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## ***Perspectives for 2013 Singapore Grand Prix***

*Valencia – 17th September 2013*

*“Use the power of global air reservation data to monitor  
and benchmark your destination’s performance”*



**ForwardKeys**  
Traveller data intelligence

# Methodology

- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of **1st September 2013**  
All expected arrivals are based on bookings issued until that date (Reservations aggregated the day of the study represent a total of 70% when compared to actual arrivals for the period of concern in 2012)
- ▶ **Perimeter:** Includes international air reservations staying bat least one night in Singapore (therefore excluding “one way trips”, “day trips” and “transits”)
- ▶ **Note:** “F1 Period” has been considered for this analysis as the full week before the “Singapore Grand Prix” finishes; therefore from 15 Sep to 22 Sep 2013 and past equivalent dates

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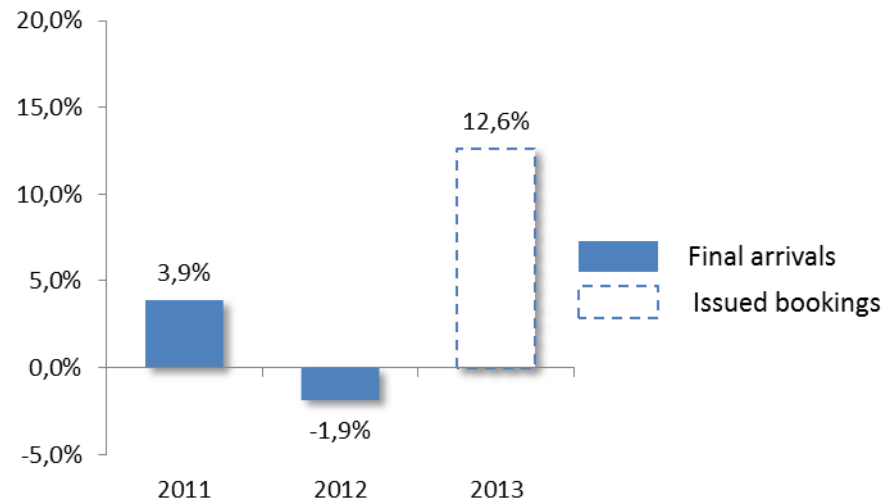
# 2013 Singapore Grand Prix

## Performance of 2013 F1 and past editions



- ▶ Bookings issued as of 1<sup>st</sup> September for Singapore F1 period are 12,6% above 2012 levels, suggesting a positive outlook for 2013 edition of the Grand Prix
- ▶ This increase contrasts with the poor performance of 2012 edition

**Performance of 2013 "Singapore F1" period**  
(% Var vs Previous Year; 2011-2013 Singapore F1 period)



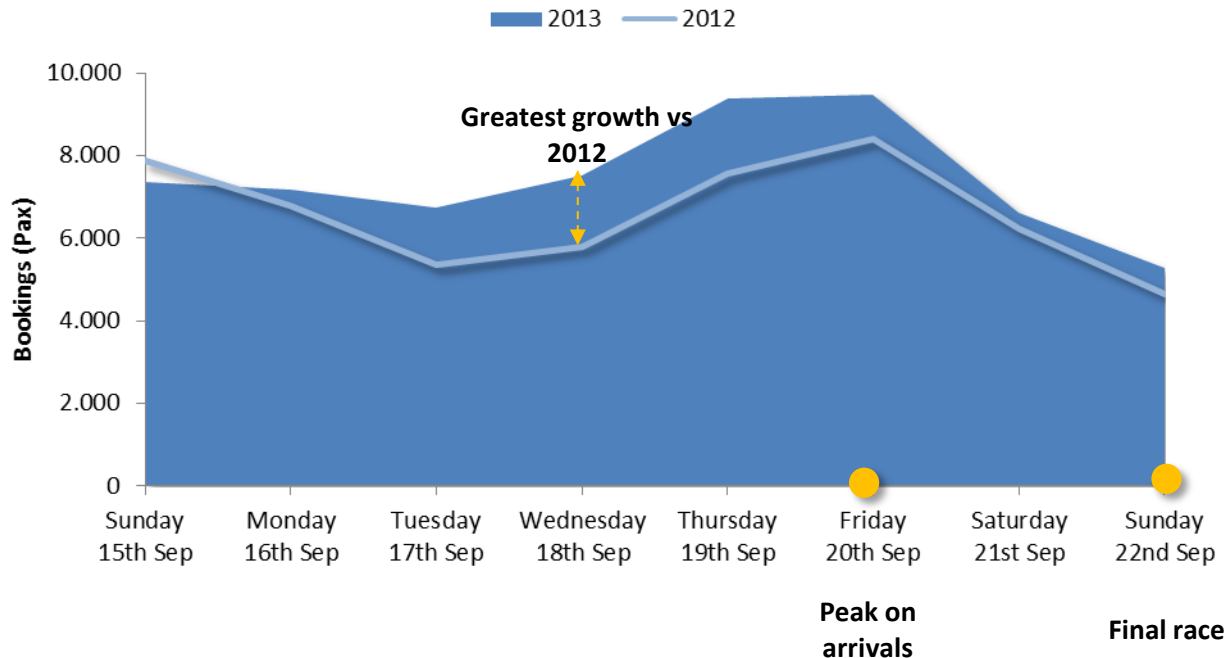
# 2013 Singapore Grand Prix

## Daily expected performance



- ▶ According to current booking situation, highest volume of arrivals could be expected on Friday 20<sup>th</sup> September, closely followed by Thursday
- ▶ Interestingly, Tuesday and Wednesday are showing the greatest increase vs 2012

**Expected performance of 2013 "Singapore F1" period**  
(Issued Bookings; 2012-2013 Singapore F1 period)



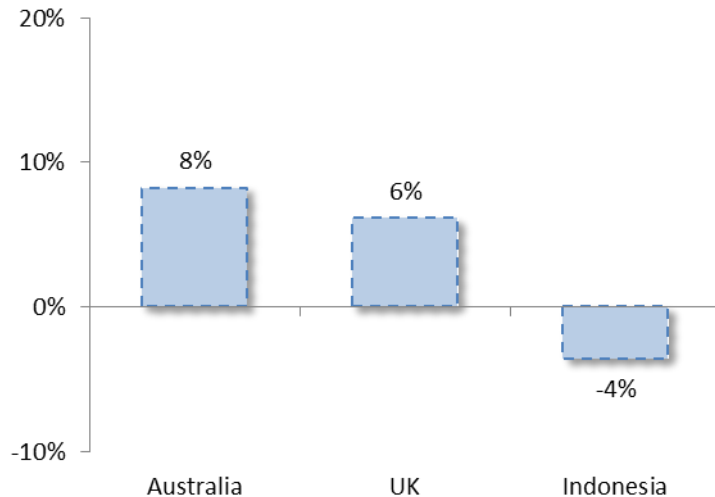
# 2013 Singapore Grand Prix

## Performance of top source countries



- ▶ Among top feeders, Australia and UK show greatest growth vs 2012 booking levels
- ▶ Taking 2012 edition as reference, they are also the top markets showing higher interest in Singapore Grand Prix

**Performance of top source countries**  
(% Var vs Previous Year; 2013 Singapore F1)

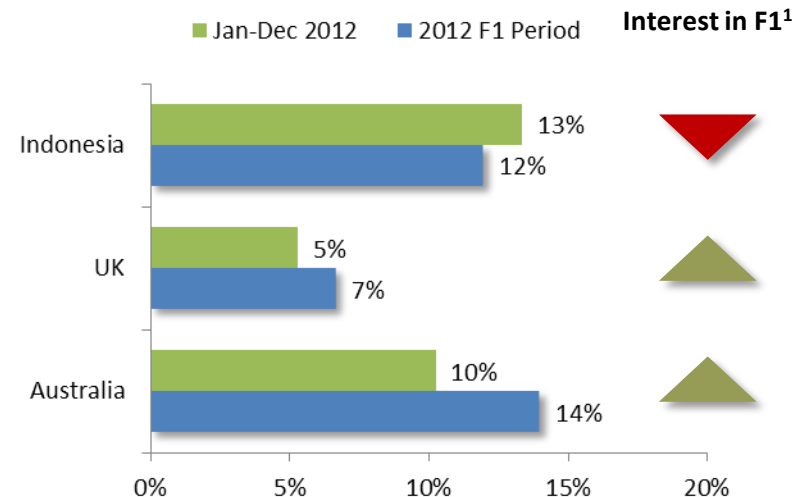


**Relevance**

(% of issued bookings)



**Interest<sup>1</sup> of top source countries in F1**  
(% of arrivals; Jan-Dec 2012 & 2012 Singapore F1)



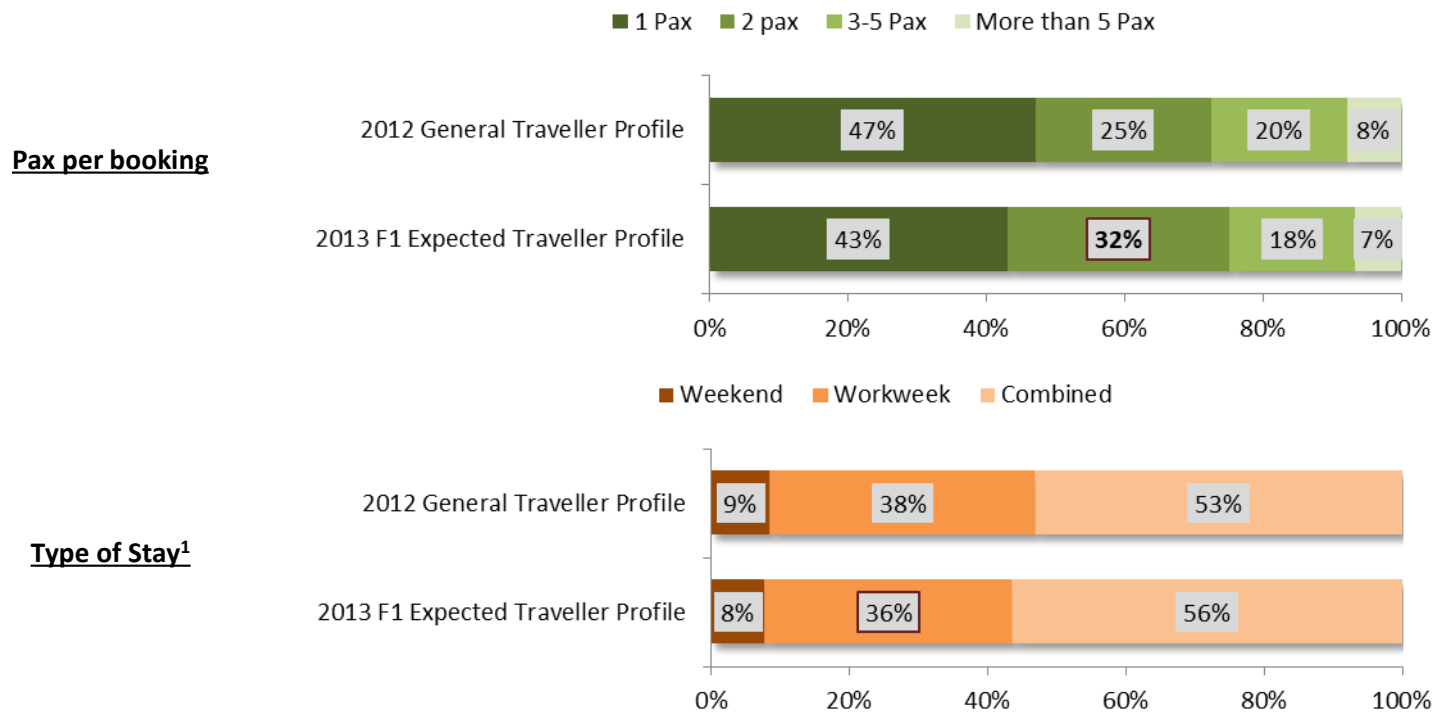
# 2013 Singapore Grand Prix

## Expected traveller profile



- ▶ Current booking situation suggests Singapore F1 period attracts more couples to the city state than average
- ▶ Consistently, it shows less relevance of travellers staying only for workweek<sup>1</sup> days

**Traveller Profile for 2013 Edition of SG F1 vs 2012 Jan-Dec profile**  
 (% of total issued bookings for 2013 Singapore F1 vs % of total Jan-Dec 2012 arrivals)



6 **Notes:** (1) Weekend stays include those travellers staying in Singapore in Fri-Sat nights, workweek stays include those travellers staying in Singapore between Sun-Thu nights