

## ForwardKeys® Methodology

### ForwardKeys Background information

The information on air travel trends contained in this section has been provided by Forward Data SL leveraging exclusively ForwardKeys® database.

ForwardKeys® database is fed daily with air reservation information (GDS) processed by more than 180.000 online and off-line travel agencies worldwide reaching 4 billion transactions in 2012. GDS perimeter does not include bookings made in the airline website or charters.

### Methodological Note

All figures reflect international arrivals and bookings to Europe as defined by UNWTO (Northern Europe, Western Europe, Southern Europe and Central/Eastern Europe).

Source markets are based considering starting point of the trip, disregarding intermediate connections. ForwardKeys® is a relevant source especially for trends from long haul source markets thanks to its unique tracking of travelers and to a less important role of low cost carriers (not included in FDSL dataset).

Passengers returning to their point of departure and those for which there is only record of one leg of the trip (one ways) have been excluded from this analysis.

- **Actual Arrivals:** Air reservations from all international source markets to Europe with effective travel date prior to 31<sup>st</sup> December 2013 compared to same information previous year.
- **Expected Arrivals:** Accumulated international reservations until 31<sup>st</sup> December 2013 with travelling date between 01<sup>st</sup> January -31<sup>st</sup> March 2014 compared to same situation previous year

If your destination of interest is not shortlisted or you would like to know more about our coverage and trends to your destination please contact [market\\_info@forwardkeys.com](mailto:market_info@forwardkeys.com)