



# ForwardKeys

Traveller data intelligence

## **METHODOLOGY**

Analysis is based on air reservations processed through online and off-line Travel Agencies worldwide using reservations systems (GDS), as aggregated within ForwardKeys® database.

Figures are based on full journey from original city of departure to final destination (not intermediate stops or connections). Transit passengers and those returning to their point of departure have been excluded from this analysis.

**Actual Departures:** Air reservations from all source markets to all destinations with effective travel date before 31<sup>st</sup> Dec 2013.  
*Variation as difference between departures of certain period & departures of exact same calendar period previous year (eg. 1<sup>st</sup> Sep- 31<sup>st</sup> Dec 2013 vs. 1<sup>st</sup> Sep- 31<sup>st</sup> Dec 2012).*

**Expected Departures:** Accumulated reservations until 31<sup>st</sup> Dec 2013 with travelling date between 1<sup>st</sup> Jan-30<sup>th</sup> Apr 2014.  
*Variation as difference between bookings with observed departure period issued as of 31<sup>st</sup> Dec 2013 & those issued until equivalent date of previous year with equivalent departure period.*

Figures are no projection or extrapolations, but concrete and factual information based on the information available until **31<sup>st</sup> December 2013.**

For more information about ForwardKeys® data, studies and methodologies, please contact us by email at [market\\_info@ForwardKeys.com](mailto:market_info@ForwardKeys.com).

## **DISCLAIMER**

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