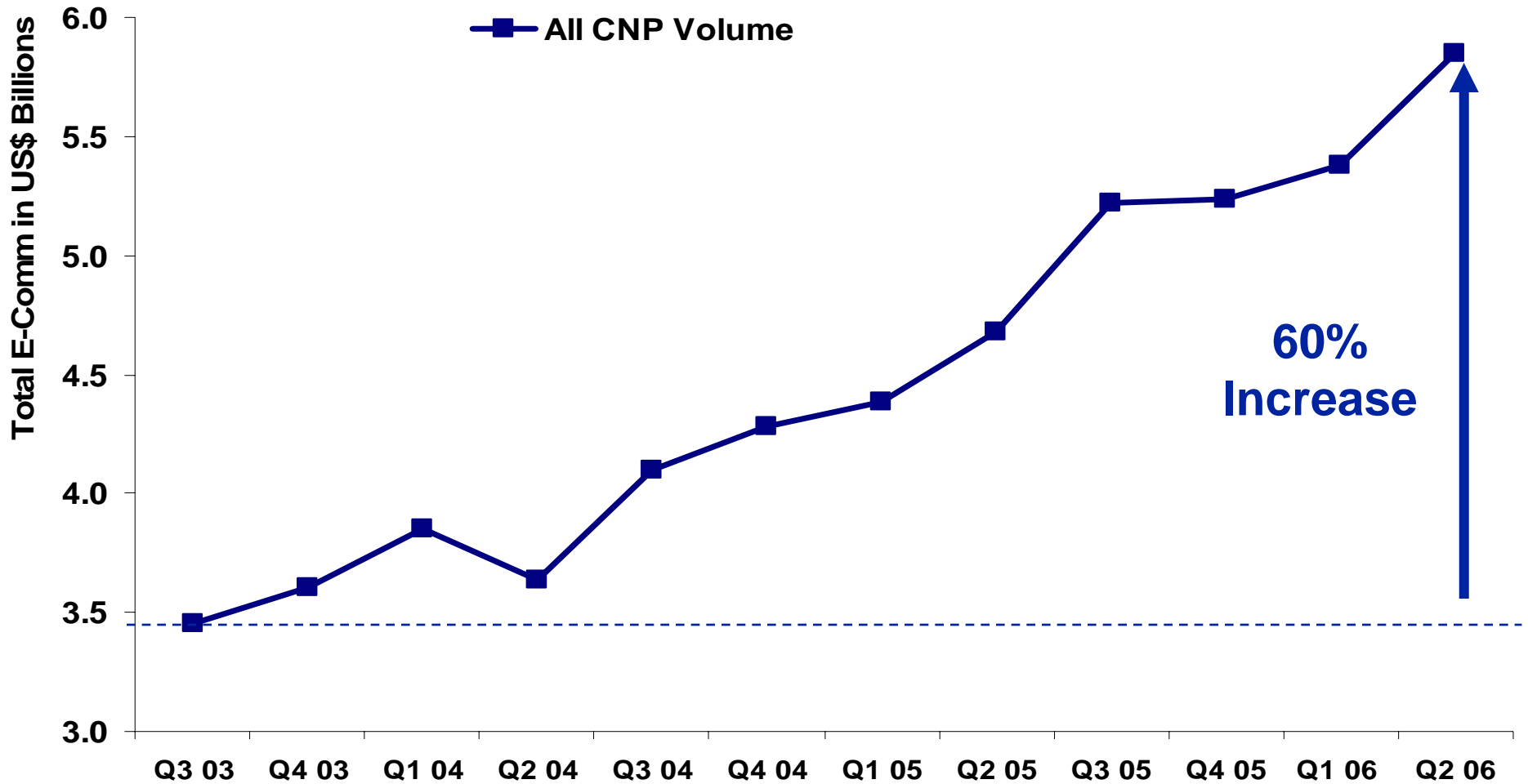


FY 2006: e-Commerce contribution by region



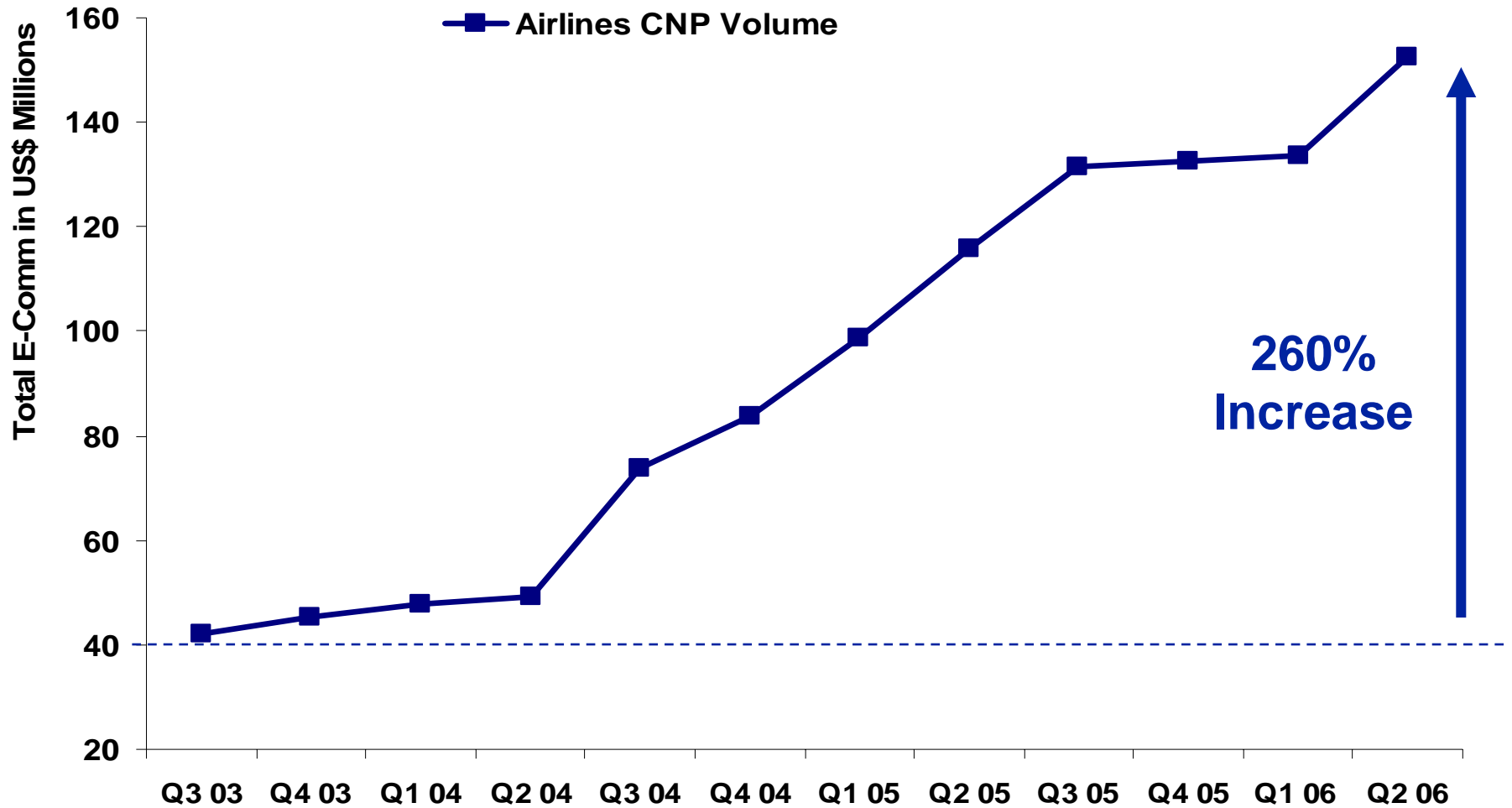
Note: VisaNet only

Growth of card not present Txns in Asia Pacific





Growth of Airlines CNP Txns



Enabling more consumers



- Consumers with internet and payment means
 - Address concerns related to security
- Consumers with access to the internet but no payment means
 - Develop and deploy products that meet requirements:
 - An ability to pay online
 - Virtual use only cards
 - Physical cards, payment anywhere and ATM access
- Consumers without internet access – out of Visa scope

Summary



- Significant Opportunities with E-commerce Payments
- Need to match industry payment needs with those of consumers through the right products and services
- Need to play 'our' role in addressing and enhancing the full potential of the internet
- Visa is your partner in growing tourism today and tomorrow





Thank you

