



Impact of military coup on booking trends to Thailand

Valencia – 28th May 2014

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



ForwardKeys
Traveller data intelligence

info@forwardkeys.com

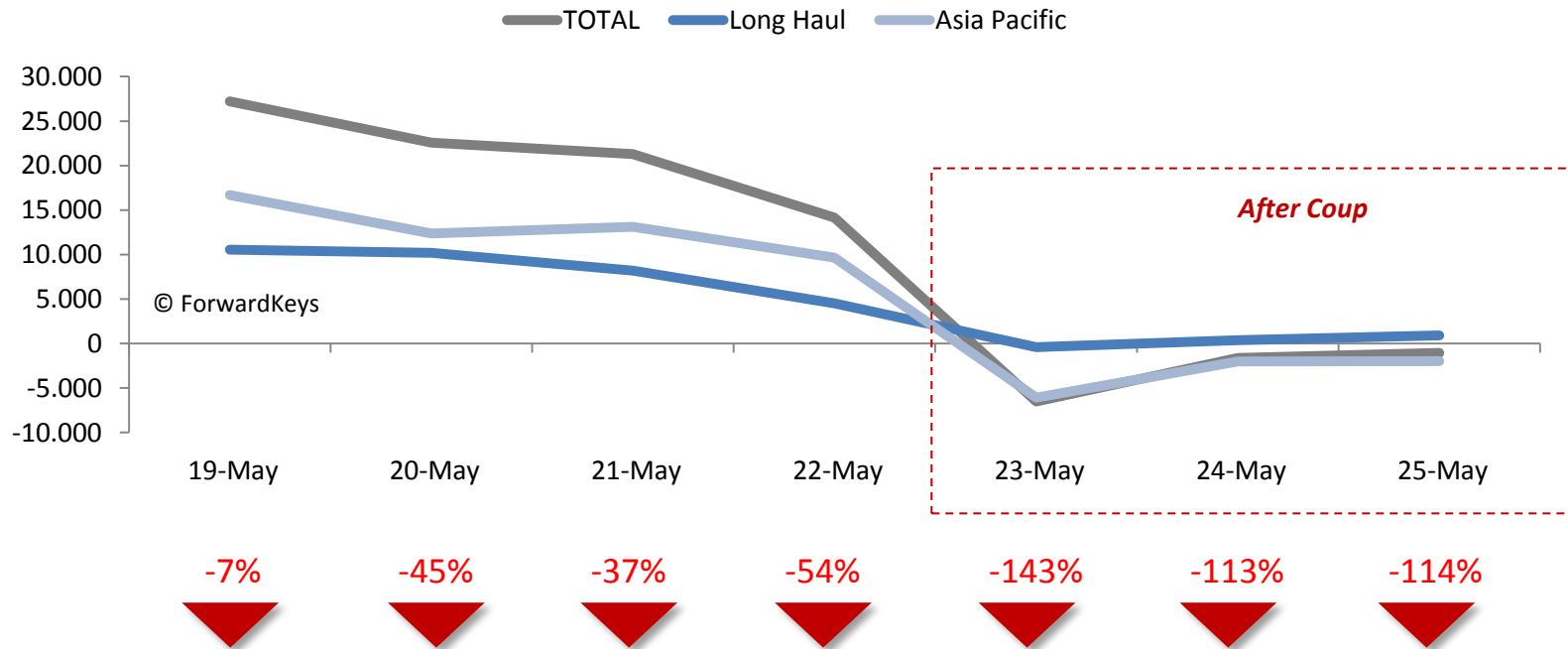
Methodology

- ▶ This analysis is based on Air Reservation Data propriety of ForwardKeys® as of **25th May 2014**. Database contains reservations handled via the main GDS worldwide¹.
- ▶ **Destinations:** Thailand (TH) , with additional focus on some other APAC destinations such as Singapore (SG), Malaysia (MY) and Indonesia (ID).
- ▶ **Perimeter:** Includes international air reservations made by passengers staying at least one night in destination, therefore excluding transits, day trips and One-way trips.
- ▶ **Source Markets** considered: all international, divided in Long Haul and APAC.

Daily bookings in the last week

- ▶ Total bookings to Thailand fall into net negative values by Saturday the 23rd when cancellations overpass number of bookings.
- ▶ Long Haul markets showing more resilience to coup, going back to positive values by the 24th.

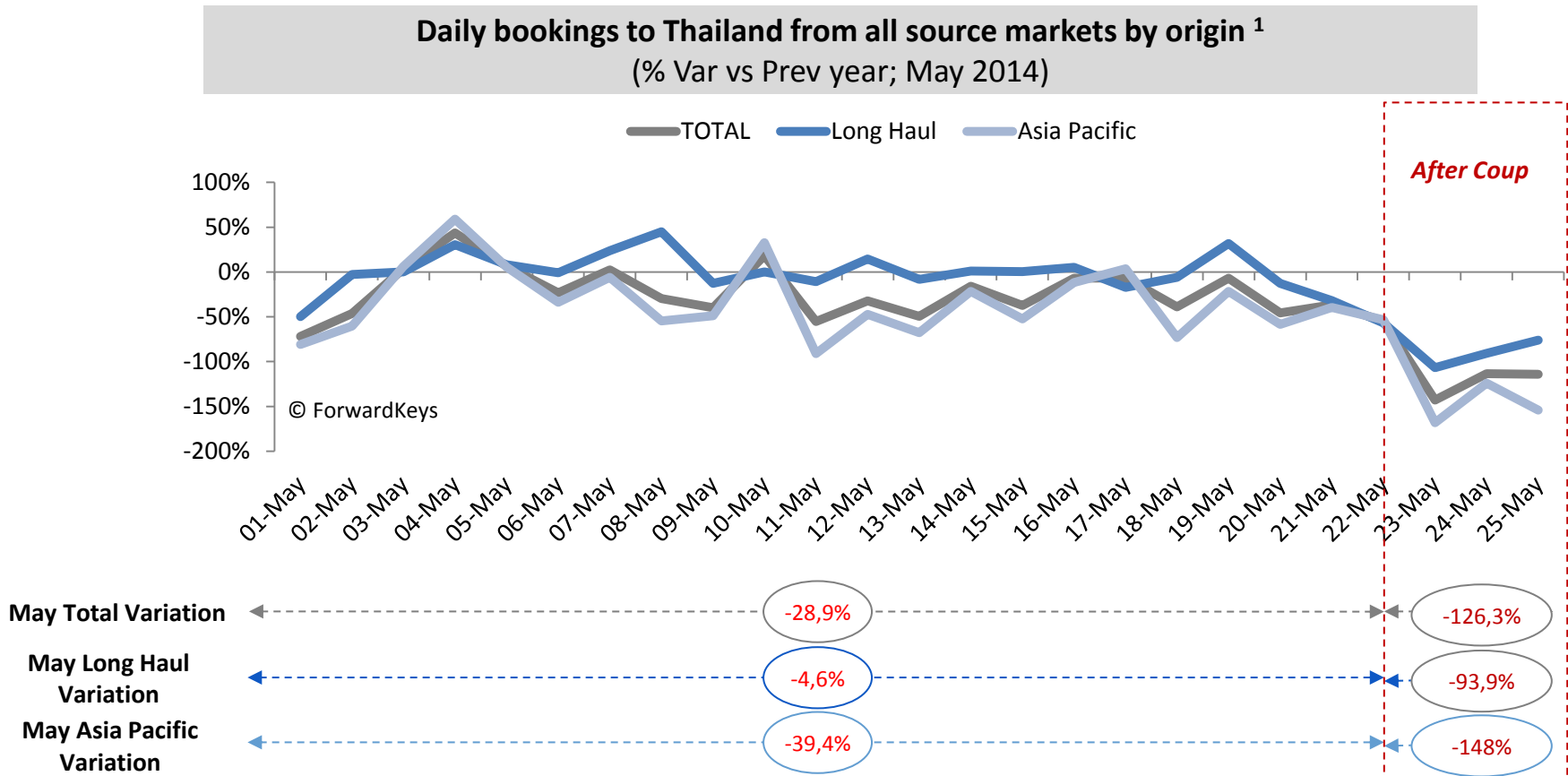
Daily bookings to Thailand from all source markets by origin ¹
(# Pax; YoY variation; 19 – 25 May 2014)



Notes: (1) Long Haul source markets are defined here as source countries from Europe, America, Africa and Middle East

Daily bookings variations

- ▶ Bookings from Long Haul markets, previously resilient, follow dramatic drop while APAC bookings collapse

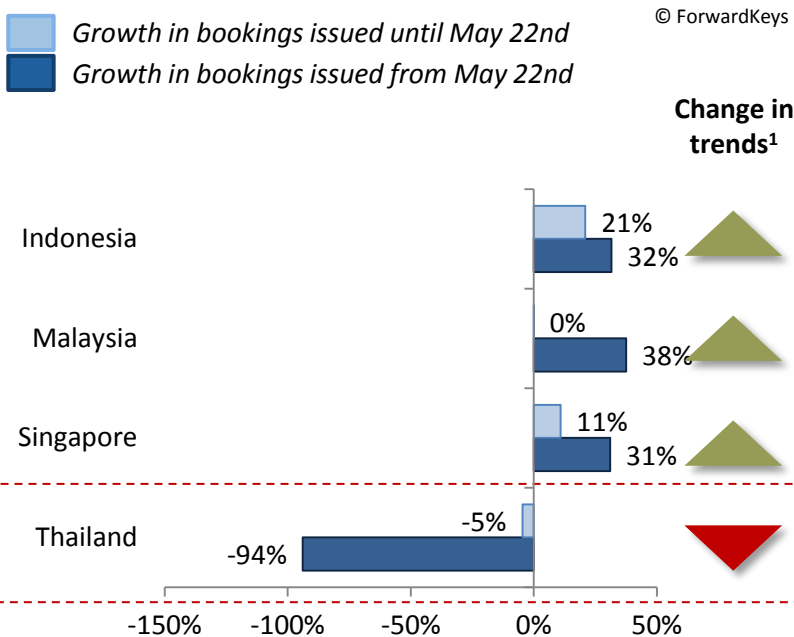


Notes: (1) Long Haul source markets are defined here as source countries from Europe, America, Africa and Middle East

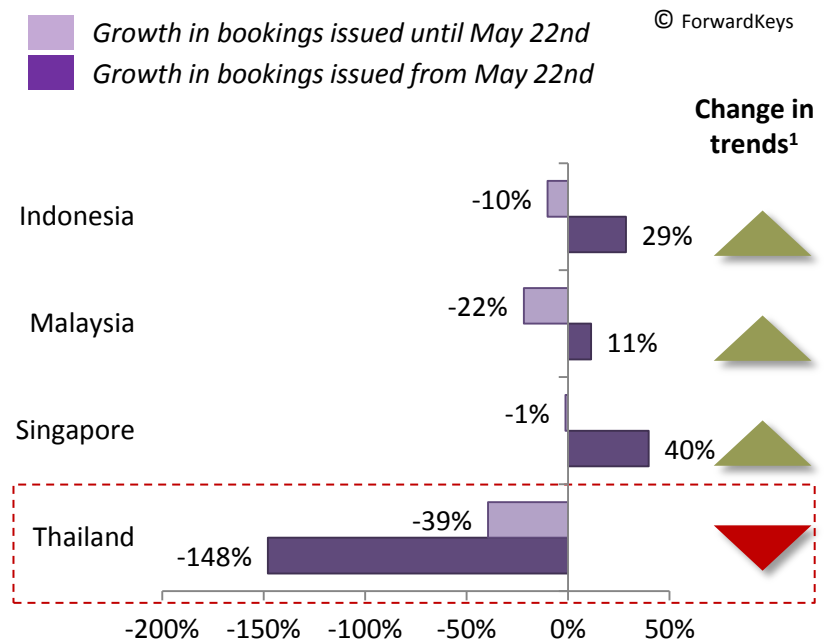
Alternative destination booking reports

- ▶ Other destinations in the area have seen bigger growths in bookings, specifically from Long Haul markets, suggesting a report to alternative destinations.
- ▶ Bookings from APAC to competing destinations have changed into positive trends since May 23rd.

Bookings from Long Haul markets by destination
(% Var vs Prev year; May 2014)



Bookings from APAC markets by destination
(% Var vs Prev year; May 2014)

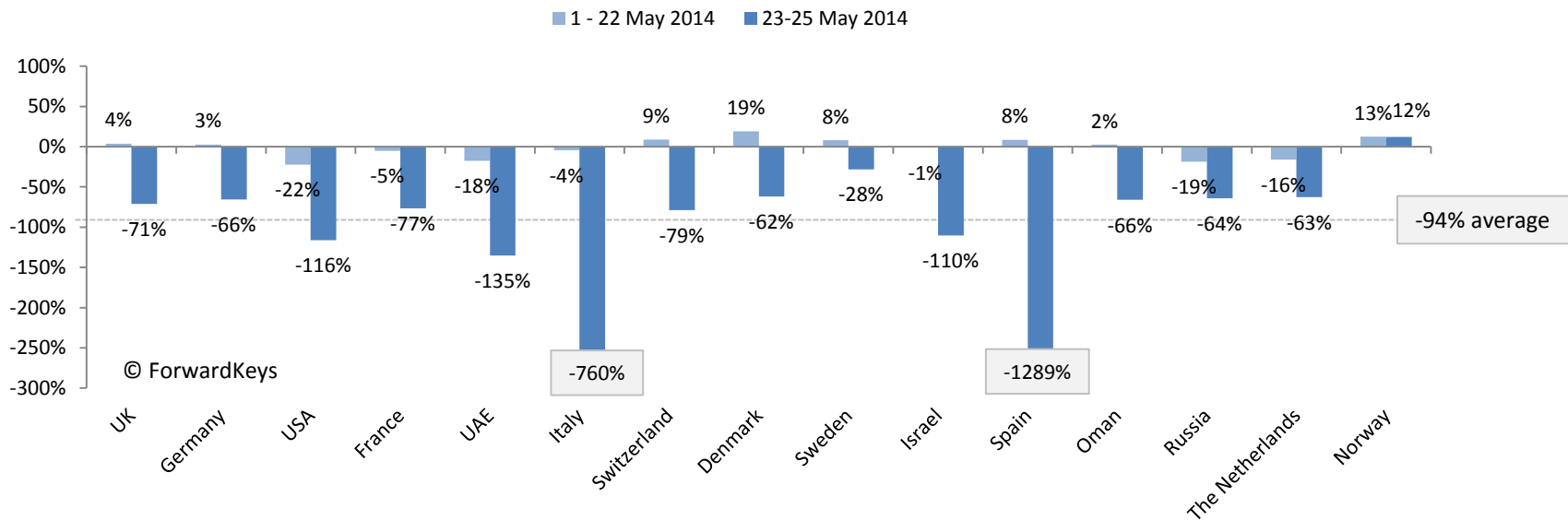


Notes: (1) Change in trends highlight difference before military coup (May 1st to 22nd) and after (May 23rd to 25th)

Long Haul booking trends

- ▶ Even most resilient countries, mainly from Northern Europe, have fallen to negative values after the coup.
- ▶ Average drop after coup reaches -94% YoY.

Bookings from Long Haul markets to Thailand by source country
(% Var vs Prev year; May 2014)

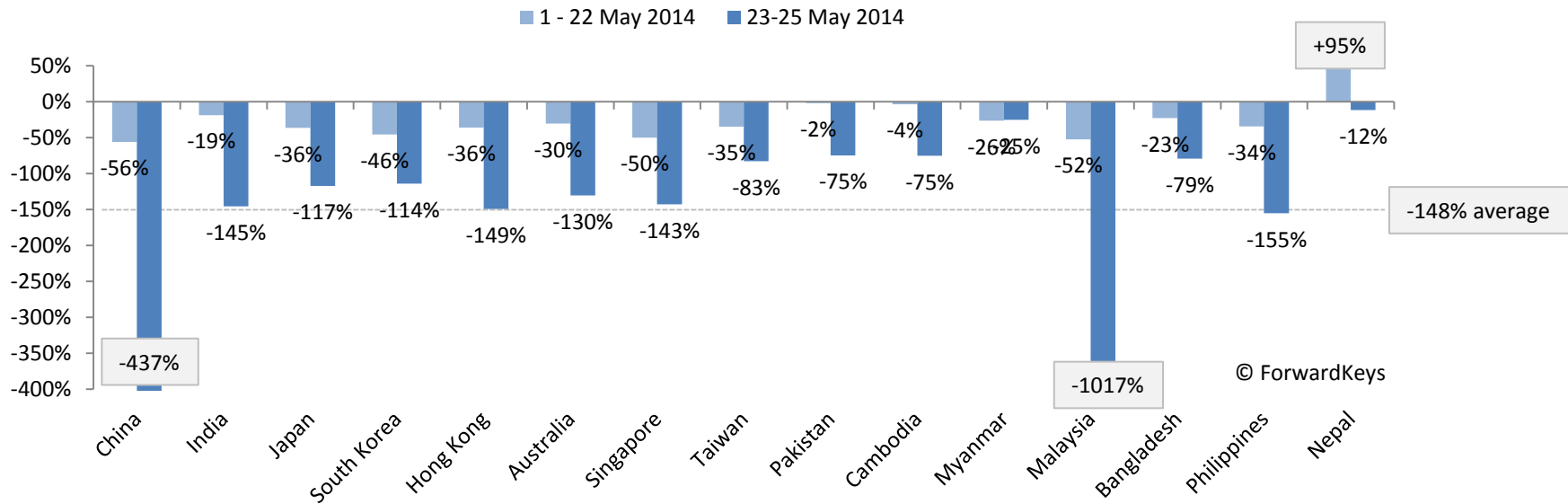


Notes: (1) Change in trends highlight difference before military coup (May 1st to 22nd) and after (May 23rd to 25th)
Spain and Italy bars not proportional to drop for clearer view

Asia Pacific booking trends

- ▶ Top contributor (China) sees exceptional decrease with -437%, driving trends down to -148% average after the coup.

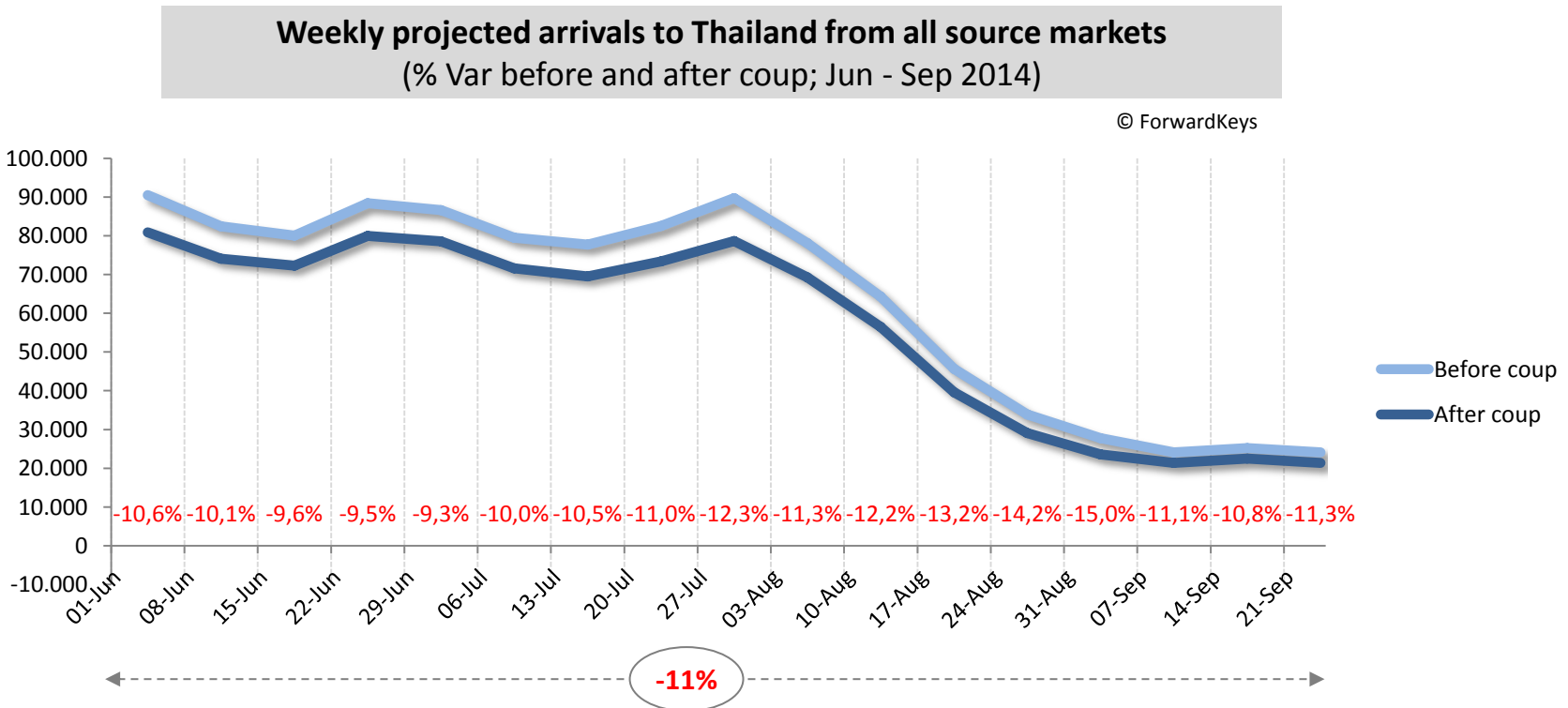
Bookings from APAC markets by source country
(% Var vs Prev year; May 2014)



Notes: (1) Change in trends highlight difference before military coup (May 1st to 22nd) and after (May 23rd to 25th)
China and Malaysia bars not proportional to drop for clearer view

Forward looking arrivals

- ▶ After coup, projected arrivals in future months are -11% lower than by Friday, May 21st.
- ▶ Proportional reduction homogeneously distributed over all coming weeks.



Notes: (1) Before coup data as per ForwardKeys database updated until May 21st
 After coup data as per ForwardKeys database updated until May 25th

Main Findings

- ▶ **Coup d'état seriously impacted bookings to Thailand.**
 - ▶ Timid signs of recovery in Thailand already degraded performance were given a strong halt with the coup d'état of May 22nd 2014.
 - ▶ Long haul source markets are showing stronger resilience than APAC - regional source markets are proving more volatile, with a performance deep below 2013 values much further degraded after the coup, driving Thailand destination performance into negative numbers.
- ▶ **Other countries in the area are growing.**
 - ▶ Other competing destinations such as Malaysia, Singapore or Indonesia seem to be benefiting from booking report.
- ▶ **Expected arrivals for the next months reduced.**
 - ▶ As a result, next month expected arrivals are reduced by -11% weekly on average when compared with expectations before the coup.
 - ▶ Reductions are homogeneously distributed throughout the coming months and down to August.